



アンパンマン
ミュージアム
Anpanman Museum

詩とメルヘン
絵本館
Poem and Märchen Gallery

English

Home of Takashi Yanase's



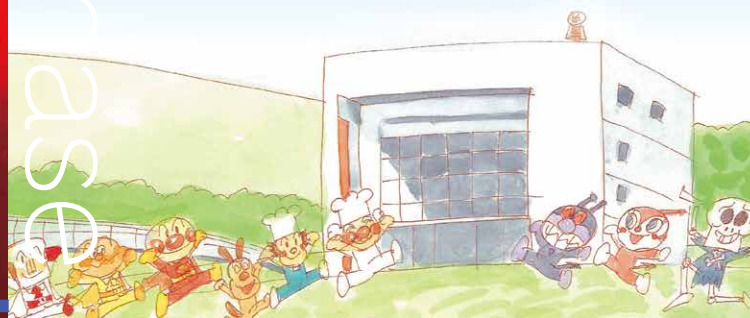
**アンパンマン
ミュージアム**
Anpanman Museum

Kahoku-cho in Kami City, Kochi Prefecture is the land of Takashi Yanase, creator of Anpanman. Located in this tiniest of towns, the Anpanman Museum is a spiritual home for those who love Anpanman. There is no difficult art here, and there are no suggested paths. Wander around however you like and see if you can find Anpanman and his friends hiding here and there throughout the museum.



**詩とメルヘン
絵本館**
Poem and Märchen Gallery

The Poem and Märchen Gallery houses a complete collection of all cover art and illustrations ever made by Takashi Yanase for the magazine *Poem and Märchen*. Small but full of dreams, joys, love, tears, and kindness, the gallery is another "Yanase world" that is somewhat different from the Anpanman Museum. Say so when you like something, cry when you are sad, and laugh when you are happy. In this place of the heart, be real with your feelings.



Explore the museum!



1F

1 Entrance

Featuring a three-storey atrium that recalls an outdoor stage, the entrance is modeled after the Piazza del Campo in the medieval Italian city of Siena. The museum's shop offers a wide variety of Anpanman merchandise, including a number of original items only available here!

2 The-Hide-and-Seek Tree

This large automaton is fashioned after Takashi Yanase's "The-Hide-And-Seek Tree," and plays the Anpanman theme song, "Anpanman's March". Every hour on the hour, familiar Anpanman characters peek their faces out.

3 AtoZ

If you can read the floor panels all the way from A to Z, you too can be an Anpanman master!

The only Anpanman handprint in the world is here, too.

4 Giant Anpanman Mural

See Anpanman and his friends all on one big wall. The Anpanman at the bottom is about as tall as a 3-year-old. Try standing next to him!

5 Anpanman Theater

This theater shows episodes of the *Anpanman* animation series. The show features Anpanman's many friends and keeps you on the edge of your seat wondering what will happen next! Come take a break and watch if you get tired walking around the museum.



4F

7 Yanase Takashi Gallery

This gallery showcases a wide variety of images from the world of Anpanman as drawn by Takashi Yanase. Also on display are tableaus created specially for this gallery as well as priceless original drawings that can only be seen here.

Anpan-man on the roof

Anpanman will show himself during his patrol!! (look for him when outside)

10 Slope Exhibit Room

The walls of this small room let you do lots of fun things, such as hearing your voice resonate when you speak. The door at the end leads outside.

11 Outdoor georama

This 3D georama is modeled after "Riceball-Head in Vegetable Village". Some characters inside do not appear in Takashi Yanase's original drawings. Compare these to the original drawings in the 4F gallery and see if you can spot the differences.

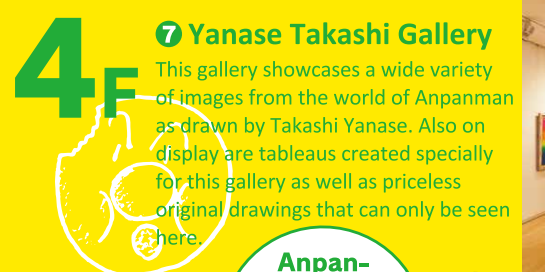
12 Glass repository

On display here are the toys, plushes, stationery, clothing, and many other Anpanman character merchandise that have been made over the years. Do you have any of these at home?

6 Anpanman World

A georama forms the centerpiece in this miniature re-creation of the town in which the characters of the *Anpanman* world live. At the bread

factory, listen to Anpanman's voice on the phone and see the oven where Anpanman characters' faces are baked. At Meany Castle, sit in the cockpit of Meanyman's Mole-Mobile or bring Meanyman up on the screen with a foot sensor. These are just some of the many fun ways to play with Anpanman and his jolly friends.



6

Reception

Coin-operated lockers

Restroom

Entrance

Exit

Museum shop [1F]

Museum shop

Lots of original merchandise you can only buy here!

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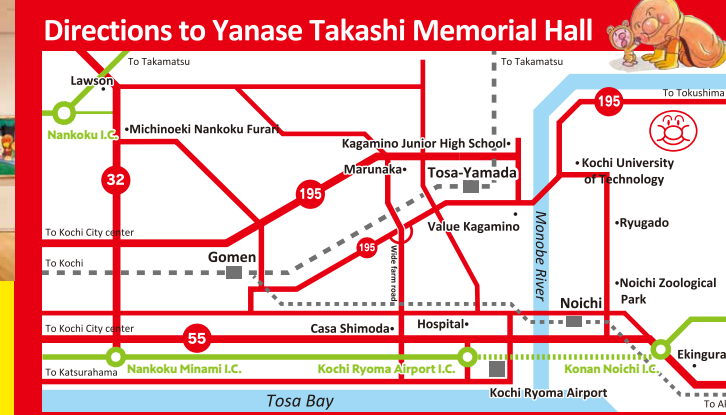
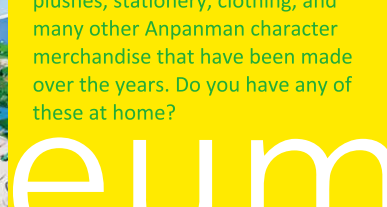
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Directions to Yanase Takashi Memorial Hall

[Driving] 60 mins from Kochi City center to 40 mins from Kochi Ryoma Airport 35 mins from Kochi Expressway Nankoku Interchange [Train/Bus] Take the JR Dosan Line to Tosa-Yamada station. Transfer to a JR bus bound for Odochi. Get off at Birafu (Anpanman Museum) and walk 5 mins.

Museum Hours

9:30am – 5:00pm (admission until 4:30pm) Closed Tuesdays

※ When a holiday falls on a Tuesday, the museum is closed the following day.

Admission

All Yanase Takashi Memorial Hall locations			Poem and Märchen Gallery only		
	Individuals	A group of 20 or more		Individuals	A group of 20 or more
Adults	800	720	Adults	450	400
High/Junior High School Students	500	450	High/Junior High School Students	200	180
Children (3 and over)	300	270	Children (3 and over)	100	90

* A person with a certificate of physical/mental/intellectual disability and an attendant pay half of the ordinary admission fee.
* Admission prices are subject to change for special exhibitions.



Yanase Takashi Memorial Hall Area Map

Yanase Takashi Memorial Park

A secluded rest area surrounded by clusters of yuzu trees indigenous to Kochi. The Yanase rabbit statue is here, too!

Annex

Special exhibitions themed on toys or manga are held here once or twice a year.

Playground

Sunny days are great for playing outside the museum, as well. The grassy area has playground equipment shaped like Anpanman characters.

yanase takashi memorial hall

Yanase Takashi Memorial Anpanman Museum Promotion Foundation
1224-2, Birafu, Kahoku-cho, Kami-shi, Kochi 781-4212, Japan
[TEL] 0887-59-2300 [FAX] 0887-57-1410
<http://anpanman-museum.net/>





After moving to Tokyo to draw manga, Takashi Yanase married Nobu Komatsu, a coworker during his time at Kochi Newspaper.

Becoming a cartoonist 1953~

Takashi Yanase moved to Tokyo and worked in the publicity department of the Mitsukoshi department store before becoming a freelance cartoonist. While engaged in other pursuits, including winning the Shukan Asahi manga award for his "Mr. Bo" work and creating the manga-style commercial "The King of Beer" for the Sapporo Beer company, he struggled to make it big. He wore a number of hats in the meantime, taking jobs that included stage production, editing magazines, and appearing on TV. Although regarded as a man of many talents, he long suffered as a figure of obscurity in the world of cartoonists. His *Tenohira wo Taiyo ni* (Hold up your Palm to the Sun) was a piece he created to encourage himself at the time.



1969~

In 1969, Takashi Yanase published a short story for adults that was the progenitor of Anpanman. In 1973, he published *Anpanman*, a children's picture book that was also used at the Froebel-Kan. Although Anpanman was unpopular with publishers at the time, Takashi Yanase's passion for his creation never waned. After continuing to draw for numerous different media, Anpanman finally took off during the 1980s at preschools and kindergartens. The animated Anpanman TV show began airing in 1988.

Anpanman is born in a picture book



Anpanman from *Anpanman*, re-energized with a fresh face baked by Jamu-Ojisan.



Kaiketsu Anpanman begins with lightning falling on the bread factory during a stormy night that recalls the movie *Frankenstein*, in a scene that depicts Anpanman as a living being.

Repository

This repository houses some 2,000 works, including paintings by Takashi Yanase and works by artists involved with *Poem and Märchen*. The Anpanman face painted on the wall is a staggering 9 meters tall!

A *Poem and Märchen* serial publication *Kaiketsu Anpanman*

In 1975, *Rensai Nekketsu Märchen Kaiketsu Anpanman* became a serial feature for adult readers in the monthly periodical *Poem and Märchen*. The protagonist was not Anpanman but a struggling cartoonist named Yaruse Nakasu, a play on words created after an actress once told him that he made others cry inconsolably. *Rensai Nekketsu Märchen Kaiketsu Anpanman* was published in book form by Sanrio in 1977.



Fighting Anpanman statue
This 3-meter tall statue was built to commemorate the museum's 15th anniversary.



Pencil Peninsula

Association of Picture Book Cartoonists



1972

The Association of Picture Book Cartoonists was conceived by Takashi Yanase and Kazuo Maekawa. This open association has no complex rules or strict screening process for membership, requiring only that a cartoonist love picture books. Takashi Yanase had published very few picture books by this time. To say that his achievements as part of the association created "famed picture book author Takashi Yanase" is no exaggeration.

At the request of Osamu Tezuka, another Association of Picture Book Cartoonists member, Takashi Yanase worked as art director on the animation film *A Thousand and One Nights*. As thanks for making the film a hit, Mushi Production (Tezuka Osamu's production company) produced Takashi Yanase's first animation, *The Gentle Lion*.



1973

Poem and Märchen magazine was another of Takashi Yanase's lifetime achievements. For 30 years, beginning with the first issue, he created all cover art and handled all editing. Carrying on the spiritual world of *Akai Tori* (Red Bird) magazine, created by Miekichi Suzuki, Takashi Yanase devoted himself to constructing a new and lyrical world. Considered an international anomaly for its format, which consisted mainly of works submitted by readers of the magazine, it launched the careers of many of Japan's greatest professional illustrators and poets.

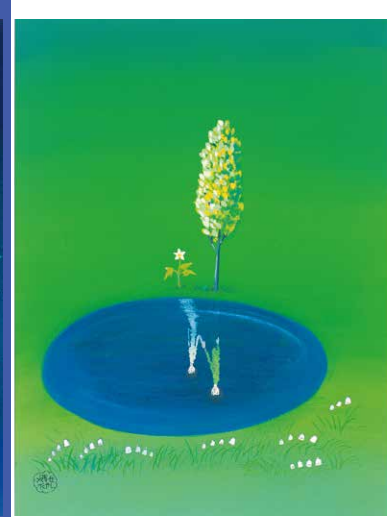
Poem and Märchen magazine



Poem and Märchen Gallery

This gallery provides a window into the world of Takashi Yanase through his many contributions, which include cover art and illustrations created for *Poem and Märchen* magazine, as well as many of his poems and cartoons. The gallery also holds special exhibits two or three times a year. In addition to original drawings by *Poem and Märchen* artists, these exhibits showcase the works of picture book artists from Japan and around the world.

Picking up star fruits under a star tree beneath a cerulean sky



In beautiful May the wind rustles the newly green leaves



The butterflies of summer, such colors as if freshly painted

TAKASHI YANASE PROFILE

- 1919 — Born on February 6
Completes a course in industrial design at the Tokyo Polytechnic High School (currently Chiba University). Works at Tokyo Tanabe Pharma Corporation, Kochi Newspaper, and Mitsukoshi department store's publicity department before becoming a freelance cartoonist
- 1961 — Creates the lyrics for *Tenohira wo Taiyo ni* (music by Taku Izumi)
- 1966 — Yamanashi Silk Center (currently Sanrio) publishes *Ai suru Uta*, a collection of poems by Takashi Yanase
- 1967 — Wins the Shukan Asahi manga award for his "Mr. Bo" frame cartoon
- 1973 — Sanrio publishes *Poem and Märchen* magazine consisting of poems, art, and cartoons. Becomes a monthly publication the following year (running from 1973 to 2003). *Anpanman* appears in *Kinder Story Picture Book*, a monthly picture book issued by Froebel-Kan
- 1988 — The Nippon Television Network Corporation begins broadcasting the *Anpanman* TV animation
- 1990 — *Anpanman* wins the 19th grand prize of the Japan Cartoonists Association
- 1991 — Receives the Order of the Sacred Treasure, Gold Rays with Rosette
- 1994 — Becomes an honored citizen of Kahoku-cho, Kami-gun (currently Kami City), Kochi Prefecture
- 1995 — *Anpanman* wins the Ministry of Education Award for the Japan Cartoonists Association
- 1996 — The Anpanman Museum of the Yanase Takashi Memorial Hall opens
- 1998 — The Poem and Märchen Gallery of the Yanase Takashi Memorial Hall opens
- 2009 — *Anpanman* is entered into the Guinness Book of World Records for having the most characters (1,768) in a single animated series
- 2011 — Becomes an honored citizen of Kochi Prefecture
- 2013 — Dies on October 13 at age 94
- 2014 — Yanase Takashi Honoki Park, resting place of Takashi and his wife Nobu, is completed

