

NEWS RELEASE

A Yoshitaka Amano SF masterpiece will debut globally in the spring of 2012.

In addition to having worked on the visual concept behind Final Fantasy, Yoshitaka Amano is active throughout the world and has already taken a step in a new direction with his work on anime for the theater.

Report on the DEVA ZAN press conference, Yoshitaka Amano's directorial debut

Sponsored by the DEVA ZAN Production Committee Office

Tokyo, December 21, 2010. Yoshitaka Amano is a world renowned animation character designer and illustrator, having created the visual concept of the enormously successful “Final Fantasy,” selling 75 million units throughout the world. This exquisite, captivating, and dreamy work is popular in North America and Europe. Having held private exhibitions in cities throughout the world including London, Paris, and New York, Amano founded in July 2010, STUDIO DEVALOKA (a coined word meaning “where the gods gather”), his own studio, and started work on DEVA ZAN, his directorial debut.

Mr. Amano commented: “This entertaining production will be a new Oriental myth for everyone in the world, therefore I would wish everyone to please go and see DEVA ZAN.”

We held a press conference on December 21 and below are the details on the DEVA ZAN press conference. We would greatly appreciate if you would introduce the information through your media.

- Date: Tuesday, December 21
- Place: Grand Hyatt Tokyo, Japan
- Presenters: Yoshitaka Amano, Director/Original Author & Planning
Yasutomo Yanagida, Executive Producer
Mariko Suzuki, Representative Director, STUDIO DEVALOKA CO., LTD.
Tetsuhide Morooka, General Producer

At the press conference, panels displaying the visual images of the hero ZAN and footage specially created for this occasion were premiered. This promotional video can be viewed at the DEVA ZAN official website at <http://devazan.com/>. The conference room was full, both from home and abroad media, showing high expectations for Amano, the director. While introducing the 105 second video, Amano talked about the movie, not-as-yet officially revealed, and introduced its characters. Amano also answered questions from the press.

Yoshitaka Amano further commented on “DEVA ZAN,” his first directed movie: “Having worked on various movies up to now, I decided that it was about time to create my own. I have been working on the concept behind the movie for around ten years and was able to realize this dream through collaboration with the wonderful animation director Shinmei Kawahara.”

Media Q&A

Q1. What did you portray in this movie? Could you tell us your view of the world?

“I took the myth straight on. There are many wonderful arts of work, and I transformed a science-based modern Japanese/Asian myth into a movie.”

Q2. Your creative activities have been well received in the past all over the world. Is there anything in common between your activities in the past and this project? What would be the difference?

“I incorporated all the elements of my previous creative endeavors into this. The movie is the beginning, not the end, of this project. I intend to give this project breadth that extends from video to 3D and paintings.”

Q3. The movie is scheduled to be released simultaneously throughout the world. Who do you think the target audience is?

“Of course, we are conscious of western countries such as France, Spain, and the United States, but within Asia, we are also conscious of China, which has begun to develop an anime culture. Japanese anime has spread widely in the United States and Europe, and I feel that it has also started to draw attention in China. Non-Japanese see anime as coming from the same culture that produced the paintings of Shigeru Mizuki and the ukiyoe of Hiroshige. I am looking forward to see what type of reviews DEVA ZAN receives within Asia, the same cultural zone as Japan. I want people throughout the world to see this so please tell everyone about it.”

Q4. This question is about China, not Japan. Were you conscious of China when creating the movie? Were you influenced by factors such as the history of China?

“I am a professor emeritus of the Hangzhou National Arts College and where I gave a lecture just the other day. I have extremely strong ties with China, which is one country that has influenced my world view. One of the female characters being in development for this work has a costume and clothing whose design is based on a robe of feathers, which may give it a Chinese feeling. But I hope all people are looking forward to the completed movie.”

Mariko Suzuki : Regarding foundation of STUDIO DEVALOKA CO.,LTD.

President and Representative Director of Studio DEVALOKA Mariko Suzuki provided an overview of the studio which was established as a creative studio that Yoshitaka Amano works at full time.

The word DEVALOKA was coined from the words deva, which means god, and loka, which means location. The company was founded to produce works by Yoshitaka Amano, and the studio's first work will be based on a myth. DEVALOKA, the company, was founded as a venue for these creators and producers to congregate as the gods do.

The movie is expected to debut globally in the Spring of 2012, and negotiations are currently under way with distributors throughout world, particularly those in Japan.

Official homepage

* Released clips can be viewed at this website: <http://devazan.com/>

Images of the press conference

Photo 1 “ZAN image”



Photo 2 “press conference Photo session”



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