

August 4, 2011

Press Release

## Tsuneo Goda wins the Inkpot Award at Comic-Con International 2011

dwarf inc.

TYO Inc.

The Representative Director and main creator of dwarf inc. (Headquarters: Nerima-ku, Tokyo; TYO Group; <http://www.dwarf.co.jp/>), Tsuneo Goda picked up the Inkpot Award at Comic-Con International 2011 (official website: <http://www.comic-con.org/>; hereinafter referred to as "Comicon") held in San Diego, US, in late July.

The Inkpot Award was established in 1974 by Comicon. Selecting from official Comicon guests who have made a large contribution to the world of pop culture such as manga, animation and science fiction, it is awarded to people who have left behind a particularly remarkable body of work. Japanese recipients of this award include Osamu Tezuka (1980); Rumiko Takahashi (1994); Naoko Takeuchi (1998); Hayao Miyazaki (2009); and Moto Hagio (2010). As well as Mr. Goda, Steven Spielberg also won an Inkpot Award this year.

It could be said that Mr. Goda's award is an acknowledgment of his excellent past work on Domo-kun overseas as well as the originality of his character modeling and video works.

Domo-kun started to gain success overseas after winning an award at an overseas festival in 2005, and its TV program has been broadcast in over 170 countries and regions to date including the United Kingdom, France, Germany and South Korea. It was selected as a Halloween mascot for the US major supermarket, "Target", in 2008, and was used as a limited period campaign character for the American Seven-Eleven in the following year. As such, it now been accepted by many people across the world. Based on these achievements, Mr. Goda was invited to be a guest speaker at this year's Comicon. Many fans attended the lecture, and the venue which can house hundreds of people was full during the lecture.



Comicon awards



Domo-kun  
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## [Tsuneo Goda Profile]

<History>

1967 Born in Tokyo

1987 Graduates from the Japan Academy of Moving Images  
/ Joins Dentsu Prox Inc. (Dentsu Tec)

1990 Leaves said company

1996 Joins Creative Department of TYO Inc.

2003 Establishes dwarf inc.



Starts directing career as a director of commercials

Gains popularity for the NHK character, Domo-kun, and expands into animated film.

Launches dwarf inc. in 2003 and becomes an animation creator. His wide-ranging creative activities include producing 2D animation such as picture books and illustrations.

He is especially interested in drawing a realistic world that incorporates "feelings and experiences" he feels in his everyday life based on a setting of animated dolls where the things that could never happen in real life actually happen.

Works expressing this unique view of the world have received high praise from around the world including awards both in Japan and abroad.

Following the March earthquake, he launches the "Holding Hands Strategy" (<http://www.teotsunago.com/>) with a desire to put smiles back on the faces of children in the disaster-stricken areas.

Using a large number of characters, this project is currently under development.

<Main characters>

- Domo-kun ( <http://www.nhk.or.jp/domo/> )
- Komaneko ( <http://www.komaneko.com/> )
- PLUG ( <http://the-planet-zero.com/> )
- namaiki Volc ( <http://www.namaikivolc.jp/> )
- Kametta
- Makuma-kun etc.



"Komaneko"

©TYO/dwarf - Komaneko film partners



PLUG

©NISSAN/dwarf



namaiki Volc

©dwarf/SCP/MCA



Kametta

© NHK/dwarf



Makuma-kun

©NHK/dwarf

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