The Influence of the Ghibli studio

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Body

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Why I chose this theme??

At first, I was studying Japanese Anime and Manga that were influenced by the world. I then visited a Japanese anime, manga and games exhibition, which deepened my interest in those media. I wanted to discover how influential Ghibli was, so I went to its museum, which further interested me.

History (What is “Ghibli” and how did it become so popular?)

Ghibli achieved commercial success with “Nausicaä of the Valley of the Wind”. In 1985, Tokuma Press, which published “Nausicaä of the Valley of the Wind”.

Ghibli is a hot wind in the Sahara Desert. During the World War II, an Italian reconnoiter used this name (Ghibli). Hayao Miyazaki, who loves planes, decided to name his studio after this fact.

There were his intentions that he will create a sensation in the Japanese animation.

Expansion Overseas

Overseas showing of Ghibli work is the core in Asia, such as Hong Kong, Taiwan, etc. Studio Ghibli is not interested in the overseas market because it does not sell its work outside Japan. This situation began to change, however, from the middle of the 1990s. “My Neighbor Totoro” was released in America, and Totoro’s Video was released by FoxVideo. They sales recorded six hundred thousand DVDs in sales. Such figures were
epoch-making at the time. Furthermore, Pom Poko won the Academy Award for best Foreign Language Film.

In 1996, “Princess Mononoke” was distributed in New York as well as other movies throughout the world with rumors circulating about cooperation with Disney, a great honour.

In September 1998, “Kiki’s Delivery Service” was sold in North America via Disney. This video received much praise and in October 1999 an English dubbed version of “Princess Mononoke” was released in America. The latter was critically acclaimed, but the sales were not high. Nevertheless, Hayao Miyazaki and Ghibli were becoming more familiar to Americans. In January 2000, “Princess Mononoke” was well released in France, in the rest of Europe and in South America the movie was popular too.

In partnership with Disney, Ghibli can work at a multinational level, marketing itself all over the world. We have been making first works in Japan as before, and then the policy will continue it that we will think overseas after that.

*By partnership with graduation thesis after that
http://www.ghibli.jp/30profile/000152.html
Translated by the author.

Attraction

Ghibli’s main attraction is its unique characters, who are very realistic, especially, the characters “Cat bus” and “Totoro”. Also, Ghibli movies are for both young and old. Finally, Ghibli movies have a peculiar tempo. When I visited in the Ghibli museum, there were a lot of storyboards. And I found that Hayao Miyazaki change the storyboards frequently. He was concerned about how to play a scene from a movie, and then he correct detailed of a scene lasting one second.

Asian said what Ghibli’s attractions are.
Statistics for “My Neighbor Totoro”:(http://www.imdb.com/title/tt0096283/?ref_=nv_sr_1)
This graph displays the evaluation of “My Neighbor Totoro” by Asians.

<table>
<thead>
<tr>
<th>Good</th>
<th>Normal</th>
<th>Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>☆9~10</td>
<td>☆5~8</td>
<td>☆1~4</td>
</tr>
<tr>
<td>14 people</td>
<td>4 people</td>
<td>0 person</td>
</tr>
</tbody>
</table>

The lowest evaluation is ☆7.

I will present some comments which are evaluation of “My Neighbor Totoro”.

- **Delightful Children’s movie 10/10**  
  **Author**: zorrothefox from India

What can I say? It's a really endearing movie, and even though it's a children's movie, I found myself captivated.

- **The best animated movie ever 10/10**  
  **Author**: muathuyn from Viet Nam

  25 September 2005

  I love Totoro, Mei and Satsuki. I have been seeing the movie many times without getting bored while I become tired of seeing other movies easily right at the second or third time. I can't imagine how the director can create such real and cute characters.

- **Must watch for all ages!! 9/10**  
  **Author**: Abhimanyu Purohit from India

  23 September 2012

  The picturesque scenery, the great artwork, the epic storyline, even the soundtrack especially THE PATH OF WIND one of my fav's instrumental.

- **Love and innocence at its best. 9/10**  
  **Author**: manendra-lodhi (manendra.lodhi@gmail.com) from India
4 August 2012
Each film from studio Ghibli has something which cannot be seen normally in other animation films. It's like they treat you in such a gentle way that you cannot hate their films. This film is again a best example of love and innocence at its best.

· A Sweet and Charming Timeless Classic!  8/10
Author: akash sebastian from India  21 July 2012
With a warm & friendly story, and interesting characters & situations, the visually arresting movie takes us on a joy ride. No Villains, No Songs, No Adult humour · Just a simple adventurous journey of two sisters. A person of any age and taste can enjoy the movie.

· disappointed  7/10
Author: Michael Gong from China  10 April 2013
I watched Totoro after Spirited Away and is a little disappointed about this movie. The style of drawing is still warm and nice. But the plot is plain and predictable. The loveliness of Totoro is amazing but the way the story ends is no more than cliché.

It was found from the evaluation that “My Neighbor Totoro” is highly regarded in Asia. Most people appreciated highly “My Neighbor Totoro”. And the person said: I can't imagine how the director can create such real and cute characters. This comment shows a work that is originality. There was also low evaluation certainly, but it was compared with other Ghibli’s film. From this evaluation, not only Japan but also Asia loved Ghibli's film.

Influenced foreign animation director
Studio Ghibli have a major influence on world animation director. For example, John Alan Lasseter who directed “Toy Story”, Pete Docter who directed “Monsters, Inc” and Joseph Hill Whedon who directed “The Avengers”. The robot of Castle in the sky was appeared in The Avengers by Joseph Hill Whedon because He is a Ghibli fan as a tribute to Studio Ghibli and his friend, John Alan Lasseter asked Hayao Miyazaki for appearance of Ghibli character. Hayao Miyazaki gave the OK to appearance. Especially, John Alan Lasseter has had a close friendship with Hayao Miyazaki for over twenty years.
The following is a short interview with John Alan Lasseter.
John Alan Lasseter’s interview

He said: Asked to hold the talk by his friend Toshio Suzuki of Studio Ghibli, Lasseter said, “I started looking through the old photographs of my trips to Japan. I’m very emotional about this talk about what a huge influence the country of Japan its people and my friend Hayao Miyazaki had on me.”

He described how his earliest exposure to Japan was with cartoons that he didn’t even know were from the country at first, and how his frustration later on in life as a Disney animator in a Hollywood where animation was just seen as “for kids” was solved when he first met with Miyazaki in 1981 and saw clips of Lupin III: The Castle Of Cagliostro.

“He showed me about three sequences from the film and I was blown away. Because this was the first animated film that I thought was made to entertain all ages. Clearly this was a film that was made by a filmmaker and not just for children. It made me feel I was not alone in the world,” he said, showing the very clips he saw back then.

“It’s for adults. It’s smart, it’s clever. The economy of the action,” he enthused. “It was such smart filmmaking. It filled my soul – that’s what I wanted to create.”

Lasseter described falling in love at first sight with his wife Nancy and wooing her with those very clips on their first date in 1985.

“To say Japan and Miyazaki has had a profound effect on my life · it is proof positive,” he said.

Totoro & Miyazaki Magic

Lasseter described Totoro as the most special Miyazaki film for him, with its quiet moments and inventive ideas such as the cat bus.

“And the way it touches the audience, it has a profound effect on the young and the old alike. He takes time and celebrates the quiet moments in films and that is so the opposite of
"Hollywood movies," he said.  

He also referenced Castle In The Sky and “how the action sequences are so amazing. The rescue sequence inspired a rescue sequence in my movie A Bug's Life," he said.  

“Often when we get stuck at Disney, we will just put up a Miyazaki film” for inspiration, he said.

I thought he was hostile to Hayao Miyazaki because they are anime creators from different companies, but actually he is inspired by Ghibli’s films. From the interview, it is clear that he respects Hayao Miyazaki. And thanks to Ghibli Studio, he got married to Nancy.

A French student and Fox broadcasting company create a Ghibli related Video.  
In 2015, a French student Gwenn Germain made a short video for his final project at school heavily influenced by “Princess Mononoke” and Nausicaä of the Valley of the wind in which one character at the end resembles Hayao Miyazaki. It also includes a soundtrack by Joe Hisaishi, the theme from Hana·bi(1997). The clip can be accessed from the following link: https://vimeo.com/124313553

Fox made another video as well, “Goodbye Ghibli”. When Ghibli studios announced it would pause activity for a while. At the end, the message “Don’t say goodbye” appears. This clip can be accessed from the following link.  
https://www.youtube.com/watch?v=LQ9pR5yduX4

Conclusion

As can be seen, there are three reasons why Ghibli is world famous. The first is because it has influence many anime directors all over the world. Ghibli movies present cute characters along with beautiful scenery. And “Spirited Away” won an Academy award and a Golden Bear at the Berlin International Movie Festival.

The second reason is because Ghibli movies are for all ages. They are not grotesque or horrifying. On the contrary, there have lovely characters which whom everyone sympathizes. The plots are also very unpredictable, which holds everyone’s interest.

The third reason is the tempo of each film. Ghibli’s movies have a peculiar tempo. Compared with others, Hayao Miyazaki change the storyboards frequently. He was
concerned about how to play a scene from a movie, and then he correct detailed of a scene lasting one second. So Ghibli’s movies are peculiar tempo and they are different from other movies.

**For these three reasons, Ghibli has a major influence in both inside and outside of Japan.** “Spirited Away” set a new box-office record in Japan that is still held today. Ghibli has currently suspended all activities, but it will resume them in the future. When it does, fan all over the world will become excited about the new movie. Then Ghibli will continue its influence again.

**Reference**
Studio Ghibli website [http://www.ghibli.jp/30profile/000152.html](http://www.ghibli.jp/30profile/000152.html)
My Neighbor Totoro's evaluation [http://www.imdb.com/title/tt0096283/?ref_=nv_sr_1](http://www.imdb.com/title/tt0096283/?ref_=nv_sr_1)
John Lasseter’s Interview
Fox broadcast company set a video to Ghibli
[https://www.youtube.com/watch?v=LQ9pR5yduX4](https://www.youtube.com/watch?v=LQ9pR5yduX4)
The article of French student made a video