

Trends in Japan

Pop Culture

Discover manga, anime, J-pop, and much more in this section showcasing the latest pop culture phenomena to capture the imagination of Japan's young people.

Web Japan <http://web-japan.org/>
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World's Most Functional Instrument

The Japanese *Keitai* Mobile Phones—and Their Still-Evolving Culture

Greeting	(@'V`))/.~*~☆Hell☆~*~*
Smile	∨(•'V'•)∨
Anger	∨(*`Π(*)/
Sigh	(*`o*)=3
Cry	. o° α(°o`*)o° o° o
Surprise	(□o~;)]]~>

Emoticons created by combining letters and punctuation creatively to represent facial expressions portraying various emotions



"Deco mail" are email messages decorated with illustrations and animated pictures that can help show your affection for your friends.

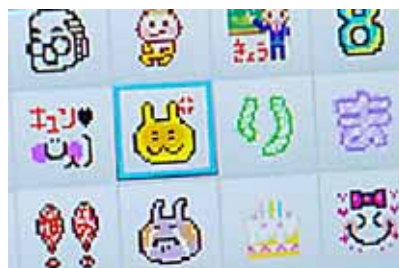
Japan has long led the world in cutting-edge advances in mobile phone technology and features—some of which are just beginning to appear in other advanced nations.



Various *keitai* functions such as high-resolution photography (left) and infrared data transmission (right) make it truly a part of everyday life.



Customize *keitai* phones personally with rhinestones or other decorative artwork and add your favorite strap. (Photo: AFLO)



Some touchscreen smartphone models even come with physical keypads. It is easy to select a pictograph to decorate email messages. (Cooperation: KDDI Corporation)



Viewing a TV program with the *keitai* "One-Seg" function



The *keitai* electronic wallet feature makes it easy to pay train fare without the hassle of buying tickets.

Hand-Made Aesthetic Goes Pop Culture

Handicrafts Boom among Japanese Youth

Knitting, embroidery, cord braiding and other such crafts are reworking fashion, café culture and contemporary art.



Left: A striped shirt that has been cut and customized with patchwork decorations: a more advanced example of handicrafts applied to clothing.
Right: Even a beginner can easily add some woolen yarn to a hooded sweatshirt (Cooperation: Decoqlo-bu, OC Island Inc.)



Embroidery cafes where participants can enjoy handicrafts over a cup of tea are popular (Cooperation: Junko Yazaki, artist in / j.s. pancake cafe)

Many ornamental items are available to customize ready-made clothing and hats through simple application (Cooperation: Decoqlo-bu, OC Island Inc.)

Works by some up-and-coming high-profile handicraft artists. From left: Ossu! Shugeibu, Oozu Makoto, Chikaraishi Saki, and Techno Shugeibu.



Purikura Photo Booths

Fun, Ever-changing Magical Tool

Giving young women a chance to see themselves pictured with ideal cuteness and beauty, *purikura* photo booths are now offering even more options as they continue to evolve.



Among the various functions available is this option that automatically adjusts skin complexion and allows the user to select the whiteness of her skin.

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Legs can be made thinner and longer by using this automatic processing function. ©MAKE SOFTWARE, INC.



Your favorite photo stickers can be sent to a mobile phone and easily uploaded to a blog. ©MAKE SOFTWARE, INC.



A *purikura* photo sticker machine consist of a photo booth, the monitor booth for editing images, and a terminal for collecting the stickers (from right to left). The monitor booth is usually covered by a curtain. ©MAKE SOFTWARE, INC.



Inside the photo booth is a high-capacity flash lamp and a monitor below the camera for checking the photos. ©MAKE SOFTWARE, INC.



While looking at the monitor screen, users can have fun writing messages with a special pen and selecting patterns and images. ©MAKE SOFTWARE, INC.

Japanese Video Sharing Sites

Revolutionizing Internet Media



Comments posted by users run across the footage, creating a sense that they are viewing the movie together.

©Magica Quartet/Aniplex, Madoka Partners, MBS

Claiming to be "the final media," DOMMUNE is a site managed by Ukawa Naohiro, a video creator and contemporary artist. The top page features schedules for talk shows and DJ performances as well as tweets.

©DOMMUNE



Video sharing sites are enabling new ways of communicating with others and creating a unique media experience online.



Production of a Nico Nico Live original video program. The personalities watch viewers' comments on the monitor in real time and respond to them. ©niwango



Nico Nico Commentary enables users to share comments while viewing TV or listening to radio programs currently on-air. ©niwango



Left: DOMMUNE's unique programs include performances by world-famous club DJs, provided on a daily rotating basis. ©DOMMUNE
Right: A talk show featuring a contemporary artist and an art critic. DOMMUNE offers almost everyday most leading-edge events of the kind that only museums can offer. ©DOMMUNE