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/
Trends in Japan  http://web-japan.org/trends/
Today, growing numbers of anime and manga feature specific locations and real buildings in detail, making them popular pilgrimage spots for fans.
Fascination with Personification

Japanese Creativity Brings Objects to Life as Cartoon Characters

The tradition of giving human characteristics to animals and other objects has played a leading role in the development of the manga aesthetic. Today, the personification phenomenon has entered the mainstream of Japanese culture. Cute, humanlike characters have become a vital part of popular culture and a key element in corporate and government public relations.
Japan's manga culture has legions of fans around the world. One thing overseas readers often want to know is: Why Japan? What is it about the Japanese system that has enabled it to produce one high-quality hit after another? We take a look behind the scenes at some of the factors that have made Japanese manga an artistic genre with the diversity and depth to stand alongside novels and movies.

In a meeting with the editor. (C)Okubo Keizo

A team of five assistants gets to work on a manga drawn by Kumagai Kyoko (shown in the back of the picture). (C)Okubo Keizo

An assistant works on a fan, drawing from life to ensure absolute accuracy. (C)Okubo Keizo

Manga artist Kumagai Kyoko at work. (C)Okubo Keizo

The characters are an extremely important factor in any manga, and are drawn by the artist in person. (C)Okubo Keizo
Japan's Social Manga Networks

Picture-Sharing Sites Attract Millions of the World's Amateur Artists

Behind Japan's rich manga culture is a long history of drawing as a hobby among young people. The latest twist on this culture is a range of hugely popular social networking services that allow people to post their own manga on the Internet.

A work posted to pixiv by "vania600."

A work by "k2pudding," "recreating" an image of Hatsune Miku posted to Piapro.

A work by "Akino," "recreating" an image of Kagamine Rin/Len posted to Piapro.