

Preface

The social changes that swept industrialized countries in the second half of the twentieth century, especially their metropolitan areas, were described in a variety of ways by those living through them. Daniel Bell (1973), an American sociologist, identified these changes as heralding “the coming of the post-industrial society.” The economist John Kenneth Galbraith (1977) saw them as representative of “the Age of Uncertainty.” In slight contrast, Alvin Toffler (1980), a futurist, described them collectively as “the Third Wave.” In all of these cases, it is clear that the scholars were convinced of the significance of the social changes taking place around them. Indeed, the nature of the city was undergoing a remarkable transformation.

Manufacturing industries had dominated the growth of urban economies since the Industrial Revolution. Toward the end of the 1960s, however, the number of industrial laborers began to shrink rapidly in both New York and London. This industrial structural change contributed to the rise of inner-city problems in the 1970s. Starting in 1980, however, populations and employment rates in New York and London began to recover from their declines. One sector that was significantly involved in this recovery was business services, including the field of international finance. Saskia Sassen (1991) focused on the role of these new players and reported on the related structural changes that affected urban economies following economic globalization. In terms of employment numbers, business services had taken the place of the manufacturing sector as a promoter of the urban economy by the early 1990s.

John Friedmann, who pointed out the necessity of understanding urbanization in the context of the world economy (Friedmann and Wolff 1982), hypothesized that the creation and dissemination of culture and information would become a subfunction of metropolises in the emerging world city (Friedmann 1986). According to this theory, metropolises in developed countries become the primary bases for administration, provision of services, and transmission of information under a global economic structure.

Advances in information technology sustained the economic globalization of the metropolises. These innovations, which began in the 1980s and accelerated in the late 1990s, led to the birth of Internet-related industries as a subfield of business services. The importance of the role of this new sector in the continued predominance of

business services as a promoter of urban economies increased at the end of the last century. Advanced information industries tended to concentrate in central areas of metropolises. One reason for this tendency is that these industries were based on widely and mutually complementary labor divisions, which enabled various participants in the field to form complex networks based on their physical proximity. Another reason is that the social divisions within the labor networks in the metropolises acted as a creative and developmental generator of culture within the global economy.

The revitalization of urban economies in highly developed countries in the 1980s promoted “culture” as a new player in urban economics alongside business services and information-related industries in the 1990s. This is one aspect of a paradigm shift toward a new economic geography, which Philip Crang (1997) called a “cultural turn.” Now, needless to say, we cannot avoid including culture as an economic element that allows us to understand the activities of economic players on global and local scales in contemporary urban economies. At this point, the culture-creation function that Friedmann predicted in 1986 is becoming more and more important in the metropolises of advanced countries.

In this context, this book focuses on the animation industry, a major Japanese cultural industry, and on the agglomerated structure of that industry. Animation studios are most highly concentrated in Tokyo. As in the information industry, the agglomeration of animation studios in Tokyo is explained on the basis of transactions and the sharing of labor among the studios. In addition, the emerging agglomerated structure of the animation industry, not only in Tokyo, but also in Seoul and Shanghai, has developed under the influence of a system of international division of labor involving overseas animation industries, especially Japanese and Western companies. With an understanding of the generality and regionality of the agglomeration of the animation industry, this book compares the characteristics of the agglomeration process in the three metropolises of Tokyo, Seoul, and Shanghai. Our analysis is expanded to the relationship between the agglomerated structure and the workers as assessed through a survey about the characteristics of the labor market and the career-formation processes of those workers.

Tokyo, Japan

Kenta Yamamoto

References

- Bell D (1973) *The coming of post-industrial society*. Basic Books, New York
- Crang P (1997) Cultural turns and the (re)constitution of economic geography. In: Lee R, Wills J (eds) *Geography of economies*. Arnold, New York
- Friedmann J (1986) The world city hypothesis. *Dev Change* 17:69–84
- Friedmann J, Wolff G (1982) World city formation: an agenda for research and action. *Int J Urban Reg Res* 6:309–344
- Galbraith JK (1977) *The age of uncertainty*. Houghton Mifflin Company, Boston
- Sassen S (1991) *The global city*. New York, London, Tokyo. Princeton University Press, New Jersey
- Toffler A (1980) *The third wave*. William Morrow and Company, New York

The Agglomeration of the Animation Industry in East
Asia

Yamamoto, K.

2014, XI, 152 p. 38 illus., 16 illus. in color.,

ISBN: 978-4-431-55093-8