Creators in the Japanese Production Company

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Abstract

This article aims to describe how does creators operates at a production company in Japan. The data of article is based on ethnographic methodology with processing in-depth interview, and participation-observation fieldwork at a creative production company called WAHA Company, one of the most successful production companies in Tokyo, Japan from 2010 to 2012.

The cultivating system for creators is made by internal and external of creative industries usually. The article is from three points of views to observe creators: (1) **Creator as Impression**: analyze the images from their founder group, clients and themselves (2) **Creator as Labor**: analyze the system and position duty of employment (3) **Creators /Creativity as Capital**: analyze how creators do from different interest groups and business partnerships to cultivate their own credits.

Under Japanese society, creators are cultivated and evaluated by a big system/corporate rule and individual career interests. The **WAHA Company** cultivates creators who could fit corporate circulation, on the one hand. Creators themselves also pursue their individual improvement as a way to have better careers, on the other hand.

**Key words**: Creators, business anthropology, Japan