

# 第63回静岡ホビーショー SHIZUOKA HOBBY SHOW 2025

業者招待日

一般公開日

5/14@·15@ 16@ 17@·18@

9:30-16:30 9:30-16:30

9:00-17:00 9:00-17:00

9:00-16:00

会場: ツインメッセ静岡(静岡市駿河区曲金3丁目1-10) お問合せ: 静岡模型教材協同組合 054-287-5931

ご入場には事前登録が必要です。

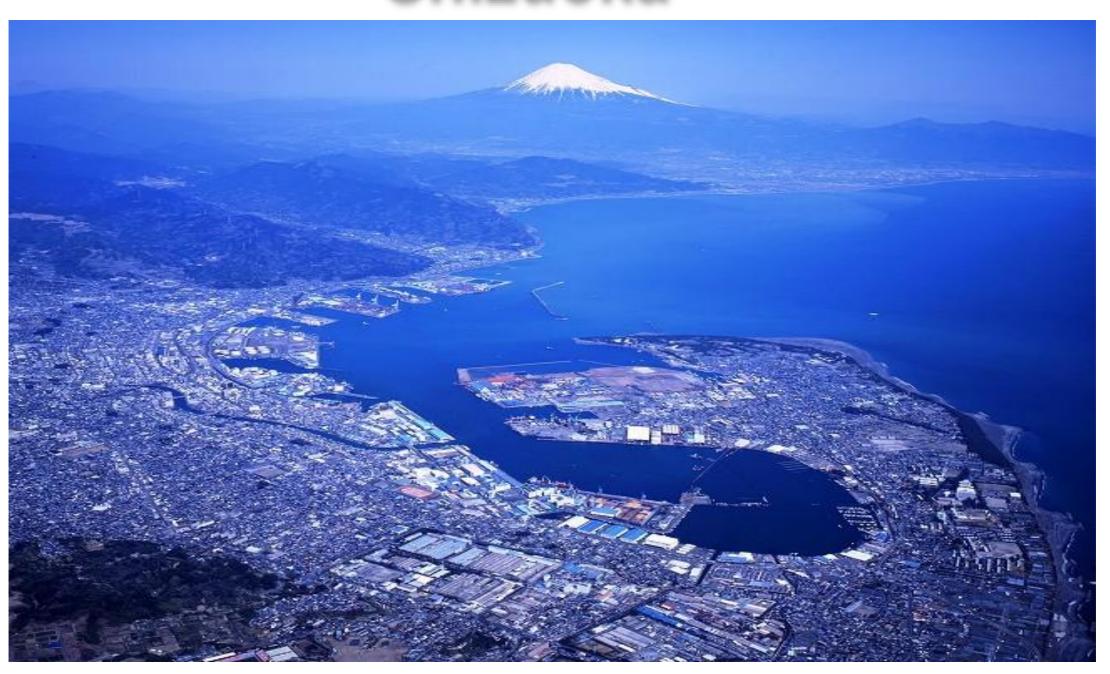
# Agenda

- Shizuoka City
- Shizuoka and Scale Models
- Shizuoka Hobby Show
  - Outside Displays
  - Industry Displays
  - Model Club Displays
- Tamiya Factory Tour
- Questions and Comments

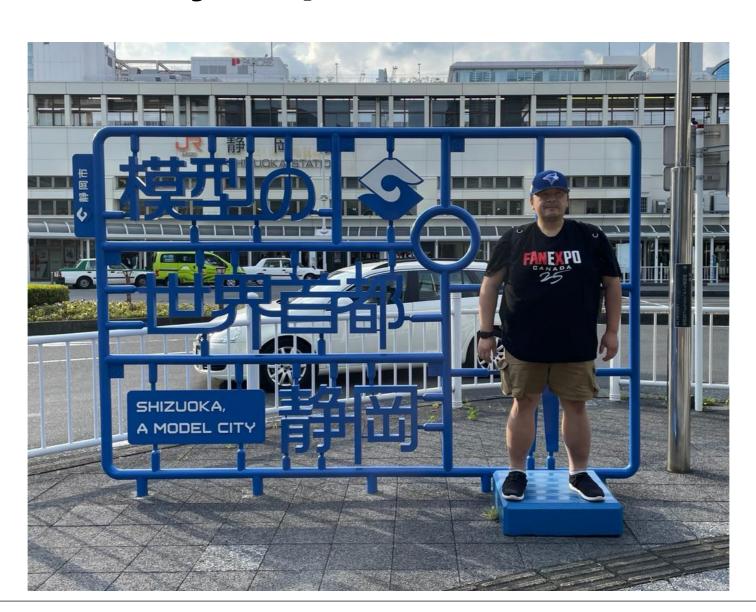
# Shizuoka



# Shizuoka



# **Shizuoka and Scale Models** "Hobby Capital of the World"



- Shizuoka, with its abundant forest resources has always had a thriving wood and bamboo industry dating back more than 200 years ago.
- Jiro Aoshima, the first man to build and fly a civil airplane in Shizuoka, established the Aoshima Flight Research Institute in 1924. To promote aviation, the manufacture and sale of wooden model airplanes started in 1932.

Jiro Aoshima, with his family and standing in front of an Avro 504K



- Following WWII, out of work wood craftsmen plied their trade on wooden models.
- By the fifties, American plastic models were being imported into Japan and the local industry, recognizing the opportunities, switched to plastic.
- Tamiya closed their sawmill in 1953, focused entirely on models, and released their first plastic kit in 1960 a 1/800 scale IJN Yamato. Two years later, they released a motorized Panther establishing the standard scale of 1/35 for armour.







- Tamiya and Hasegawa thrived during the 60's along with the rest of Japan's recovering economy. Soon they were joined by Aoshima and Fujimi.
- Tamiya opened their new head office in 1973



- Exports to the rest of the world started in earnest in the 1970s.
- Bandai's hobby division, originally based in Tokyo, moved to Shizuoka in 1969 and later established the Bandai Hobby Center in 2006.



# Shizuoka Hobby Square



# Shizuoka Hobby Show



- Held every May at the Twin Messe Shizuoka convention centre in Shizuoka City.
- This free event is attended by approximately 70,000 people multigenerational, across all walks of life
- Organized by the Shizuoka Model and Educational Material Cooperative Association, consisting of Tamiya, Hasegawa, and Aoshima. These companies are all based in Shizuoka along with Bandai, Fujimi, Fine Molds and Kotobukiya.

# **Show Facts**

- The show is dedicated to scale models, unlike other toy fairs around the world, and provides a venue for approximately 80 model manufacturers to showcase their new products.
- More than 290 modeling clubs in Japan and from overseas showcase about 10,000 works in a group exhibition during the event called the "Modelers' Club Joint Work Exhibition". This exhibition takes up about one third of the floor space.



#### First Shizuoka Hobby Show in 1962





#### Outdoor Displays

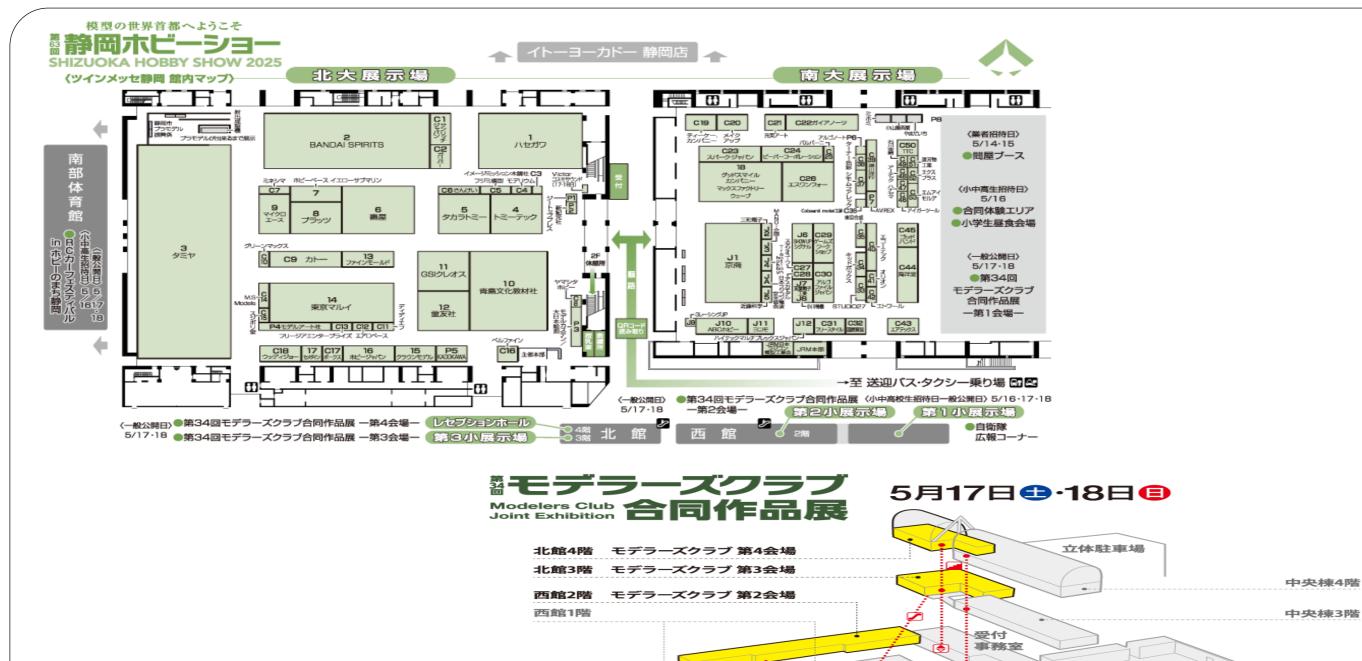


#### Outside displays









南館大展示場

モデラーズクラブ 第1会場

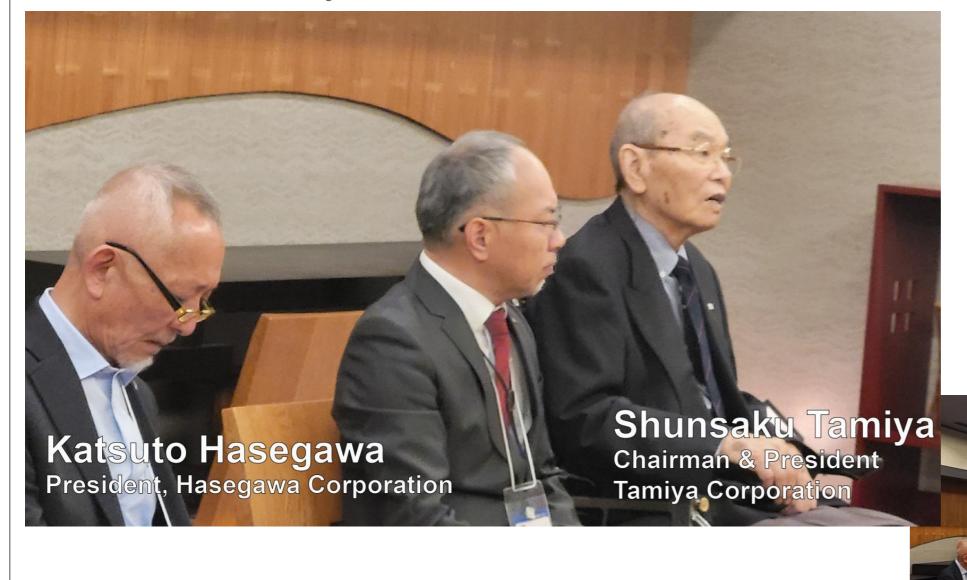
TIL

北館大展示場

MIL

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#### 20<sup>th</sup> Anniversary Awards



#### **Industry Displays**



#### **Industry Displays**





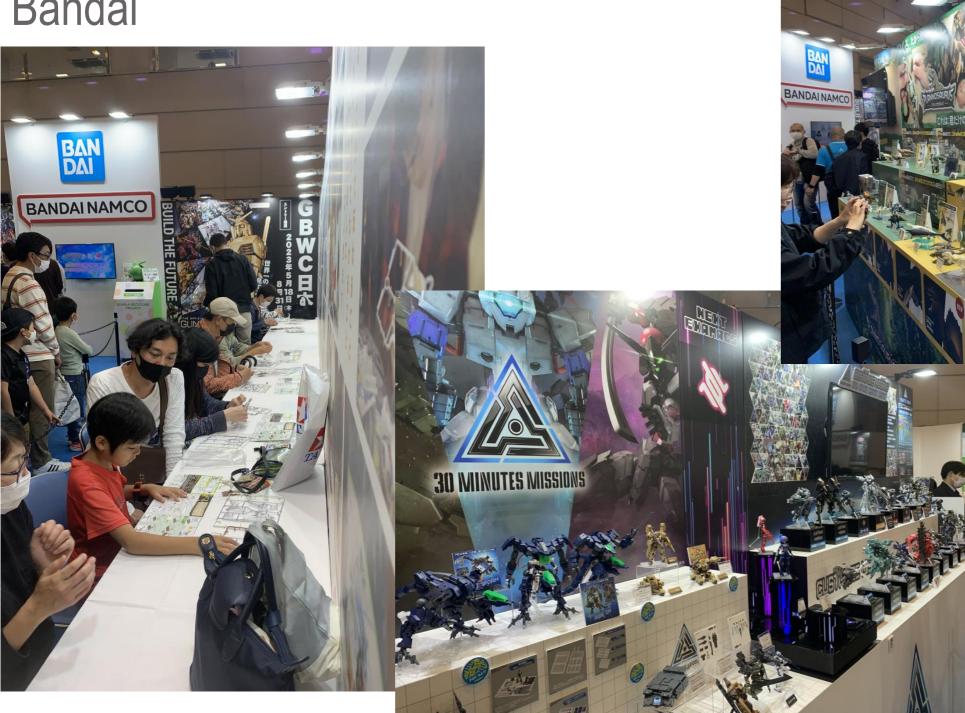
#### Hasegawa





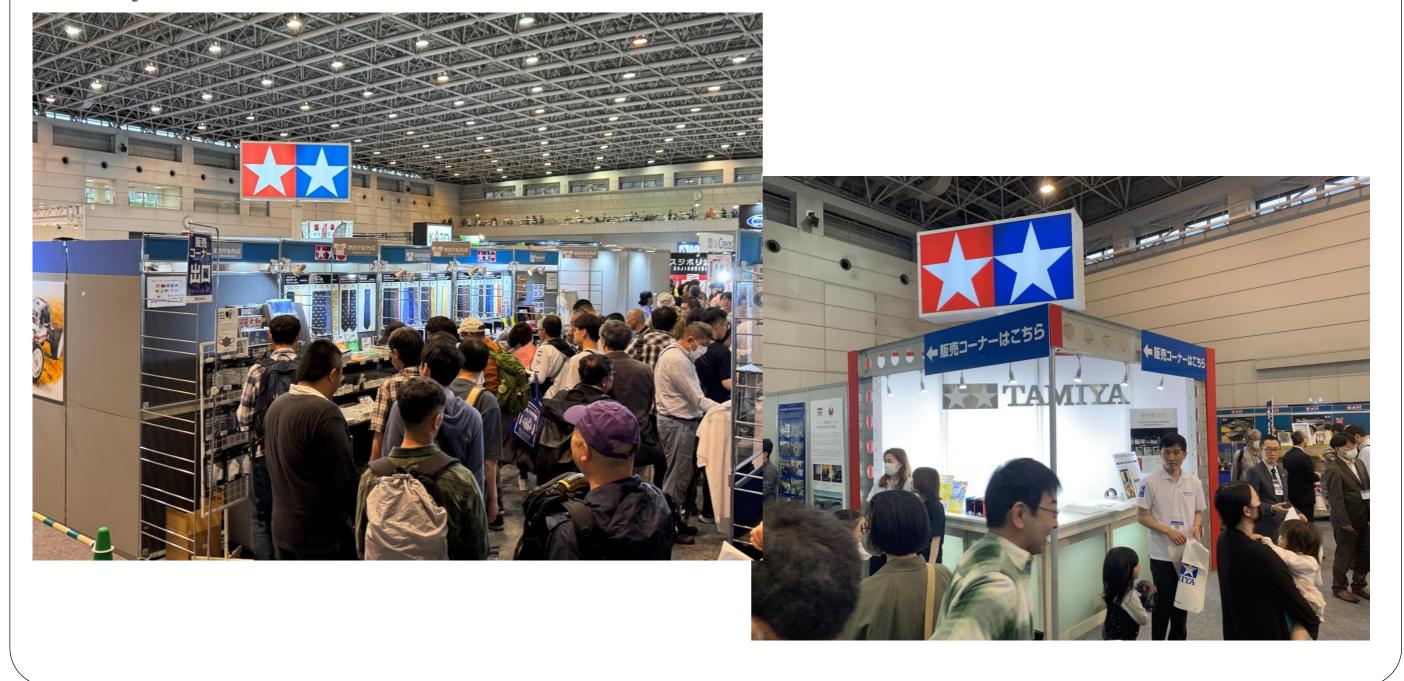


#### Bandai



2列に並んだ上顎の特殊な歯の構造など 蛇の祖先に限りなく近い生物的特徴を、 組み立てながら感じることができる。

#### Tamiya



#### Fine Molds





#### Model Clubs Display Area



# Model Clubs Display Area







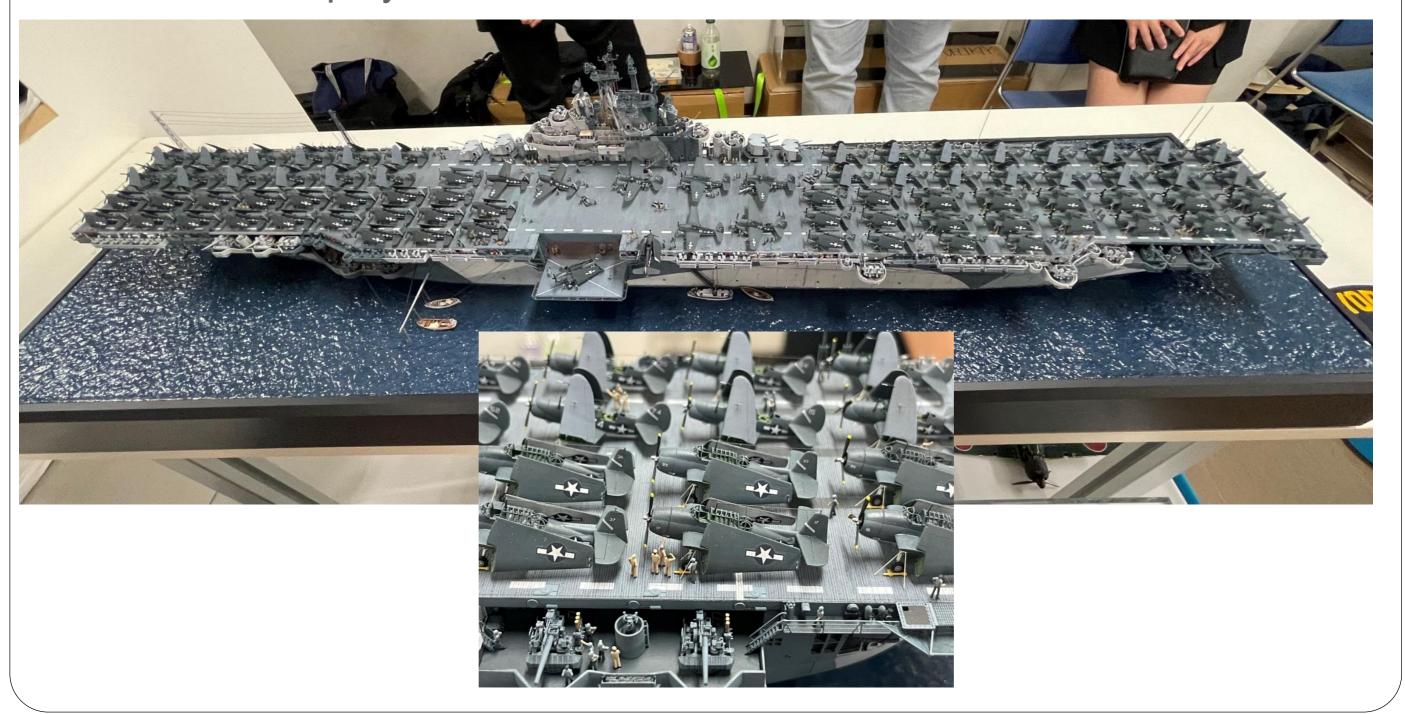
# Model Clubs Display Area



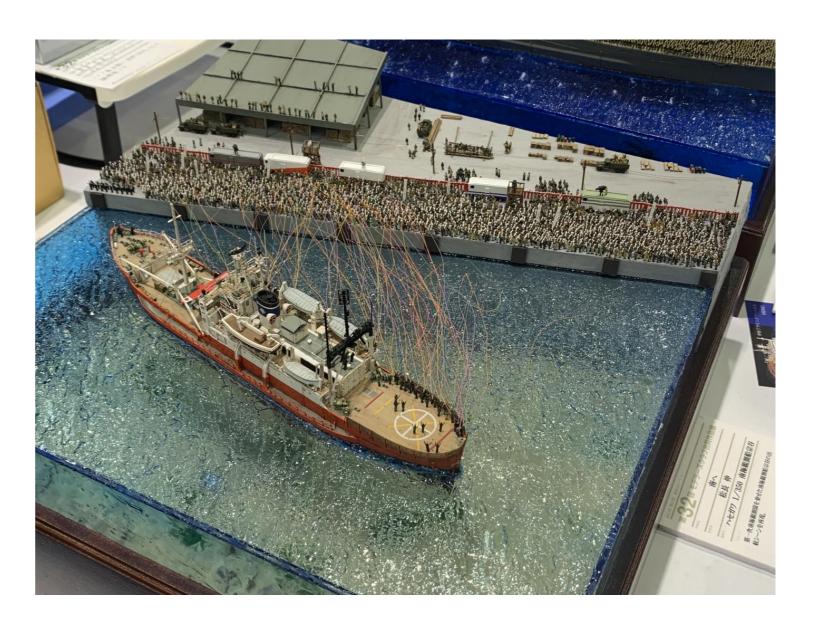










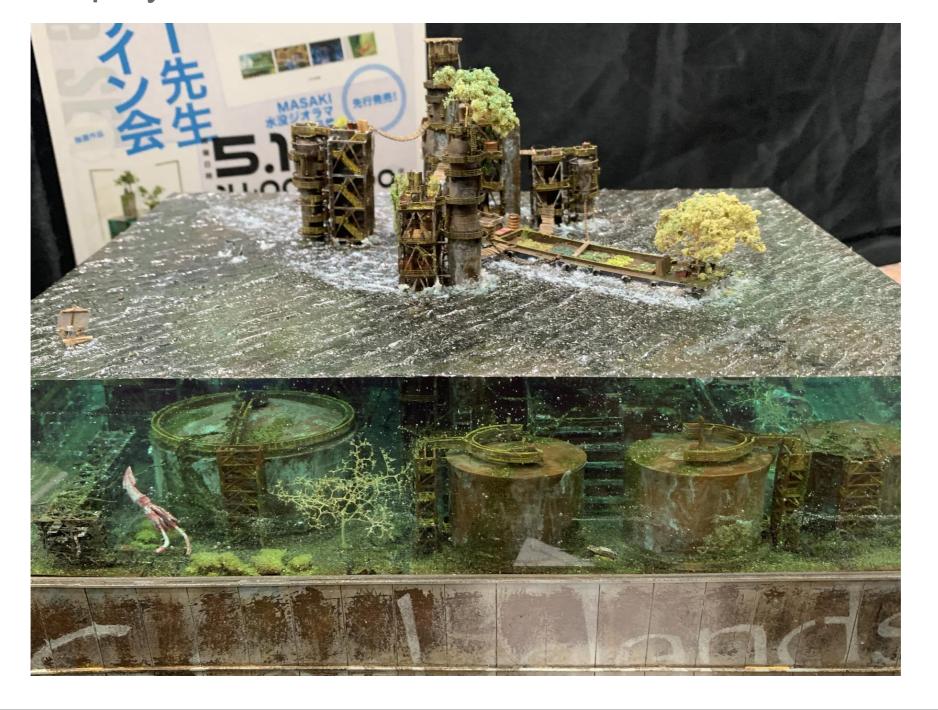


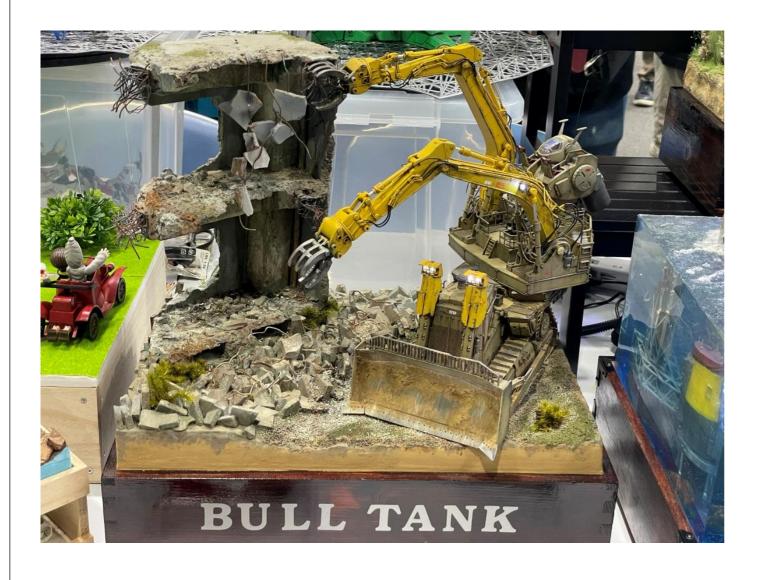


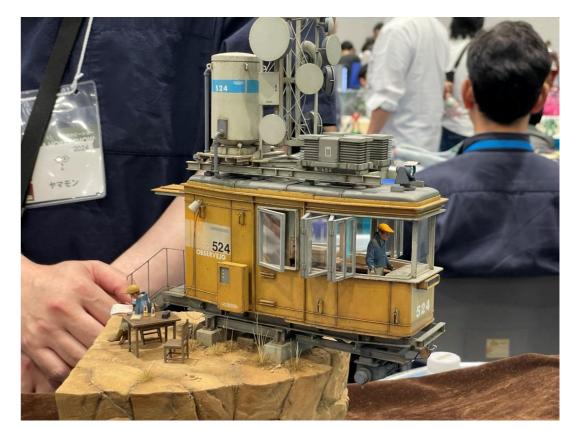




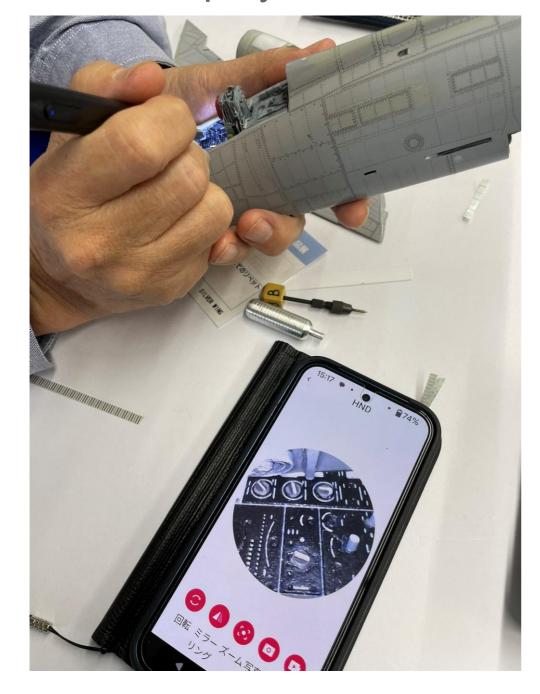




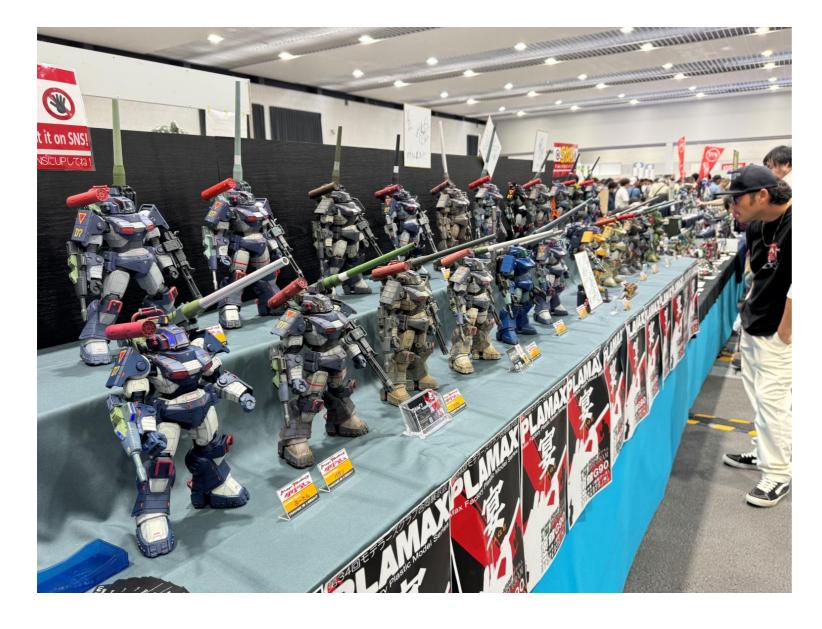


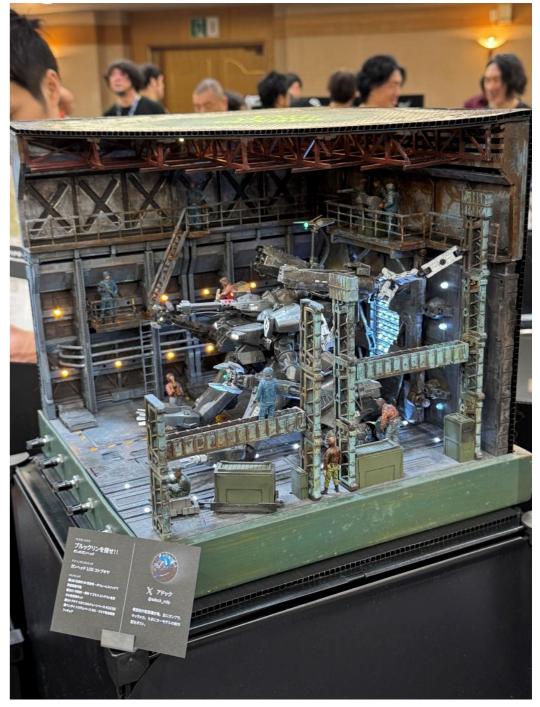


















## Tamiya Factory Tour 2025

Ming Wong





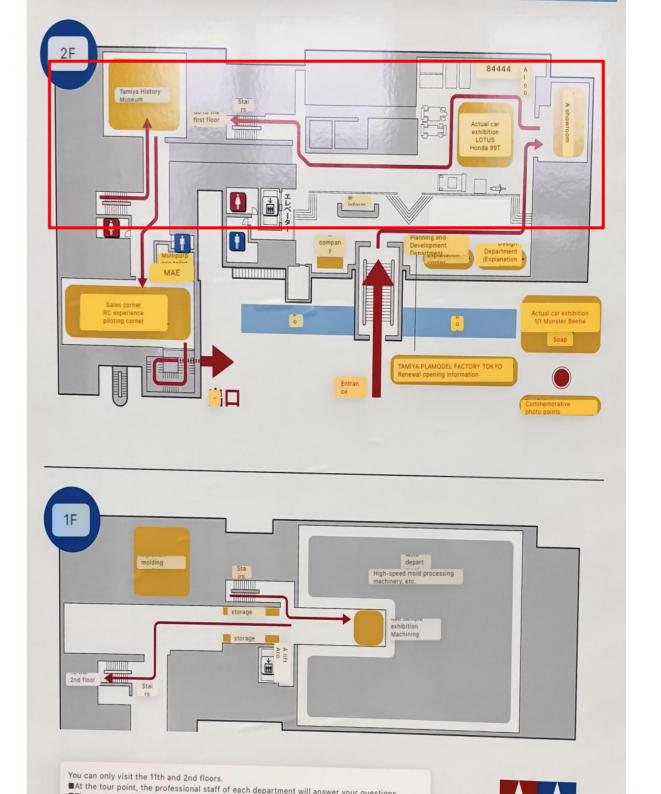
# Why should I go to the Tamiya tour during the show?

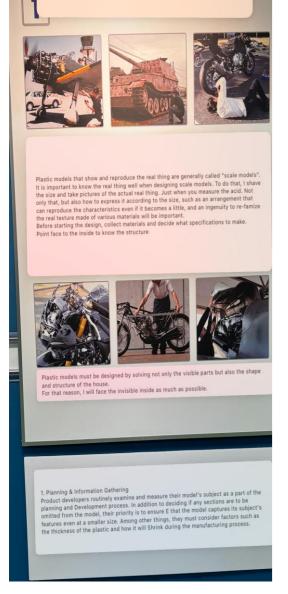
- It's nice for Tamiya to have a tour at the same time as the show.
- Can't I just book a tour anytime in a year with Tamiya?
- Show is only 2 days. Why should I spend valuable show time for the tour?

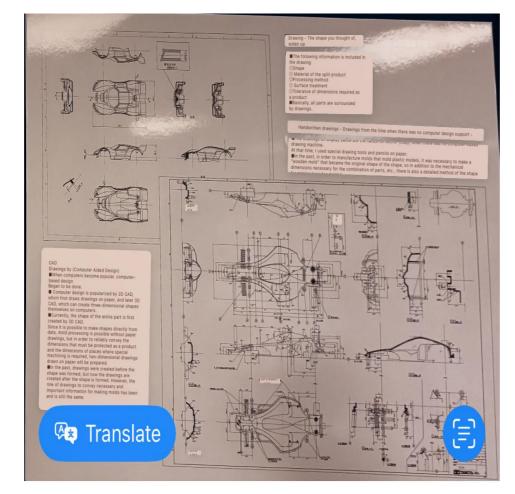


## There're more to see in the tour during the show.

- Head office visit booked online includes:
  - Tamiya archive
  - Permanent real vehicle displays
  - Tamiya shop
- What's offered during the show is a factory tour which includes everything above plus:
  - A demo/exhibition of their entire manufacturing process from design to injection mould manufacturing.
  - Tamiya staff to demo, explain and answer your questions
  - RC play area
  - Free shuttle bus to and from the show



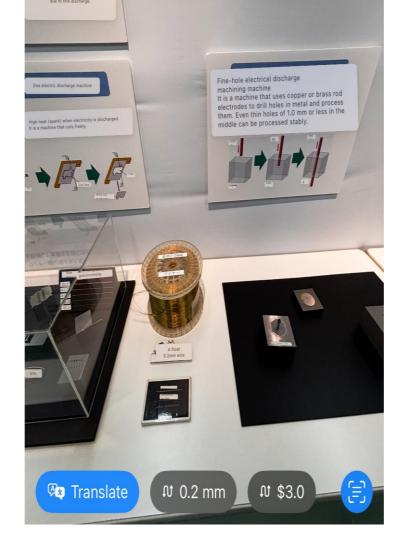






## Design and development







## Mould making







## Injection mould manufacturing



### Real vehicle displays





## Tamiya Museum

# For me, my trip to the show isn't complete without this tour! Feel free to reach out if you want more info. Thank you!

### **Questions and Comments**