

# Studio Ghibli

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# What even is Studio Ghibli?



- Animation Film Studio
- Located in Koganei, Japan
- Specialize in (children's) animated movies



# Studio Ghibli Origin Story

EST. 1985

- *Nausicaä of the Valley of the Wind (1984)*
- *First movie made in 1988 (Castle In The Sky)*

Founders

- Miyazaki Hayao
- Takahata Isao
- Suzuki Toshio



# What has Studio Ghibli made?



**Box Office: \$41 million worldwide**



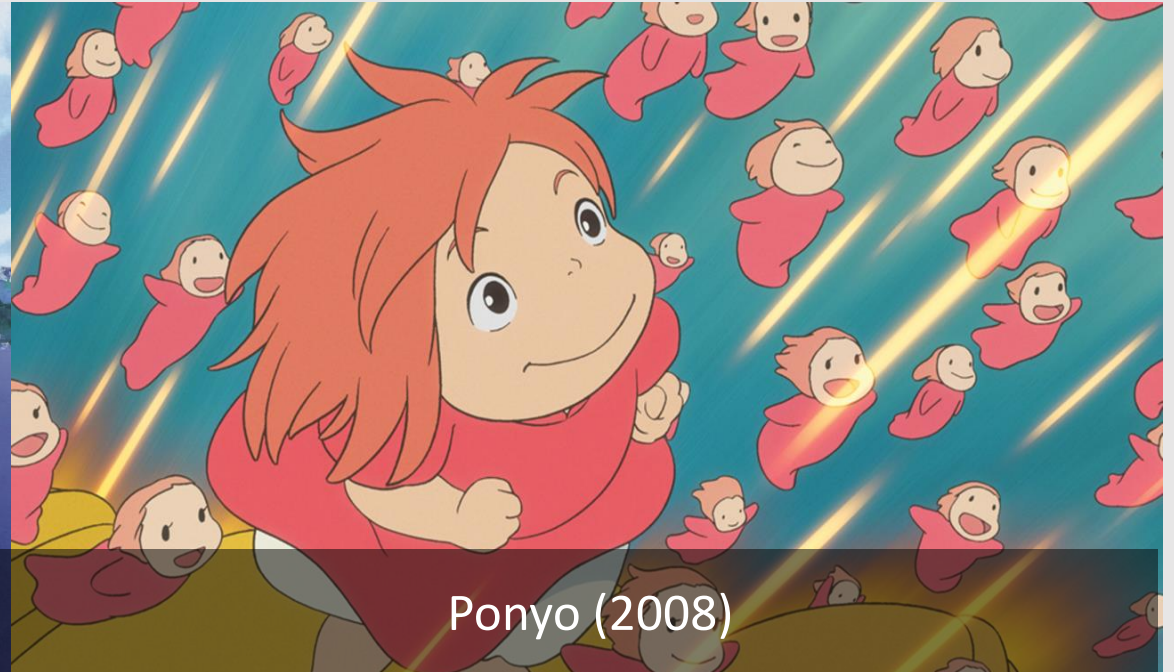
**Box Office: \$346 million worldwide**



# What has Studio Ghibli made? (pt. 2)



**Box Office: \$41 million worldwide**



**Box Office: \$204.8 million worldwide**

# What has Studio Ghibli made? (pt. 3)



Howl's Moving Castle (2004)

**Box Office: \$236 million worldwide**



Princess Mononoke (1997)

**Box Office: \$169.7 million worldwide**



# Technology??



Kiki's Delivery Service: Cel Example

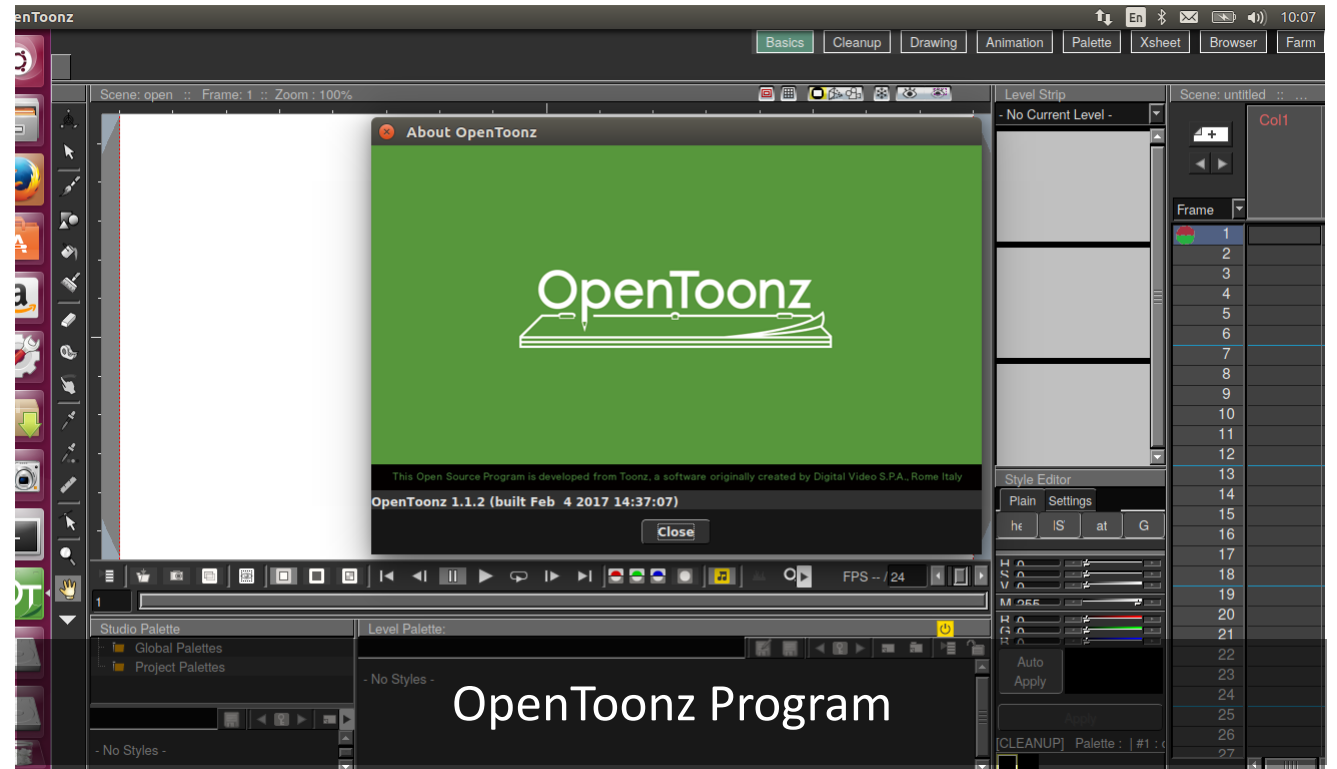
- Previous method:  
drawing out each frame
- Made on production cels  
(painted celluloid)
- Photographing each  
frame one at a time

“Unlike other animation studios at the time, Studio Ghibli didn’t care for international commercial success at first. The makers purely wanted to use their art to explore the depths of the human experience, and tell heart-felt, poetic stories,” (Taggert)

# Technology!!

## Program: OpenToonz

- Wanted to make “theater quality animation without additional stress”
- Used for color design and digital composition process
- In use since Princess Mononoke (1997)





# Pre-Technology Trailer



My Neighbor Totoro Trailer (1988)

[My Neighbor Totoro -  
Official Trailer - YouTube](#)

^YouTube Link (Japanese  
audio and English subtitles)

# Trailer with Animation Program



Spirited Away Trailer (2001)

[Spirited Away Trailer - YouTube](#)

^YouTube Link (English audio)



# Studio Ghibli Filmography & OpenToonz



“The Studio Ghibli Collection.”  
*Studio Ghibli*,  
<https://ghiblicollection.com/>

TOONZ:  
<https://opentoonz.github.io/e/>

# Sources

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<https://mymodernmet.com/history-of-studio-ghibli/>.