

(Ebook free) The Notenki Memoirs: Studio Gainax The Men Who Created Evangelion

# The Notenki Memoirs: Studio Gainax The Men Who Created Evangelion

*Yasuhiro Takeda*

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**Yasuhiro Takeda : The Notenki Memoirs: Studio Gainax The Men Who Created Evangelion** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Notenki Memoirs: Studio Gainax The Men Who Created Evangelion:

1 of 1 people found the following review helpful. Oh the MemoriesBy James N. SmithIf you were ever a SF fan back in the 70's or 80's reading Yasuhro Takeda's memoirs will feel a lot like what your own memoirs might sound like. It was enlightening to see that even though an ocean apart (and in my case an ocean and a continent apart) there really is little difference in our stories, from the hanging out, and skipping classes, the awe of those of us who went on to the next level to become pros, to all nighters at the con discussing SF and other outrageous topics with fellow geeks we rarely saw outside of such a venue.A lot of people criticize the book for not having more detail about the Gainax creative process behind shows like Evangelion and such, but as Takeda says these are his memories, and the book really covers much more ground than that. It's actually a very good history of the Japan SF fan movement. Taken as such it met every expectation I was looking for. And it goes enough into the creation of Gainax that I was more than pleased. If you are a fan, and like going to cons I think you'll be really pleased. I don't know if I'd pay the ludicrous prices that the copies are going for here, but I will say that reasonably priced copies can be found if you look hard enough. It will be well worth the effort to try.10 of 12 people found the following review helpful. A quick, fun read, but not exactly a Gainax bibleBy Erik KetzanThe Notenki Memoirs, originally published in Japan in 2002, is a

memoir by Yasuhiro Takeda, a longtime producer at Gainax. After reading nearly 200 pages of what is essentially a business memoir, however, I am hard pressed to say what, if anything, Takeda ever did at the company. He started out as a student running sci-fi conventions, developed a relationship with Hideaki Anno and the crew who created the Daicon animations, ended up working at a model kit store, General Products, and eventually joined Gainax when the store got folded into the studio. What he did at Gainax is a mystery, but he remains there to this day. A "producer" is someone who supplies or raises money for a production and oversees the creative people who make the actual anime, but, according to his memoir, Takeda was a miserable failure in all of these capacities. Due to his complete ignorance of the rudimentary basics of accounting and tax law, Gainax was convicted of massive tax evasion in the wake of Evangelion and its company President, Sawamura, carted off to jail. Under the worthless management skills of these same men, the company that boasted the visionary talent of Hideaki Anno and created such classics as Gunbuster and Nadia could barely even remain in the black. In sum, after reading *The Notenki Memoirs*, I am convinced that the problem with Gainax has always been a lack of experienced business people handling the management and day-to-day problems of running a successful business. Men like Takeda are to blame, and his memoir reinforces the recent statement by *Business Week* that, despite its global visibility, the production of anime remains an immature cottage industry. So what's in this memoir? Due to the fact that Takeda never took a creative role at Gainax, there is little information that illuminates the creative process behind our favorite Gainax shows. The first half of the book details the rise of amateur sci-fi fandom in Japan and the creation of the Daicon anime shorts and Daicon films. There are some interesting details about how Yamaga, Akai, and Anno created Daicon III and IV, but also a lot of inconsequential memories regarding the petty politics and minor problems of running various sci-fi conventions. It is not well-known that Gainax created a number of live-action films, including *The Return of Ultraman* and *Patriotic Taskforce Great Japan!* The information that *Notenki Memoirs* contains about these films is invaluable. Before this book's publication, English-speaking fans have had almost no reliable facts about these obscure bits of Gainax history. The book's second, shorter half chronicles Gainax's move to Tokyo and the creation of its various anime, including a number of aborted projects we never knew much about. The details about each production, completed or not, are pretty thin—a grand total of two pages is devoted to Nadia. The book closes with a roundtable interview of the original three Gainax founders, Anno, Akai, and Yamaga. They are only asked about Takeda, however, so not many details about the productions or themselves are revealed here, either. *The Notenki Memoirs* is not the Gainax bible some (I) had hoped for, but it is a quick, cheap, enjoyable read that fills in some gaps about Gainax history. Our entire knowledge of Gainax was based previously on a handful of translated scraps that end up on the internet or magazines, and it is valuable to have 200 pages of material straight from the horse's mouth. Also, if *Notenki Memoirs* sells well, it will encourage ADV and other companies to translate similar material. 1 of 1 people found the following review helpful. A historical background of the Creators of Evangelion By Alex Freeman This book is a first hand account of the events that led to the creation of Gainax studios (and the origin of the name!) and the events that led the creative and executive staff to the creation of Neon Genesis Evangelion. Being that I'm crazy stupid for Evangelion, this book was a no-brainer. I recommend that you buy it for your self, or for any hard core (Otaku) fan of Neon Genesis Evangelion, or Gainax studios.

A tell-all account of Studio Gainax, the creators of the classic anime Neon Genesis Evangelion. Yasuhiro Takeda, a member of the Gainax company since its inception, talks about everything from the untold stories of Eva to the Gainax tax evasion scandal that plagued its production. Including a series of stunning revelations, this history of Gainax is a must-read for any serious anime fan.