

# Motohiro Shirakawa

## Film Director

A Director at the creative studio KOO-KI, Motohiro Shirakawa was born in Osaka, Japan in 1974. His specialty is character animation and his past work includes directing game opening sequences, television commercials and program packages. His works are family friendly and diverse, ranging from film & app direction, event planning to interior design. His original short animated film, "Mr. shape," a short animated film, has been screened at film festivals in over 10 countries around the world. "Mr.shape's Touch Card," an educational app featuring Mr. shape, won the Good Design Award (2013) and was one of Japan Media Arts Festival's Jury Selections (2011). The sequel to "Touch Card", "Mrs. Remy's Touch Food" (is/was) a food education app made in collaboration with Remy, the official brand of Japanese cooking expert Ms. Remy Hirano. Motohiro is expanding his portfolio, producing and designing multi-media, multi-sensory experiences. He made a foray into interior design, the project at the children's section at a department store, Hakata Daimaru, featuring Mr. shape's character. His work from 2017, "The Finale Song" won the Grand Prix at Miyagi Sendai Animation Grand Prix 2018. The work was made for a restoration project for following the earthquake in Kumamoto Prefecture. He planned and directed a special exhibition "SUKE SUKE EXHIBITION -A look inside the world-" for Fukuoka City Science Museum in 2018, providing the unique combination of digital and real life experiences attracting a record number of 85,000 visitors. "SUKE SUKE EXHIBITION" toured 12 cities nationwide, recording a total attendance of approximately 400,000 people.



## AWARDS

- "Nanchou Nan Nan" / Animation

★ 25nd Japan Media Arts Festival (2022) / Jury Selection

★ FCC Award (2021)

/ FCC Award

★ FUKUOKA AD ASSOCIATION PRIZE for Web Movie / GOLD

★ Kyoto Ani Monozukuri Award 2022

/ Grand Prix, GOLD, BRONZE

★ 62th ACC (2022)

/ ACC FINALIST

★ The 49th Japan Prize 2022

/ FINALIST

★ Kyushu ADC Award 2023

/ Best 9, Category Grand Prize

- KINCHO / "A sheet that eliminates ticks" Movie for shop

★ 62th ACC (2022)

/ ACC Bronze

- Yonekyu / TV ad

★ 62th ACC (2022)

/ ACC FINALIST

- "SUKE SUKE EXHIBITION -A look inside the world-" / Exhibition

★ 6th DIGITAL EHON AWARD (2018)

/ Kenichiro Mogi Prize & Yuji Ujiashi Prize

★ 22nd Japan Media Arts Festival (2019)

/ Jury Selection

- "The Finale Song" / Animation

★ Miyagi Sendai Animation Grand Prix (2018) / Grand Prix

★ Tokyo Video Festival (2018) / prizewinner

- "Mr shape's Touch Card" / App

★ 15th Japan Media Arts Festival

/ Jury Selection

★ iTunes Rewind (2011)

/ Best 5 apps for iPad

★ Good Design Award (2013)

- AXN MYSTERY Web ad

★ Promax BDA 2011 Design World Gold Award / SILVER

- "Memorial Exhibition for Fujio Akatsuka" / Short film

★ The 31st Annual TELLY Awards

/ BRONZE

- "Mr.shape" / Original animation

★ Asia Digital Art Award (2009)

/ Excellence Awards

★ shown at Hiroshima International Animation Festival (2010)

- "Pittanko-Pittanko with Taiyo Sensei!" / Original animation

★ Ottawa International Animation Festival (2009) / Finalist

- "Edo Shigusa" TV ad

/ ADVERTISING COUNCIL JAPAN

★ JAA Advertising Awards (2006) / GOLD



"LUPIN THE 3rd THE FIRST"

Opening title sequences

© Monkey Punch / 2019 LUPIN THE 3rd Film Partners



"LUPIN THE 3rd x McDonald's"

WEB Movie

McDonald's Japan

© Monkey Punch / TMS - NTV



"eBaseball Powerful Pro Baseball 2022"

Opening Movie

© Konami Digital Entertainment



"Tanoshine"

Minna no Uta

NHK (Japan Broadcasting Corporation)



"A sheet that eliminates ticks"

Movie for shop

KINCHO



"PIP MAGNELOOP MAX x BAKI"

WEB Movie

PIP CO., LTD.

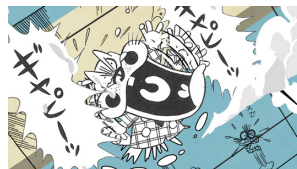


"ROAD TO NINJA -NARUTO THE MOVIE-"

Special video

© Masashi Kishimoto Scott / Shueisha, TV Tokyo, Pierrot

© NARUTO Movie Production Committee 2014



"Memorial Exhibition for Fujio Akatsuka"

Short film

Yomiuri Shimbun Holdings



"Nanchou Nan Nan"

PR Movie

Sorairo



"JUMPUTI HEROES"

PV

© JUMP 50th Anniversary

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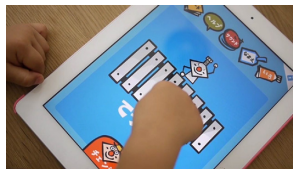
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"SUKE SUKE EXHIBITION -A look inside the world-"

Exhibition

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© Nishinippon Shimbun © RKB MAINICHI BROADCASTING CORP.



"Mr. shape's Touch Card"

App

© KOO-KI