Shizuoka City The Plastic Model Capital of the World

模型の世界首都・静岡

Industry Promotion Division, Commerce & Industry Department, City of Shizuoka Economic Affairs Bureau

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Shizuoka City and Models

Shizuoka City ships more plastic models than anywhere else in Japan! Its share is a whopping 80%.

High-quality model products are shipped domestically and internationally

Shizuoka City 80%

With such a tremendous share and long history, model fans adore Shizuoka as a sacred place for plastic models. With so many model makers headquartered in the city, it's no wonder that Shizuoka is known across the globe as "the plastic model capital of the world".

Source: Calculated based on the Ministry of Economy, Trade and Industry's "2023 Basic Survey of Japanese" Business Structure and Activities."

The Model History of Shizuoka City

Shizuoka City, with its abundant forest resources, has always had a thriving wood industry. The history of plastic models begins in the era of wooden models. Jiro Aoshima, the first airplane pilot in Shizuoka City, established the

1924

Aoshima Flight Research Institute in 1924 (the predecessor of the current Aoshima Bunka Kyozai Co., Ltd.). The manufacturing of wooden model airplanes started in 1932, and was the first step toward Shizuoka becoming the plastic model capital of the world.

In the 1950s, as imported plastic models began to enter Japan, wooden models gradually los popularity, and the mainstream of model-making shifted from wood to plastic. The shift in materials from wood to plastic brought major changes to the manufacturing process. New investments in mold production, plastic resin handling, and skilled personnel with the necessary knowledge became essential.



The maiden plastic model of Tamiya, the "1/800 Scale Battleship Yamato" (1960)

1932~

1950~



Traditiona Crafts

Local







Early plastic models





The current model manufacturers used skill, passion and dedication

to rise up during these turbulent times. This is why we can supply

products loved all over to markets

around the world.













Aoshima Bunka Kyozai Co.. Ltd.

Established by Jiro Aoshima, Shizuoka City's first private plane pilot. Primarily focused on naking models children can play with oshima produces innovative products one ange of products from scale models to



ASUKA MODEL CO..LTD STUDIO YU-WA INC.

From detailed military model kits to peginner-friendly kits, we develop and hare the fun and excitement of nost popular products are Shizuoka's own Imagawa-san" and "PLAMOSAL" the



WoodyJOE Co., Ltd.

Location: 691 Oya, Suruga-ku, Shizuoka-shi

The only wooden sailing ship model kit manufacturer in Japan. Other than sailboats they also make precise wooden replicas of historical buildings. You can take time to experience the "joy of creating", while feeling the warmth of nature at your



SHIMOMURA ALEC CO., LTD.

We strive to produce ground-breaking tools for all your modeling needs, including the world's thinnest guidance saw with a the HOLLY and the CUTLER, our tools continue to receive recognition under the Shizuoka Prefecture Management



SWEET

Location: 1633-12 Utsutani, Okabe-cho, Fujieda-shi, Shizuoka Prefecture

We are a specialized manufacturer of cutpalm size (1/144 scale) airplane plasti models. We are popular with modelers of a wide age range from young people to adults, incorporating the character o Shizuoka City native cartoonist Yukihisa Fujita into our boxes and assembly



TAMIYA, INC.

Location: 3-7 Ondabara, Suruga-ku, Shizuoka-shi

Boasts a huge variety of products, from lisplay-purpose scale models such as cars, ehicles, to models you can enjoy racing such as RC cars and Mini 4WD, as well as DIY



HASEGAWA CORPORATION

Location: 3-1-2 Yagusu, Yaizu-shi, Shizuoka Prefecture

the same year it began manufacturing owered light planes made of cypress wood and rubber. Manufacturing of plastic models pegan in 1961, and since many of the ompany's products were planes we began t e known as "Airplane Hasegawa". Currentl ve develop products in various genres and are known to fans all over the world as a omprehensive model manufacturer.



BANDAI SPIRITS CO.,LTD Bandai Hobby Center

This is the production base of BANDAL SPIRITS CO., LTD. plastic models, including Gunpla ®. BANDAI SPIRITS CO., LTD. boasts the latest craftsmanship techniques and technology for making plastic models. We will enjoy and we will continue to evolve and disseminate these models to the world.



FUJIMIMOKEI.Co..Ltd

Location: 4-21-1 Toro, Suruga-ku, Shizuoka-sh

shifting into plastic, we have since expanded into a wide variety of models including battleships, cars, buildings, and characters. In recent years, we developed the "Next Series," a line of products that car be put together easily without the need fo paint or adhesives.



PLATZ Co., Ltd.

In addition to manufacturing and selling or own products (plastic models, decals etched parts, etc.), Platz is also an authorized import agent, selling products from world-famous plastic model makers (airplanes, tanks. figures, etc.).













Modelium CO..LTD

Location: 1243-19 Gokahorinouchi, Yaizu-shi,

We're a small-scale model maker with a fresh approach—combining 3D printing with to bring our kits to life. From highly detailed Fround Self-Defense Force figures to Maritime Self-Defense Force support vessels, we design every product from the

Raupen Modell

Location: High Residence K Building A No.302 2-7-17 Shobu, Aoi-ku, Shizuoka-shi

For fans who say they want to build more precise models, this is a manufacture that primarily develops highly-detailed military parts, such as workable tracks or Self-Defense Force Type 10 and Type



Shizuoka City The Plastic Model Capital of the World





Planning a Gunpla®

Developing and Designing the Gunpla®

3 Prototyping and Mold Design for Gunpla®

Mold Manufacturing

Mold making with electric discharge machining and craftsmanship

First, we prepare an electrode of a shape to be dug into a mold. Using

a wire electric discharge machining machine, an outside shape of the

part from the copper clump is precisely cut out while passing an

electric current through a very thin metal wire. Next, with a machining

machine, cut out the shape in three dimensions according to the

design data and create a copper master. When applying high voltage

to this copper master, when pressed against the steel which becomes

the mold, the contact sparks with a discharge phenomenon, the heat

melts the steel and the shape of the copper master is copied. Place the

parts made in this way, carve the resin flow path connecting them,

and complete the mold with the craftsman's hands.



Gunpla® Production

In addition, an unmanned automatic

moving completed runners to a

warehouse, mass-producing them

efficiently.



Packaging

Completed Gunpla® packed in packages designed for each product

The Gunpla® package is designed to convey the appeal of mobile suits and products using the entire box.

Packed molded runners are packed together with assembly instructions and decals, and shipped to various countries as well

The staff in charge of quality control will actually ma and check the product.









Decide the lineup

First, we think "What kind of Gunpla® is made"? Not to mention commercializing the new models that appear in TV series, OVAs and games, we may remake aircraft that appeared in past works based on the needs of users. There are many cases where new categories are planned in

order to meet diverse needs.





Decide the specifications and gimmicks.

The person in charge of development consults with staff members who are in charge of design, molds and production. If there really is a mobile suit to commercialize, what kind of details and structure does it have? While imagining the real thing behind works such as animation, we will overlay development images and gimmick

prototypes, and we will summarize the product specifications.



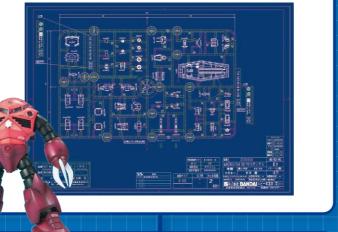






Place the finished parts in the runners.

This is a process that becomes the basis of mold making to design runners that have placed various parts that have been designed in the frame. While collecting the same kind of resin and parts of the same color, and considering searchability according to the assembly order, this is precisely a skilled technique to predict the flow of resin and to arrange runners in the manner of a puzzle.



Gunpla® production base Bandai Hobby Center





The Bandai Hobby Center in Shizuoka City is a production base for BANDAI SPIRITS CO., LTD. plastic models, including Gunpla® (Gundam plastic model).BANDAI SPIRITS CO., LTD. boasts the latest skilled techniques and technology for making plastic models here. We want to evolve the fun and entertainment of plastic models for customers around the world! Staff members are working on making new plastic models with enthusiasm.

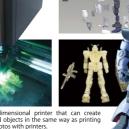
Trial designs and prototypes

Once the product specifications are completed, do the design using 3D-CAD (a three dimensional design system using a computer). Starting with examining the proportions of the entire mobile suit, we will design the details of individual parts. In addition to pursuing a real and cool shape, how easy it is to make the design and yet make it interesting is a showcase of the designer's skill. Create a prototype with a three-dimensional printer based on the finished data. Make prototypes for each part of the plastic model and check the appearance of the product, movable gimmicks, and how to assemble the product. The hobby center three-dimensional printer employs a system which forms a solid by stacking ultraviolet curable resin













Molding resin into the mold and molding runner

Place the finished mold in the injection molding machine, pour

the plastic melted with heat into the mold, cool it and solidify it

to make a plastic model runner. The Bandai Hobby Center is

equipped with a special multicolor molding machine capable

of simultaneously injection-molding four kinds of different

plastics, and produces runners with various characteristics.



products in the factory has "red" smoothly between machines,

Don't make the assembly too complicated!



Can you enjoy it safely







Japanese famous model manufacturers of plastic models, railway models, railroad models gather together, and it is the largest hobby exhibition in Japan that announces remarkable new products. The public days draw large crowds of visitors from all over Japan, creating a lively and bustling atmosphere.



Organizer: Shizuoka Model Teaching Material Cooperative Association Venue: Twin Messe Shizuoka (Magarikane, Suruga-ku, Shizuoka-shi)

RC Car Festival in Hobby City Shizuoka

a blast at this exciting companion event held alongside the Shizuoka Hobby Show! Taking place at the Shizuoka Nambu Gymnasium next to Twin Messe Shizuoka, the event is a collaboration between automakers—like Toyota—and model manufacturers, showcasing the fun and appeal of cars through RC experiences. You'll also find plenty of real race







Venue: Shizuoka City Nambu Gym (Magarikane, Suruga-ku, Shizuoka-shi)

Summer

Shimizu Hobby Show (August)

Modelers' Club Exhibition n the public days of the Shizuoka Hobby Show, model nthusiasts gather not only from across Japan but also from around the world to showcase their proud creations. With over 12,000 pieces on display, it stands as one of the world's







Granship Train Festa (May)

Japan's largest railway event. Many dioramas from railroad clubs are exhibited, and you can see the running of thousands of railroad models. There are plenty of contents such as an

authentic mini SL ride that moves with steam and the Shizuoka Prefecture Railroad

Company PR Booth/Workshop! This is an event that all of the family can enjoy.

Organizer: Shizuoka Prefecture Cultural Foundation / Shizuoka Prefecture

Venue: Granship (Higashi-shizuoka, Suruga-ku, Shizuoka-shi)







Venue: Shimizu Marine Building & Shimizu Marine Terminal (Hinode-cho, Shimizu-ku, Shizuoka-shi)



Held in Shimizu, this all-day hobby event is packed with fun!

Learn about the history of model-making, view amazing works by modelers, ride miniature trains, build and operate your own

Autumn

Modeler's exhibition



SCM is a model exhibition by character modelers held at "Hobby City Shizuoka". Many modelers gathered not only from Shizuoka Cit orefecture, and they exhibit a lot o works which are full of variety. Surely vou will want to make a model!



Winter

Many modelers not only from Shizuoka City but also from outside the prefecture participate. Works of pride are exhibited. You can see high-quality work.

Shizuoka AFV Meeting (February)



of plastic models such as tanks, soldier figures and individual model works, and

Executive Committee Venue: Shizuoka Hobby Square (Minaml-cho, Suruga-ku, Shizuoka-shi)

Hosted by Tamiya, this autumn hobby event is a full-scale celebration of models you can see, touch, and experience. Highlights include new product unveilings, a plastic model exhibition, national RC car and Mini 4WD tournaments,



Organizer: TAMIYA, INC. Venue: Twin Messe Shizuoka (Magarikane, Suruga-ku, Shizuoka-shi)

Christmas Festa (December)

A festival celebrating a wide range of creative works, from handmade crafts like accessories, miscellaneous goods, and clothing, to plastic models—of which Shizuoka City holds an 80% share of the national market.





Organizer: Hobby Promotion Council Shizuoka Venue: Twin Messe Shizuoka (Magarikane, Suruga-ku, Shizuoka-shi)

Tamiya Fair (November)





THE SHIZUOKA CITY PLASTIC MODEL PROJECT

The Shizuoka City Plastic Model Project is a regional revitalization initiative that brings together the public and private sectors to build a "City of Plastic Models" you can truly experience.



The Three Pillars of the Shizuoka City Plastic Model Project

1. Environmental Development

Promoting "Shizuoka City, the Plastic Model Capital of the World" through public-private collaboration

- "Plamonuments"
- PR tools
- Runner art
- Digital stamp rallies



2. Human Resource Development

Fostering the next generation of talent for the model and manufacturing industries through plastic models

- Hobby Show invitation program for elementary, junior high, and high school students
- Manufacturing career education
- Shizuoka-style school education programs
- Model-Making & Manufacturing University



3.Content Development

Providing opportunities to experience the appeal of plastic models through events and competitions

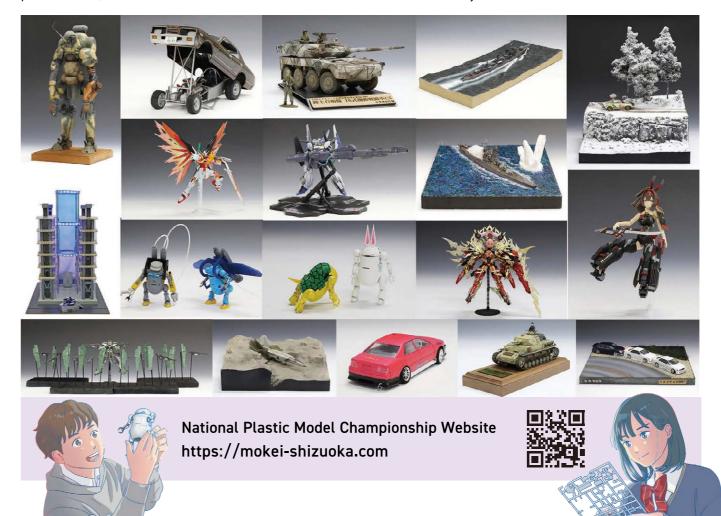
- National Plastic Model Championship
- Various collaboration events



National Plastic Model Championship

(Content Development)

As the "Plastic Model Capital of the World," Shizuoka hosts this championship through a collaboration between local government, model manufacturers, and educators. The aim is to deepen high school students' interest in craftsmanship while cultivating well-rounded skills—such as creativity, planning, technical ability, composition, presentation, and communication—that are essential for success in society.





Presentations being judged during the championship.

Official Supporters of the Shizuoka City
Plastic Model Project

LINKL PLANET



Musical video for official supporter song 'TetoTe" out now on YouTube to rave reviews!

Plamonument Map (As of 1 March 2025)

"Plamonuments" are playful monuments designed to resemble unassembled plastic models, created as symbols of the "Shizuoka City Plastic Model Project."



Location: JR Shizuoka Station South Exit Plaza Installed: 19 March 2021

Installed by: City of Shizuoka Features: Welcome to the Plastic Model Capita of the World! Standing in front of the monument, you'll feel as if you've become a part of a plastic model, creating a great new photo spot.



Location: JR Shizuoka Station South Exit Plaza

Installed: 19 March 2021 Installed by: City of Shizuoka

Features: A promotional monument featuri one-of-a-kind box art by artist Eiji Shimamura.



Location: Twin Messe Shizuoka Installed: 19 March 2021 Installed by: City of Shizuoka

Features: Welcome to the Plastic Model Capital of the World! Standing in front of the monument, you'll feel as if you've become a part of a plastic model, creating a great new photo spot.



Installed: 19 March 2021

Installed by: City of Shizuoka

Features: Á real, functional mailbox turned into

a plastic model! Why not try mailing a letter

Location: Shizuoka City Hall, Shizuoka Government Location: JR Shizuoka Station Concourse

Installed: 13 March 2022 Installed by: NTT West Shizuoka Branch



Location: The Seishin Shinkin Bank Main Branch Sales Dept.

Features: The first collaboration between the public and private sectors for a plamonument. . This classic payphone has been turned into a



Date: 3 February 2023

Installer: The Seishin Shinkin Bank

Features: The first plamonument by a company based in Shizuoka City. The vault door and the original character "Kakeru-kun" have been transformed into a plastic model!



Location: Jodaibashi Bridge Installed: 31 March 2023

levasu preparing for battle.

Installed by: City of Shizuoka Features: A monument inspired by the "Kindami-gusoku," the armor worn by a young Tokugawa leyasu! You can almost envision









Location: Shimizu Reito Co., Ltd. Parking Lot

Installed: 1 February 2025 Installed by: Shimizu Reito Co., Ltd. Features: A tuna plamonument has arrived in Shimizu, Japan's top port for frozen tuna! With a diagram labeling each cut of fish, you'll be a

tuna master in no time!



Location: Hotel Wing International Shizuoka

Installed: 10 August 2023 Installed by: Yoshicon Co., Ltd. Features: Á sign-style plamonument decorated with icons of a bed, bathtub, and suitcase. Guests are welcomed by this playful plastic

model monument!



Location: Shimizu Marine Building Installed: 12 August 2023

Installed by: Shimizu FAZ Co., Ltd. Features: Welcoming cruise passengers an port visitors! This plamonument showcase Shimizu Ward's iconic treasures—Mount Fui Miho no Matsubara, tuna, and soccer.



a monument! Designed to promote smoking

etiquette, this plamonument aims to create a

society where both smokers and non-smokers

Installed by: Japan Tobacco Inc.

can coexist comfortably.

Location: JR Shizuoka Station North Exit Installed: 25 December 2023

Location: Under the south deck of Keyaki Plaza Installed: 28 February 2024 Features: A fully functional ashtray turned into

nstalled by: Suntory Beverage Solutions Ltd. Features: A soft drink vending machine and bench turned into a plastic model! Feeling thirsty? Take a break and enjoy a moment of



ocation: Entrance rotary of the Emergency & Critical Care Center, east side of Shizuoka Saiseikai General Hospital Installed: 29 March 2024

Installed by: Shizuoka Saiseikai General Hospital Features: The first white plamonument symbolizing cleanliness. Hospital-related pictogram have been transformed into a plastic model!



Location: In front of Parché Food Hall (JF Installed: 10 October 2024

Installed by: Shizuoka Terminal Development Co., Ltd Features: Created to commemorate the 60th anniversary of the Tokaido Shinkansen, this is the first two-tone plamonument! It features an actual seat from the N700 series and a destination display panel with changeable text—sure to delight Shinkansen fans!

Shizuoka City Hobby Spot Introduction Shizuoka City



rafting & Sweets Konjaku

[Open] Crafting space 10:00-20:00 (Entrance until 18:00)

[Closed] Mondays, second and third Tuesdays [Parking

Plastic model production space fully equipped

231-2 Utsunoya, Suruga-ku, Shizuoka-shi

☎054-260-7210

with airbrushes. (Fee applies)



International Shizuoka

☎ 054-260-9937

1-1 Shichiken-cho, Aoi-ku, Shizuoka-shi

This hotel features unique interior signage inspired by plastic models and offers a special Modelers' Room where guests can fully immerse themselves in building and painting. A plamonument also welcomes visitors at ne hotel entrance. For more details, please contact Hotel Wing International directly.

https://www.hotelwing.co.jp/shizuoka/



☎ 054-397-7979

4-1 Osawa-cho, Shimizu-ku, Shizuoka-shi A cafe especially for model enthusiasts. Equipped with its own model-making space Business Hours: Wednesday: 14:00 - 21:00 Saturday & Public Holidays: 13:30 - 21:00

Sunday: 11:00 - 21:00 https://givebirth_link/



Kunozan Toshogu Shrine ☎054-237-2438

390 Negoya, Suruga-ku, Shizuoka-shi

leyasu Gundams are exhibited here [Open] 8:30-17:00 (Entrance until 16:00) [Closed] Open all year [Admission fee + Museum admission fee] 800 yen



☎054-283-0002 (Tamiya Grand Prix Section)

[Open] Weekends and holidays 9:00-17:00 (until 16:00 [Closed] Tuesdays

https://www.tamiya.com/



7 Ondabara, Suruga-ku, Shizuoka-shi re-registration system (accepts applications up to the day before) Please apply from the

Shizuoka Hobby Square



Just a 1-minute walk from JR Shizuoka Station South Exit! Shizuoka Hobby Square serves as the city's hub for hobby and model information. It features permanent exhibits from Shizuoka-based model manufacturers and hosts a variety of hands-on hobby events throughout the year.

The official shop offers a wide selection of products from various model manufacturers. From model kits to original merchandise like T-shirts, it's packed with exciting items for hobby fans.

Southport Shizuoka 3F 18-1 Minami-cho, Suruga-ku,

Weekdays 11:00-18:00

Saturdays, Sundays, and holidays 10:00-18:00 Closed on Mondays

(If Monday is a holiday, closed on Tuesday)

1 minute walk from the south exit of JR Shizuoka Station

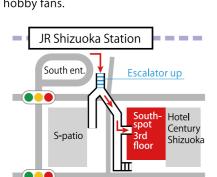
About 15 minutes by car from the Tomei Expressway Shizuoka Interchange

About 30 minutes by car from the Shin-Tomei Expressway

Shin Shizuoka Interchange

(Paid parking is available in the area)

https://www.hobbysquare.jp



An Official Shop with Wall-to-Wall Goods and a Workshop for Instant Model-Making

Inside the facility, you'll find a permanent large-scale Mini 4WD circuit! In addition to model-related attractions, there are also regular hands-on workshops for kids, such as making sweet-themed decorations using clay.







Official shop











Products from five Shizuoka-based model manufacturers are on display: Aoshima Bunka Kyozai Co., Ltd., Woody JOE Co., Ltd., Tamiya Inc., Hasegawa Corp., and BANDAI SPIRITS Co., Ltd.

Takumishuku (Plastic Model Studio)



Located in Mariko, Suruga Ward, this is Shizuoka City's traditional craft experience facilit In the model workshop, supervised by Tamiya, visitors of all ages and genders can enjoy hands-on model building experiences.

At this model workshop born in Shizuoka—Japan's No.1 producer of plastic models—you'll find hands-on experiences that will make you think, "I want to try building one!" and "I want to do it again!"

3240-1 Mariko, Suruga-ku, Shizuoka-shi

10:00-19:00 (Model workshop open until 17:00) Closed on Mondays (or the following weekday if

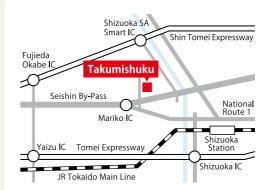
Monday is a national holiday)

By bus: From JR Shizuoka Station North Exit, take the Shizutetsu Justline Chubu Kokudo Line (bound for Fujieda Ekimae) at Bus Stop #7.

Get off at Togeppo Sumpu Takumishuku Iriguchi and walk about 5 minutes

By car: Approx. 15 minutes from Tomei Expressway "Shizuoka I.C." or approx. 30 minutes from Shin-Tomei Expressway "Shin-Shizuoka I.C."

Free parking available https://takumishuku.jp



Under the guidance of the workshop master, participants can experience the joy and romance of craftsmanship through hands-on model building.

Using Tamiya tools, visitors can enjoy a variety of hands-on activities such as crafting flowers from plastic sheets, assembling and painting dinosaur plastic models, building and racing Mini 4WD cars, and more. Special workshops and cultural classes are also held here.







Models you can build









While we recommend making a reservation online for a time that suits you best, walk-ins are also welcome if seats are available

