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Shunsaku Tamiya

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「著作権保護コンテンツ」

MASTER MODELER

CREATING THE TAMIYA STYLE



SHUNSAKU TAMIYA

Translated by **GILES MURRAY**

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Shunsaku Tamiya : Master Modeler: Creating the Tamiya Style before purchasing it in order to gage whether or not it would be worth my time, and all praised Master Modeler: Creating the Tamiya Style:

0 of 0 people found the following review helpful. The standard set for model kit.By LauuFrom the title, you might think this is a book teaching you how to build model kit like a pro. however, it is a story of how the model we see today have evolved from the past. Tamiya have always been a famous brand ever since I was a boy, it is a symbol of quality and precision in the model industry. If you grow up in the 80s or 90s, you probably grow up with Tamiya products, they have always been a brand of quality and luxury when it comes to model kit. I was never been able to

afford them, because they were too expensive for children. So I never have a chance to own their product, but I have always wonder why they are so expensive and receive such high complement from fans at the same time, this is the reason why I pick up this book. I have learn about the story of the model how I love and enjoy today evolved from decades of hard work. This is a must read for any model kit fan who loves model kit.5 of 5 people found the following review helpful. Good read; an amazing manBy A CustomerMr. Tamiya's modest attitude makes for a very enjoyable read. The story of how he built a wonderful company from a very small beginning, through some very tough periods, is amazing. Anyone who's ever opened the box of a Tamiya kit knows the unmatched quality of what he's produced. My only criticism of this book is that I wish it was far longer. There's so much more he could have said about the stories behind the F1 kits (my personal interest). But then, the same could be said for any of the other subject areas covered by Tamiya kits, and other readers would have their own favorite categories. All in all, a really good book. I enjoyed it.8 of 9 people found the following review helpful. Inside the mind of Tamiya-san!By Mark ShanksEver wonder why the scale of most armor kits is 1/35th? What was the *first* plastic model from Tamiya? How and why did he get into the plastic model business in the first place?Scale modelers of all persuasions are familiar with the Tamiya name, and this book is an invaluable insight into the origins of the company whose influence on the industry has been phenomenal. It's an inspiring story, really "rags to riches" through hard work, perseverance, and no small amount of fanaticism (although we modelers think of it as "love of your hobby"). My only complaint is the amount of space dedicated to the 4-wheel drive racers at the end of the book, but since that has been a BIG money-maker for them I shouldn't take it too personally. Highly recommended for anyone interested in modelling or the Japanese way of doing business.

This is the story of the most successful plastic modelling business in the world. It charts the traumatic progress of the Tamiya firm from a small Japanese timber company, covering every aspect of the business, including model design, production, management and distribution.

"... a classic Japanese business success story that can be summed up in three words: imitate, innovate, annihilate." -- Graham Dwyer, The Daily YomiuriFrom the PublisherPREFACE This autobiography was first published in Japan in 1997. No one was more surprised than I at its success: All it does is recount in a down-to-earth manner the story of how one particular Japanese wooden-model manufacturer evolved into the maker of plastic models that it is today. When I first joined Tamiya forty years ago I was just a junior member of staff; I went on to become the president of the company, but one thing has never changed: My passion for model-making. That is the subject of this book. So anyone looking for an over-heated, self-congratulatory business success story had best look elsewhere! Looking back over my career, I have much to be grateful for. I have been especially fortunate in the people I have worked with; my father who indulgently allowed me to pursue business and research in Europe, America and Southeast Asia; David Binger and all the other overseas distributors who worked in such close partnership with us and whose passion sustains the extended "Tamiya Family" to this day; finally there are the employees of Tamiya, both past and present, whose numbers have grown from less than fifty when I joined the firm to the current several hundred. Inspired by the commitment "First in Quality Around the World," we have worked together to build Tamiya into the world-famous company that it is today. I extend my sincerest thanks to all of you. Shunsaku Tamiya Shizuoka, September 2001About the AuthorShunsaku Tamiya is president of Tamiya, the world's foremost model manufacturer. Now in his late sixties, he started working in the world of models almost fifty years ago. He has set new standards of quality for plastic models and personally invented several entirely new genres. Endlessly curious, full of boundless energy, and a straight-speaker with a wonderfully down-to-earth sense of humor, the author completely capsizes the idea that a successful businessman has to be a bore: but then he is not a businessman, but a craftsman and an artist.