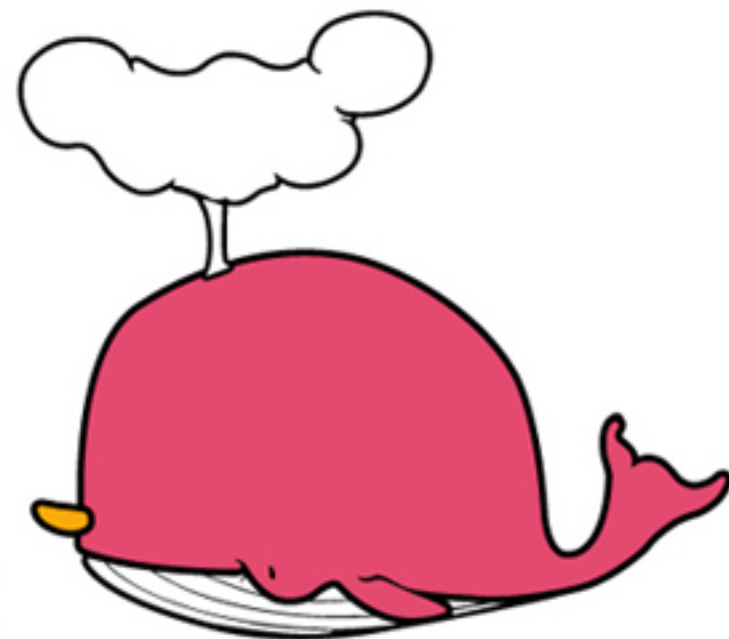


Fluffy Bubool®

He is a penguin
that lives in Fluffy Town.
Bubool is his name,
and Bubbles are his game.
Wearing a shampoo hat,
he has the power to
create anything out of bubbles.

by Takeshi Murai



2008-2011 © takeshi MURAI Characters World.

[Fluffy Bubool] <http://www.fluffybubool.com/>

Table of Contents

"Fluffy Bubool" is the English-language name of the series, whereas "Fluffy Bubool" (pronounced Buh-Bool) is the name of the series as it was originally produced in Japan.

1. About Fluffy Bubool®

- Characters ————— **3**
- Concept ————— **4**

2. Products

- Products 1~5 ————— **5~9**
- Social Responsibilities — **10**
- POS ————— **11**
- Mobile content ————— **12**
- Events ————— **10**

3. Artwork

- Style guide 1~5 ————— **13~17**
- Custom design examples — **18**

4. Events

- Workshops ————— **20**
- Exhibitions ————— **21**
- Other events ————— **22**

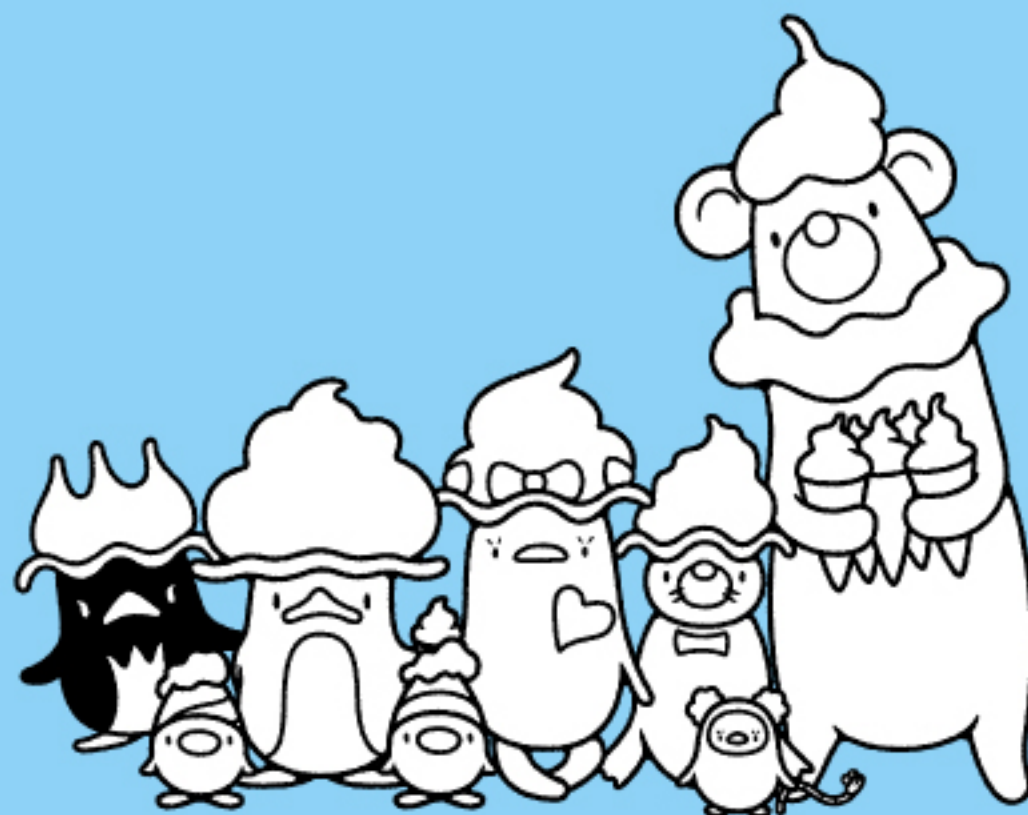
5. Books

- Original books ————— **23**
- Picture book series ————— **24**
- Other books ————— **25**

6. Illustrator Takeshi Murai

- Biography ————— **26**
- Promotion ————— **27**

Fluffy Bubool®



2008-2011 © takeshi MURAI Characters World.

Fluffy Bubool®

He is a penguin
that lives in Fluffy Town.
Bubool is his name,
and Bubbles are his game.
Wearing a shampoo hat,
he has the power to
create anything out of bubbles.



Bubool

Bubool
Main Character
Has the magical power to make
anything out of the bubbles from
his shampoo hat.



Patty

Hat

Patty & Hat
Twin Bubble Brothers
They are very close but still
fight sometimes



Lovool

Lovool
Bubool's girl friend
Overflowing with love and supportive
of everyone.



Zeal

Zeal
Owner of the ice cream shop
The leader of the group.



Barb

Barb
Always teases Bubool.
He is an onery fellow but is
actually kind at heart.



Pipi

Pipi
Lovool's small younger sister
Owns lots of cute costumes.

About Fluffy Bubool®

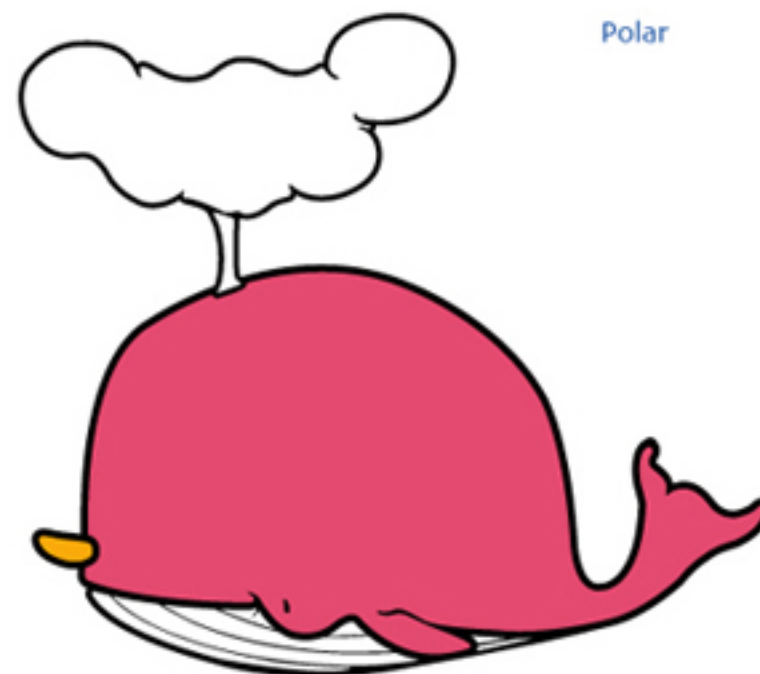
Bubbles, bubbles, and more bubbles! Fluffy Town is full of bubbles! Bubool, a penguin with a shower cap on his head, lives in FluffyTown, and has the magical power to make anything out of bubbles. Everyone in Fluffy Town, has bubbles on their head. Bubool workswith all his friends at a popular Ice Cream Shop in Fluffy Town that moves around to bring ice cream and smiles to everyone!



Polar

Able to eat large amount of food
but has a somewhat weak disposiiton.

Polar



Nine o'clock

Makes the bubbles for Fluffy Town.

Concept

Fluffy Bubool's® message is one of happiness and bubbles

About Fluffy Bubool®

Fluffy Bubool®



2008-2010 © takeshi MURAI Characters World.

Bubool is a character born out of a picture book

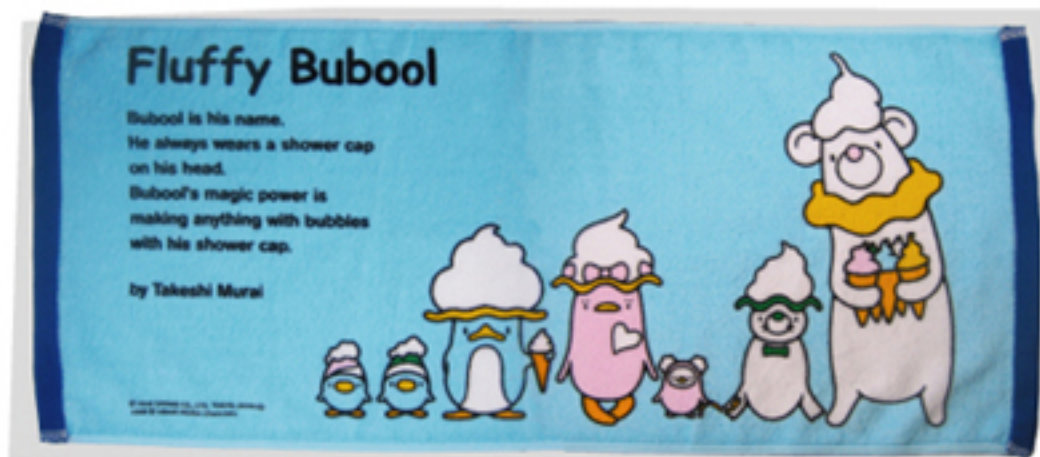
Published in 2006, we first met Bubool in the picturebook "Cream Mint Village Bubble on Bubool." Bubool has the magical power to make anything using bubbles from his shampoo hat. After being published, Bubool appeared at the open galleries as well as PIP Tokyo Art Exhibit and Mori Hanae Exhibit. Then after a chance meeting with the current vice president of SANRIO, Fluffy Bubool was born. In 2008, the domestic merchandising licensing contracts were signed. Bubool's has a unique look that sets him apart from other characters who have been turned into picture books.

The first wave of Bubool goods in August 2008 featured handkerchieves, towels, and lunch boxes. All in all, ten different items were sold at 27 different stores. Bubool stationery was added to the line up for the second round of Bubool goods in July 2009 and in June 2009. The second round of Bubool picture books are to be published and original art exhibit as well as events are being actively planned.

Fluffy Bubool®

Fluffy Bubool® Goods The 1st Series

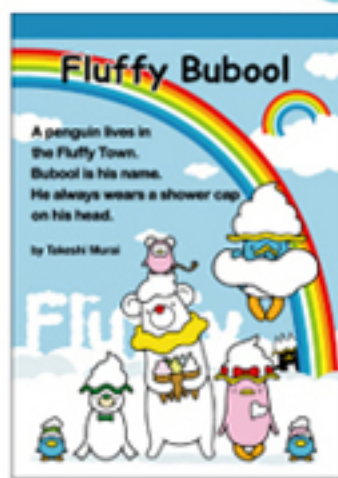
2008-2011 © takeshi MURAI Characters World.



Fluffy Bubool®

Fluffy Bubool® Goods The 2nd Series

2008-2011 © takeshi MURAI Characters World.



Fluffy Bubool®

He is a penguin
that lives in Fluffy Town.
Bubool is his name,
and Bubbles are his game.
Wearing a shampoo hat,
he has the power to
create anything out of bubbles.



Fluffy Bubool®



Fluffy Bubool®





The Nature Conservation Society of Japan



We want to protect nature and turning your sentiments to achieve this real policy is the business of The Nature Conservation Society of Japan.

Using scientific research to protect livings and our ecosystem is the goal of both Bubool and The Nature Conservation Society of Japan.

A portion of the royalties from the Bubool picture books will be given by the Bubool Fund to The Nature Conservation Society of Japan.

This label is proudly printed on all Bubool products

■ Logo ■



A portion of all proceeds go to The Nature Conservation Society of Japan



(Dec 17, 2009)

27 Sanrio Shops througout country started sales on August 1, 2008

Nishiginza Gift Gate



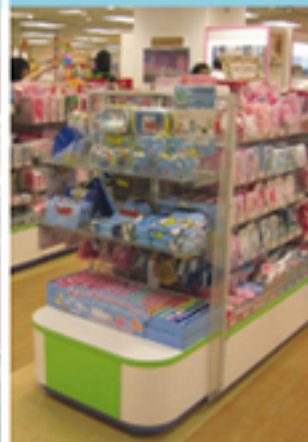
Tobu Ikebukuro



Chiba SOGO



Yokohama SOGO



Hanshin



Seibu



Keikyu



Yokohama Takashimaya



Futagotamagawa
Takashimaya



Tokyu Toyoko



Shinjuku Isetan



Fluffy Bubool®

"Character Parfait Comic"

April 27th, 2010

Four-panel comic strips appeared in "Character Parfait Comic" magazine, published by Ascii Media Works.

Also available are decoration mail templates on "Chara Max" mobile website.



おもしろい!!



Fluffy Bubool®

"Chara Max"

February 24th, 2010 Mobile contents became available



Standby display



"Earth" the nationwide hair salon chain



"Chara Parfait" comic



Designs



Bubool's Collaboration

2010.12.01

EMI Music, Babycome and Green Room collaborated to create a Bubool e-card. This card was featured on a website for new mothers.



KIDS SANTA



2011 ミクシ年賀状 × NACS-J

2010.11.26

Bubool charitable e-card (10 yen per card was donated.) became available on mixi, the largest social networking service in Japan.



Style Guide

2008 Fluffy Bubool Debut!

Basic Design

Main ART

Fluffy Bubool

Bubool is his name.
He always wears a shower cap
on his head.
Bubool's magic power is
making anything with bubbles
with his shower cap.

by Takeshi Mural



Color Palette PANTON

Ground Color	Accent Color	Graphic Color
PANTON 109C white	PANTON 297C 293C	PANTON 136C 833C

Option Design

Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! ? &
あいうえお アイウエオ

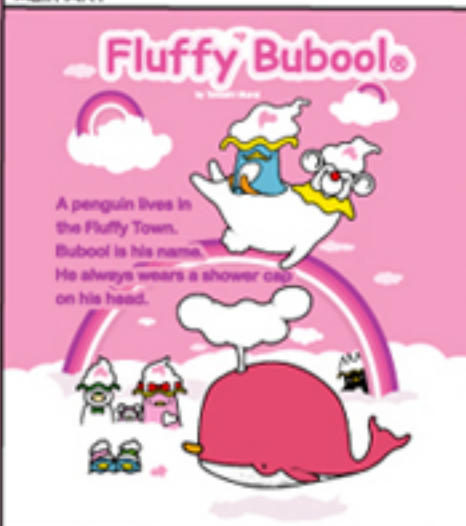
2009 Fluffy Bubool Pink Rainbow

© 2009 TAKESHI MURAL CO., LTD. TOKYO, JAPAN
ALL RIGHTS RESERVED

'09/07/22

Basic Design

Main ART



Color Palette PANTON

Ground Color	Accent Color	Graphic Color
PANTON 109C white	PANTON 297C 293C	PANTON 136C 833C

Option Design

Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! ? &
あいうえお アイウエオ

Sub ART



Icon



Main Logo



Character Art



Pattern



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'09/07/22

Sub ART



Main Logo



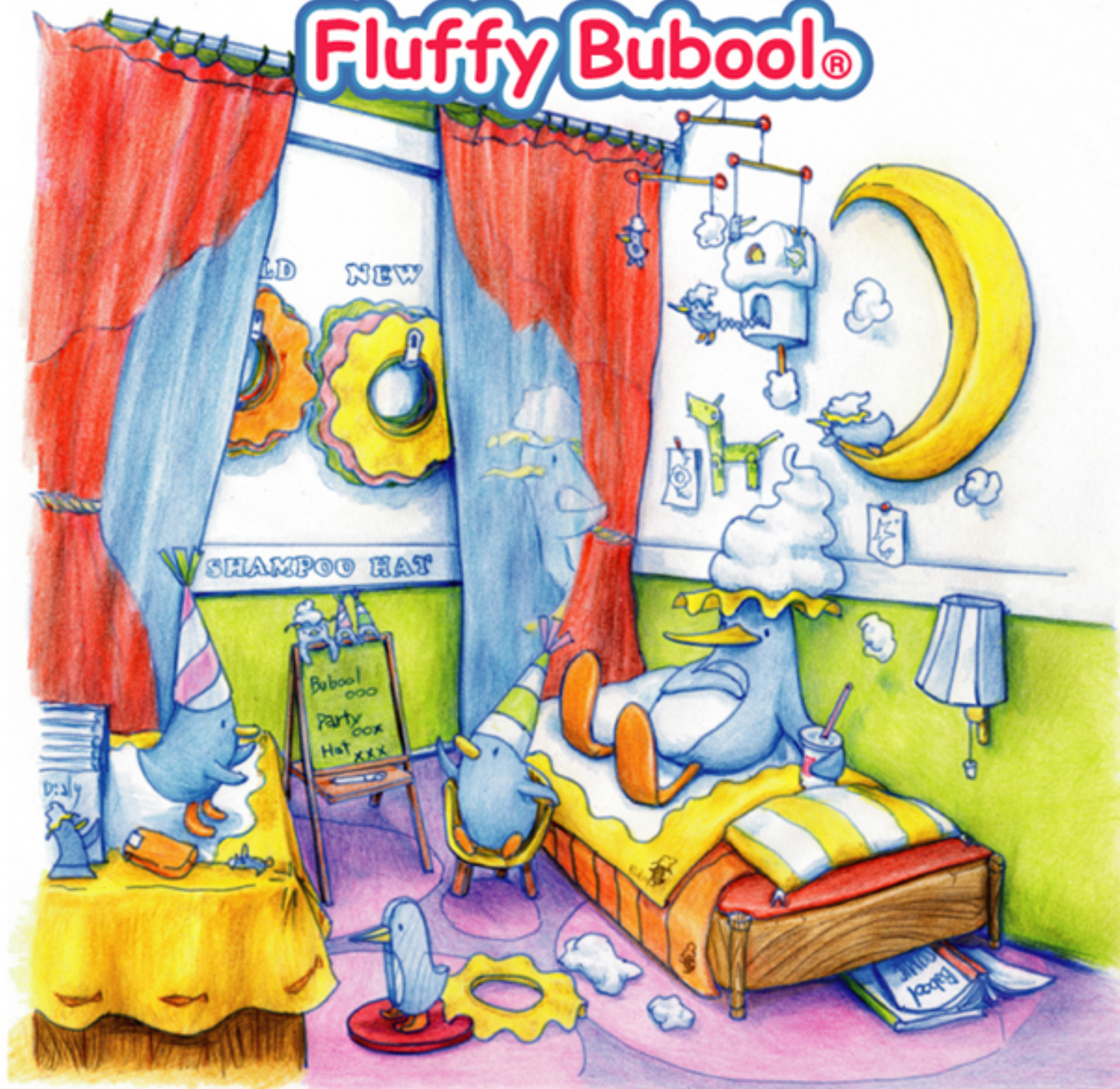
Character Art



Pattern

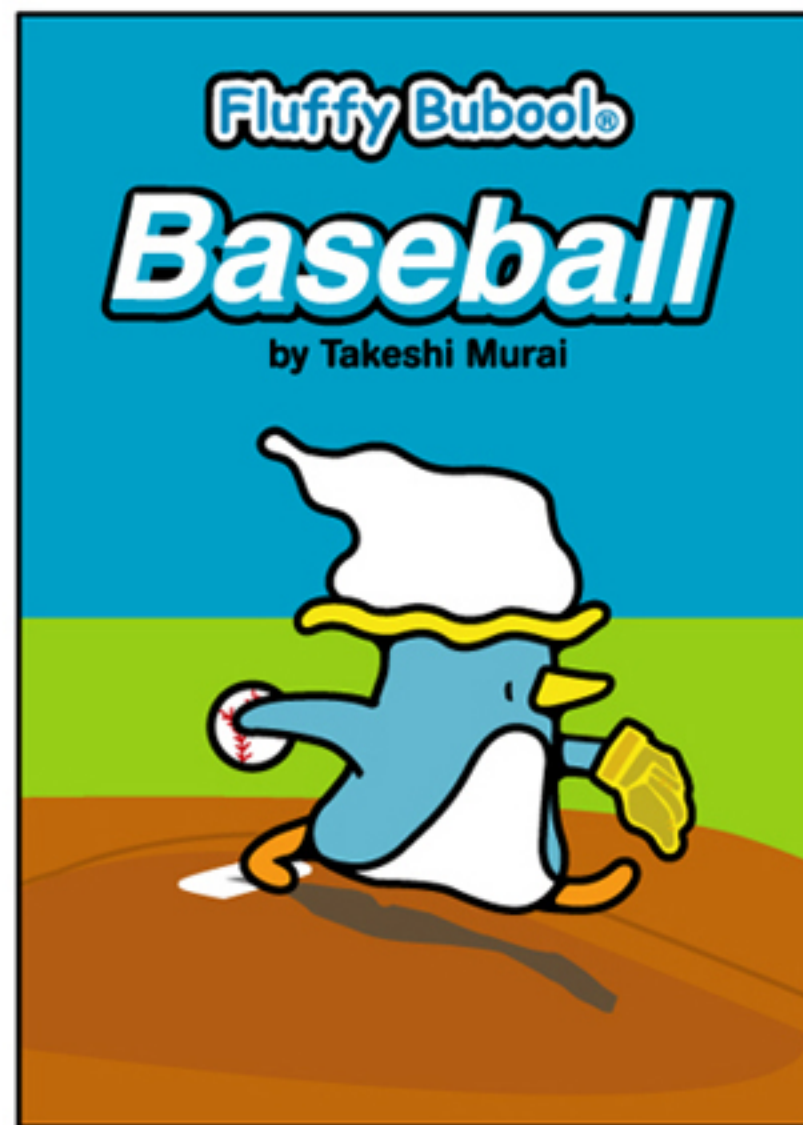
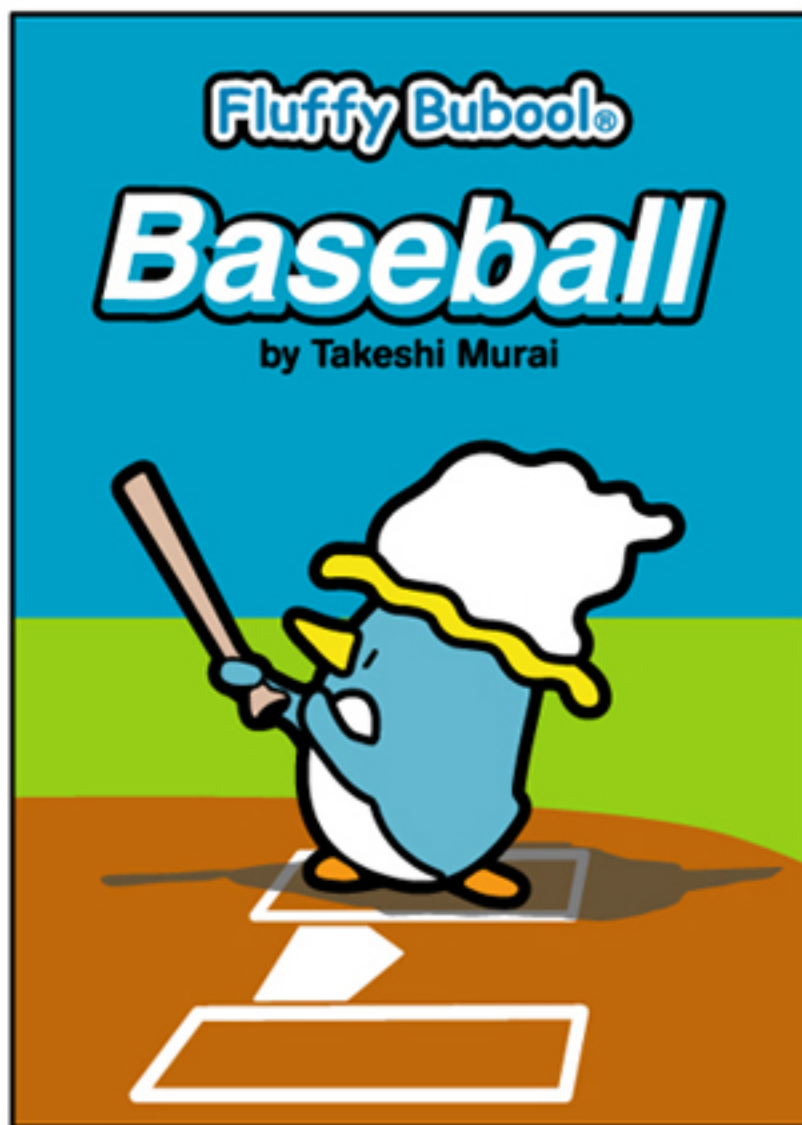


Fluffy Bubool®



Fluffy Bubool®





2008-2011 © takeshi MURAI Characters World.

Fluffy Bubool®

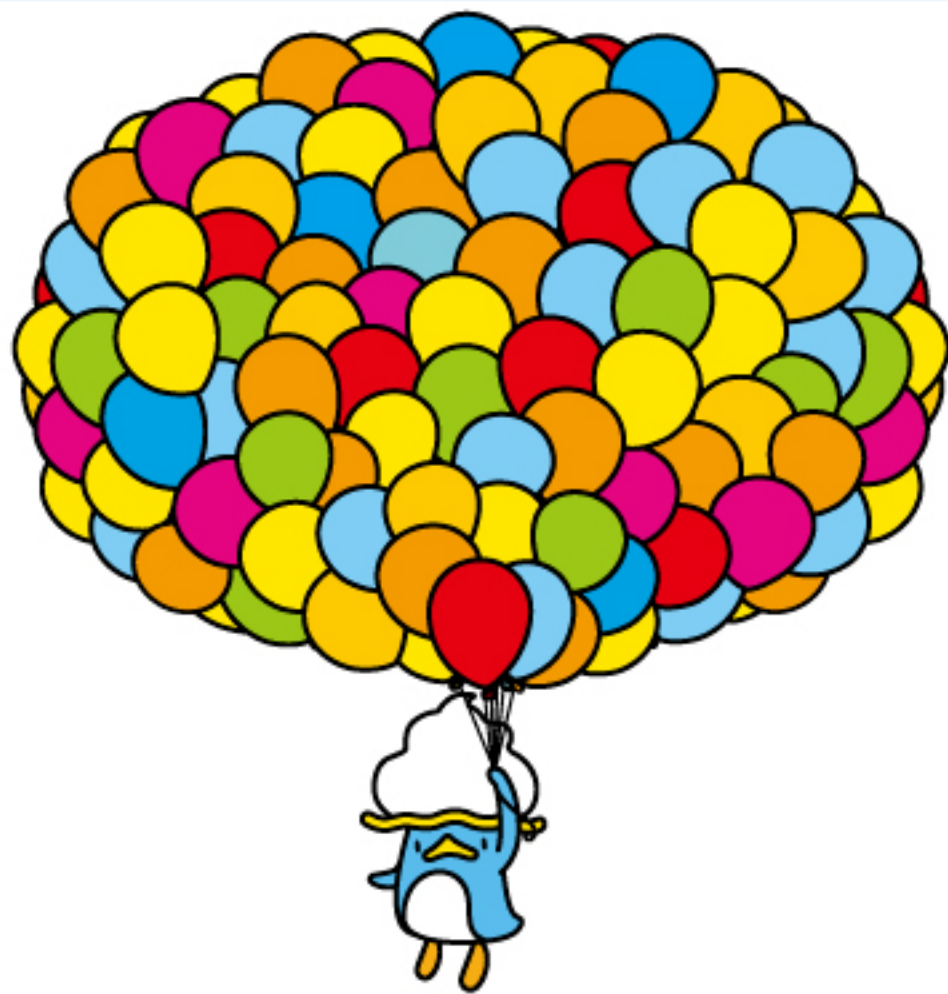


2008-2011 © takeshi MURAI Characters World.

Custom design examples



Custom design examples



Fluffy Bubool

© 2009-2013 © TAKESHI MURAI Characters.



EVENT

- Live readings
- Live painting
- Workshop ...and more !!

Fluffy Bubool®



"So Hot He's Cool"

By Takeshi Murai

Picture book featuring environmental education. A professional voice actor reads the audio book.



This event included a live book reading and a painting work shop. Original picture books and novelties were also available upon request.



Events

Various events and exhibitions have been held throughout Japan



CHILDREN'S BOOK FAIR BOLOGNA REPORT
25th-30th March 2006
2006.4.7 by Takeda MURAI



Bologna International Art Book Fair

Mar 27-30, 2006



Copyright © 2007 Bubool Characters

At 86th
Toshinkai Exhibition

Exhibition sponsored
by Pip Fujimoto Co.Ltd
on February 2-7, 2007

Toshinkai is the membership club
for shareholders and clients of Pip
Tokyo, who produces and distributes
"Shampoo Hats." Pip Tokyo invited the
creator and introduced Bubool,
who wears a shampoo hat.

Events



At an Elementary School in Tome City July 19, 2009



Drawing Bubool.
The creator was invited to an elementary school, and performed a "Live Painting" in front of first and second graders. Kids also enjoyed the volunteers' reading session using Bubool story books.



July 19th, 2006 At Kasei Daiich Elementary School, in Tome City

Bubble
ON
Bubool

<http://www.takeshimurai.com>



Colton PLAZA

Hosted an art workshop as part of the story book promotional event at a mega shopping mall in Ichikawa City.

<http://www.nikkei.co.jp/event/2007ehon/2007ehon.html>



autograph session

at "Colton Plaza" mega shopping mall in Ichikawa City July 19, 2006

Enoshima Aquarium
新江ノ島水族館



オータムフェスティバル
11月23日(土) 9:00-17:00

Drawing Bubool

The creator had his first "Live Painting" at an aquarium, from Sep. 23rd to 24th, 2006. The show held at this nationally known aquarium attracted many visitors, who enjoyed drawing and painting. The Bubool clay figure was made on site by the professional clay artist.



"Autumn Art Festa" at Enoshima Aquarium, from 23rd to 24th, Sept. 2006

“Bubble on Bubool”

June 2005: Production started

April 2006: Published “Bubble on Bubool”

at own expense

January 2008: Shimpusha went

bankrupt, “Bubble on Bubool” went out of print and is highly prized collectors item!!

In the span of twenty months since April 2006’s start of sales, 1303 copies were sold before the publisher went out of business on January 2006.



Cream Mint Village

Bubble on Bubool

“Cream Mint Village-Bubble on Bubool”

Bubool’s magical power is that he can make anything out of bubbles. But just like bubbles, the things he makes quickly “pop” and vanish. He is trying to make something that will last. A picture book about the difficulty of making things and the importance of freedom of expression.

Paper size: A6/24 pages/Bilingual
2008 Out of print
ISBN4-7974-8545-0 C-8793
1000 JPY (1050 JPY with tax)

■ Sales Data ■

Sold out in 20 months (65 copies/month)

April 2006 First Edition 1800 copies

132 stores carried the books

September 2007 1303 copies sold

146 stores carried books at the end of this period

Due to publishing company bankruptcy, all contracts became void. The publishing rights are now controlled by Takeshi Murai. Currently we are working towards a revised reissue. We would be very happy if you would consider us.

“Fluffy Bubool’s Easy Feeling”

Previously only sold online, but now brokeing deal with more booksellers.

June 5, 2009: First Edition Publication

1020 books sold as of Sep 28, 2010



A Letter from Bubool to You

Fluffy Bubool Bubool's Easy Feeling

By Takeshi Murai

Page Size: A6/30 pages/English-Japanese Bilingual
Threadless binding/Full color printing
June 5, 2009 Publication
Price: 500 JPY (525 JPY with tax)

When you have worried too much and feeling down, we hope you will pull out this picture book.

■ “Fluffy Bubool” Picture Books ■

Picture book series feature various topics including environmental issues and human relations. This picture book series encourages children's imagination and creativity.

Fluffy Bubool®

■ Picture Book Series ■



“Bubool’s Easy Feeling”
by Takeshi Murai 28 pages



“Bubble on Bubool”
by Takeshi Murai 32 pages



“Barb and Bubbles”
by Takeshi Murai 24 pages



“Bubool’s Bubbles”
by Takeshi Murai 24 pages



“Bubool and Nervous Pumpkin”
by Takeshi Murai 32 pages



“Fluffy Bubool”
By Takeshi Murai 32 pages



“Bubool’s Airplane”
by Takeshi Murai 24 pages



“Bubool’s Hot and cool”
by Takeshi Murai 32 pages



“Bubool’s Shampoo Hat”
by Takeshi Murai 30 pages



“What is Fluffy”
by Takeshi Murai 24 pages



Copyright © 2011 Takeshi Murai Character Works

Other Works by Takeshi Murai



"Rainbow Christmas"
● A story about a girl who lives where everything is white.
32 Pages



"Redorca and the Rainbow"
● A story about a tiny dolphin.
32 Pages



"What You Could Always Do"
● A picture book adults and children can both enjoy
32 Pages



"Carry's House Sitting Adventure"
● A story about a little boy and a retriever dog.
32 Pages



"Mamery and Redorca"
● A story about a tiny mermaid and dolphins.
34 Pages



"Thank You, My Teeth"
● A story about the importance of your teeth.
32 Pages



"Coffee Cup Words"
● A story about coffee cup and a green bird.
32 Pages



"Up in a Big Tree"
● A picture book adults and children can both enjoy
32 Pages

Illustration & Art

Colored Pencil Works



Profile



Born in Tokyo in 1972, Takeshi Murai studied in the United Kingdom after graduating from the Faculty of Fine Arts at Bunka Gakuin. He started to work as a full-time artist after establishing his own design office called "Green Room."

His father is the internationally acclaimed designer, Koji Murai that is famous for his stylized music boxes.



■ Biography ■

2013

- Appointed Empire International as its East Asian licensing agent

2012

- Bubool's stickers launched on mobile messenger service, KakaoTalk
- Bubool's new year's card for Nature Conservation Society of Japan released on Mixi
- EMI music Japan released Bubool's music greeting card
- Finalized an international master licensing agent contract with Tact Communications

2011

- Murai's emi CHAN selected as EMI music Japan's mascot character
- Started Kawamazy's comic series on Keroron Land magazine by Kadokawa Shoten
- Mimi the Bear selected as NPO Universal Sound Design's character
- Desinges Bubool's leaflet for NPO Asia Child Care League

2010

- Launched Bubool's mobile contents
- Selected as a finalist of "Tokyo Sky Tree Character Contest"
- Signed the international master agent contract with Sun Properties

2009

- Released the second round of Bubool goods
- Started fun events
- Published "Bubool's Easy Feeling"

2008

- Signed the licensing contract with Sanrio
- Created a character called "Miniruca Mameruca" for an aquarium

2007

- Created advertisement designs for OCS America Inc by the Nikkei
- Designed plant kit container by World Flower Service
- Created a calendar for OCS America

2006

- Published his debut book "Bubble on Bubool"
- Participated in the Bologna International Art Book Fair
- Held various events and exhibitions throughout Japan
- His dog character called "Carry" was on the air in TV commercials of OCS America Inc in major US cities
- Lectured at Tokyo Beauty Art School

2005

- Jointly created illustrations for environmental educational school
- Engaged in designing characters and novelties for a ballet event

2004

- His illustration was used in user's manual of Panasonic website
- Created illustration for a drama broadcast by Fuji Television Network

2001

- Set up Green Room Ltd.

Fluffy Bubool®

Property
Licensing Agent



Fluffy Bubool®
SUN Properties Co., Ltd.

13-9 Araki-cho, Shinjuku-ku, Tokyo 160-0007
Tel: +81 3 5363-6876 Fax: 81-3-5363-6878
Charles Ayres
Licensing Development VP
Email: charles.a@sun-rp.com
<http://www.sunout-bound.com/>



He is a penguin.

Bubool is his name, and Bubbles are his game.
Wearing a shampoo hat, he has the power to
create anything out of bubbles.

Make anything happen with this whimsical penguin and his adventurous buddies.
From Sanrio, with international licensing through Sun Properties in Tokyo,
Fantastic Bubool has sold out many items in Sanrio's 37 shops in Japan.
Bubool appeals to a core target of children from kindergarten through
early teens, but is loveable by the kid in all of us.

The star of a beloved picture book series, Bubool has the power to create
anything out of bubbles. Kids of all ages need to have a dream,
and Fluffy Bubool can make your dreams come true, also!



Nine books have been published so far with two eBooks as well.

Great colours that appeal to both boys and girls.

An ideal brand to license for publishing, stationery,
back to school and apparel.



2008-2011 © Takeshi MURAI Characters World.

[Fluffy Bubool] <http://www.fluffybubool.com>

[eBooks] <http://mixpaper.jp/ctakec2002/>