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## Studio Bozzetto and Yomiuri TV Unveil a Landmark Italian-Japanese Co-Production: “Pino & Shinoby” Exclusive World Premiere at Expo 2025 Osaka



**Studio Bozzetto** and **Yomiuri Telecasting Corporation (Yomiuri TV)** are thrilled to announce the production of the animated series **Pino & Shinoby**. This project represents a significant milestone in the collaboration between Italy and Japan, marking one of the first animation co-productions since the implementation of the international co-production agreement between the two countries. This co-production showcases the synergy between Studio Bozzetto's creative and narrative excellence—one of the most prominent players in Italian animation—and the established television tradition of Yomiuri TV, one of Japan's leading TV stations.

*Pino & Shinoby represents a tangible example of the opportunities that international co-production agreements can offer - says Pietro Pinetti, CEO of Studio Bozzetto -. Thanks to this new framework of collaboration between Italy and Japan, we have combined our creative vision with Yomiuri Telecasting Corporation's production expertise to create a series that celebrates creativity and dialogue between nations. It is an important step for the entire international animation landscape, and Studio Bozzetto is deeply honored to inaugurate this new phase of international cooperation alongside Yomiuri TV.*

*We are delighted to embark on a new cross-border challenge with the renowned European animation studio, Studio Bozzetto, in the memorable year of the Expo 2025 Osaka, Kansai, Japan.*

Through the Japan-Italy joint project "Pino & Shinoby," we are honored to contribute to cultural exchange and deepen mutual understanding with countries around the world, with our mascot "Shinoby" who has a connection to Osaka Castle comments Yozo Matsuda, President of Yomiuri Telecasting Corporation.

The highlight of the production will be the world premiere of the series, scheduled for 27 July 2025 at the Italy Pavilion of the Expo 2025 Osaka. This debut will carry a highly symbolic meaning, celebrating the collaboration between Italy and Japan within the context of the Expo. The episode presented will also feature Italia-chan, the mascot of the Italian Pavilion, accompanying the protagonists on a journey to discover Italy's beauty and elegance, showcasing the excellence of its cultural and artistic heritage to an international audience.

Pino & Shinoby also benefits from the involvement of **Rai (Rai Kids)**, Italian public television, underscoring the importance of collaboration between Italy and Japan in promoting children's animation on an international level.

The production of Pino & Shinoby (26x5') is currently underway, with its broadcast currently planned for the upcoming season on Rai Kids (in Italy) and YTV (in Japan).

### **Pino & Shinoby**

A preschool animated series that combines the rich cultural traditions of Italy and Japan, narrated through the adventures of Shinoby, a little ninja, and Pino, an Italian boy inspired by the famous Pinocchio. The series, composed of episodes blending stories, adventures, and everyday situations, showcases the cultural treasures of Italy and Japan while highlighting their differences and celebrating their uniqueness. Two key elements stand out in this regard: the settings, which integrate iconic features from both cultures within a single scene, and the use of the original languages. Pino speaks Italian and Shinoby Japanese, thereby preserving each character's strong cultural identity. Thanks to carefully crafted dialogues and the presence of a narrator, viewers can seamlessly follow the conversations between the two protagonists.



The series is directed by Andrea Bozzetto, creative director at Studio Bozzetto, who brings his extensive experience in the animation industry to the project.

### **Studio Bozzetto**

Studio Bozzetto is one of the most prominent players in Italian animation. They have gained international recognition with global successes such as *Topo Tip* (distributed in over 160 countries), *The Game Catchers* (season two currently airing on Rai Kids), and auteur shorts like the recent *Sapiens?* by Bruno Bozzetto.

### Yomiuri TV's mascot "Shinoby"

Shinoby, the YTV mascot born to commemorate the broadcaster's 60th anniversary, is now expanding his presence beyond television to multiple platforms, including YouTube, X, and other social media.



"Shinoby" Official Account

[Official web site] <https://www.shinoby-ninmaru.com/>

[YouTube] <https://www.youtube.com/channel/UCLQf2Lhd2rB9ZWJzBa-SyNg>

[X] <https://x.com/10ytv>

[Instagram] @shinoby\_ninmaru

[TikTok] @shinoby\_ninmaru

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