

MASAYA MATSUURA - PROFILE

Born in Osaka in June 1961, Masaya Matsuura graduated from the Industrial Sociology Department of Ritsumeikan University. He was 19 years old when he bought his first Apple II and started out on a career as a computer entertainment producer. He sums up the basic concept behind his production work as "playing around with computers, creating digital entertainment that blends music with computer graphics".

In 1985, Masaya Matsuura teamed up with vocalist Chaka to form the band PSY.S, which released its first record the same year. The band made nine albums before splitting up in 1996.

In 1993, he released "The Seven Colors" (for the Macintosh), the first CD-ROM software created by a Japanese musician, and winner of a Multimedia Grand Prix award the same year. This triumph spurred him on to break new ground as a musician working in multimedia.

In 1994, he released "TOOL-X" (CD-ROM software for the Macintosh), followed by "Tunin' Glue" (CD-ROM software for the Macintosh and the Pippin) in 1996. Offering users a new way to enjoy music, these titles won high acclaim as music multimedia software.

In December 1996, Masaya Matsuura unveiled his "PaRappa the Rapper" software for the PlayStation. Transcending the boundaries videogaming, this title rapidly took the whole of Japan by storm, winning staunch fans even among girls -- who had shown little interest in videogames until then -- and chalking up phenomenal sales (as of December 1998, the total number of units shipped, including compilations, was 1.3 million). PaRappa the Rapper established itself as the benchmark for entertainment software in '96 and '97.

In 1996, PaRappa the Rapper was selected for special awards by both the CESA* Awards Committee and Japan Software Awards Committee. It also won an award for innovation at the Japan Game of the Year '97, and the Best Artist award at the Multimedia Grand Prix '97.

In the winter of 1997, the game was released in 70 other countries, including Europe, America and Asia, to universally high acclaim.

Summer 1999 will see the release of "Um Jammer Lammy", the second title the artist has produced for the PlayStation. Masaya Matsuura's all-round production work spans planning and creation as well as musical composition and arrangement.

RODNEY GREENBLAT - PROFILE

Born in California in 1960, Rodney Greenblat studied painting and sculpture at the New York School of Visual Arts, graduating in 1982. At the age of 25 he showed some of his sculptures at the 1985 Biennale mounted at the Whitney Museum in New York, and was

catapulted to fame on the contemporary art scene. Since then, his work has featured in group exhibitions at the Museum of Modern Art, NY, and in many other places around the world.

Rodney Greenblat first became interested in digital media in about 1985, and has released five interactive CD-ROM titles to date. In 1995, at the USA's biggest computer show, COMDEX, his "Dazzleoids" received the award in the "Best CD-ROM for Children" category. His talent and popularity have also won him the high accolade of inclusion in Newsweek magazine's recent list of top multimedia creators. Rodney Greenblat is a true multimedia artist, as comfortable with programming and music as he is with visual design.

His work in Japan began in 1993 with his own animated cartoon feature on Fuji TV's hit children's series "UgoUgo-Lhuga". His activities have subsequently spanned a wide range of genres, from the PlayStation videogame "PaRappa the Rapper" to CD jacket designs and other material for the Japanese pop group Puffy, and his own music CD "Baby Sea Robot", not to mention his work on commercials for Minolta and Family Mart.

Rodney Greenblat has summed up his personal creative ethos as "giving form to creations of whimsy" (in fact, his company is officially named The Center For Advanced Whimsy). The artist's whimsical world continues, in various forms, to find a growing market in Japan. His visual design work can soon be seen in the new PlayStation title "Um Jammer Lammy", scheduled for release in Summer 1999.