



YOKAJ STUDIO 

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[www.yokajstudio.com](http://www.yokajstudio.com) | [contact@yokajstudio.com](mailto:contact@yokajstudio.com) | +46 736596504

# ABOUT THE STUDIO

Yokaj Studio is a national and international award-winning Swedish studio that specializes in manga and games. The studio is constantly seeking new challenges and one of our goal is to make your ideas into manga.

## ILLUSTRATION COMMISSIONS

Some of Sweden's most talented manga artists are working in Yokaj Studio, which gives us the flexibility to switch between different manga styles to match our customers' needs. Our past commissions include creating awesome artwork for advertisement campaigns, games, book covers, graphic novels, magazines, brochures, websites, business cards, technical descriptions and much more.

## PUBLISHED BOOKS

Yokaj Studio has written and illustrated a number of books for some of Sweden's biggest manga publishers such as B. Wahlströms och Bonnier Carlsen.

2009	<i>Kick Off 2</i> . Published by B. Wahlströms.
2008	<i>Kick Off 1</i> . Published by B. Wahlströms. <i>Manga skoldagbok 2008/2009</i> . Published by B. Wahlströms.
2007	<i>Manga skoldagbok 2007/2008</i> . Published by B. Wahlströms. <i>The Yokaj Studio Anthology</i> . Published by Yokaj Studio. <i>Teckna lätt manga</i> . Published by Bonnier Carlsen.
2006	<i>Yosh! Teckna manga!</i> Published by B. Wahlströms.

## AWARDS

Our manga and game have received both national and international awards as well, making us the most awarded manga studio in Sweden.

2009	"Best comic 2008" to our manga series <i>Kick Off</i> . Voted by 42 000 Swedish kids and teens in the Bokjuryn.
2006	"Best game concept 2006" to our game <i>Sumo</i> at Swedish Game Awards 2006. "Grand prize winner 2006" to our manga novel <i>stål mot blått</i> in Mangatalangen 2006 arranged by publisher Bonnier Carlsen.
2005	"Winner of Student Adult Manga/storyboard" to our manga novel <i>Papercuts</i> in International Manga & Anime Festival in London.

## CLIENTS

Our clients come from many different industries and organisations, for example advertising, music, film, newspaper, book publishing, games, animation, software development, machine tools, environmental protection, hair care, schools, municipalities etc. Below are some of them.





MANGA SERIES

# KICK OFF

A manga series with story and art by Yokaj Studio. The first book was published in autumn 2008 and was voted by 42 000 Swedish children and teens in Swedish Bokjuryn as "Best Comic 2008". The second book was published in spring 2009. A total of six books are planned to be published by Swedish B. Wahlströms.

*Kick Off* is a story about Swedish teens in a Swedish environment, spiced with elements of soccer, love, and the supernatural. The series is addressed to both boys and girls, from nine years upwards. Each book contains more than 200 pages.

The studio has created an official site of Kick Off, where you can view the book trailer, check it out at [www.kickoffmanga.com](http://www.kickoffmanga.com).



▲ A collage of pages from *Kick Off 1*.



◀ Covers of *Kick Off 1* and *Kick Off 2*.





## GAME CONCEPT AND ART

# SUMO

A computer game which was originally developed entirely by Yokaj Studio. It was awarded "Best game idea 2006" at Swedish Game Awards.

Today *Sumo* is being ported to Apple's iPhone and has changed its' name to *Sumo fighting game*. The new game will be launched in autumn 2009. The concept and art by Yokaj Studio is kept but the porting and advertising is provided by Every Frame Counts Ltd in London.



▲ Prototype images of the new *Sumo* for iPhone.

◀ The most important scene in *Sumo*, where the actual wrestling is carried out.



## ADVERTISEMENT CAMPAIGN

# OKEJSEX.NU

Some of the greatest comic artists in Sweden were commissioned to illustrate the okejsex.nu-campaign posters that adorned the Stockholm subway, newspapers, outdoor ads, books, brochures and the Internet. The idea was to raise discussion about what is okay sex. Yokaj Studio was honored to take on this commission together with fellow artists such as Martin Kellerman and Liv Strömqvist.

The target group was young people between 15-30 years.

Our client was okejsex.nu, which is supported by Stockholm County Police among others.

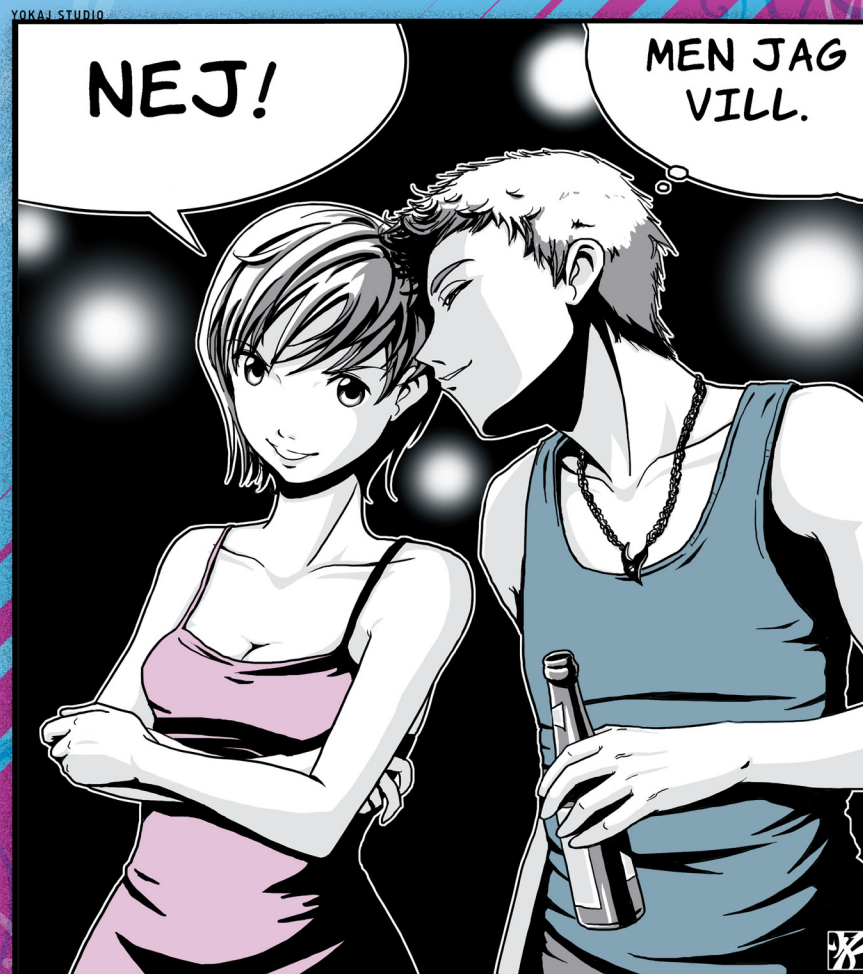


▲ Yokaj Studios' campaign poster was shown in Skärholmen and Skanstull station.



◀ In a telephone booth somewhere in Stockholm.

The posters were shown in ► schools and training facilities



*Varit med om ett nej  
som inte blev ett nej?*

Kolla in **okejsex.nu**  
om var gränsen går.

DEN HÄR KAMPANJEN ÄR FRAMTAGEN AV OPERATION KVINNOFRID MED SAMARBETSPARTNERS.



GLOBAL ADVERTISEMENT

## KLÜFT IN MANGA STYLE

The London-based advertising agency M&C Saatchi, together with Reebok, wanted to show some new and exciting images of the Athletics star Carolina Klüft at her press conference at World Athletics Championships in Osaka 2007. Yokaj Studio was commissioned to do the art of Klüft as a manga character in a suite of seven paintings.

At a press conference day M&C Saatchi had the studio flown to Osaka to attend to the conference along with Klüft and answer questions from the world press. After the images of Klüft were revealed they were published in newspapers around the world, such as Japan, Germany and China. The images were later put on auction and the money went to charity.

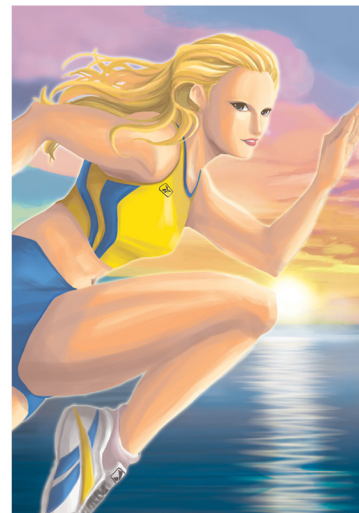
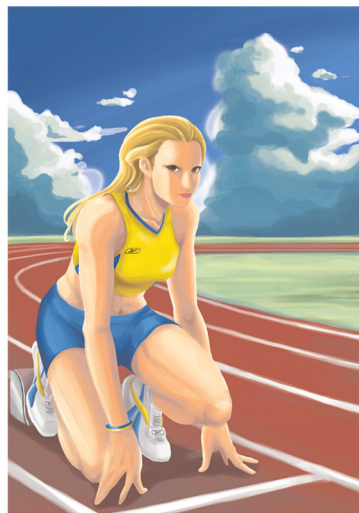
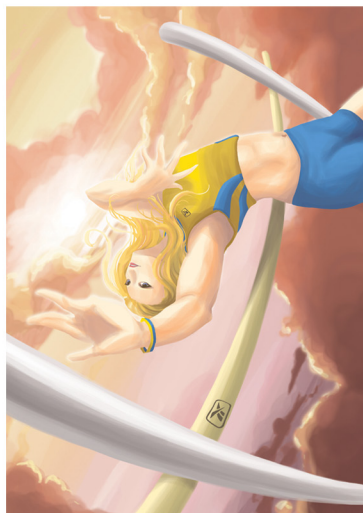
A few days later Klüft became the World Champion in the Heptathlon.

**M&CSAATCHI**



◀ Carolina Klüft at the press conference in Osaka, with one of the manga images of her in the background.





▲ Six images from the suite with Klüft in manga style. They represent Klüft when she is engaged in the various branches of Heptathlon.



◀ The illustration used for the booklet back cover of the *Superclasicos* music album.



ALBUM BOOKLET

## MANGA-DOGGE

Renown Swedish hip hop artist Dogge Doggelito asked the Studio to do a manga potrait of him for his newest music album *Superclasicos*.

Yokaj Studio was invited to his music studio to let us get to know him, his personality, his music and his world.

The final illustration featured a cool manga styled Dogge together with references to meaningful pieces of his life, such as his two dogs Rizzla and Bonnie, his religious belief and his roots.

The illustration was printed on the back cover of the *Superclasicos*'s booklet.





· BROSCHURES

## · HAIR STYLE COLLECTION

· Swedish award-winning hairdresser Marta Spizewska at Wella  
· hair studio commissioned us to illustrate her new hairstyle  
· collection in a glamorous and trendy way.

· A total of 18 fabulous looking hairstyles illustrations were  
· created based on Marta's ideas, and was printed in a hair cut  
· brochure which was sent to the professional hairdressers  
· across the Sweden.

· The cooperation resulted in several exciting commissions with  
· Wella Hairstudio.

◀ One of Marta's glamorous hairstyle creation for her collection, interpreted by  
Yokaj Studio.

The national hairdressers association's office in ►  
in bird view. The small balloons symbolize  
different services they offer their members.



▼ Bird view of a modern hair dresser saloon.



## BROSCHURES

## RECRUITMENT

Every year the Swedish national association for  
sends out brochures to hairdressers around  
Sweden to recruit new members.

Yokaj Studio was commissioned to do some  
bird-view illustrations of the association's office  
in Stockholm and of a hairdresser saloon. The  
illustration together with small texts gave the  
readers information about the different services  
provided the association provided for its'  
members.







Twelve Chinese zodiac animals. ►



· MAGAZINE ILLUSTRATIONS

## ZODIAC

· Shojo Stars is Sweden's largest manga  
· magazine and is addressed mainly to young  
· girls. The magazine is published once a  
· month and every issue features twelve cute  
· Chinese zodiac animals designed by Yokaj  
· Studio.

## FLASH GAME GRAPHICS

# PLANET RESCUERS

WWF (World Wide Fund of Nature) and Söderenergi cooperated in order to reach out to children with their message about protecting the environment. The result was a quiz game letting kids to gain more wisdom of how to save the world from an environmental disaster by answering various questions about environment and energy.

Yokaj Studio were commissioned to design the game's characters and environments, and produce all the ingame graphic components.

During the process of creating the game we invited Swedish children to vote on the style and design of the game. They also helped us designing the game's mascot, which they later named the Leaf Louse.



▲ The splash screen meeting the players.



Screenshots from the game. ►





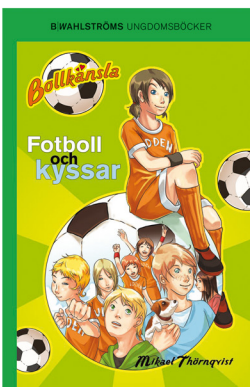
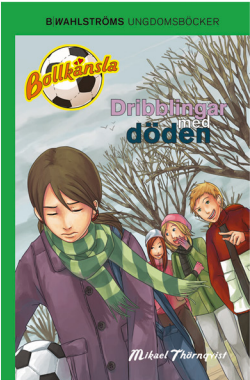
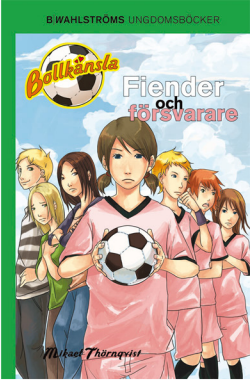


BOOK COVERS

## BOLLKÄNSLA

An ongoing series of football books by author Michael Thörnqvist with covers illustrated by Yokaj Studio. The target group is girls 10–13 years of age.

Publisher B. Wahlströms is one of the studio's most regular customers.



B|WAHLSTRÖMS