

Kinokuniya to distribute Haruki Murakami's comic adaptation to brick-and-mortar bookstores in Japan

Kinokuniya Company Ltd (Chairman and President Masashi Takai) will buy 12,000 of the 15,000 copies printed in the first print run of '*HARUKI MURAKAMI 9 STORIES: The Second Bakery Attack*', published by Switch Publishing (President Toshinori Arai). Through Kinokuniya stores and wholesale book distributors which buy copies from Kinokuniya, sales at various bookstores across the country will commence on Tuesday 20 June 2017.

The same as the previous purchase of Murakami's '*Novelist as a Profession*' in September 2015, this is an attempt to revitalize the book trading market by selling the greater part of the first run of a popular author's work at brick-and-mortar bookstores. Also, this is a part of the business model 'direct trading between publishers and bookstores on a firm sale condition' which Kinokuniya is currently facilitating.

The distribution method for bookstores which will buy copies through wholesale book distributors will differ from '*Novelist as a Profession*'. Wholesale book distributors will supply copies to various bookstores on a returnable condition in order that this book will be spread to many more bookstores than last time. Kinokuniya also expects the 'bande dessinée', which is a new genre to Japanese readers, will become popular in Japan through this approach.

HARUKI MURAKAMI 9 STORIES: The Second Bakery Attack

On sale: 20 June 2017

Size: B5, 28 pages

Price: 1,600 yen (excluding tax)

Publisher: Switch Publishing

Author: Haruki Murakami

Adaptation: JC Deveney

Illustration: PMGL

A pair of spirited French artists adapted nine representative short stories of Haruki Murakami into bande dessinée. '*Super-Frog Saves Tokyo*', which received extremely good reviews when it was published in MONKEY, and other short stories will be published as a 9-volume series from June 2017. The first volume will be '*The Second Bakery Attack*' which has many enthusiastic fans. This is the first time that Murakami's works have been adapted to comics.

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