

Hiromi ITO went independent and started Office H (<http://officeh.blog.jp/>) in 1999, after working as a public relations and advertising coordinator and marketing communications manager for foreign companies, including the former Alias Wavefront. She has a unique network of contacts with schools and independent studios in Europe and Japan, and is involved in distribution and rights management of overseas animation, and introduction of global media situations.

For several years now, she has seen the new possibilities of animation in Animated Learning and has been working to promote it in Japan. Animated learning is a movement that has emerged in countries such as Denmark and Brazil. Using film language and animation as a means of communication and imagination, we can create new and innovative solutions.

Since 2000, Hiromi is organizing overseas Animation screenings at mini-theater Tollywood in Shimokitazawa, Tokyo.

In 2007 and 2008, she served as the Japanese secretariat of CJax - Japan-Canada Short Animation Exchange, a project to support the international debut of young Japanese animators, organized by NFB (National Film Board of Canada).

In 2010, she started a brand "WAT - Animation Theatre of the World" (<http://www.wat-animation.net/>) to lend and distribute short animations, and in 2012 hybrid animated documentary film "Couleur de peau: Miel" was released in Japan, which won the Grand Prize in the Animation Division at the 17th Japan Media Arts Festival.

In 2014, Hiromi contributed project coordinator in Japan for SEA - Concept Development Master Class which bridged emerging creators from South America, Europe and Asia/Japan, hosted by a Danish creative organization, The Animation Workshop.

The largest event on Japanese Animation/Anime and Manga in Denmark, Viborg Animation Festival: Kawaii & Epikku went off with a bang in 2017 by Viborg city and TAW, Hiromi as TAW's right-hand person contributed to the event and Nippon Nordic, a residency program to support the development of entertainment projects.

In 2018, Hiromi established a general incorporated association called Animated Learning Lab in Japan (ALLjp, <http://alljp.org/>) to promote Animated Learning, which utilizes animation as a tool for learning and communication, to collaborate Animated Learning Lab in Denmark with a common goal to instill Animation and Visual Image as humanity shared global language.



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