

Grendizer Vs, Pinocchio! Rinkya Presents A Modern Nose Story.....

Tempe, AZ and Tokyo, Japan, December 1, 2008- Mankind has always had a fascination with robots, puppets and the like. It could be because we are basically alone. Nothing we have run across has our mind, or our capacity for the abstract. So, even from the earliest mythologies where statues come to life and their sculptors fall in love with them, we have had talented storytellers to fascinate us with stories of beings that are and are not like we are.

One of the most popular modern stories in this genre is The Adventures of Pinocchio, published by C. Collodi, the pen name of Carlo Lorenzini, a Florentine writer in 1883. Collodi made his name translating the fables of Charles Perrault from French into Italian, while as Carlo Lorenzini he was a popular novelist. He wrote Pinocchio for the Il Giornale dei Bambini, the first Italian publication for children. From there the little marionette took off into what was almost its own life. Like many great fictional creations, such as Sherlock Holmes and Tarzan, Pinocchio spawned all manner of side avenues to the original, even starring in his own Disney motion picture.

An even more modern character, in the same vein, might be the Japanese anime creation Grendizer, also known as Grandizer, Goldrake and Goldorak. Go Nagai's super robot seems to have touched similar chords throughout Europe and gained a life far beyond its beginnings.

As toys, games and collectibles of all sorts, Grendizer is easily the most popular anime figure in Europe. While various incarnations of the robot are produced in Europe, both licensed and unlicensed, it is the Japanese originals that are the rarest and most coveted by fans and collectors.

"I sort of identify Grendizer with Pinocchio," says Rinkya CEO Heather Russell. "Our Italian customers seem to love both of them and I keep wondering if it's for the same reasons.

"Do we, as human beings, feel lonely in the universe? Do we want to believe that we can make or find something with human attributes to keep us company? Does that explain, in some way, the fascination we hold for robots, and puppets, or even cartoon characters?"

"At Rinkya we know the fascination well, it's a large part of our business. Robots and puppets and dolls come through our warehouses daily. Being in the business, well you just can't help but speculate on the why of it all.

"Of course I could lie and tell you that I know. But I expect my nose is large enough already, it doesn't need to get longer."

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