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The Build-Up (Kyojin to gangu) ,

The cut-throat world of advertising is seen with trenchant humor in this early satire by Masumura. His quick editing highlights his targets - the executive who destroys himself for his company, the idiocy of television production, the animal instincts of the overnight star - while the young hero tries in vain to hold on to a few principles.

● Directed by Yasuzo Masumura. Produced by Hidemasa Nagata. Screenplay by Yoshio Shirasaka from an original story by Ken Kaiko. Photographed by Hiroshi Murai. Art Direction by Tomoo Shimogawara. Music by Tetsuo Tsukahara. With Hiroshi Kawaguchi, Hitomo Nozoe, Hideo Takamatsu, Kinzo Shin, Yunosuke Ito, Koichi Fujiyama, Michiko Ono, Kyo Sazanka. (1958, 95 mins, color, Daieiscope, 35mm, English titles, Print Courtesy of The Japan Film Library Council)

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