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## ***Bungeishunju* Revolutionized the Magazine!**

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That popular writer, Kikuchi Kan founded the magazine, *Bungeishunju*. It's affordable as well as featuring star-studded writers, unique layouts, fascinating articles, and original projects... Legend has it there's rapidly increasing readership attracted by its charms no other magazines has.

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*Bungeishunju* was first published in January, 1923 (Taisho 12). Kikuchi Kan started his own magazine when he had a feeling that he got tired of making comments and say things on behalf of someone. He said, "I want to feel free to say what I think without worrying about what readers and editors might think."

He continued that the magazine was published at a whim so that there's no fixed view. "If there're not enough magazine articles contributed, I may discontinue the publication of this magazine next month," said Kan. Nonetheless, it turned out to be enormously popular and sold out instantly.



Kikuchi Kan gives full play to his talent of editing while generating a stream of ideas. With 95 years of history, *Bungeishunju* is one of the longest running magazines in Japan. (As of 2018)



Among contributors were well-known writers including Akutagawa Ryunosuke and Naoki Sanjugo, who were good friends of Kikuchi Kan, as well as young writers including Kawabata Yasunari and Yokomitsu Riichi, who admired Kikuchi Kan. As a result, *Bungeishunju* took maximum advantage of his friendships and broad networking. In the end, magnificent authors were attracted to this Kan's magazine. No one couldn't take their eyes off of *Bungeishunju*.

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**The Kikuchi Kan Chronicle is published every other month and chronicles the life of Kikuchi Kan. You can also read it on the website.**

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