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PINK BOX: Inside Japan's Sex Clubs
By Joan Sinclair
Introduction by James Farrer

*Enter the World of PINK BOX, the First Look Inside
Japan's Intriguing and Elaborate Sex Clubs*

The world of *fuzoku* or *pink* (commercial sex) is Japan's second largest industry, raking in over 10 trillion yen (\$85 billion) a year. For a fee, men can live out their fantasies in elaborate sets including no-panty coffee shops (with mirrored floors!), mock subway cars crowded with schoolgirls, and harem-themed bath houses. **Japan's sex workers and intricate fantasy rooms have been largely hidden from the rest of the world—until now.** Blond-haired, blue-eyed Joan Sinclair, a lawyer from San Francisco and an unlikely candidate to document this underground sex industry, is the first journalist to expose what really lies within Japan's exotic clubs. This fall, Sinclair's photographs will be published in *Pink Box* (Abrams; October 2006; \$35).

Sinclair first learned of Japan's "image clubs" while teaching English near Tokyo in 1995. She heard rumors of women dressing up like nurses, policewomen, and commuting secretaries to provide men with fantasy services acted out in elaborately decorated playrooms. Curious, Sinclair visited *Kabukicho*, the world's most lucrative red-light district, where the club exteriors hinted at a sex industry unlike anything in America. **Although Sinclair itched to see exactly what happened inside, as a woman, a foreigner, and a photographer, she was told she'd never be allowed to enter the clubs.**

Sinclair returned to the United States where she became a successful lawyer in San Francisco. Ten years later, Sinclair still couldn't shake the memories of the *pink* clubs in Japan. So, **in 2005 Sinclair returned to Japan with a singular goal: entering the clubs and documenting the elaborate fantasies played out within their walls.**

Sinclair spent a year befriending the women, customers, and managers who work in Japan's entertainment industry, and slowly, with patience and persistence, she gained access to this forbidden world. Often working during business hours in dark, cramped

rooms, ducking between customers, Sinclair created a body of work that reveals the sex employees in their working environments. **“Behind every picture is a different story about how I got inside,”** says Sinclair. After a year, Sinclair returned home as the only American expert on *fuzoku* culture.

***Pink Box*, Sinclair’s comprehensive book, offers a colorful education in Japan’s innovative sex culture while also telling the story of an American woman in a foreign land with nothing more than curiosity and a camera.**

Joan Sinclair studied photojournalism at UC Santa Cruz. For over 16 years, Sinclair’s work has appeared in publications including *Objectif Photo*, *Metropolis*, *Fresno Bee*, and *Acumen Journal of Sciences*. She currently has a monthly photography column with four Japanese publications. She now lives in San Francisco. **James Farrer** teaches sociology at Sophia University in Tokyo, where he conducts comparative research on ideas of sexuality and romance among young people in Japan and China. He is the author of *Opening Up: Youth Sex Culture and Market Reform in Shanghai*.

Pink Box: Inside Japan’s Sex Clubs

By Joan Sinclair; Introduction by James Farrer

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Images available upon request

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