

えっと 福山

「福」が
見つかる街

Find
Fortune **ETTO FUKUYAMA**

Messages from FUKUYAMA

Special
Interview

Anri Sugihara

〈from FUKUYAMA CITY〉



I love the views in Tomonoura.
I feel energized every time I come back here.

Native of
Fukuyama
City

Anri Sugihara

A Stroll through Tomonoura

Japanese entertainer Anri Sugihara loves her hometown of Fukuyama. Walking around Tomonoura, a port town in Fukuyama that has prospered since long ago as a port for awaiting favorable tides, she talks about the charm of Tomonoura and Fukuyama.

PROFILE

A native of Fukuyama City, Anri Sugihara has appeared in numerous variety television shows and as a swimsuit model in magazines. Recently, her activities in publishing fiction and as a stock investor have attracted much attention. She continues to explore different areas of work.



At SHION

At the gangi (tiered dock) and joyato (stone lighthouse) in Tomonoura



With the shopkeeper of Sawamura Marine Goods Store



(Above) The view from SHION is truly stunning. It is the perfect spot for getting a close-up look at the kind of vista that Tomonoura provides, where the sea, islands, and sky unfold before you. (Center) In addition to various types of practical boat supplies, Sawamura Marine Goods Store also sells an abundant range of items evocative of port town life. (Right) The symbols of Tomonoura—joyato (stone lighthouse) and gangi (tiered dock). Even tourists sit down and take a break here.

Lovely views of townhouses, backstreets, and islands Rediscovering Tomonoura, a place filled with memories

During the years when ships relied on the flow of the tides and winds, Tomonoura prospered as a port town where people waited for favorable conditions. Remnants of scenes from the Edo period (1603-1868) still remain here, such as the iconic joyato (stone lighthouse) that lights up the port and gangi (tiered dock) where boats would offload their cargo.

"I loved getting on a bus every May when I was in junior and senior high school to come watch the Tomonoura fireworks display," Sugihara says. She returns to Fukuyama five or six times a year for work and pleasure. She also did a photoshoot in Tomonoura for a photo collection to mark her 30th birthday.

The harbor light begins a memory-filled stroll around the port. "This really has become the symbol of Tomonoura," she says, admiring the stone lighthouse. Entering the streets around the port, many tourists pass by. Interactions with the older women who operate the souvenir shops along the streets add a human touch. Facing a narrow street, Sawamura Marine Goods Store was founded at the end of the 17th century, and its appearance is reminiscent of that time period. The elegant woman who operates the store tells Sugihara about the history of Tomonoura.

"I'm surprised that so many buildings from the Edo period are still here," says Sugihara. "I want to get to know more people from around here and learn more about Tomonoura."

Heading back to the shore as the sea breeze blows through

her hair, Sugihara looks out at the view that stretches from the prefectural wharf, from which ships are bound for Hashiri-jima Island and Onomichi, and gazes at the mountain sides. "I really love this location. Tomonoura was probably even more prosperous during the Edo period...my imagination really runs wild."

Next is Taichoro at Fukuzen-ji Temple (see page 7), located on the top of a hill. During the Edo period, this building served as the guest house for envoys from the Korean peninsula. Today, it is one of Tomonoura's most popular tourist spots and—surprisingly—a first-time visit for Sugihara. "The view from here is amazing! Just seeing this makes me feel energized!" Just as she says, the view from Taichoro that encompasses the islands of Benten-jima and Sensui-jima is as beautiful as a painting.

Finishing up her stroll around Tomonoura, Sugihara stops by the Café and Gallery SHION located on the second floor of the Municipal Ferry Building. Sugihara lived in Fukuyama until she moved to Tokyo at age 19, and during her time in her hometown she often rode the Heisei Iroha Maru ferry that sails in front of the café. "The green of the islands and blue of the sea makes me feel relaxed. So does the Seto Inland Sea and its gentle waves. I've learned more about my hometown since moving to Tokyo than while I was living here."

Sugihara shares some final thoughts about Fukuyama. "I think it would be great to see a lot more young people around here. I have a lot of friends with dreams who are trying to stir things up in Fukuyama, and I want to let more people know about what's so great about this city that I love!"



\\ Anri's Favorite Things in Fukuyama \\

Sea Park Ohama (formerly known as Dolphin Beach)

In summer, it seemed like I went to Dolphin Beach every day with my friends (or to another beach nearby when it was too crowded). I loved to look at the tranquil waters of the Seto Inland Sea, and above all else it was just fun to be with my friends. I got to be good friends with the old lady who ran the parking lot, and she even treated me to meals from time to time.

Roses

I'd always get together with my friends to chat at the rose flower beds in front of Fukuyama Station. Going to the Fukuyama Rose Festival that's held in May every year and other events, roses have been a part of my life ever since I was little. Maybe because of that, since I've started living in Tokyo I've subconsciously been picking hand creams and other things that are rose-scented.

Fukuyama Castle

Fukuyama Castle is a place loaded with memories...we would always come through here when going to school, and my friends and I would hang out in the park nearby. The view is wonderful if you go up to the top of the castle's main tower, and from there you really feel like you have conquered Fukuyama! (laughs) I really feel proud of the fact that there is a castle in the place where I was born.

Learn more with the official app!

Fukuyama Tourist Guide



FUKUYAMA TOURIST GUIDE Search

5 A Place Blessed by the Sun, Wind, and Sea Messages from Fukuyama

The warm sun, cool breezes, and calm waters of the Seto Inland Sea area have brought many blessings to Fukuyama. Throughout the years, the city has developed a fascinating history and culture, cultivated and cherished its many roses, and has made continuous innovations in manufacturing. Here are five “messages” from Fukuyama that tell of just a few of the city’s many charms.

1 Messages from FUKUYAMA Tomonoura The Beauty of the Port for Awaiting Favorable Tides

Long ago, sailors and merchants spent a lot of time at this port waiting for the tides to rise or fall. As a result, Tomonoura became known as “the port for awaiting favorable tides.” This spectacularly beautiful port even appears in the *Manyoshu*, the oldest existing collection of Japanese poetry. Even today, visitors are captivated by the glittering surface of the Seto Inland Sea and the unique atmosphere of the townscape. Spend some time here and let your spirit be rejuvenated by this area’s scenic beauty!



This scenery best represents Tomonoura!

The symbol of Tomonoura—an absolute must-see!

Joyato (stone lighthouse)

Joyato (stone lighthouse) was built in 1859, and this photogenic spot is known as the symbol of Tomonoura. Including its stone base in the sea, the height of this lighthouse is over 10 meters, making it the tallest joyato-style lighthouse in Japan.



If you come to Tomonoura, you should check out the view of the Seto Inland Sea from beside joyato.

5 Edo period harbor facilities

Tomonoura is the only location in Japan with a complete set of still-intact Edo period harbor facilities. These five facilities are joyato (stone lighthouse), gangi (tiered dock), hatoba (wharf), tadeba (boat repair dock), and funabansho (boat guardhouse station).



Visit the home of homeishu

Ota Residence

Homeishu is a medicinal liqueur that is known as a specialty product of Tomonoura. It is believed to have been served to Commodore Matthew Perry during his expedition to Japan in the 1850s. Located near joyato, the structures of the Ota residence tell of the success of the merchant who made his fortune through homeishu during the Edo period (1603-1868). The buildings of the Ota residence are designated as National Important Cultural Properties.

☎ 084-982-3553
📅 Tuesdays (or the following day if Tuesday is a holiday)

Sakamoto Ryoma landed in Tomonoura, too!

Iroha Maru Museum

In 1867, the Iroha Maru, a steamship under the command of the Kaientai (association of lordless samurai) which was led by Sakamoto Ryoma, collided with the Meiko Maru, a warship of the Kishu Domain. The Iroha Maru sank, and Sakamoto famously negotiated with and won reparations from Kishu Domain representatives. The Iroha Maru Museum has a video showing a survey of the site of the sunken ship from underwater as well as other remains of the ship that were recovered from the sea.

☎ 084-982-1681 📅 New Year's period

The Iroha Maru Museum is a shore warehouse located next to the joyato lighthouse. It's worth a visit just to see the building, which was built during the Edo period.



Recognized throughout Japan and the world

The Historical Value of Tomonoura

Designated as an Important Preservation District for Groups of Traditional Buildings, Tomonoura is a town that preserves a great deal of history from the Edo period. For example, historical documents that envoys from the Korean peninsula left at the Taichoro Reception Hall of Fukuzen-ji Temple have been included on UNESCO's Memory of the World Register, attracting attention not only in Japan but also throughout the world.

勝形一第東日



One of the Pleasures of Walking through the Town

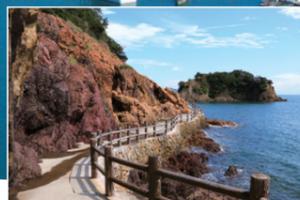
As you stroll through the historic town of Tomonoura, you'll find corner shops selling things such as chirimen (dried whitebait) and iriko (dried baby sardines) from the Seto Inland Sea. The shops have food you can eat right away and a wide selection of seafood for cooking, so they're always crowded with locals and tourists. Some shops even sell fresh fish and other products from the sea!



Ken-chan's Iriko Shop is on a narrow stone-paved alley near the joyato lighthouse. The shop's popular irikoya no oyatsu (a sweetly seasoned snack of iriko and almonds) makes the perfect gift.

A Popular and Rejuvenating Spiritual Location
Sensui-jima Island

The island of Sensui-jima was named after its beauty, as the island is said to be beautiful enough to mesmerize (sui) an immortal mountain sage (sennin). To get to the island, take a 5-minute ride on the Heisei Iroha Maru from the Municipal Ferry Port. The island has a campsite, beaches, cave steam baths, an outdoor bath considered "the world's best," and western Japan's only goshiki-iwa (five-colored rock).



The hiking path has spectacular views and a cool ocean breeze.

The view of Tomonoura from Iō-ji Temple is magnificent!



Enjoy the view of the Seto Inland Sea while relaxing at Taichoro.



Learn about Tomonoura's history here!

Fukuyama City Tomonoura Museum of History and Folklore

Built on the ruins of Tomo Castle, the museum is also fondly known as the "Shiomachi no Yakata" ("House for Awaiting Favorable Tides"). The museum displays historical documents tracing Tomonoura's history and folk materials about the Otebi Fire Festival and other events. After you visit the museum, you can enjoy a panoramic view of the harbor.

☎ 084-982-1121

🗓 Mondays (or the following day if Monday is a holiday)



So this is where Sakamoto Ryoma hid!



Volunteer Guide Support

If you get lost exploring the town, how about requesting a volunteer guide? These expert guides can introduce you to interesting spots that aren't always mentioned in the regular tourism magazines—places that only the locals know about. English-speaking guides available.

☎ 084-982-3200



The scenery praised by Korean envoys

Fukuzen-ji Temple Taichoro

The Taichoro Reception Hall, located next to the main hall inside the grounds of Fukuzen-ji Temple, was built around the year 1690. Enjoy the beautiful scenery that envoys from the Korean peninsula who visited hundreds of years ago described as "the best view in Japan" (the most beautiful scenery between Tsushima Island and Edo [present day Tokyo]). The spectacular view overlooking the islands of Sensui-jima and Bentei-jima is like a scroll painting.

☎ 084-982-2705 🗓 Open every day

Messages from FUKUYAMA
Tomonoura
 Take a Stroll through History and Nature

There are lots of historical buildings and places with beautiful scenery!



Since long ago, Tomonoura has had many visitors from overseas and other parts of Japan, and many valuable historical documents related to those visits still exist. After enjoying a stroll through history, you can board the Heisei Iroha Maru and take a voyage on the Seto Inland Sea—just like the famous samurai and political reformer Sakamoto Ryoma did. When you arrive on Sensui-jima Island, you can enjoy this spiritual location that is full of nature. By exploring the island, you can experience another fascinating side of Tomonoura different from that experienced when walking through the town.



You don't have to stay overnight to enter the baths at the various onsen (hot spring) facilities. Soak in the outdoor bath with a cool ocean breeze and a spectacular view of the Seto Inland Sea.



Recover from fatigue and get refreshed

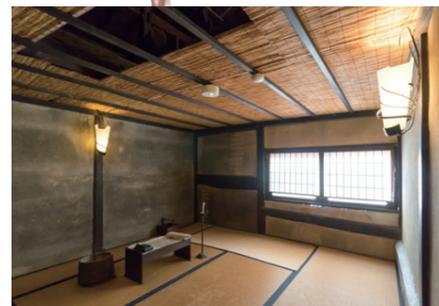
Tomonoura Onsen

Tomonoura Onsen is located in the middle of the Seto Inland Sea coastline. The spring waters are said to be effective against nerve pain and fatigue. Soak in the hot water, and you'll feel warmed to the core. Both your body and soul will be rejuvenated!

☎ 084-982-1123 (Tomonoura Onsen Cooperative)

Discover Sakamoto Ryoma's hideout!

Masuya Seiemon Residence



This legendary secret room that was discovered over 120 years after Ryoma's death is a must-see for even those who are not history buffs.

For a few days after the Iroha Maru Incident, Sakamoto Ryoma stayed at the residence of Masuya, a shipping agent. With his life already under threat, Ryoma used the name Saidani Umetaro and hid in a secret room in the attic, which is now open to the public. What was Ryoma thinking as he envisioned Japan's future and negotiated with nerves of steel? The room is the same as it was during the final years of the Tokugawa shogunate, so you can get a real sense of the time in which Ryoma lived.

☎ 084-982-3788

🗓 Tuesdays to Thursdays

Tomonoura: The Harbor Frequently Visited since the Time of the Manyoshu

In the past, ships passing through the Seto Inland Sea were sure to make a stop at the harbor in Tomonoura. The *Manyoshu*, Japan's famous collection of ancient poetry, has a poem composed by Otomo no Tabito (665-731) celebrating Tomonoura. The harbor town is also historically famous for being the base where Ashikaga Takauji reestablished himself and became the first shogun of the Muromachi shogunate, the dynasty that governed Japan from 1336 to 1573. Ashikaga Yoshiaki, the last shogun of that period, set up the Tomo shogunate here after Oda Nobunaga drove him out of Kyoto. During the Edo period, the town was visited not only by sailors and merchants but also by people from overseas, such as German physician and traveler Philipp Franz von Siebold (1796-1866). Like so many others, Siebold enjoyed the beautiful scenery of the area.



The City of One Million Roses

Fukuyama is passionate about its roses. After World War II, residents planted around 1,000 young rose plants in the hope of bringing some warmth to the devastated city. This was the beginning of using roses as part of city planning in Fukuyama. Since then, businesses and the local community have joined together in planting and caring for roses, and in 2016, the city became the City of One Million Roses. Through this passion for roses, the activities of the people of Fukuyama are what make this city blossom.

An impressive display of 5,500 roses of 280 varieties

Rose Park

This is the park that symbolizes Fukuyama, the City of Roses. Covering 15,000 square meters, the park has 5,500 roses of 280 different varieties. During the spring and fall when the flowers are in full bloom, the park is usually crowded with visitors. It is one of the main sites of the Fukuyama Rose Festival, which is held every year in May. During the festival, the park's roses are illuminated at night.

Fukuyama City Parks and Forestry Division
084-928-1095



The roses in the park are cleverly arranged to make them appear as beautiful as possible. Consideration is given to both the contrast of colors and the angles created by the height of the plants.
Enjoy another unique beautiful view of the roses at night.

The Spirit of Fukuyama Rose Mind



"Rose mind" is an expression that came about during the half-century following Fukuyama's postwar reconstruction efforts. Rose mind encompasses the ideas of compassion, kindness, and spirit of mutual cooperation. This expression also contains other ideas such as the desire for peace, the love required to cultivate roses, and kindness towards others.



FUKUYAMA Eau de Parfum

Developed jointly by Fukuyama City and Shiseido to commemorate the city's centennial, the gentle rose fragrance of these products will calm your spirit and warm your heart.



Ten Varieties of Roses with "Fukuyama" in Their Names

Currently, there are ten varieties of roses with "Fukuyama" in their names. These include names that evoke a lovely image, such as Rose Fukuyama and Princess Fukuyama; names that remind us of history, such as Fukuyama-jo (Fukuyama Castle); and even one name that commemorates a Hollywood movie filmed in Fukuyama City. You can find all of these roses if you visit the Rose Park, Hanazono Park, and Midorimachi Park.



Rose Fukuyama

Beautiful Fukuyama



Princess Fukuyama

Smile Fukuyama

Charmy Fukuyama

Lovely Fukuyama



Anniversary Fukuyama

Fukuyama-jo

Wolverine: FUKUYAMA

Rose Mind Fukuyama

Cute Rose Sweets

In Fukuyama, there are many sweets made with edible roses. Here are three such items, which also make great gifts! Enjoy the natural fragrance, color, and flavor of the rose with these sweets.

Machimoto Co., Ltd. 084-958-5511



Rose Ice Cream

Ice cream made with about one rose per serving. The rose petals floating in the ice cream make this dessert look as beautiful as it tastes.



Rose Tea

Tea made from rose petals in a teabag. Add lemon for an even more vivid rosy color. Delicious with some added rose jam, too!



Rose Jam

Edible roses made into a flavorful jam. About three and a half roses are used to make fifty grams of jam.

May 21: Rose Day

May 21 was enacted as Rose Day through the "Fukuyama, the City of Roses Ordinance." This date was chosen because the first Rose Exhibit, the forerunner of the Fukuyama Rose Festival, was first held on that day. Rose Day is a day for people to exchange their rose-filled thoughts and feelings.



A park with a spectacular pyramid-shaped flower garden

Midorimachi Park

This multi-purpose park features an impressive hexagonal pyramid-shaped garden called "Rose Hill." A "Rose Owner" system allows citizens to become "owners" of the roses that are lovingly raised on Rose Hill. The park also has facilities related to disaster prevention, recreation, and environmental conservation.

Fukuyama City Parks and Forestry Division
084-928-1095



Roses bring joy to those who visit this tiered flower garden. Different kinds of beautiful roses are in full bloom in both spring and fall.

From Fukuyama to the World: Fukuyama's Rose Ambassadors

Promoting Fukuyama's Roses through Her Concerts

The City of One Million Roses - Fukuyama Support Ambassador

Aoi Teshima

I especially love Fukuyama in the spring and fall when the city's beautiful roses are in full bloom. I'd like to tell people around the country about the charms of Fukuyama by wearing costumes at my concerts that are decorated with the roses with "Fukuyama" in their names and in other ways as well.

After releasing a demo CD on which she sang "The Rose," Aoi Teshima made her debut with "Therri's Song," which was used on the soundtrack for *Tales from Earthsea*, a fantasy film animated by Studio Ghibli. Her inspirational voice has made her a singer who continues to be loved by her many fans.



Roses: A Strong Player for Fukuyama

The City of Roses - Fukuyama PR Ambassador

Nicolai Bergmann

Roses have strength. I myself often use roses in my flower compositions. Roses are one of the most notable flowers, and I think they're a strong player for Fukuyama. I will keep talking about Fukuyama's flowers on my website and during my performances.

Nicolai Bergmann is a Danish floral artist who has attracted attention with his unconventional creations that mix a European style with a Scandinavian sensibility and a Japanese attention to detail.



“A City with a Castle, a City with Good Fortune” Soon celebrating its 400th anniversary Fukuyama Castle—The City’s Landmark



In 2022, Fukuyama Castle will reach a milestone as it marks the 400th year since it was first built. The castle continues to watch over the city and its people, and it remains a very familiar part of life for local residents today. Here are some of the many fascinations of the castle.



The history of Fukuyama entwined with its castle

Fukuyama Castle

F Fukuyama Castle Museum **T** 084-922-2117
C Mondays (or the following day when Monday is a holiday)/Dec. 28 to 31

Fukuyama Castle tells the tale of the history and culture of this city

The history of Fukuyama Castle overlaps with that of Fukuyama itself. In 1619, Mizuno Katsunari—younger cousin of Tokugawa Ieyasu—became the first lord of the Bingo-Fukuyama Domain. Katsunari proceeded with having a castle built, and in the space of three years it was completed. The resulting structure presented a grand sight, with a five-layer six-floor main tower along with turrets and palace-like residential elements that had been relocated and then reassembled from Kyoto’s Fushimi Castle.

Katsunari named this area Fukuyama and took steps to develop the castle town, such as creating a waterworks system and reclaiming land. His encouragement of the cultivation of igusa (Japanese mat rush) and raw cotton is linked to the area being known for such local specialties as Bingo tatami facings and Bingo kasuri (Bingo-gasuri).

Furthermore, the encouragement by later rulers of the domain including the Mizuno, Matsudaira, and Abe families caused music in such genres as kayo and onkyoku to flourish and laid the cornerstones for the culture of Fukuyama.

Fukuyama Castle’s main tower was destroyed during an air raid in 1945, but in 1966 it was reconstructed thanks in part to donations from local residents. Today, the area around Fukuyama Castle contains a park, a history museum, an art museum, and other facilities that help to spread the city’s history and culture.

A train station on the grounds of a castle!?

When you disembark from a Tokyo-bound Shinkansen at Fukuyama Station, from the platform you can gaze upon an impressive stone wall and the main tower of the castle. That’s because Fukuyama Station was built within the walls of the castle. When planning the construction of the Sanyo Shinkansen line, it was determined that running the tracks through the castle’s inner moat would result in the shortest route and so Fukuyama Station was built adjacent to the sannomaru (the castle’s third, outermost enclosing wall).

Fukuyama’s beginnings Mizuno Katsunari, first lord of the Fukuyama Domain

Katsunari was so well known as a brave general that people also called him “Oni-Hyuga,” or “the demon of Hyuga.” At the same time, he also carried out flood control projects and poured his energies into seeing the castle town prosper economically.



Kenchu-ji Temple Storehouse

See parts of the castle in their original form Two Important Cultural Properties at Fukuyama Castle

Sujigane-gomon (Sujigane Gate)

Erected on the front side of the central keep (honmaru), this west-facing gate is said to have been moved here from Fushimi Castle in Kyoto along with Fushimi Turret. The many metal reinforcements (sujigane) used in the edges of this gate along with the dozens applied to the door led to its name.



Fushimi Turret

The white walls of this three-tiered structure are representative of the Momoyama period (1573-1603). An engraving that proves that this turret was relocated from Fushimi Castle in Kyoto was discovered on a beam on the second floor, making it an incredibly valuable structure from long ago.



Celebrating the castle’s 400th anniversary in 2022! Marking the Castle’s 400th Anniversary under the Slogan of “A City with a Castle, a City with Good Fortune”

Various preparations are being made for 2022. A logo and catchphrase have been decided upon as part of the “Fukuyama Castle 400th Anniversary Project.” Going forward, the project will be working with citizens of the city to plan commemorative events and other activities.

Get a taste of the early Showa period

Fukuju Kaikan

Designated as National Registered Tangible Cultural Properties, the buildings of Fukuju Kaikan were built at the beginning of the Showa period (1926-1989) by Wasuke Anbe, a businessman known as the “Katsuobushi [dried bonito flake] King” who earned his fortune in the dealing of marine products. The Japanese-style building and tea house are built using traditional Japanese construction, while the Western-style building boasts windows done in a Renaissance style. In the gardens, visitors can enjoy the changes that each season offers. Today, these buildings are used for a variety of cultural events.

T 084-923-1516 **C** Mondays (or the following day if Monday is a holiday)/
New Year’s period



You can experience Japanese culture at Fukuju Kaikan. There are 9 different types of experiences available (listed below). You can also take photos in the Japanese garden with Fukuyama Castle serving as a backdrop. Enjoy beauty unlike that seen anywhere else!
<Programs> Kimono, Calligraphy, Tea Ceremony, Koto (Japanese harp), Noh Theatre, Uzumi (local dish of Fukuyama), Fukuyama Castle Tour, Origami & Matcha, and Samurai Cosplay
*Reservations are required

T 080-8230-1081 9:00am – 12:00pm (English-speaking assistance available)
E experiencefukuyama@city.fukuyama.hiroshima.jp
U https://experiencefukuyama.com/ **F** https://www.facebook.com/experiencefukuyama/

Who was Abe Masahiro, supporter of the shogunate government as it came to an end?

Abe Masahiro was the seventh lord of the Abe family of the Fukuyama Domain. He was made a senior councilor of the shogunate government at age 25, and at 27 he was appointed head of that body of councilors. He was resolute in implementing the Ansei Reforms attempted in the final years of shogunate rule. Masahiro also pushed forward on developing talent such as through setting up a domain school, encouraging western learning, and westernizing his military arms. Furthermore, he also made a point of employing people regardless of their status or customs. In 1854, the shogunate government signed the Convention of Kanagawa with Commodore Matthew Perry. This brought an end to the shogunate’s policies of national seclusion and pushed Japan toward becoming a modern nation.



From the Fukuyama Seishikan Alumni Association Storehouse

Naohito Fujiki, who portrays Abe Masahiro in a famous historical TV drama

Naohito Fujiki plays the part of Abe Masahiro in *Segodon*, the 2018 edition of NHK’s long-running “Taiga Drama” series of historical dramatizations. “I think Japan was able to steer the course that took it from being a closed country to being an open one because we had someone with a superb sense of balance like Abe around,” says Fujiki. “However, I’m sure he probably also felt great resentment about how those heavy responsibilities led to his own early death. As for my own connections with Fukuyama, the producer of my first recordings, Yohito Teraoka, is from here. Also, Hotta Masayoshi, the daimyo who succeeded Abe as head of the body of senior councilors who advised the Tokugawa shogunate, was from my own hometown of Sakura in Chiba Prefecture. The ties might be a bit vague (laughs), but I do feel them.”



Naohito Fujiki—Native of Chiba Prefecture. Debuted as an actor in 1995. Released his first CD in 1999. Main recent appearances include the variety show *Oshareism* (NTV), the television drama *FINAL CUT* (Fuji TV), and the radio program *TOYOTA Athlete Beat* (Tokyo FM).



④ Comprising of a refined Western-style building and an elegant Japanese-style building.
④ The famed grove and pond-style strolling garden with its commanding view of Fukuyama Castle took 10 years to complete.

4 Messages from FUKUYAMA Fukuyama Manufacturing That Supports the World

Striving to produce the best Japanese denim

KAIHARA Co., Ltd.

Chairman
Yoshiharu Kaihara

Native of Shinichi-cho in northern Fukuyama. He joined Kaihara Textile Mills Ltd. (currently, Kaihara Corporation) in 1970, became president in 1990, and entered his current position in 2003. He has a deep love for Shinichi and for denim.



Using traditional Bingo kasuri (Bingo-gasuri) techniques to produce high quality denim

One of the world's top-class manufacturers of denim fabric is in Fukuyama: Kaihara Corporation, which is located in Shinichi-cho, Fukuyama City. After starting as a private indigo kasuri (splashed pattern fabric) weaving manufacturing business, the company switched to denim manufacturing in 1970. Looking back on that time, Chairman Yoshiharu Kaihara comments, "Using the dyeing techniques we cultivated for making Bingo kasuri cloth, we developed Japan's first rope-dyeing machine. As a result, the center cores of the yarn don't get dyed, and we can make a high-quality denim that fades

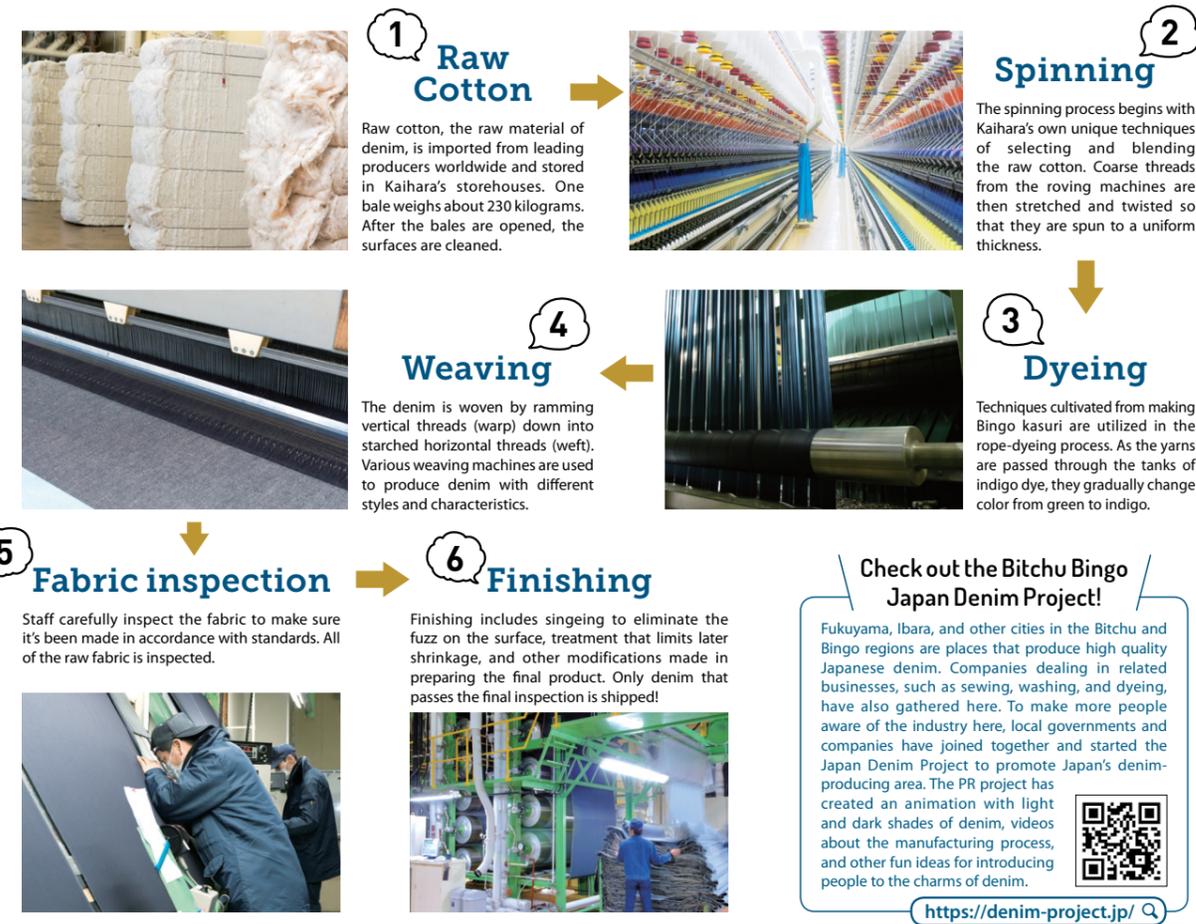
and softens." After switching to denim manufacturing, the number of orders from major apparel makers rapidly increased. Eventually, the company established a fully integrated production line, from spinning and dyeing to weaving and finishing. "By doing the spinning in-house, we were able to make a product of even higher quality. We come out with between seven hundred to a thousand new products each year. In terms of technology and development, we can't be beat." Currently, Kaihara denim accounts for the share of more than 50% of the domestic market. The company is also Japan's leading exporter. "When you're the leader of the pack, it's your duty to keep running," says Chairman Kaihara, with a twinkle in his eyes. "From Fukuyama, I want to show the world how great Japanese products can be."

How Denim is Made

How do you make world-class quality denim?
Take a look into Kaihara's factory and its cutting-edge facilities!

Fukuyama's denim roots come from Bingo kasuri!

Bingo kasuri (Bingo-gasuri), a type of splashed pattern fabric made in Shinichi-cho, Fukuyama City, is one of the three big names in Japanese kasuri, along with Iyo kasuri and Kurume kasuri. Bingo kasuri production peaked around 1955, at about 3 million tan (one tan is the amount of fabric used in making one kimono) per year, more than any other cloth in Japan.



Check out the Bitchu Bingo Japan Denim Project!

Fukuyama, Ibara, and other cities in the Bitchu and Bingo regions are places that produce high quality Japanese denim. Companies dealing in related businesses, such as sewing, washing, and dyeing, have also gathered here. To make more people aware of the industry here, local governments and companies have joined together and started the Japan Denim Project to promote Japan's denim-producing area. The PR project has created an animation with light and dark shades of denim, videos about the manufacturing process, and other fun ideas for introducing people to the charms of denim.



<https://denim-project.jp/>

ONLY ONE NUMBER ONE

-World-Leading Fukuyama Companies -

Aoyama Trading Co., Ltd.

The leading men's clothing and suit retailer

Aoyama Trading operates men's clothing retail chain stores throughout Japan, such as Yofuku-no-Aoyama and The Suit Company. Yofuku-no-Aoyama has also expanded into the global market, and it was recognized by the Guinness World Records in 1998 for being the world's leader in suit sales. The company has been expanding its business by strengthening its offerings for women.



FP Corporation

The world's first food container circular recycling

FP Corporation is the number one maker and marketer of food tray containers. The company continually invents new trays that are made using materials, designs, and functions that meet the changing needs of the times. The company's pioneering efforts in the circular recycling of food trays has developed into a national model. In addition to its contributions to Japan's food culture, the company is also contributing on the environmental front.



CASTEM Co., Ltd.

Supporting advanced medical care and the space industry

CASTEM is a manufacturing company that makes precision metal parts for medical and industrial equipment, planes, and various industries. They have a reputation for having the technological capability to provide complete solutions, including everything from materials to manufacturing methods. In order to train future engineers, the company also organizes playful events in which participants compete to come up with the best technical solutions.



JFE Steel Corporation, West Japan Works

A world-class ironworks that is leading the industry

JFE Steel Corporation's West Japan Works is one of the world's largest ironworks and proudly produces the largest amount of crude steel in Japan. The company supports the wide range of industries needed to make buildings, automobiles, steel cans, and other items essential to global lifestyles. The symbol of the ironworks is the blast furnace, which extracts iron. In Japan, there are only two ironworks that manufacture railroad rails, one of them being in Fukuyama.



Tsuneishi Shipbuilding Co., Ltd.

Active on the world's seas with Tsuneishi quality

Tsuneishi Shipbuilding handles everything from the planning, development, design, building, and repair of a wide variety of ships, including tankers, container ships, cargo ships, and 80-thousand-ton-class bulk carriers that boast the top share of the global market. Through its cutting-edge technology, the company offers eco-shipping that is both economical and environmentally friendly.



Fukuyama Transporting Co., Ltd.

Supporting the global distribution of goods from Fukuyama

With 411 locations throughout Japan and the world, Fukuyama Transporting offers solutions for distributing goods between companies, and it provides multi-module logistics for global distribution and domestic delivery. In order to reduce carbon dioxide emissions, the company is going through a modal shift of switching the freight of about 240 trucks each day to rail.





Fukuyama: The Perfect Place for Raising Children



Naoko Sakamoto

Born in Nishinomiya, Hyogo Prefecture, she represented Japan at the Summer Olympics in Athens, where she finished seventh in the women's marathon. After retiring, she married and moved to Fukuyama. Currently, she works as a coach for the marathon running school Sokenjuku (Run for Two) and as a supporter for the Mexican Olympic Team Fukuyama Camp.



Enjoying life as a parent and playing with her child at various parks on her days off

"Fukuyama is a nice place to live," says Naoko Sakamoto. "It isn't too urban, and it isn't too rural. And it has a natural environment with mountains, ocean, and islands."

Sakamoto, who participated in the 2004 Summer Olympic Games in Athens, now lives in Fukuyama. Since her first child was born in 2015, she's been keeping busy every day with work and child rearing.

"I think it's a great place to raise kids because there are lots of parks. There are big and small ones all over the city, so we have a lot of fun deciding which one to visit each day." She also loves the Fukuyama Zoo. Since she first went there with her infant, she's been visiting every season. "There's a big park nearby, so we can enjoy the whole day there. Whenever we go, my husband always ends up with sore muscles (laughs)."

Sakamoto has also actively participated in a child-rearing group, taken a course about baby food, read aloud to children at the library, and joined in other activities. Looking back, she says, "Not only were those activities fun and informative, but they also gave me a good opportunity to get advice about my child-rearing concerns from teachers and to talk with other mothers with children of the same age."

With the Tokyo Olympics coming in 2020, Sakamoto is now working as a supporter for the Mexican Olympic Team Fukuyama Camp. "This is a great opportunity for us to see world-class athletes training up close. I'll be happy if this encourages children to get involved in sports."

Fukuyama Neuvola

Worried about pregnancy, childbirth, or childcare? Here's where you can drop by for advice

In Finnish, the word "neuvola" means "a place for advice." Inspired by the Finnish model, Fukuyama Neuvola is a comprehensive support system that offers families advice about pregnancy, childbirth, and childcare. Fukuyama has set up twelve neuvola centers named "Ano Ne" throughout the city that offer consultations on a wide range of topics. The system provides seamless support through all stages of childcare, all in one location. The centers have a homey atmosphere, and new mothers using the service have commented, "They listen closely, which makes me feel comfortable," and, "Since it's in the neighborhood, I can drop by whenever I like."



Neuvola counselors are friendly and responsive. Facilities have been set up in Nishi-machi, Isegaoka, Kannabe, Shinichi, Matsunaga, and other locations throughout the city.

A Wide Variety of Child-rearing Support Activities!

NPO Mamanohibi



Striving to increase the smiles that connect parents and children living in the local community

Led by a childcare therapist, meetings are held for mothers to chat about and share their joys and anxieties concerning parenting. Twice a week, an old Japanese-style house is opened up to participants and used as an exchange area, so that parents and children can have fun.

Tanpopo Gohan no Kai



Talking about the importance of food through a recipe book and cooking classes

With the philosophy that "eating well is living well," this group holds cooking classes and produces a recipe book that introduces the recipes for the lunches served at Tanpopo Nursery School. The group's aim is to "enrich people's lives by improving how they eat."



Many "Friends" here that you've heard about

Fukuyama Zoo

☎ 084-958-3200
📅 Tue. (or the following day if Tue. is a holiday)/New Year's period
*Open every day from Mar. through May and Sep. through Nov.

The zoo has 420 animals from around 65 species. The zoo places importance on being able to see these active animals up close. Animals at this zoo include Fuku-chan, the only Borneo elephant in Japan, and Mari-chan, a white-handed gibbon with so many offspring that she holds a Guinness World Record. Also, very popular recently are the many animals here who have appeared in the "Kemono Friends" series. Here's your chance to meet a serval, which is the main character of the series, and there are caracals and other animals here too.



See the animals up close! This is what makes Fukuyama Zoo special!



Feeding Time
Provides visitors with the opportunity to watch from up close as tigers, penguins, and other animals are fed.



"Pakkun" Time
A chance to watch and listen to the zookeepers' explanations as they feed the penguins and the squirrel monkeys. Smile as you watch the animals munch (pakupaku) away.



Guided Tour
The zoo offers a Backyard and Kitchen Tour to introduce visitors to what happens behind the scenes at a zoo as well as a Guided Grounds Tour that provides opportunities for taking photos close to the animals.



Petting Time
A chance to touch reptiles and guinea pigs. Here visitors can gently stroke these animals, experience the stiffness and sensation of their fur, and feel the warmth of another living creature.

Fukuyama Gourmet

Wonderful for eating and photographing!

Plentiful delights from the calm waters of the Seto Inland Sea and the fertile lands and hillsides of the area!

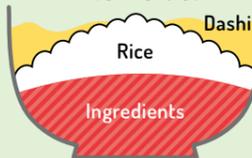


Full of unexpected delights!
Enjoy the search for hidden treasures!

Uzumi

Frugality measures during the Edo period (1603-1868) are thought to be the origin of the local custom of "burying" ("uzumi" in the local dialect) ingredients under a serving of rice. Today, the secret is to work your way through the rice like you're digging for buried treasure, wondering all the while what you will find. Dashi stock is the deciding factor when it comes to this dish's flavor. The prime example of this cuisine is Fukuyama tai-uzumi, which uses red sea bream (tai) caught in Tomonoura.

This is what it looks like inside!



A crispy take on the Seto Inland Sea's little fish!

The small fish known locally as "nebuto" are typical of the small fish that live in the Seto Inland Sea. Its most striking feature is the large, stone-like bone that forms its head. The most common way to prepare it is with the head removed. Karaage (deep-fried) nebuto are highly recommended! Many people enjoy this tasty snack on its own or with alcoholic beverages.



Nebuto Karaage

This is a standard item on the menus of izakaya pubs around Fukuyama, and it is popular among men and women of all ages. It is highly addictive, and once you start you won't want to stop. The best season for eating it is from May to September!



Gasuten

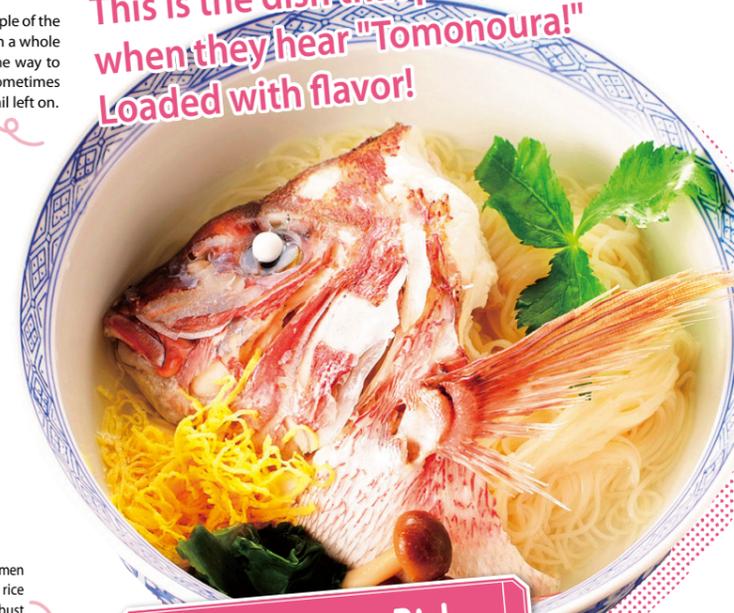
A staple snack highly loved around Tomonoura

This snack is a Tomonoura specialty, made by deboning small fish like "nebuto," crushing them into a paste, and then deep-frying the paste in oil. The resulting crunchiness is described in local dialect as "gasugasu," so people have dubbed them "gasuten." They can be eaten as is or quickly toasted over an open flame.

Tai-somen

Because its name in Japanese (tai) reminds people of the word for "congratulations" (medetai), dining on a whole red sea bream is essential for celebrations. One way to enjoy it in Fukuyama is to have tai-somen. Sometimes this dish is prepared with the fish's head and tail left on.

This is the dish that people think of when they hear "Tomonoura!"
Loaded with flavor!



Red Sea Bream Dishes

Tomonoura is best known for its red sea bream-based dishes. People here have enjoyed eating these fish since ancient times, and their methods for preparing it are diverse. Aside from staple Japanese approaches like sashimi and grilled with a dusting of salt, red sea bream is also enjoyed as tai-meshi (sea bream with rice), tai-somen (with somen noodles), and tai-chikuwa (turned into fish cakes), among other ways.

Tai-chikuwa

Tai-chikuwa is made using a traditional but still popular style of preparation with the fish meat wrapped around a bamboo stick. Great to snack on while walking around, and great as a gift to take home, too!



Tai-meshi

Tai-meshi, or red sea bream with rice, is what fishermen used to eat on their boats. The combination of rice steamed together with sea bream and the robust dashi broth makes for an elegant flavor.



Rose Soft-serve Ice Cream

Rose-pink ice cream

Take a bite of this cute pink ice cream and enjoy the flavor of roses.

Chiichii Ika no Tempura



Perfect as a side dish as well as a snack for beer!

These small squid (in the local dialect, "chiichii ika") that have been scooped up with a strainer are flavored and then fried to crispy perfection.

Kuwai no Suage



They make for great snacks when deep-fried.

Also delicious when simmered with sugar and soy sauce.

Sample deep-fried kuwai in the city where they're produced the most!

Fukuyama City is the country's top producer of kuwai, or arrowhead bulbs. They are an essential item for traditional New Year's cuisine as a symbol of something emerging anew. Generally, when eaten they are simmered in a sugared soy sauce mixture, but they also taste great when smaller ones are deep-fried whole into bite-sized morsels and larger ones sliced into chips and deep-fried. Savor their slightly bitter and flavorful taste.



Agricultural & Sea Products

Laying the foundations for Fukuyama's cuisine



Some of the fresh fish available in each season.

Bingo Fish

Dine on some of the delicious fresh seafood from the Seto Inland Sea!

Fishers speak highly of Bingo fish, the fresh sea products from four of the coastal cities of the Seto Inland Sea—Fukuyama, Mihara, and Onomichi in Hiroshima Prefecture, and Kasaoka City in Okayama Prefecture. Twenty-five varieties of fish including red sea bream are recognized as "Bingo fish."



They were served at the G8 Hokkaido Toyako Summit.

Grapes

Top producer of grapes in Hiroshima Prefecture

Fukuyama is the leading producer of grapes in Hiroshima Prefecture, with annual production amounting to around 1,000 metric tons. The New Berry A variety in particular is known for its solid, rich, and sweet flavor. Other noted varieties grown here include the Pione and the Shine Muscat.

Experience Fukuyama to the fullest!

Activities in Fukuyama

From fishing tours to popular amusement parks to even making local specialties yourself, there are plenty of leisure activities to delight and excite!

 Recommended for people who like to get out and be active!

Enjoy Fukuyama's lush natural environment to the fullest!



Yokoshima Island Seine Fishing Tour

Set out with fishermen for whom the sea is everything and try traditional fishing

Watch from up close as fishermen use enormous nets that are draped down dozens of meters to the seabed to pick up their catch as the boat moves along. Enjoy yourself with freshly caught seafood. You can combine this with a line-fishing trip.

 Yokoshima Island Fishing Cooperative  084-986-2008
 Mid-Apr. to late Oct.

Tashima Island Fixed Net Fishing Tour

Watch the entire process up close from netting the fish to selecting the catch

Using a fishing method of pulling up all the fish caught in the main net, you can try drawing up the nets yourself and see how fish are selected from the catch. For lunch, you will also enjoy the special cuisine prepared by the boat's crew.

 Tashima Island Fishing Cooperative  084-986-2304  Mid-Apr. to late May



Crescent Beach

Take a dip in the beautiful waters of the Seto Inland Sea!

A beautiful 600-meter long beach whose pure white sands spread out in a crescent shape. With its gentle waves and clean waters, those with children can also have a fun time here.

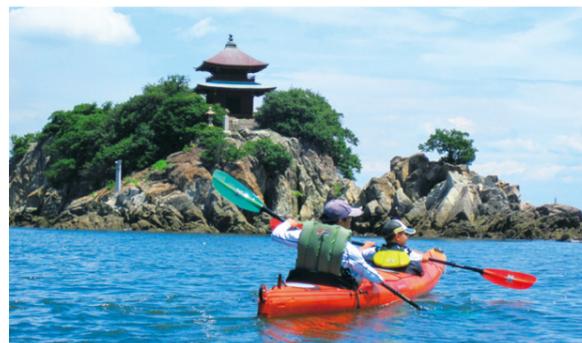
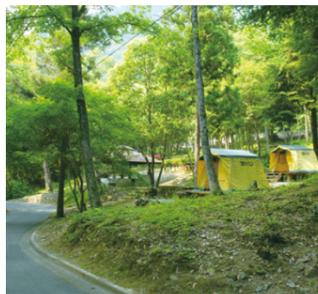
 Tashima Island Fishing Cooperative  084-986-2304

Yamano-kyo Campground

Play in the waters and enjoy mountain stream fishing

These campgrounds located at the Yamano-kyo Prefectural Natural Park have a maximum capacity of 500 people. You can enjoy the varied sights from spring through fall.

 Fukuyama City Tourism Division  084-928-1042



Sea Kayaking

Set out by kayak on the calm waters of the Seto Inland Sea

Take in the view of important historical sites such as Tomonoura, Sensuijima Island, and Abuto Kannon (Bandai-ji Temple) while riding a sea kayak. For beginners, a half-day sea kayak course using a secure boat is recommended.

 Murakami Suigun Shokai  090-8718-4141  No fixed holiday

 Fun for the whole family! Try out these exciting activities too!

Miroku no Sato

Hiroshima Prefecture's only amusement park



The swing ride is a popular attraction.

Other popular stops here besides the amusement park with its 23 attractions include the "Itsuka Kita Michi" that recreates a street scene from the 1960s and a Dinosaur Park featuring several dozen of the prehistoric creatures!

 Miroku no Sato  084-988-0001
 Open year-round

Another way to have fun!

Setouchi Seaplanes

Sightsee from the skies above the Seto Inland Sea

Take a sightseeing flight by seaplane over the islands of the Seto Inland Sea. See both the connected strings of islands large and small across the sea and the towns that will seem like miniature gardens.

 Setouchi Seaplanes  0848-70-0388



Shinshoji Zen Museum and Gardens Zen Experience and Zazen



Follow the monk's example and stretch your back muscles.

Release yourself from the tumult of everyday life and condition your body and spirit

In the world of Zen, you can rid yourself of idle thoughts and condition your body and spirit. Here you can take part in a half-day Zen Experience that includes zazen (seated meditation), a meal, and sutra copying, or you can also take part in a zazen-only course.

 Shinshoji Zen Museum and Gardens  084-988-1111

 The garden gives expression to the Zen world view in which everything before your eyes is beautiful.
 The KOHTEI art pavilion makes practical use of traditional shingling.



Make Sea Bream Chikuwa (fish paste stick) and Furikake (rice seasoning)

An experience unique to a fishing town



Here you can learn the art of molding ground fish around a skewer under the careful guidance of an artisan, so even small children can safely give it a try. The result— piping-hot, freshly grilled chikuwa—is exceptional! (Reservations required.) You can also try making your own unique furikake by choosing from 12 different ingredients to add to a small fish-filled furikake base.

 Amochinmi/Taisho no Sato  084-982-3333
 Tuesdays (closed December and January for the winter/hands-on experience available only on weekends and public holidays)

Setouchi Cruising

Take a "walk on the water" aboard a cruiser through the beautiful Seto Inland Sea

The boat sets off from the Abuto Honkan building near Abuto Kannon and cruises around Tomonoura, the Utsumi Ohashi Bridge, and Tashima Island (40 to 60 minutes). You can eat and fish from aboard the ship as well (reservations required).

 Abuto Honkan  084-987-0416



Get your fill of magnificent views of the Seto Inland Sea.

Renjuku and Kannabe Honjin

Places frequented by many people

Renjuku, a private academy founded by the Confucian scholar Kan Chazan (1748-1827) who was praised as the greatest poet of his time, is designated as a National Special Historic Site. Nearby is Kannabe Honjin, which during the Edo period was an inn where daimyo (feudal lords) would stop while making their mandatory trips to the capital.

I Kannabe-cho Tourism Association
T 084-963-2230 **C** Obon (mid-Aug. holiday period)/New Year's period



Kannabe Honjin's earthen walls painted in black tell of the elegance of its time.



Designated as a National Special Historic Site, this private academy served as a place for higher education for the youth of the past.

Kibitsu-jinja Shrine

This shrine is known to many as "Ikkyu-san"

This shrine is said to have been founded in 806 as a branch of Bitchu Kibitsu-jinja Shrine. After the shrine burned down many times, Mizuno Katsunari rebuilt the main hall as it is today. The deity worshiped here is regarded by many as the deity of the development of the Bingo Province (the ancient name for the region). Two of the shrine's events are quite famous—the Ichidate Taisai Festival and the Setsubun Festival, which celebrates the coming spring, including a "braggart rite" in which participants share tall tales around a large bonfire.

T 0847-51-3395



The main hall with its brilliant vermilion hues is a National Important Cultural Property.

The Dodo-gawa River No. 6 Check Dam, Japan's largest.



Northern area

Here there are places where you can see streets where relics from the Edo period (1603-1868) remain, sites of lush natural beauty, and even locations that will bring to mind what it must have been like to live in ancient times!

Ancient Erosion Controls and Tombs

See the achievements of those who protected this land and the way they lived

These dams built during the Edo period by piling up stones to control erosion still do their duty today to prevent debris flow in the area. Of the 16 dams that remain on the Dodo-gawa River, eight of them are registered as National Tangible Cultural Properties as the Dodo-gawa River Check Dams. The 36 dams along the mountain streams of the Ashida-cho area make up the Bessho Check Dams. There are also numerous ancient tombs known as kofun in this northern area, including western Japan's largest cluster of these tombs associated with the imperial family in the Kannabe area. The check dams and tomb cluster are a short distance from a park and hiking trails, making them must-sees.

Dodo-gawa River Check Dams and Goryo Kofungun (Tomb Cluster) **I** Dodo-gawa River Hotaru Club **T** 090-2865-3486
 Bessho Check Dams **I** Fukuda Public Hall **T** 084-958-3850



I The impressive Ryuzu no Taki Waterfall.
C A view of Yamano-kyo Gorge with fall leaves.

Yamano-kyo Gorge/Ryuzu no Taki Waterfall

Feel the healing power of the lush and tranquil natural surroundings

The Yamano-kyo Gorge located in the area's northernmost reaches contains a verdant natural park. Here you can watch the seasons unfold with cherry blossoms in the spring, fresh green leaves in the summer, and brilliantly colored foliage in the fall. The most noted location in the park is the Ryuzu no Taki Waterfall with its 60-meter drop.

I Fukuyama City Tourism Division
T 084-928-1042

Other Fukuyama highlights!

Highlights from different areas around the region!

From fun spots among nature to ancient sites to modern art, discover these popular and photogenic locations around the city.

Central area

The unique museums around Fukuyama Station make it a popular spot! There are also two national treasures in the area!

Myoo-in Temple

The main hall and five-story pagoda are designated as National Treasures

This temple is said to have been founded in 807 by the famed priest Kukai (Kobo-Daishi). Rebuilt during the Kamakura period (1185-1333), the main hall is among Japan's oldest structures built in the setchuyo (eclectic) style. In addition, the five-story pagoda is said to be the fifth oldest in Japan. It also has the unusual history of having been constructed during the Nanboku-cho period (1336-1392) with private funds invested by residents of the area.

T 084-951-1732



I The temple is the site of a fire-walking rite held every March. **C** The vermilion five-story pagoda and main hall stand out against the blue skies and green leaves.



Fukuyama Culture Zone

Works of art and cultural properties for perusing history are all gathered here in one spot

There are several cultural facilities that surround Fukuyama Castle. In addition to the Fukuyama Museum of Art with its impressive collection of works, the area is also home to the Fukuyama Museum of Literature, the Fukuyama Museum of Calligraphy, the Human Rights and Peace Museum, and the Hiroshima Prefectural Museum of History.

The red installation known as Ai no Arch ("The Arch of Love") is the symbol of the Fukuyama Museum of Art.

Southern area

Coastal areas with many refreshing and beautiful locations along the Seto Inland Sea. Wander around and visit the many spots here!



I "Oppai ema," wooden plaques for written prayers in the shape of breasts.
C The vermilion Kannon-do Hall harmonizes with the sparkling clear seas and ragged rocks.

Heike-dani Valley

A valley that tells of the legends of the Heike

The Yokokura district of Numakuma in southern Fukuyama is known in many legends as the place where the 12th century warlord Taira no Michimori fled from his pursuers from the Minamoto clan to live in hiding. The battle flag of the Taira clan (also known as the Heike) was red, and so locals protect its memory by using red paper even for the sacred ropes at shrines.

I Numakuma-cho Tourism Association
T 084-987-0677



Michimori Shrine venerates the spirit of its namesake.



Abuto Kannon (Bandai-ji Temple Kannon-do Hall)

The Kannon-do Hall sits at the tip of the cape

The vermilion Kannon-do Hall is located at the tip of Cape Abuto at the southern edge of the Numakuma Peninsula, offering a view of the entire Seto Inland Sea. The structure makes for a beautiful presence atop the wall of rocks, and it even became the subject of a woodblock print by the famed painter Utagawa Hiroshige. People come here to pray for safe childbirth. This structure is a National Important Cultural Property.

T 084-987-3862

Events in Fukuyama

These festivals and events that the people of Fukuyama have cherished since long ago are open to everyone. So join in, and experience the charm of Fukuyama!



Fukuyama Summer Festival

A star mine-style fireworks display over the water. This 1.4-kilometer-long fireworks display, the longest in western Japan, is truly spectacular.

Second Sun. in Jan.



Notohara Tondo

With prayers for everyone's good health!

Six 10-meter-tall tondo (New Year's decorations made from straw and bamboo) with red and white floral decorations are paraded through the streets. The tradition of abare-tondo, in which all six tondo clash, is a must-see event!

📍 Notohara School District Town Planning Promotion Committee (Notohara Public Hall) ☎️ 084-987-4460

Tomo Machinami Hinamatsuri (Doll Festival)

The entire Tomonoura area enveloped in the spirit of spring!

About 100 houses, shops, and temples display their cherished hina dolls. During the festival period, there are also many concerts, evening hina displays, and other events!

📍 Tomo Machinami Hinamatsuri Committee ☎️ 084-982-1121 (Fukuyama City Tomonoura Museum of History and Folklore)

Early to late May



Fukuyama Tomonoura Tai-Ami Sightseeing

Tomonoura's special attraction of the early summer!

This special method of catching sea bream with nets has been passed down in Tomonoura for about 380 years. The drums beat while a ceremonial princess performs a traditional dance to pray for a big catch. The highlight is the tai-ami (sea bream net fishing) which is still carried out following the ancient customs.

📍 Fukuyama Convention and Visitors Association ☎️ 084-926-2649

Fukuyama Rose Festival

The rose festival that is Fukuyama's pride and joy

First held in 1968, the Rose Festival has been held annually for over 50 years, becoming the festival that best represents Fukuyama. Enjoy seeing how the Rose Park and various locations throughout the city become tinged with the color of roses.



📍 Fukuyama Festival Committee Office (Fukuyama City Tourism Division) ☎️ 084-928-1043

Last Sat. in May



Fukuyama Tomonoura Benten-jima Island Fireworks Festival

The climactic fireworks display that lights up the Tomonoura area

This fireworks festival signals the arrival of early summer to the Seto Inland Sea area. Sent up from Benten-jima Island, the fireworks light up the Tomonoura area and the surrounding islands. There's also a performance of "Aiya-bushi," the traditional dance of the area.

📍 Fukuyama Tomonoura Benten-jima Island Fireworks Festival Committee (Fukuyama City Tourism Division) ☎️ 084-928-1042

Early Jul.



Otebi Fire Festival

A fire festival of whirling heat and gallantry

Believed to have originated before the middle ages, the festival is considered one of Japan's three major fire festivals. Shrine-goers carry large torches that weigh approximately 200 kilograms up the stone steps of Nunakuma-jinja Shrine.

📍 Nunakuma-jinja Shrine ☎️ 084-982-2050

Fukuyama Summer Festival

Experience Fukuyama with all of your senses!

This lively three-day festival includes performances of Fukuyama's traditional dance of Niagari Odori, a yosakoi dance festival entitled "Iroha Maru Yosakoi," and the Ashida-gawa River Fireworks Festival.

📍 Fukuyama Festival Committee Office (Fukuyama City Tourism Division) ☎️ 084-928-1043

Aug. 13-15



Mid-Sep.



Getalympics

Join in the excitement of this festival to celebrate geta (Japanese clogs)!

Held in Matsunaga, a center for geta production, the festival includes many unique events, such as pulling a giant geta weighing 1.3 metric tons and a "geta toss," in which participants compete to see how far they can kick geta from their feet.

📍 Getalympics Committee Office ☎️ 084-933-2151

Fukuyama Chrysanthemum Exhibition

Chrysanthemums displayed in front of Fukuyama Castle

This is a display of various large and small chrysanthemums painstakingly cultivated by chrysanthemum enthusiasts and students from the local elementary and junior high schools. The contrast of the chrysanthemums and Fukuyama Castle is quite stunning!



📍 Fukuyama City Tourism Division ☎️ 084-928-1043

Mid to late Dec.



Luxeater Fukuyama

Fukuyama's colorful winter festival of lights

Illuminations and Fukuyama-related themes combine to create artistic works and monuments that light up the night in Fukuyama. Enjoyed by both children and adults alike.

📍 Fukuyama Tourism Campaign Committee (Fukuyama City Tourism Division) ☎️ 084-928-1043

Experience traditional crafts

Preserving tradition

that have been handed down for generations

Fukuyama is the origin of many traditional crafts that are highly praised throughout the world.

Here's your chance to see, touch, and try for yourself some of the crafts and skills that have been handed down for generations.

Bingo Tatami Facing



High quality tatami facings that were presented to the Imperial Court and shogunate

The tatami mat facings—the outermost layers of woven igusa (Japanese mat rush) that comprise a tatami mat—made in Fukuyama are known for their superb sheen and suppleness. They have been noted in records that date back as far as the Nanboku-cho period (1336-1392). These facings are of such high quality that they are seen as indispensable for use at places designated as National Treasures and Important Cultural Properties.

📍 Hiroshima Prefecture Igyo Association ☎️ 084-933-2004

Fukuyama Koto: National Designated Traditional Craft



Koto infused with artisan skills that date back to the Edo period

The Fukuyama area is the top producer of koto, a harp-like stringed instrument, in Japan. Koto production in Fukuyama began in the early years of the Edo period (1603-1868). Skilled craftsmen use paulownia wood of the highest quality to create these koto. They are highly praised for their elegance and for the beautiful tones they produce.

📍 Fukuyama Association of Traditional Instrument Manufacturers (Fukuyama Chamber of Commerce and Industry) ☎️ 084-921-2349

Matsunaga Geta



Japan's finest wooden clogs arose from salt making

Matsunaga, a region in western Fukuyama, had a flourishing salt-making industry during the Meiji period (1868-1912). Matsunaga geta (wooden clogs) owe their emergence to the firewood used to boil down seawater to make salt. The manufacturers here produce approximately 50% of all the geta made in Japan. At the industry's peak, there are said to have been hundreds of shops making clogs in Matsunaga. Even today, Matsunaga is still known as "the village of footwear."

📍 Hiroshima Prefecture Footwear Cooperative Association ☎️ 084-934-3322

Bingo Kasuri: Prefectural Designated Traditional Craft Product



Loved and appreciated for over 160 years, this is one of Japan's three finest types of kasuri

Bingo kasuri, a style of splashed patterned fabric also known locally as Bingo-gasuri, was first sold in 1861 and was first known as Bunkyu kasuri for the name of the era. Today, it stands alongside Iyo kasuri and Kurume kasuri as one of the three finest types of the cloth in the country. Between 1955 and 1964, this area was known as the greatest producer of the cloth in all of Japan. The igeta pattern is distinctive with its attractive simplicity. Today, the cloth finds its way into western-style clothing, accessories, and other products.

📍 Bingo Kasuri Cooperative ☎️ 0847-52-3017

Come here if you want to learn more!

Matsunaga Footwear Museum (Ashiato Square)

Footwear of all types on display! Shoes from famous athletes, too

This museum focuses on footwear and traditional local toys that are unusual even in Japan. A variety of rare articles are on exhibit, including Matsunaga geta. The museum also offers a wealth of footwear from famous athletes, including from local pro baseball heroes the Hiroshima Toyo Carp.



📍 084-934-6644
🕒 Mondays through Thursdays/
New Year's period

Fukuyama City Shinichi Museum of History and Folklore

Learn about the history of Bingo kasuri and try out some of the tools used, too

The goal of this museum is to preserve and hand down the lore of Bingo kasuri, the cornerstone of the textile industry in Fukuyama City. Museum displays illustrate the process by which the cloth is made and the tools used, and visitors can also try using a cotton gin and spinning wheel.



📍 0847-52-2992
🕒 Mondays (or the following day if Monday is a holiday)/New Year's period

Fukuyama Specialties!

Fukuyama Souvenirs

From items loved in Fukuyama for centuries to new specialties!
Presenting a wealth of locally produced masterpieces filled with everything that's wonderful about Fukuyama!



There are presently four distilleries in Tomonoura that produce homeishu.

Homeishu

Homeishu is a type of medicinal liqueur enjoyed in Tomonoura for centuries for its nourishing effects

Homeishu is an medicinal liqueur that has been made in Tomonoura since the Edo period (1603-1868). This Japanese-made liqueur combines 16 ingredients including shochu, mochi rice, rice fermentation yeast, and various spices including Chinese foxglove and licorice. It was first made and sold in 1659 by an Osaka specialist in Chinese medicine named Nakamura Kichibe. It subsequently became a luxury item representing the Fukuyama Domain that was gifted to the shogunate. With its distinctive sweetness, homeishu is enjoyed as a special drink and is also esteemed for its medicinal effects. There are records that Commodore Matthew Perry was treated to homeishu when his fleet of "black ships" visited the country, and even today the beverage is a favorite of many.

Tomo Homeishu Cooperative
T 084-970-5374

This is a collagen-rich amazake (a sweet fermented rice drink) made using the "flower" (mirin lees) that develops in the homeishu production process. You can detect the faint aroma of homeishu.



Amazake

Irie Toyosaburo Honten
T 084-982-2013

Homeishu has been added to the white bean jam filling for these stuffed cakes. Homeishu is also added to the sponge cake batter, which is made with fresh eggs and honey.



Taiyaki

Maruto Seika
T 084-955-1151

Hard candies made using homeishu and homeishu lees. Skilled artisans painstakingly use conventional direct-fire manufacturing techniques to produce them.



Home-dama

Numakuma Yume Kobo
T 084-922-4870



Fuku Baumkuchen

Delicious baumkuchen cake with just a hint of a homeishu aroma. The rich taste makes it a popular item.

Fukuyama New Castle Hotel
T 084-922-2140

Nouvelle Rose

Turning Fukuyama roses into adorable baked sweets

These almond-flavored baked sweets are prepared in the shape of a rose. A specially prepared confiture made with rose petals is used to create the center.

Marrondor
T 084-954-0925



Winner for three years running of the Monde Selection Gold Award.

Kuwaikko

Enjoy the deliciousness of kuwai at your leisure!

These kuwai (arrowhead bulbs)—a local delicacy—are deep fried with the shoots still on. Sprinkle them with a bit of salt made in the Seto Inland Sea area and the result is a simple but delicious snack! They go particularly well with beer!

Fukuyama Kuwai Shipment Association (JA Fukuyama City Kawaguchi Green Center)
T 084-981-2455

You will get addicted to their crunch!



Kuwai Potage Soup

Soup made with kuwai (arrowhead bulbs), an auspicious Japanese food

A potage soup made from kuwai. The creamy preparation greatly tempers the bitterness of the kuwai and brings out their sweetness.

Numakuma Yume Kobo
T 084-922-4870



Just add hot water!

Norishi no Nama-nori Tsukudani "Kiwami"

Soy-simmered seaweed that goes very well with rice

Tsukudani is seaweed that has been simmered in soy sauce. This particular tsukudani is made by taking hard-to-find first-harvest seaweed and simmering it in a mixture of additive-free soy sauce from Shodoshima Island, homeishu-based mirin from Tomonoura, and wasanbon sugar from Kagawa Prefecture.

Maruko Suisan Co., Ltd.
T 084-986-2418

The ultimate (kiwami) in fresh tsukudani, prepared by nori harvesters on a quest for the finest in flavor.



Fukuyama Miyage "Kokoro"

Bean-based confections made with special Fukuyama ingredients!

Founded as a confectionery in 1869, this set is filled with bean confections made using ingredients of the Fukuyama area like rose wine and Tashima nori.

Tokunaga Seika
T 084-922-2710



The packaging itself features images of Tomonoura, Fukuyama Castle, and roses, making it the perfect souvenir!

Cream Puffs That Look Like Takoyaki

Desserts that look like takoyaki (octopus dumplings)

These individually prepared cream puffs are covered with a chocolate sauce made using a secret recipe. To carry the playful takoyaki image further, sliced white chocolate stands in for fish flakes and powdered green tea for flaked seaweed. A treat for the eyes and mouth!

Toraya Honpo
T 084-954-7447

Toraya's most popular confection! Recommended if you want a gift that will get a laugh!



Ginger Rice Base

Savor the essence of ginger

Made in the Hattori area of Ekiya in northern Fukuyama, this rice seasoning has been boiled with fragrant ginger added to the mix. Its rich aroma and mild spiciness are sure to be habit-forming.

Ginger Diamond
T 084-922-2663



A superb balance of a dashi broth made of kelp and bonito flakes and the aroma of ginger.

Tai Miso

Combining sea bream from the Seto Inland Sea with flavorful tsukudani

Red sea bream (tai) raised in the calm waters of the Seto Inland Sea are paired with miso paste and simmered slowly together. The result is a deeply flavorful product. Goes well as a snack with alcoholic drinks or rice!

Tomo Higoya
T 084-970-5780



Comes in red, white, and sesame varieties.

Mammy Rose

Baked sweets with a gentle milk flavor

Baked sweets in the shape of a rose with a milk and bean paste filling. A bit of lemon peel is added to the batter for a touch of the Seto Inland Sea. Enjoy as the refreshing taste, textures, and milk flavoring fill your mouth.

Mikawaya
T 084-923-4890

The skillfully recreated rose shape is the result of an artisan making these sweets one by one.



Local Wines

Take home some Fukuyama wine

With its temperate climate, few rainy days, and long sunny hours, Fukuyama has a flourishing grape cultivation industry. Locals are taking advantage of those characteristics to push forward with winemaking.

Fukuyama Wine Kobo (Rose)
Kobatake Liquor Sales (Sanzo no Aka)
T 084-922-1177
Fukuyama Kenkocha (Yamano-kyo Wine)
T 084-931-4572



Rose Goods

Take the symbol of Fukuyama home with you as a memento!

Aside from sweets, there are many products in Fukuyama based on the city's flower, the rose. These products include stoles dyed using rose petals and pins molded in the shape of roses. Recommended for those looking for a memento that truly expresses Fukuyama!

Rose Goods Fukuyama Friends
T 080-1934-5755

Choose from a wide variety of rose-themed products!



Local Sauces

The sauces locals have loved for centuries

There are many locally produced sauces. Three such sauces are Bingo Sauce (used even in school lunches), Buchiuma Sauce (containing oyster extract), and Fuku Sauce (perfect for okonomiyaki!).

Takano (Bingo Sauce)
T 084-987-0727
Nioka Shoten (Fuku Sauce)
T 084-922-0363
Bingo Yakisoba Honpo Yamamoto Shoten (Buchiuma Sauce)
T 084-971-8999



Local Soft Drinks

Original and refreshing carbonated beverages

With the pink letters of its name set strikingly against the black background of its label, the extra-carbonated Fukuyama Cola is a popular item. Tomonoura Cider is a refreshing drink that combines the local specialty homeishu with honey and cinnamon.

twenty-one (Fukuyama Cola)
T 084-932-6339
Irie Toyosaburo Honten (Tomonoura Cider)
T 084-982-2013



Fukuyama has the only paper airplane museum in Japan!

The Oriplane Museum houses a vast number of paper airplanes. The curator is the Guinness World Record holder for the longest indoor flying time of a paper aircraft. As the only museum of its kind in Japan, it exudes a passion for paper airplanes.



The savior of space is a global manufacturer located in Fukuyama

The electrodynamic tether required for the space debris removal system is a net made of wires through which an electrical current flows. This net was developed by Nitto Seimo, a fishing net company and the world's leading manufacturer of knotless nets.



Foot-baseball originated in Fukuyama

Foot-baseball originated in Fukuyama around 1957 based on the rules of kickball. Over 50 teams from each school district in the city compete for the top place in a ball sports tournament that has been held every summer for the past 60 years.



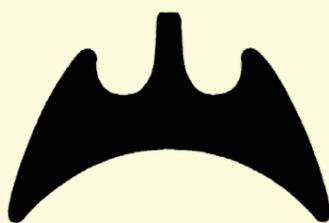
Fukuyama is the birthplace of Hiroshi Morishita, founder of Jintan

Born in Tomonoura, Hiroshi Morishita founded Morishita Nanyodo, a pharmaceutical manufacturing company. The company later became Morishita Jintan. Morishita contributed to the development of Tomonoura by advertising tai-ami net fishing in newspapers and putting up signs showing the town name with the Jintan logo.

FUKUYAMA Trivia
11 Reasons to Love Fukuyama More
Fukuyama Furusato Ambassador Katsuya Kobayashi reveals a few surprising facts!

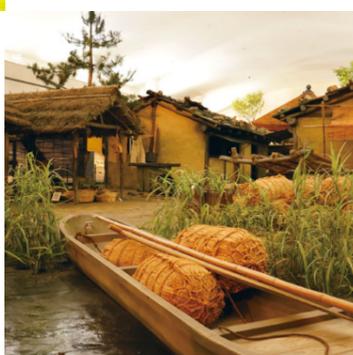
Fukuyama's roots can be traced back to bats?

The area around Fukuyama Castle was known at one time as Komoriyama (Bat Mountain). Mizuno Katsunari, the first lord of the Bingo-Fukuyama Domain, named it Fukuyama, because the second character of Komoriyama resembles the character for "fuku" (good fortune). The symbol of Fukuyama City is a bat shaped like a mountain.



The historic site surrounded in mystery, Kusado Sengen-cho

The historical ruins of Kusado Sengen-cho were discovered on a sandbar in the Ashida River. Long regarded as a phantom settlement, the true nature of the town has been brought to light by recent investigations. Over one million artifacts dating from the Heian to early Edo periods have been excavated.



Promoting Fukuyama throughout Japan!

The Fukuyama Furusato (Hometown) Ambassador program was established to introduce Fukuyama both within and outside of Japan. Katsuya Kobayashi, a Fukuyama-born DJ and actor, was appointed as the first Fukuyama Furusato Ambassador in September 2017.



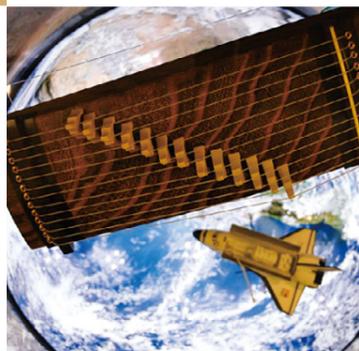
The Fukuyama Auto & Clock Museum is a must-see!

You can ride, touch, and take photos at this retro museum which showcases classic cars and antique clocks.



The Fukuyama koto was played in space

A Fukuyama koto (Japanese harp) one-fifth of its normal size was made at the request of Naoko Yamazaki, an astronaut aboard the space shuttle launched in 2010. She actually played the koto at the International Space Station.



Fukuyama hosts Japan's only koto competition!

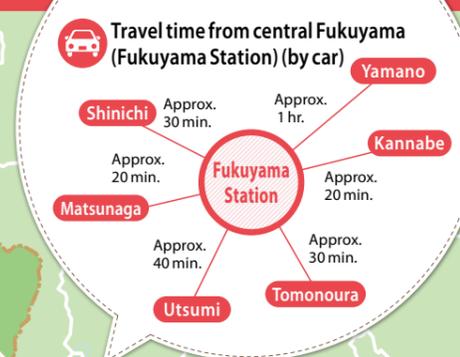
The All Japan Elementary and Junior High School Koto Competition is held to promote the Fukuyama koto all over the country and enhance children's skill in playing the koto. Started in 1983, it is the oldest koto competition for elementary and junior high school students.



Masuji Ibuse, a great writer who lived from the Meiji to Heisei periods

Born in Fukuyama, Masuji Ibuse is known for various masterpieces ranging from humorous fiction to powerful realism, including *Salamander* and *Black Rain*. His love for Tomonoura is evident from its frequent mention in his essays.

Area Map
Here is a map of Fukuyama's tourist attractions, historical sites, restaurants, and amusement spots!





■ Location of Fukuyama City



Access to Fukuyama City from Major Cities by Air

*Travel time to Hiroshima Airport

Domestic flights	Sapporo (New Chitose)	Approx. 2 hrs.	
Sendai	Approx. 1 hr. 30 min.	Narita	Approx. 1 hr. 40 min.
Tokyo (Haneda)	Approx. 1 hr. 20 min.	Okinawa (Naha)	Approx. 1 hr. 50 min.

Hiroshima Airport >>> Fukuyama Station (60 min. by airport shuttle bus)

Okinawa



✈ Naha Airport



Access to Fukuyama City from Major Cities by Shinkansen

*Travel time to Fukuyama Station by Nozomi or Sakura

Tokyo	Approx. 3 hrs. 40 min.
Kyoto	Approx. 1 hr. 20 min.
Shin-Osaka	Approx. 1 hr.
Hiroshima	Approx. 25 min.
Hakata	Approx. 1 hr. 30 min.

■ Fukuyama Ambassador Promoting the attractions of Fukuyama!

Over 300 certified Fukuyama Ambassadors who love Fukuyama and want to bring energy to the city are sharing the attractions of Fukuyama on Twitter, Facebook and Instagram! Check out real-time information on the city's social networking sites!

Fukuyama City Official SNS

Facebook ◦ @fukuyama.city
Instagram ◦ @fukuyama_city
Twitter ◦ @cityfukuyama



■ Fukuyama City Data

Population 470,106
 (As of February 28, 2018)
 Area 518.14km²
 (As of October 1, 2017)

Fukuyama City Website

<http://www.city.fukuyama.hiroshima.jp/>



Learn more with the official app!

Fukuyama Tourist Guide



Published: First edition, first copy, March 2018
 Planning: Information Transmission Division,
 Office of the Mayor, Fukuyama City

3-5 Higashisakura-machi, Fukuyama, Hiroshima 720-8501
 Phone: 084-928-1135 Fax: 084-931-2056

Unauthorised copying and reproduction prohibited.