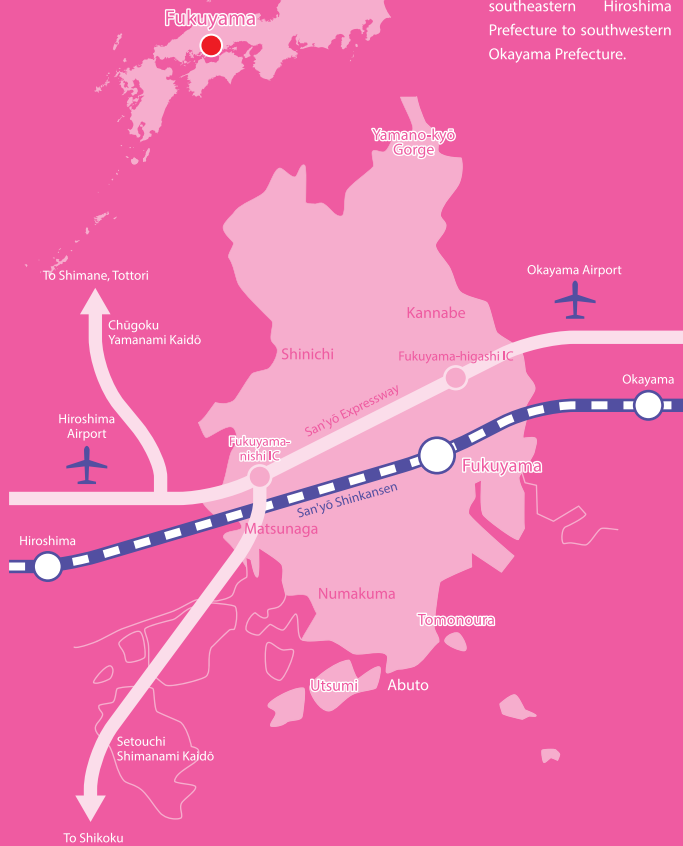
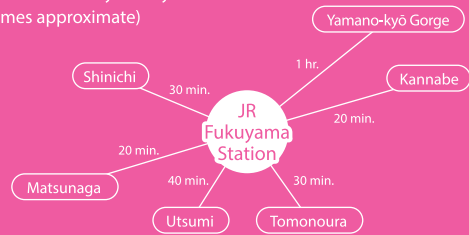




■ Location of Fukuyama
 Located in the center of the Seto Inland Sea, Fukuyama is in the middle of the Bingo region, which extends from southeastern Hiroshima Prefecture to southwestern Okayama Prefecture.



■ From central Fukuyama by car
 (all times approximate)



Fukuyama in Numbers

Population	471,994 (as of February 2015)
Households	200,337 (as of February 2015)
Area	518.05 km ² (as of October 2014)
Total Production within Fukuyama	1.5 trillion yen (2013 System of Municipal Accounts)
Arable Land	2,465 ha (2010 World Census of Agriculture and Forestry)
Total Amount of Goods Shipped	1.7 trillion yen (2012 Census of Manufacturers)

● Official Website of Fukuyama
<http://www.city.fukuyama.hiroshima.jp/>

● Facebook (Japanese)
<http://www.facebook.com/fukuyama.city/>

Originally published March 2015 (Japanese), October 2016 (English)
 Planning: Fukuyama City Promotion Division, Fukuyama City Hall
 Fukuyama Kirari Project

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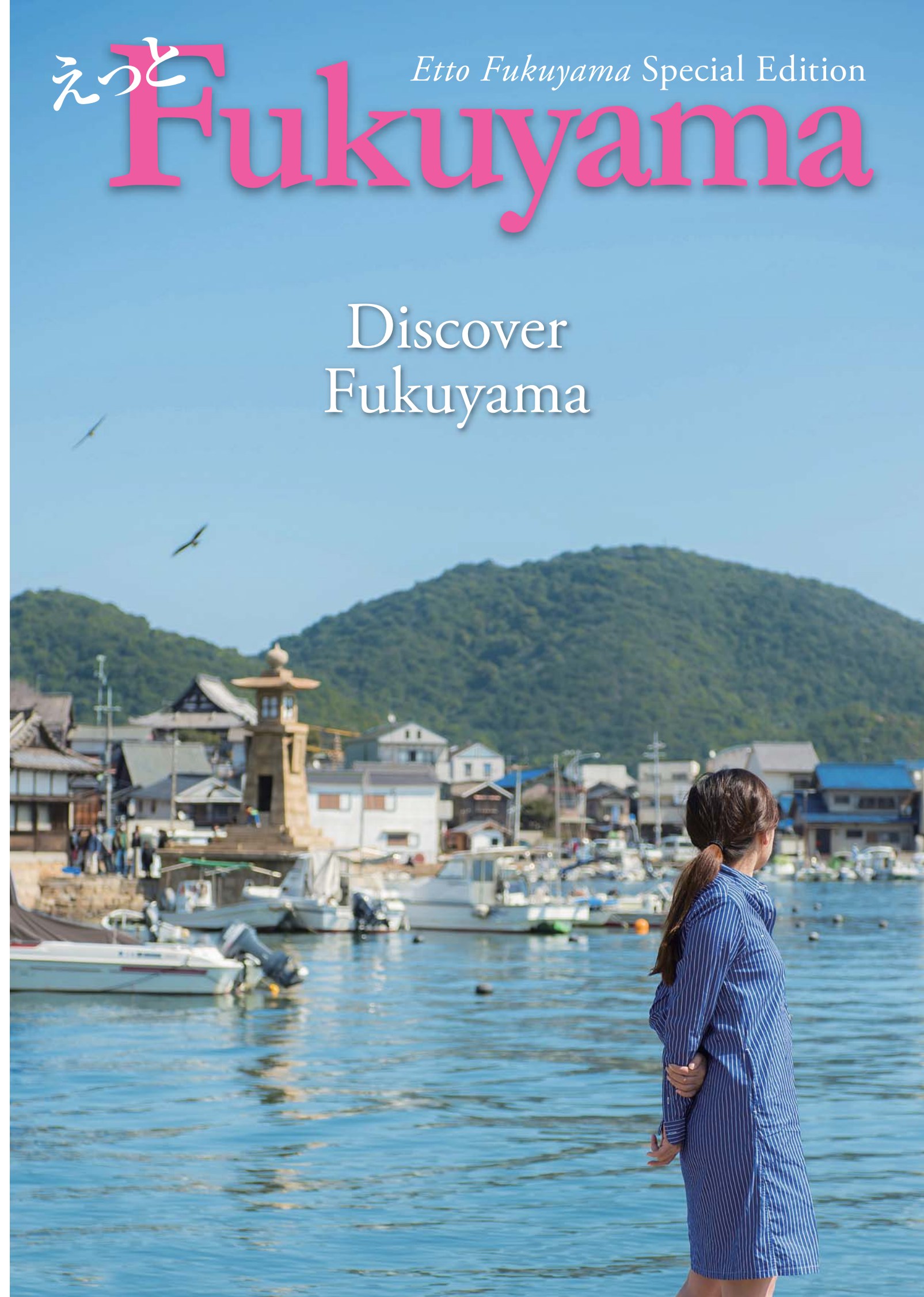
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えっと Fukuyama

Etto Fukuyama Special Edition

Discover Fukuyama



This publication is a special edition of the informational magazine *Etto Fukuyama*. The "etto" in *Etto Fukuyama* comes from a word in the local dialect, called Bingo-ben, which means "many." This word can also express surprise, as in "Eh!?" Enjoy—and be surprised by—the many unique qualities of Fukuyama!

【特集】

何もないとは
言わせない!

Discover the history, culture, and traditions that Fukuyama has to offer.

日東第一形勝



Nunakuma-jinja Shrine

Taichōrō, a structure in Tomonoura built around 1690 that was once praised as having "the best view in Japan"

A Tradition of Innovation

Tomonoura

At the edge of the Numakuma Peninsula lies Tomonoura, a port town that has flourished since the late seventh century as a location for ships to wait for favorable winds and tides. Explore Tomonoura and its rich history, influenced by the diverse culture of each generation.



Jōyatō, the stone lighthouse known as the symbol of Tomonoura

Innovative people and cultures throughout the ages

Tomonoura is located in the center of the Seto Inland Sea. The name of this town appears in the *Man'yōshū*, the oldest existing collection of Japanese poetry. In early-modern times, Tomonoura was a castle town surrounding Tomo Castle. Eventually, western freight routes were developed, and merchant ships such as the Kitamaebune (northern-bound ships) began coming in and out of the port, developing the area as a port town. During the Edo period (1603-1868), this port also emerged and evolved as an international location, serving as a destination for the Joseon (Korean) missions to Japan and Dutch ships that included figures such as German physician and traveler Philipp Franz von Siebold (1796-1866). In addition, Tomonoura also served as the location for several historic events, including those involving famous samurai Sakamoto Ryōma.

Visitors can also see physical pieces of history in Tomonoura, including port facilities from the Edo period. These facilities include: Jōyatō (lighthouse), gangi (tiered dock), hatoba (wharf), tadeba (boat repair dock), and funabansho (boat guardhouse station).



Retro "bonnet buses" that run from JR Fukuyama Station to Tomonoura

Tomonoura,
a goldmine
of history



Tomotaka Ōnishi and Chiyo Satō

Tomo Ryōma Omotenashi-tai

"Our Omotenashi-tai (hospitality group) provides services to visitors by showing them around the area, introducing them to various shops, and taking commemorative photos together. We do this all while dressed as Sakamoto Ryōma, a famous samurai and political reformer. More than just promoting the area, we enjoy interacting with visitors who come to Tomonoura. Tomonoura is known as the site of the Iroha Maru incident, in which the Iroha Maru, a steamship led by Ryōma, collided with a warship and sank off the coast of Tomonoura. Ryōma also had a hidden room in a building belonging to a local shipping agent in Tomonoura. This room has been preserved as it was in Ryōma's time."

Innovating while preserving tradition



Ryōchi Okamoto (Okamoto Kametarō Main Store)

Hōmeishu Brewery

"Hōmeishu is a type of medicinal liquor unique to Tomonoura. Our hōmeishu brewery was founded in 1855. The method of brewing this liquor, in which sixteen medicinal herbs are combined in a mirin base, has not changed since the founding of our brewery. However, I'm always looking for ways to improve our hōmeishu, and I'm always looking for new methods and technologies as well as making adjustments to our ingredients. We've also come up with new products, such as 'Ume Tarō,' a hōmeishu variety with Japanese plum (ume), and 'Anzu Hime,' a variety using apricot (anzu)."



Private outdoor bath at Ochi Kochi, a Japanese-style inn in Tomonoura



Cats love the scenery of Tomonoura too!

Enrichment through
cultural exchange



Nobumasa Kushino (Curator)

Tomonotsu Museum

"Tomonoura is full of art enthusiasts, and this museum has even hosted an exhibition of 'Okan Art,' handicrafts made by local middle-aged women. The many influences on the culture and history of this port town may have led to the unique sensibility of its residents. There are not many other areas in Japan like Tomonoura, and the atmosphere in this area is what makes it a favorite."



Kazuko Miyamoto, a seasoned tour guide of the area for thirty years, explains, "The buildings and roads contain traces of the Edo period that have survived to the present day. The fact that the streets remain as they once were is what gives Tomonoura its appeal." She adds, "I am originally from Okayama and moved here when I got married. At that time, I couldn't even read the kanji character for 'Tomo.' But as tourists asked me questions, I gradually came to think it would be nice to show people around the town. So I talked to more experienced people and studied up on the area, and five of us housewives became tour guides."

Tomonoura, a town where you can feel the history. The rising tides meet here in Tomonoura, from the Bungo Channel and Kanmon Straights in the west and from the Kii Channel in the east. "Even the most eminent person would have to wait for favorable tides in Tomonoura, or else they wouldn't be able to go to Kyushu or Osaka. At that time they didn't use engines in their ships, so they were dependent on the flow of the tides and winds. That's why Tomonoura became such an important place," explains Miyamoto. During Tomonoura's height as a key port town, it came in contact with every other area of Japan in some way or another. "No matter where visitors come from, they're bound to feel a sense of nostalgia here. That's what makes Tomonoura so great."



Kazuko Miyamoto (Tomonoura Oku-san Guide)



【特集】
何もないとは言わせない!

A Wealth of Beginnings

Fukuyama Castle

In 2022, Fukuyama Castle will celebrate the 400th anniversary since its initial construction. How did this castle, which is said to be the origin of the city and the life of its people, first come to be? The following is a brief look into the history and traditions of Fukuyama Castle.



Fukuyama Castle in spring



Pre-war Fukuyama Castle



The history of the city begins at this castle

Norisada Murakami (Chair, Fukuyama Castle Museum Supporters' Association (Fukuyama-jō Hakubutsukan Tomo no Kai))

In 1619, Mizuno Katsunari, cousin to famed feudal lord Tokugawa Ieyasu, began construction of this castle as a stronghold for the Bingo Province in western Japan.

The site chosen for the castle was, at the time, the tidal flats of the Ashidagawa River. Here, the turrets from nearby Kannabe Castle, a subsidiary castle of former feudal lord Fukushima Masanori, were rebuilt on this new location. By order of the second shogun of the Tokugawa dynasty, Tokugawa Hidetada, Fushimi Turret and Honmaru Palace of Fushimi Castle (Kyoto) were also relocated to the Fukuyama Castle grounds, surrounding the castle tower.

Traditional facilities with once-in-a-lifetime opportunities



Fukuju Kaikan

"We hold tea ceremonies five times a year at Fukuju Kaikan, an assembly hall north of Fukuyama Castle. Since our largest tea ceremonies have around 400 participants, we often use the main hall of the building. The Japanese style facilities, built in the Shoin-zukuri and Sukiya-zukuri architectural styles, allow us to perform even more elegant ceremonies, exemplifying the spirit of 'ichigo-ichie,' or 'once-in-a-lifetime opportunities.'"



Atsuko Satō (Chair, Nippon Reidō Ogasawara-ryū Fukuyama Shibu)

Carrying on the passion of Abe Masahiro

Han School "Seishikan"

"Seishikan, a han school (educational institutions during the Edo period), was established in 1854 by Abe Masahiro, a daimyō of Fukuyama. At the time, Masahiro served as rōjū (chief senior councilor) in the final years of the Edo period, appointing figures such as naval engineer Katsu Kaishū. Masahiro had a passion for developing the talents of those who would become the future of Japan, and our role is to help use those talents. Through the activities of our alumni association, we hope to elevate Fukuyama to new heights."

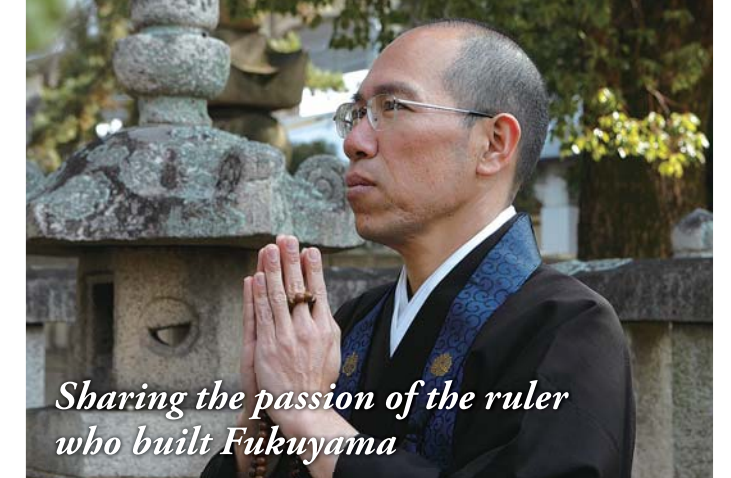


Tetsuji Yamaguchi (Deputy Chair, Fukuyama Seishikan Alumni Association)

The castle was completed in 1622, composing of a total of twenty-six buildings. As the castle was built, the surrounding castle town was also developed. This town was named "Fukuyama."

Norisada Murakami, a volunteer sightseeing guide for the castle since 2008, explains, "The feudal system at the time placed great importance on the lives of its people." The achievements of Katsunari's rule can be seen in the development of one of the country's earliest waterworks systems, the abolishment of the jishisen land tax system, the restoration of shrines and temples, and the encouragement to begin new businesses. His rule also encouraged the growth of igusa (Japanese mat rush) and cotton along the coasts. From these, tatami facing and Bingo kasuri (see pages 13-14) were developed as specialty products of the region. "The origins of Fukuyama and the life of its people began here," explains Murakami.

The castle was ruled by five generations of the Mizuno clan, one generation of the Matsuhira clan, and ten generations of the Abe clan until the castle was abandoned at the beginning of the Meiji period in 1873. An air attack in 1945 during World War II destroyed the main castle tower and other parts of the castle. However, in 1966, celebrating the 50th anniversary of Fukuyama's establishment as a city, parts of the castle that were destroyed were restored. Parts of the castle that survived the air attack, including Fushimi Turret and Sujigane Gate, were designated as important cultural properties. Today, in the park that surrounds Fukuyama Castle, you can find the Fukuyama Museum of Art, Fukuju Kaikan, and other facilities that are known for their support of the local culture.



Sharing the passion of the ruler who built Fukuyama

Kakuzen Mizuno (23rd Head Priest of Kenchū-ji Temple)



Burial Place of Mizuno Katsunari

"Mizuno Katsunari, the first daimyō (feudal lord) of Fukuyama who constructed Fukuyama Castle, passed away at the age of 88 and now rests here within the grounds of Kenchū-ji Temple. His grave consists of a large, 5.1-meter-high gorintō, a type of Buddhist pagoda. Every spring, a memorial service is held at this temple to remember Katsunari. My role is to tell future generations about the success and passion of Katsunari, who built this city of Fukuyama."

Aesthetic sense developed through a love of art and appreciation of the four seasons



Fukuyama Museum of Art

"Our sixty-three members are involved in various activities, such as giving art explanations and helping with museum operations. The beauty of the area just north of Fukuyama Station as well as the varied works of the museum, ranging from modern Japanese art to famous European, mainly Italian, pieces, is what makes this museum so fascinating. You can enjoy the view of Fukuyama Castle and the nearby gardens from the windows of the museum."



Jun Takahashi (Chair, Fukuyama Museum of Art Volunteer Group "Kusunoki")



A Symbolic Pride

Fukuyama, the City of Roses

The spirit of Fukuyama is represented by the expression "rose mind," which encompasses the ideas of compassion, kindness, and spirit of mutual cooperation. The symbolism of rose mind is seen in Fukuyama's efforts to become the "City of a Million Roses." The activities of the people of Fukuyama are what make this city blossom.



Fukuyama Mascot "Rola"
Did you know? Rola's name comes from a portmanteau of the English word "rose" and its Japanese equivalent "bara (bala)."

Beginning with 1,000 roses...



Citizens of Fukuyama planting roses, 1956

Rose Park (Bara Kōen)

In this 15,000 m² park there are around 5,500 rose bushes comprising of 280 different varieties of roses. This park is one of the main venues for the annual Fukuyama Rose Festival.



Building on the aspirations of the people

The idea of using roses for city planning in Fukuyama took root during the restorations done after World War II. Approximately 80% of the city was burned to the ground during the air raids on Fukuyama on August 8, 1945. In order to give life to the destructed city and boost the spirits of the people, residents of the current Rose Park area planted around 1,000 roses.

Responding to these efforts, the Fukuyama Rose Association (Fukuyama Bara-kai), made up of regular citizens, was founded. The current chair of the association, Minoru Ishii, explains, "Rather than having one enthusiast plant one hundred roses, we want one hundred people to each plant one rose. That has been the objective of our association since the very beginning." Rose Park construction began in 1957, and by 1965, the park looked very similar to how it appears today.

In 1985, the rose was designated as the flower of Fukuyama, becoming the official symbol of the city, and efforts to plant roses throughout Fukuyama continued to grow. Shizuo Doi, chair of the Fukuyama Rosarian Club, kindly explains, "The wonderful thing about roses is that they will always respond to you if you devote the time and effort and look after them with love and affection." The fifty-two members of this club are active in planting roses, teaching citizens how to cultivate roses, and other activities.



Minoru Ishii



Raising roses with family

Rose Distribution to Commemorative Birth

"I had no idea they had this wonderful system for giving rose seedlings to people who have just had children. My daughter, Shino, was born on April 3, and when my husband went to city hall to register the birth he applied for this program as well. Since he made the first application to this program, they even held a ceremony to give us this rose seedling. Now the rose is thriving, just like my daughter, and is blooming beautifully."



Adding color to everyday life



Rose Garden Contest

"We started working on this rose garden around 2010. We had a chance to take a course on rose cultivation, and we thought it would be fun to try it ourselves. With friends from the area, we planted 200 roses, building a 200 m² rose garden near Ishigami-jinja Shrine filled with red, white, pink, and other colorful roses. We entered into a rose garden competition and won the highest award for the 'Regional Garden Division.' We hope to enrich peoples' everyday lives through these colorful flowers."



Yoshinari Ōmoto and his wife Kazuko (Ishigami Rose Garden Representatives)

Fukuyama Rose Festival

The biggest event in Fukuyama that everyone looks forward to is the Fukuyama Rose Festival (Bara Matsuri). The festival includes events like the Rose Wedding, in which one lucky couple are united during this festive time. While there are many things to do during the festival, the stars of the show are the thousands upon thousands of roses in bloom.



Spreading Fukuyama's rose spirit

Rose Goods



Yōko Shōda (Chair, Rose Goods Fukuyama Friends Association)

"To spread the idea of 'rose mind,' new goods promoting Fukuyama's symbol, the rose, are produced every year during the Rose Festival season. The group Rose Goods Fukuyama Friends, in cooperation with the city, designates official goods and supports new items. Every year around a dozen new products are designated as official goods. Through these products, Fukuyama's rose spirit is able to spread outside of the city."



Shizuo Doi



Takane Kai

えっと
福
めぐり



Atagoyama Taisai, a firewalking event held on the twenty-third day of the first month according to the Japanese lunar calendar

A Mysterious Energy

It is said that Myōō-in Temple was established by Kūkai (also known as Kōbō-Daishi) in 807, during the Heian period (794-1185). The history of the temple is shrouded in a veil of mystery. Tateki Mitani of the Association for Myōō-in Lovers (Myōō-in wo Ai Suru-kai) explains the allure of this mysterious temple.



The main hall, a national treasure, was built in the setchūyō architectural style, comprised primarily of Japanese architecture with Chinese details, while the vermillion tile roofing of the five-storied pagoda, also a national treasure, was done in the Japanese architectural style

Myōō-in Temple

The oldest building built by regular citizens in the world

“The main hall of Myōō-in Temple is the oldest building in Japan built in the setchūyō architectural style, which is a hybrid of Japanese and Chinese architecture. The five-storied pagoda is recognized as the fifth oldest in Japan; however, the pagodas older than the one at Myōō-in, which includes one at Hōryū-ji Temple in Nara, were all buildings that were constructed for the Imperial Court and Imperial family of Japan. In contrast, the five-storied pagoda at Myōō-in was built using money contributed by the local residents of the area. This would be something rare anywhere in the world, so you can probably say that this is not only the oldest structure built by the people in Japan but in the whole world as well. When Mizuno Katsusada, the third feudal lord of Fukuyama, expelled the head priest of the temple, which at the time was known as Jōfuku-ji Temple, it appears that the priest took the majority of the records and archives of the temple with him. There are many things that we do not know about Myōō-in, but it is this air of mystery that makes it so interesting.”



A Modest Confidence

Kannabe-chō is an area in northern Fukuyama that still contains traces of the Edo period. Cultural figures who left their mark on Japan's history as well as buildings from that time period exist in Kannabe. One such location is Renjuku, a private academy founded by Kan Chazan, a scholar of Chinese studies. Kenji Uno of the Association in Honor of Kan Chazan (Kan Chazan Kenshō-kai), which does activities such as preserving related historic sites, tells about the history of this scholar.



Kuzuhara-sai, an event to remember Shigeru Kuzuhara, the lyricist of the famous children's song *Yūhi*



Kannabe Honjin, an inn for daimyō (feudal lords) to lodge in during the alternate attendance policy of the Edo period



Portrait of Kan Chazan

Kannabe

Contributing to the region and talents of its people

“Kan Chazan was active during the late Edo period. He was very well known as a composer of Chinese poetry. In particular, his collection of Chinese poetry entitled *Kōyō Sekiyō Shonshashi* was highly valued, becoming a best seller during that time period. Intending to improve society through scholarship, he went to the capital. At the age of thirty-four, he returned to his hometown, where he opened *Kōyō Sekiyō Sonsha*, which later became known as Renjuku, in order to spread his knowledge to the local youth. It is said that hundreds came from all over the country in order to hear Kan Chazan's teachings at Renjuku. Without greed or a thirst for power, Kan Chazan spent his eighty years contributing to the area and to society. He was the ideal model of how humans should live their lives, and he remains a cornerstone in the hearts of the people of Kannabe.”



Lecture hall where pupils pursued their studies at Renjuku, designated as a national specific historic site





Abuto Kannon

The vermilion-lacquered Kannon-dō Hall, located on a rocky cape in the Seto Inland Sea, has been introduced in various works of art. From the ukiyo-e paintings of Andō Hiroshige to the novel *A Dark Night's Passing* by Naoya Shiga, Abuto Kannon illustrates the beauty and harmony of the inland sea. The Kannon-dō Hall, which has been designated as an important cultural property, is known as a prayer hall dedicated to safe birth and child-rearing. Many people from around the country pray at this hall as well as offer "oppai ema," wooden plaques for written prayers in the shape of breasts.



Adventures in Daily Life

Hattori Fireflies

The northern area of Fukuyama is known for its many fireflies. Around 10,000 firefly larvae are released every year, and the Hattori Firefly Festival (Hattori Hotaru Matsuri) is held here in early June.



Fukuyama Zoo

Located fifteen kilometers northwest of the city center, this zoo is home to 370 animals of 64 different species, including penguins and an Asian elephant. Events in which visitors can feed the animals and have other up-close experiences are also held here.



Setsubun Festival (Setsubun Matsuri) at Kibitsu-jinja Shrine

Around 200 men and women born in the current year of the Chinese zodiac partake in the traditional bean-throwing that takes place during Setsubun, a festival to celebrate the coming spring. Afterwards, participants share tall tales around a large bonfire, trying to outdo each other's stories.



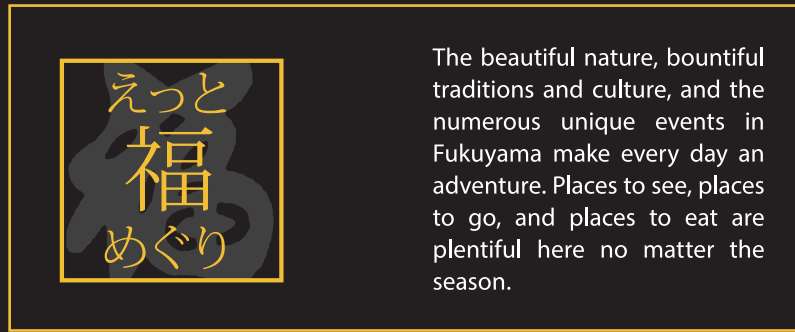
Getalypics

The Matsunaga area in western Fukuyama is the country's leading producer of geta, or Japanese wooden clogs. To celebrate Matsunaga's history of geta, the popular "Getalypics" are held here every September.



Fresh Fish from Utsumi

Every Saturday, you can find fresh, seasonal fish that have been caught locally at the Torepichi Kassen Ichiba Market in Utsumi, an area in southern Fukuyama.



The beautiful nature, bountiful traditions and culture, and the numerous unique events in Fukuyama make every day an adventure. Places to see, places to go, and places to eat are plentiful here no matter the season.

Fighting Mikoshi (Kenka Mikoshi) at Susanoo-jinja Shrine

This event featuring mikoshi, or portable shrines, is held on the last day of the Gion Festival at Susanoo-jinja Shrine. Carriers of these mikoshi, weighing around 500 kilograms each, loudly ram them together in an enthusiastic fight.



Notohara Tondo (Bonfire Festival)

Originating with the celebration of Fukuyama Castle's completion, these tondo, New Year's decorations made from straw and bamboo (sometimes known as dondo or donto in other regions of Japan), are decorated in bright colors and are as tall as ten meters high. A tradition known as "abare-tondo," in which the last six tondo are bashed into each other, also occurs at this festival. This annual festival is held on the second Sunday of January.



Higashimura Scarecrow Festival (Higashimura-chō Kakashi Matsuri)

This festival has been held in the Higashimura area of western Fukuyama since 1946. This is a humorous festival celebrating the hard work of the scarecrows during the year's harvest. This festival is held on the first Sunday in December.

Autumn Foliage in Yamano-kyō Gorge

Located in the northernmost area of Fukuyama, the Yamano-kyō Gorge Prefectural Nature Park is famous for its beautiful maple and zelkova trees. The view of the crimson leaves from the park's Momijibashi Bridge is especially breath-taking—a must-see spot in Fukuyama.



Choice Foods

The secrets behind these delicious flavors

The limited rain and warm environment in Fukuyama have led to a wealth of unique foods. Discover the secrets of these delicacies straight from the source—the people who make them!

Kuwai (Arrowhead Bulbs)

Sapphire of the fields

The kuwai grown in Fukuyama have been praised for their mature flavor and fluffy texture. Fukuyama is the top producer of kuwai in Japan. Kuwai are primarily grown in approximately sixteen hectares of paddy fields in the southern part of the city, cultivated by the sixty farming households of the Kuwai Shipment Association (Kuwai Shukka Kumiai). These bulbs are planted in June and harvested from mid-November to late December. Shinji Kitamura, a kuwai farmer, enters the wet paddies even on the coldest days and uses an underwater pump to gently bring the kuwai, buried under fifteen centimeters of mud, to the surface using water pressure. This allows the kuwai to be collected without damaging them. Kuwai are said to be an auspicious food, making them a staple for osechi ryōri (Japanese New Year's dishes). Thinly sliced and fried kuwai chips as well as deep-fried small kuwai have recently become popular products as well.



Shinji Kitamura
(Chair, Fukuyama Kuwai Shipment Association)



Uzumi

Dig out the flavor!

Fukuyama Uzumi Gohan (commonly known as "uzumi," meaning "buried" in the local dialect) is a dish that showcases the fruits of the sea and riches of the soil by burying them under rice. Digging out ingredients from this dish is like the thrill of finding buried treasure—you never know what'll come out next! This dish has its origins in the Edo period, when extravagant ingredients like chicken and shrimp were forbidden due to frugality measures imposed by the government. This began the tradition of hiding these extravagant ingredients under the rice, where they wouldn't be seen. The broth that makes up the flavor of this dish is often made from dried sardines, kombu kelp, or bonito. One particular variety of uzumi that has received much praise is made using the red sea bream caught in Tomonoura.



Tōru Fukamachi
(Citizens' Council for the Creation of Fukuyama Brand Dishes (Fukuyama Shoku Brand Sōshutsu Shimin Kaigi))

Edible Roses

Rose products for people around the country

Enjoying not only the appearance of the roses but also their flavor as well. That's the premise of this booming market of edible roses, grown pesticide-free in organic fertilizer. More and more products are being produced featuring the natural scent, color, and flavor of the roses. In addition to rose ice creams and cakes enjoyed locally, jams, juices, and many other products are popular souvenirs for visitors to bring back home from Fukuyama. Yoshitaka Machimoto, one producer of these edible rose products, expressed, "I want people from around the country to experience the roses we've raised here."

Yoshitaka Machimoto
(Machimoto)



Gasuten

Products with a unique texture

The flavor of gasuten are said to remind people of the taste of home. Gasuten are a fried tempura product made from a mixture of mashed small fish, bone and all. This bony texture is described as "gasugasu" in Japanese, leading to this product's name. Nobuyuki Sakada, who has been in the business of making products including gasuten for twenty years, makes this product by first carefully selecting three varieties of ground fish meat. From 7:00 AM he works for an hour kneading the meat with a stone mortar. If the meat is kneaded for too long or if the temperature is too low, the unique chewy texture will be lost. This kneaded fish meat with delicious thin slivers of burdock is fried in oil at 160 °C until it becomes fragrant, resulting in the final product, gasuten.



Nobuyuki Sakada
(Amochinmi)



Hisako Hirata (Hōmeishu-ya)



Hōmeishu

Compare the flavors of Hōmeishu throughout Tomonoura

Thick, syrupy sweetness is the unique characteristic of this medicinal liquor, hōmeishu. The base of this Japanese liquor is steamed glutinous rice and malted rice, to which shōchū is then added. Sixteen varieties of spices, including Chinese foxglove, cinnamon, and licorice, are then added to make the final product. The idea for hōmeishu is said to have come from the brewing methods of practitioners of Chinese medicine who came to Tomonoura in the early Edo period. It is also said to have been served as an apéritif to envoys from the United States such as Commodore Matthew Perry and Townsend Harris. Today, hōmeishu is produced by four stores in Tomonoura. The spices and composition of this liquor differ depending on the store, making comparing them a fun activity to do while in Tomonoura.



Grapes

A unique grape with a history behind it

One particular variety of grape, New Bailey A, is sweet with a rich flavor. The Numakuma area in southern Fukuyama, which gets very little rain during the year, has sixty hectares of vineyards where eighty-three farming families cultivate grapes. These grapes have a unique history. In 1971, Japan had not yet developed a seedless version of the variety Bailey A, but one group, which included Masato Yokoi, spent three years developing a new seedless grape which they called New Bailey A. This grape was first successfully commercialized in Fukuyama, making it a unique product to the region. Much time and care is devoted to winter pruning and the tying of the vines.



Masato Yokoi (Chair, Numakuma Fruit Horticulture Association (Numakuma-chō Kaju Engei Kumiai))



Other delicious products from Fukuyama!



Kannabe Peaches: Blessed by the warm environment in which they are cultivated, these sweet, juicy peaches are at their peak beginning in mid-July.



Teeny-tiny Squid Tempura (Chiichii Ika no Tempura): A famous product of Tomonoura, these small squid are caught in the nearby waters, covered in batter, and lightly fried.



Kuwaikko: Kuwaikko are kuwai that have been deep-fried whole and lightly salted, a delicious snack that shows off the flavor of kuwai in one concentrated bite.



Grape Juice: This 100% grape juice is made from fresh Numakuma grapes, which lend a delightful sweetness and tartness to this drink.



Nebuto Karaage: These karaage are a fried treat made from nebuto, a small fish of the Seto Inland Sea. Served alongside sake, this fish defines the flavor of Fukuyama!



Hōmeishu Taiyaki: These mini taiyaki (fish-shaped pastries) are plump full of a mixture of white sweet bean paste and hōmeishu dregs.



Fukuyama Cola & Sora-Iro Cola: The strong carbonation is the main feature of these beverages. Sora-Iro Cola also contains sea salt straight from the Seto Inland Sea.



Apricot and Rum Raisin Sandwich: Inside this sandwich's crispy exterior is the tart flavor of apricots from the Tajiri area of Fukuyama and the delicious flavor of rum raisin.



Cream Puffs That Look Like Takoyaki: You might be in for a surprise with these delicious cream puffs—they look just like takoyaki (octopus dumplings)!

Exceptional Products

The arts behind these fine products

Traditions passed on for generations have led to the many fine products of Fukuyama. Here, the current generation tells of their proud arts.

Matsunaga Geta

Preserving the name of "Matsunaga, the City of Geta"

The Matsunaga area of Fukuyama is known throughout Japan as the top producer of geta (wooden clogs). The production of geta was industrialized as early as the Taishō period (1912–1926), and during the peak of production there were said to be hundreds of geta shops lining the streets. Yasuhisa Toyota, of the store Matsunaga Geta Kōbō, is of the fourth generation in his family to take on the geta business, which has continued for over ninety years. He explains, "This type of footwear is chic yet plain, making it perfect for the environment of Japan." Hoping to keep passing down the culture of these geta, he continues to carefully tie on the strap of each geta by hand.



Yasuhisa Toyota (Matsunaga Geta Kōbō)



Fukuyama Koto

Instruments built using a wealth of experience and sensibility

The koto is a harp-like stringed instrument. The Fukuyama koto, also known as Fukuyama-goto, was the first instrument to be recognized as a national traditional craft. Kenzō Ogawa, of Ogawa Instrument Manufacturing (Ogawa Gakki Seizō), aspired to be a koto craftsman like his father since the age of eighteen, and roughly sixty years have passed since then. Ogawa states, "The magic of the Fukuyama koto is the beauty of the unique wood grain of each paulownia tree used and the exceptional sound each instrument creates." The process of creating a koto begins with the selection of the paulownia timber to use, which is left in the open air to dry naturally for one to two years. After that, it takes around one month to turn the timber into the shape of the koto, with no two koto being exactly alike. Ogawa states, "More important than dexterity is the knowledge of the craftsman." Ogawa continues to pursue a simple koto that is "not too loud, not too echoing."



Kenzō Ogawa (Ogawa Instrument Manufacturing)



Junpei Kitayama (Artisan of handwoven Nakatsugi-omote)

Bingo Tatami Facing

Weaving the legendary Nakatsugi-omote tatami facing

Bingo tatami facing represents high quality tatami facing, and a variety of this, called "Nakatsugi-omote," is said to be of the utmost top-quality. The technique for hand-weaving the facing, said to have originated around the year 1600, has been passed down through generations.. The one and only current successor to this technique is Junpei Kitayama. Creating this tatami facing involves weaving together approximately one-meter-long pieces of igusa (Japanese mat rush). One day of hand-weaving results in just one tatami mat (approximately 180 by 90 centimeters in size). With strong perseverance and strength, Kitayama weaves a plump and thick tatami facing that could only be made through hand-weaving.



Denim

World-renowned blue denim, made with passion

Shinichi is an area in northern Fukuyama known as the birthplace of one of Japan's major kasuri (splashed patterned fabric) producers. Kaihara, currently a denim producer, was founded in 1893 as a producer of indigo-dyed kasuri. The denim produced by Kaihara, noted as one of the top producers of blue denim in the world, is made by those who have learned traditional dyeing methods and understand the use of various indigo blues. Their passion for creating has existed since the company's foundation, and new products are constantly being made. This scene of craftsmanship is full of rewarding and interesting results.



Masaya Edahiro (Kaihara)



Bingo Kasuri

Elegant designs woven in history

Bingo kasuri, a style of splashed patterned fabric also known locally as as Bingo-gasuri, was created in the Ashida area of Fukuyama at the end of the Edo period. While it was first made by hand, production was gradually industrialized, and between 1955 and 1964 seventy percent of kasuri in Japan were produced here, becoming a chief industry of Fukuyama. Members of the Bingo Kasuri Learners Association (Bingo Kasuri Gakushū-kai) are involved in the preservation and passing down of this art to future generations. There are over twenty stages involved in the process of making just one piece of fabric. It is said that weaving this fabric helps its creators become more attuned to the sensitivities of people from the past. One member of this group expressed, "I hope someday to create patterns as elegant as those of past generations."



Members of the Bingo Kasuri Learners Association



Handwoven fabrics from the early Shōwa period (1926-1989)

Other excellent products from Fukuyama!



Freeze Dried Foods: Just add hot water and you have a delicious dish! These unique and varied freeze dried foods range from miso soup to donburi (dishes served over rice).



Oyster Soy Sauce: A fresh, unique flavor exists in this soy sauce, which uses the umami of Hiroshima oysters and other seasonings.



Dashi Broth Tea Bags: Make bonito stock (dashi) easily with tea bag-like packets! This broth's natural flavor is made using a combination of bonito, kombu, shiitake mushrooms, and other ingredients.



AquaDeto: AquaDeto produces various high-quality beauty products, including skin toner made from cutting-edge ingredients.



Gold Brocade (Kinran): A beautiful variety of cloth made using thread spun gold using a technique possible only in Japan.



Nonslip Gloves: Based on the techniques of blacksmiths who once worked in Tomonoura, these original shackles are used in lifting heavy goods.



Emergency Toilet Set: This product is a convenient and simple box-shaped emergency toilet that solidifies waste and also has disinfecting and deodorizing features.



Plastic-filling Machines: These gloves, available in various colors, are a tool to help ensure safety in construction and other work.



Plastic-filling Machines: Machines that fill plastic containers with liquids are produced here. The pictured freezer pops are one product made possible due to these machines!

"Behind me are rolls of sheet metal with a thickness of 1.2 millimeters. Just one of these rolls weighs twenty metric tons, around the weight of twenty cars. As the only holders of two hot rolling facilities in Japan, it is due to the power of our people that we have become the top producer of steel sheets in Japan. The treasure of our company is not our machine control but rather the judgement and advice of our experts who have helped build up our company over their many years of experience. As young employees absorb information from them, they prioritize safety through their efficient and consistent work. We hope to continue having a positive role in the local community."



Steel sheets that are later used for juice cans, car bodies, and other purposes are produced at this hot rolling facility

"The high number of sales of menswear and suits made by Yofuku-no-Aoyama was recognized by the Guinness World Records in 1998. Since then, our company has continued to increase sales performance and lead the industry. You could say that our company is the product of the warm character of Fukuyama. As manager of the Fukuyama Main Store, I feel this warm, local character shine through in my work. The love that the local people have for us has allowed us to become number one in the world, and our company's stance is to give back to our community. I myself have been supported by the people of Fukuyama and continue to grow thanks to them."



Yofuku-no-Aoyama, with stores all over Japan, also aims to become number one in customer satisfaction

"Since March 25, 2013, our company has been running a freight train round-trip between Tokyo and Osaka daily. This train, called the Fukuyama Rail Express, can hold the same amount as eighty large trucks. Through this modal shift, our company is working to reduce its impact on the environment by reducing CO₂ emissions. In addition, our company helps in the development of local communities by engaging in activities related to road safety education and street cleaning. Embroidered on our uniforms is the phrase 'egao de aisatsu,' or 'greet with a smile,' something we do with every delivery."



Freight trains which help to reduce air pollution and traffic accidents

"Our company is the top producer of food trays. I work to support the various manufacturing processes, connecting production planning to each specific division. One more reason our company can be proud of being 'the best in the world' is that from early on we were working to put recycled materials to use in our products. For instance, the APET plastic used in our transparent food containers consists of 60% recycled materials. In 2014 we also made advancements in our employee training and material research. The manufacturing done in Fukuyama continues to evolve with each generation."



Research is conducted daily into materials and designs, and new food trays are developed based on the needs of the current generation

Passing on skills from experts to our promising youth

JFE Steel Corporation West Japan Works / Yoshimasa Mimura



Sales performance recognized by the Guinness World Records

Aoyama Trading Co., Ltd. / Tomoya Kanbashi



Reducing the burden on the environment using rail transport

Fukuyama Transporting Co., Ltd. / Yasuo Komine & Masaomi Harada



Our eco-friendly food trays are the best in the world

FP Corporation / Osamu Fujie



ONLY ONE NUMBER ONE

Only One Number One is a name for the collection of businesses in Fukuyama that have withstood the test of time and have thrived for generations, continuing to hold a large share of

the market. Here are the people who are now creating, building, and taking over these industries.



Challenges through work and play, increasing technical capabilities

CASTEM Co., Ltd. / Tetsuya Kobayashi & Yūji Ishii



Miniature tools and original straps, a display of CASTEM's technical capabilities

"At CASTEM, we create metal parts that are used in medical equipment, industrial machinery, aircraft interiors, and other industries. Using methods such as lost-wax casting and metal injection molding, which can be used to produce small amounts of minute parts, we can handle the development of difficult machine components. The starting point in responding to our customer's varied requests is imagination. A paper airplane that can stay airborne for a long period of time, a winning spintop design for the next World Koma Taisen (spintop competition)...we're always imagining new things. Throughout our lives, we want to perfect technology through play, leading to new developments in 'monozukuri,' the making of things."



Holding the top share of the world with 80,000 DWT bulk carriers

Tsuneishi Shipbuilding Co., Ltd. / Hiroshi Seki



The KAMSARMAX bulk carrier, a new category of bulk carriers that shows the capabilities of Tsuneishi

"KAMSARMAX, the 80,000 DWT bulk carrier developed by Tsuneishi in 2005, can be said to be the face of our company. In around ten years we have created 200 of these ships. I am involved with developing ships according to customers' requests. The strength of our company is our attitude of taking on challenges. As our corporate culture involves rapidly giving responsibility to younger generations, more and more new developments are possible. You could say that this is the unique character of manufacturing in the Bingo region."



Time-honored top producer of knotless nets

Nitto Seimo Co., Ltd. / Tatsuo Kobayashi

"Knotless nets were developed by our company in 1925, the first in the world. These lightweight yet sturdy knotless nets are used for many different purposes, including fishing. My job is to improve production efficiency and pursue even higher quality. Our technical capabilities are developing not just within Japan but all over the world. We are also breaking into different fields such as the environment and outer space. Our time-honored, top-producing company is proud of its origins in Fukuyama, and we will continue to hold on to this pride as our company moves into the future."



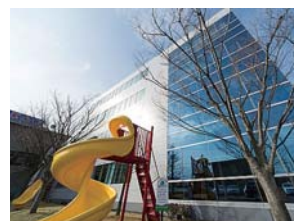
Developing on traditions while maintaining the newest standards in quality management for knotless nets



Making large-scale playground equipment all over Japan

Takao Corporation / Kenji Habara

"Our company creates order-made, large-scale playground equipment for parks, and we hold a large share of the market in Japan. I'm in charge of the planning and design of these playgrounds. When I think about how the playgrounds I've managed are being loved by children all over Japan, I couldn't be happier. One of these playgrounds can even be found in a park here in Fukuyama, the city where I was born and raised. The strong point of our company is that the young employees like myself have a strong handle on the work we are doing."



These large-scale playgrounds take regional characteristics and safety into account, made not just through technology but through creative planning as well

Interviews with citizens of Fukuyama who are being recognized around the world

As the first female performer of the Kita School of Noh theatre, Kinue Ōshima, of the fifth generation of the Ōshima Family of the Kita School of Noh theatre, has worked to spread Noh theatre around Japan and abroad. Here she speaks about her background in Noh and the charm of the theatre as well as her activities to spread the art further.

"The Ōshima Family of the Kita School of Noh theatre has worked for generations to spread the art of Noh throughout the Bingo region. This first began with Shichitarō Ōshima, a vassal of the Fukuyama-han (domain) who was strongly interested in Noh following the Meiji Restoration in 1868.

I am the daughter of Masanobu, who is part of the fourth generation of the family, and I first stepped onto the stage at the age of two. Because of my family background, it was only natural that I would develop a love for Noh theatre. However, the Kita School did not recognize female performers. I studied Noh at the Tokyo University of the Arts, trying to find some way to always be involved in Noh. With my strong desire to succeed and the support of those around me, I was able to become a female Noh performer in 1998.

I play the role of the shite actor. I feel a true pleasure when I'm concentrating on my dancing and chanting, but the real appeal of Noh is that many of its features have so many traits in common with other traditional Japanese arts. For instance, when one moves, it is important to eliminate any superfluous motions. The acts themselves of not moving or not making a sound are considered 'ma,' a Japanese spatial aesthetic. Japan is a country of many traditional arts, including Noh, sadō (tea ceremony), kadō (flower arrangement), budō (martial arts), and gagaku (imperial court music and dance). Despite this, nowadays people tend to avoid these arts, as they are perceived as difficult to approach.

If Japan loses its traditional arts, it may become like a house without pillars. If exposed to the raging waves of internationalism, it may be lost. I thought, 'Isn't there some way to rebuild these pillars, these traditional arts, for the future of Japan?' To do this, I visit elementary schools in various regions, including Fukuyama. I conduct lessons where students can try Noh and feel the allure of the traditional arts themselves. In recent years I have also taught Noh in the United States and performed in Europe and China. While we are based at the Kita-ryū Ōshima Noh Theatre in Fukuyama, we are spreading Noh theatre around Japan and the world. I want people to think of Fukuyama when they think of Noh. If that happens, I will be very happy. This city is also thriving in shodō (calligraphy) and kadō as well. It is my dream that Fukuyama becomes a central city to experience Japanese traditions, these various arts that represent the spirit of Japanese harmony, 'wa.'"

衣大島 惠

Kinue Ōshima

Kinue Ōshima / Born to the Ōshima Family of the Kita School of Noh theatre in 1974. Became the first female Noh performer of the Kita School in 1998. In addition to performances at the Kita-ryū Ōshima Noh Theatre in Fukuyama, she is involved in the promotion of Noh around the world. In 2011, she took part in a Noh performance in English and has gained recognition worldwide.



Spreading the magic of the traditional arts from Fukuyama around the world



Masaaki Noda, a renowned artist around the world who has debuted his modern art in New York, Greece, and other countries, reflects on his hometown, Fukuyama.

"When I was young, I used to go swimming in Tomonoura or go to Sensui-jima Island. I got my start here, raised in the natural environment of Fukuyama. Back then I was good at drawing and crafts. I joined an art club in junior high school, but I experienced setbacks when I wasn't skilled at sketching in a conventional manner. In high school I joined the jūdō club, and as a way to relax away from the difficult jūdō practices, I joined the art club as well. There I began studying rough sketches. I ended up learning how practice leads to improvement, both in jūdō and in art. This led to a big confidence boost for me.

The young teacher who was in charge of the art club kindly instructed me, even taking me on sketching trips on days off. During my last year of high school, that teacher even persuaded my parents, telling them, 'Masaaki should continue into the art world.'

Now, I'm involved in activities all over the world, but it was in the multicultural city of New York that I began thinking about what the starting point of art really is. I began thinking beyond race, borders, and time. I've been involved in activities in Greece over the past twenty years, and by being in contact with the art there from millenniums ago, I realized that I needed to establish my worldview.

What is universality? For instance, even in a different time period, even during different art trends, Picasso is still Picasso. That is universality and a type of branding as well. Similarly, I hope to build a 'Noda brand' that will be recognized throughout the world, and I hope that Fukuyama will do the same to spread its 'Fukuyama brand' around the world.

In 2012, I gave the title 'Ima Koso Mirai' (The Future Is Now) to the monument in front of JR Fukuyama Station. Within that is the message to 'face reality head on and clear the path to the future for yourself.' I hope that together we will develop a new Fukuyama."

正野 明田

Masaaki Noda

Spreading the Fukuyama brand around the world

Masaaki Noda / Born in Shinichi, Fukuyama in 1949. Graduated from the Osaka University of Arts. Moved to the USA in 1977. Awarded the Elizabeth Carstairs Scholarship, he also attended the Art Students League of New York. Currently, he is involved in a multitude of activities in New York City as well as in Asia and Europe.



もっと Fukuyama

[More Fukuyama]

The Development of Fukuyama

- Yayoi Period (300 BC-250 AD)**
 - A hunting and gathering society begins along the coast of the Seto Inland Sea.
- Kofun Period (250-538)**
 - Powerful families under the Yamato state begin giving form to burial mounds (kofun).
- Asuka Period (538-710)**
 - The Kibi Province is split into three parts: Bizen, Bitchū, and Bingo. A provincial governor is placed in the Bingo Province.
- Nara Period (710-794)**
 - Eight poems written by Ōtomo no Tabito and others in Tomonoura are collected in the *Man'yōshū*.
- Heian Period (794-1185)**
 - Bingo Kokubun-ji Temple is constructed under the orders of Emperor Shōmu.
 - Part of the Genpei War is fought here, leaving behind relics and legends of the Heike clan.
- Kamakura Period (1185-1333)**
 - Kusado Sengen, which had trade relations with Korea and China, flourishes at the mouth of the Ashidagawa River.
 - The main hall and five-storied pagoda of Jōfuku-ji Temple (present day Myōō-in Temple) are constructed.
- Muromachi Period (1336-1573)**
 - In Tomonoura, Ashikaga Takauji receives an order from Emperor Kōgon for the subjugation of Emperor Go-Daigo.
 - Ashikaga Yoshiaki, last shogun (general) of the Muromachi shogunate, enters Tomo Castle and formulates a plan to restore the shogunate.
- Azuchi-Momoyama Period (1573-1603)**
 - Mizuno Katsunari, cousin of Tokugawa Ieyasu, takes on the responsibility of protecting the western part of Japan (Saigoku) and becomes the first lord of the Bingo Province.
 - Mizuno Katsunari builds Fukuyama Castle and names the surrounding town "Fukuyama."
 - Due to flooding, the Kusado Sengen area is buried in the depths of the Ashidagawa River.
- Edo Period (1603-1868)**
 - The Joseon (Korean) missions to Japan call to port at Tomonoura and declare the view from Taichōrō in Fukuzen-ji Temple to be "the best view in Japan."
 - Abe Masahiro, daimyō (feudal lord) of Fukuyama and rōjū (chief senior counselor) of the Tokugawa shogunate, helps unify the shogunate government and is instrumental in the signing of the Convention of Kanagawa.
 - Sakamoto Ryōma's ship, the Iroha Maru, collides with a ship of the Kishū Domain in the sea near Tomonoura and sinks. Negotiations for damages are held in Tomonoura.
- Meiji Period (1868-1912)**
 - Due to the abolition of the han system and establishment of prefectures, the Fukuyama-han (domain) becomes Fukuyama-ken (prefecture). It later becomes Fukuyama-chō (town), part of Fukuyasu-gun (district) in Hiroshima Prefecture.
- Taishō Period (1912-1926)**
 - Fukuyama is designated as a city (July 1, 1916). (Since then, Fukuyama has merged with one city, ten towns, and twenty villages, resulting in its current state.)
- Shōwa Period (1926-1989)**
 - The Seto Inland Sea area, including Tomonoura, is designated as the Setonaikai National Park.
 - Airstrikes destroy around 80% of Fukuyama.
 - Residents of the Rose Park area plant around 1,000 roses.
 - Production develops for textiles, geta, and salt.
- Heisei Period (1989-Present)**
 - The Nippon Kōkan Steel Plant in Fukuyama, the single largest steel production complex in the world, begins operations, and Fukuyama develops as a city for heavy industry.
 - The rose is designated as the city flower.
 - Fukuyama is designated as a core city.
 - Fukuyama celebrates the 100th anniversary since its designation as a city (July 1, 2016).

Ring pommel in the shape of twin dragons



Kusado Sengen (replication at the Hiroshima Prefectural Museum of History in Fukuyama)

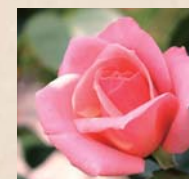


Portrait of Mizuno Katsunari

Tomonoura



Portrait of Abe Masahiro



"Rose Fukuyama," a unique variety of rose



The history and future of Fukuyama

