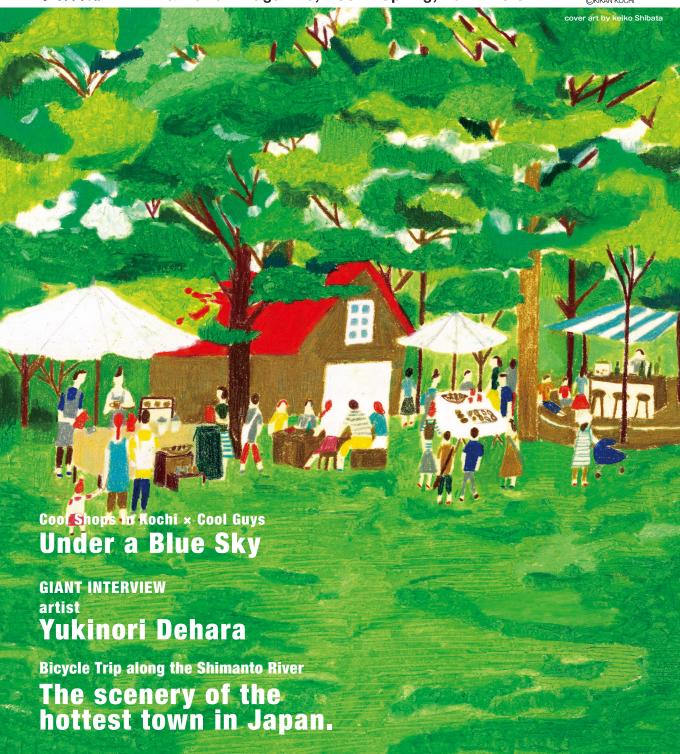
KIKAN KOCHI

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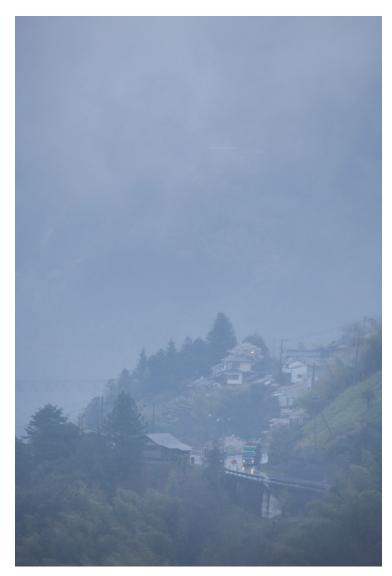


The English Version of KIKAN KOCHI.

It's an abridged version.

I do hope you read our book.

It's available for free.



Shooting location / Takase, Niyodogawa-cho, Kochi Prefecture

The Photographer Ken-chan/ Capricious Photo Diary 35

"Hazy Spring View"

I came up here looking for expanses of cherry blossoms.

The mountainside is hidden in rain clouds,

The landscape looks different from usual.

I hear the faint sound of cars.

Through my telephoto lens, I can dimly see the national highway.

I randomly press the shutter button again and again,

Somehow taking pictures. I can't catch so much through the finder.

The only way to get this view is to press the shutter button

Rain of bliss

Profile of Kenzo Nakajima

Born in 1959, in Kochi

Graduated from the Photography Department of Osaka University of Arts

 $Member\ of\ the\ Japan\ Advertising\ Photographer's\ Association\ /\ member\ of\ The\ Japan\ Society\ for\ Arts\ and\ History\ of\ Photography$

Photography of posters for Kochi tourism, a variety of advertisement brochures etc.

Working as a photography lecturer and conducting a seminar on photography abroad.

Currently living in Misono-cho, Kochi City

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Cover Art keiko shibata Photographer mikiya kadota Feature articles in this issue,
Kochi Guys the chief editor wanted to meet
showed up
At the Sunday Market, at the Organic Farmer's Market,
At foods and art event under a blue sky,
Pioneering Guys
are creating their own future.
Where are they going from here? I'll never lose interest.

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Cool Shops in Kochi × Cool Guys

Under a Blue Sky



Cool Shops in Kochi × Cool Guys Under a Blue Sky

Sunday Market × Marufuku Farm by Kenta Kusunose

He uses neither pesticide nor fertilizer. A young specialist in herbs Broadening the field of herb seedlings.

Getting a feel for the Sunday Market, He boldly ties out new ideas.

without pesticide or fertilizer.

Sunday Market is held on Otesuji Street in Kochi City – as the name suggests, on Sundays. More than 400 stalls are lined up along the street, selling fruits and vegetables in season, flowers, trees, food, sundries, and so on. This is the best outdoor market in Japan.

Farmers arrange freshly picked vegetable from their own fields in their stalls.

As the harvest time is different depending on the area: in the city, at the foot of the mountains, or in the mountains, the timing of goods arriving in the market stalls shifts little by little. I walk around sniffing the seasonal fragrance that only vegetables grown outdoors have. It's such fun! Walking down the market, I found a stall close to the traffic signal near Otemon Gate, with many kinds of herb seedlings in stock. Kenta Kusunose, the owner of the herb shop Marufuku Farm, was standing in front of the stall. He activates the earth through carbon-cycle farming and grows herbs

Five years have passed since he set up his stall in the Sunday Market. Nowadays, decorative herb seedlings are sold at DIY stores and so on. However, it was rare to find places dealing in herbs at that time, so herb lovers got together in front of the stall and enjoyed conversation.

"If you have a question about herbs, please come to the Sunday Market and ask me. I can answer almost any question about herbs. If I don't know, I'll take it home as homework and answer you later", Kusunose says earnestly. He tells people about seedling herbs he grows, listen to people's opinions, and gives advice. He thinks it's important to communicate directly with people in front of his stall.

Farmers change with the times. The crops they produce, Their way of managing their farms, too.

Marufuku Farm, which is Kenta's home, is a second-generation business mainly growing edible herbs, and wholesaling fresh herbs to stores and restaurants in Kochi. He has also started a cooking class using herbs, and his stall features his handmade cookies, jams, herb tea, herb paste, and so on.

Recently, on Fridays he's been baking bread using domestically produced wheat and natural leaven, and herbs in season. He didn't feel too much pressure when he took over the family business. "In

my case, it was different from taking over a traditional family-run craft business like pottery-making. I think the farming business is more or less the same everywhere. Farmers changed their products with the times, and their management approach, too.

I helped my parents at first when I came back from Tokyo. But I couldn't see the future in the business without broadening the field. My father raised edible herbs, so I learned about gardening and seedlings, and broadened the business that way. 4-732-00 AL 17/8-00

4-732-00

You can find a good variety of herb seedlings in DIY stores and so on. However, since the staff don't have this kind of specialized knowledge, people's questions are often difficult for them to answer. He said, "I want people to ask me a lot of questions at the Sunday Market."

Kusunose began to learn how to grow seedlings.

"It's not going too far to say that I did it just to fail at first." He looks back on those days with a laugh.

"I still make mistakes. If the herbs got eaten by insects, I thought it was the insect's fault. When the seedlings got infected, I didn't know why either. I made one mistake after another. I just had to learn through experience.

The reason why insects eat a plant is that the plant itself has gotten weak. Totally healthy plants have the strength to protect themselves, so they keep insects or infections from harming them. Especially, as herbs have the power to repel insects, if



When I interviewed him in March, Kusunose's herb garden was covered with blooms. He also takes orders for herb bouquets.



Kusunose had worked for a company dealing with dry herbs for aromatherapy and herb tea. He learned all the methods of herb growing after coming back to Kochi. He uses the experience he got studying with the "Flower Study Group" in Fukui.



Herbs are so delicate that they will die in three days if their environment becomes bad, even with careful care over two or three months. "Human beings can't survive for even three minutes underwater, and neither can herbs." He used this metaphor and convinced me. they do get eaten by insects, that means I'm going about things in the wrong way."

Herb seedlings, landscaping, Herb bouquets, Delivered all over the Chugoku-Shikoku region.

Soil and water, sunlight, ventilation, well drained or poorly drained; there is a suitable environment for each herb. Because Kusunose understands this, he is looking for a way to grow herbs in partnership with nature. He grows about 300 varieties of herbs throughout the year now.

Herb seedlings, landscaping, herb bouquets and so on; he is steadily expanding his range of activities. As the next step, he wants to deliver herb seedlings throughout the Chugoku-Shikoku region. He also plans to partner with a company in Fukui-cho that produces seedlings for flower beds and rents ornamental plants; he intends to arrange a production structure, and enhance his business.

Products and management styles have to change with the times. Kusunose is creating his own future. From doing this interview, I felt proud of the fact that there's such a deep-thinking and expert herb farmer, who would be rare in all Shikoku, right here in Kochi City.







Herb products, such as cookies, jams, and herb tea are on sale in the Marufuku Farm's stall. Bread is baked on Fridays with natural yeast and domestic wheat.



Marufuku Farm

512-1 Fukui-cho, Kochi City TEL. 088-875-3826 Opening Hours / 11:00 - 17:00 [set up in the Sunday Market on Sundays] http://www.maruhuku.noen.biz



Cool Shops in Kochi × Cool Guys

Under a Blue Sky

Organic Farmer's Market × Hanarebanare Coffee made by Nobu Suzuki

Freshness is the most important thing for coffee.

Some people really care about taste of coffee.

Although I'm just a small-scale coffee merchant,

I can compete with other large-scale coffee companies somehow.

At the organic farmer's market Enjoy a blissful cup of coffee

Having moved from the Saturday Market at Kochi Port to the Saturday Market at Ike Park, about forty stores which open on Saturdays sell organic farm products, additive-free foods, local sea foods fresh from the sea, and handmade craftworks. The eating and drinking stalls offer healthy and healing food and drink. This "Kochi Organic Market" has now reached its sixth anniversary.

The Market moved to Ike Park, south of Kochi Medical Center. This is a spacious area that you can walk around in a relaxed mood, enjoying the green leaves. Eating my favorite sweets, I buy organic vegetables, feeling like I'm at a picnic. Tempted by sweet smell of coffee, I'll order dark roast organic coffee at Hanarebanare Coffee. There's no way to describe the sense of happiness you feel drinking full-flavored coffee under the blue sky.

Nobu Suzuki, a roast master, has been part of the organic farmer's market from the start. He also sets up his stall at a wide range of other events around town, including a natural art type event in Kochi. There, he offers blissful coffee. However, he doesn't have a regular café. You can only enjoy his coffee here and at other events he goes to. His main job is roasting and selling coffee beans.

Fair trade and organic foods That's what brought him to coffee

The reason Suzuki got seriously into coffee was his interest in fair trade and organic foods. He thought about how he could contribute to the movement himself, and he chose coffee, which he already liked anyway. He began to sell hot coffee in pots ten years ago as a walking street salesman. At first, he used coffee beans roasted by someone else, but he got dissatisfied with the quality and started roasting coffee himself. He told that he used a ginkgo gridiron when he began to roast coffee.

He buys fair trade coffee beans from the producers' association, but the different producers' beans are mixed up together and there are variations in the quality. In addition, the truth is that fair trade and organic coffee offer few options to choose from. He is trying to choose the best beans that meet his requirements.

He had an opportunity to buy a coffee roaster around six years ago, rented his present shop, and

set up Hanarebanare Coffee. He taught himself how to roast coffee reading manuals on coffee roasting, while buying and tasting other shop's coffee beans.

During the interview, Suzuki was working busily in front of a coffee roaster. The heat is supplied by natural gas. He checked the heat level and adjusted the heat flow by shifting the lid of the chimney at the important points of the roasting process. He keeps low temperature for a while at the start, and then shifts to high heat, often checking the gas-pressure meter and the digital thermometer.

"This machine is more for dark roast and it's pretty old; the thermal efficiency is bad, too. The roasting time is different for dark and light roasts. It takes about twenty minutes for a light roast, and thirty minutes, for a deep one. You take out beans from the machine and cool them down, and then you're finished. This machine can't cool beans down, so I have to use an electric fan and my own hands to do that.

The cooled beans are stored in airtight sealed bottles. The most important thing for preserving the beans is to keep the sealing tight and the temperature low. The cooler, the better. The beans are best within about a week. The reason I can manage to keep running the shop is the fact that the most important thing for coffee is the freshness. Some people have a passion for coffee. Thanks to such coffee lovers, I can offer my coffee and compete with other large-scale coffee companies somehow."





Many people visit and order his coffee at the organic farmer's market.

In the future, I want to create a place where people can relish coffee.

The coffee industry has made standards for evaluating coffee beans, giving them scores according to sweetness, acidity, and so on. However, high-scoring beans aren't always exactly what Suzuki wants to create. Besides, right now there's a boom for light roast, called "the third wave," as featured in various magazines.

People say that deep roast ruins the personality of coffee. "I like both", says Suzuki. "However, the flavor of dark roasted beans with a deep savor is one of the big things about Hanarebanare coffee. Until I roast it, I can't decide if it's best for light roast or not. So I'm struggling to find the best coffee beans."

"Some people buy my coffee because of the fair trade and organic angle, but if the coffee was no good, they'd never become repeat customers. I'm a fanatic; I just want to make delicious coffee. At first I thought it would be hard to run a shop unless I made it a coffee shop with a counter. But all I can do right now is just roast coffee. I'm more or less getting by somehow by roasting coffee.

But I still have a dream to create a place where people can enjoy my original coffee. I won't let Star B*** beat me! (laughs) "

Suzuki answered in a matter-of-fact tone of voice but very honestly, and he had a charming, slightly selfconscious smile.



Suzuki checks green beans beforehand and put them into a roaster. The roasted beans are kept in an airtight sealed bottle. Airtightness and keeping the temperature low is important for preservation. The colder it is, the better. You should use up the beans within one week.



Freshly roasted coffee beans. He's going to turn on an electric fan from now and stir the beans by hand to cool them. While he's doing this, the next roasting is waiting to be prepared. He's a busy guy.



Organic & Fair Trade Hanarebanare Coffee

2-2-19 Takajomachi, Kochi City TEL. 090-7572-4199 Opening Hours / 16:00 - 19:00 [set up in Ike Park on Saturdays] (Closed on Wednesdays and Sundays)



Cool Shops in Kochi × Cool Guys

Under a Blue Sky

Tosa Aperitif Day × BAR Baffone by Matthew Aono

It has been 18 years since Matthew set up the restaurant in the center of Kochi City. People gather in Matthew's restaurant for delicious food, liquor, and great conversation.



Aperitif Day and BAR Baffone: a Fascinating Pair

From five to ten in the evening, outstanding chefs create western-style cuisine, including Italian and French, at an outdoor event in Chuo Koen Park, Kochi.

I usually start with draft beer, but today I had wine poured into my glass. I sat around a table in the booth with friends enjoying the chef's finest hors d'oeuvres.

Feeling free and easy and having a fun time whets the appetite for liquor.

There was wine, champagne, and cocktails, too. The bands played relaxing music – musette, chanson, jazz and bossa nova. This is a scene from "Tosa Aperitif Day," held on the first Thursday of June every year.

This event is organized by Matthew Aono of Bar Baffone. He's the go-to guy for fun Kochi food events. After the great success of "Tosa Aperitif Day" (Tosa is the old name for Kochi), he was at it again with "Tosa no Okyaku" in March, and "Tosa Harvest Festival"

in October. "Aperitif Day" and "Bar Baffone" make a fascinating pair.

Legendary Genovese sauce

Matthew was born in Ehime Prefecture in 1960. When he was a student at Kochi University, he was made manager of a coffee shop because of his good way with customers. Later, he became the manager of an Italian restaurant and showed his talents both in floor service and in the kitchen. In 1996, he started his own restaurant, BAR Baffone.

He says.

"In Japanese, we refer to bars and cafés as coffee shops in Japanese, which is a kind of catchall term. But in Europe, the café is a place where people can get good food and drink, and it's also a center of local culture. I like eating and drinking, so I created a café style where I can communicate with customers in a casual way in the restaurant."

Matthew started cooking on a full scale after he went independent. His father was an English teacher and his mother was good at cooking. He was brought up to have an international way of thinking and his sense of taste was refined by his mother. He went from one notable restaurant to another, not only in Japan, but in Europe, also and read many cookbooks. Finally, Matthew has perfected his own cuisine in his own style.

His cooking has been featured in the trend magazine CASA Brutus. Takuro Tatsumi, known as a gourmet, vouched for his linguettine (a type of ribbon pasta noodles) with Genovese-style sauce. "The food at BAR Baffone is designed to go very well with liquor. That is the taste of Baffone," he says.

A dedicated mentor for younger chefs

The Aperitif Day is held around the world on the first Thursday of June, in dozens of places including Paris, Tokyo, and several other cities in Japan. Kochi's western-style restaurant scene is also involved. Matthew has organized this event personally since seven or eight years ago. Hoping to popularize the event throughout Kochi, he asked well known French and Italian restaurants to hold the event jointly.

"Six restaurants got together to hold this event five years ago. When we held it at the Harimayabashi shopping arcade, around three hundred people joined the event. This large number of people enjoyed eating and drinking in the shopping arcade, so it was quite a mess (laughs). We moved the event to Chuo Koen Park from the following year. The event has gradually become more and more popular, and gotten bigger and bigger. \H

"Nowadays, about twenty restaurants join the event, and about 1700 people visit. Kochi people seem to like openair festivals. The food we serve isn't the normal stuff you get at usual food stalls. We serve from the regular menus of Kochi's most outstanding western restaurants. You can order wine by the glass, and there's nice music, too. The next Aperitif Day will be held on June 5, 2014."

Even now, after many years of practice, Matthew makes careful preparations for the event all by himself. The work includes negotiations with the city administration and the public health center, getting advertisements done, and liaising with the media.

"It's not exaggerating to say that I'm a mentor for younger chefs. When the younger chefs want get together to do something, I've got the age and position to give them advice," says Matthew. His wealth of experience and positive attitude are truly remarkable.

Finally, I asked him about his next goal.

"Some people have asked me if I'd like to run a restaurant in my birthplace, Matsuyama, or in Tokyo. Though that's one option, I'm thinking how I can actively work in various fields while staying based at BAR Baffone."

"What I want to do is to help and give advice about product development, such as ways of processing local Kochi food materials. One more thing, I'd like children to get to know the importance of eating and taste. Because I think that nutrition education is a big issue for the



Linguettine with Genovese-style sauce (1,300 yen): pasta with a basil paste sauce. The sauce is very creamy and fresh, and the color is so bright because Matthew makes it a fresh for every order.



Heated vegetables with Bagna cauda (1,300 yen): a time-consuming dish using garlic boiled in milk for around one hour, anchovies, and extra virgin olive oil; at the end, all the ingredients are whisked so that everything is creamy and blended.

future, I want to cooperate in various nutrition education activities."

If you are interested, visit BAR Baffone and enjoy eating, drinking and great conversation with Matthew Aono himself.







A scene at "Tosa no Okyaku." Aono says that many Kochi people like open-air events. This picture shows that he is also one of the festival-lovers.



BAR Baffone

Morita Bldg. 1F, 1-2-10 Obiyamachi, Kochi City TEL. 088-822-3884 Opening Hours / 18:00 - 24:00 [Monday - Saturday] 12:00 - 24:00 [Sundays] (Closed on Wednesdays)



Cool Shops in Kochi × Cool Guys Under a Blue Sky

Village2014 × SAIL atelier / swimmy by Hayata Yamasaki

In a stream of craftsmanship, Yamasaki is active in various different fields. He is pursuing the flavor that mass-manufactured goods don't have.



I've been a craftsman, now and ever.

Sota Yamasaki is the owner of SAIL atelier / swimmy in Harimaya-cho, Kochi City. There is an atelier in the corner of the shop and all the goods are his original products. He carefully makes leather shoes, leather bags, wallets, key cases, accessories, watches, smartphone cases, etc.

"I use not only leather but various kinds of materials, such as wood and metals, etc. I cover the whole field of craftsmanship. I don't exhibit and sell works like an artist. I take an order from customers and make goods that meet their needs. I'm Artisan Yamasaki", he said with a smile.

Yamasaki's life as a craftsman is interesting. In 1998, he opened SAIL, which deals in overseas antiques. Then, he was asked to join an Art Bazaar a friend had planned. He made small articles with wire and displayed them for sale. He got a good feel for the area.

In 2001, he started selling wire-work goods in his shop. This was his first step in craftsmanship. He explored a variety of materials such as cloth, wood, and brass. Leather is now the main material he uses

Initially, he started from small articles. Every time he bought tools and machines, he could make bigger items and increase his product lineup. In 2006, he opened swimmy.

He has organized events with other craftsmen for a long time. The Flea Market, collaboration of

good food, secondhand goods and music, had its 10th anniversary in autumn of 2013. Variety shops, cafes and restaurants join the event. The various people involved all have good taste and do unique things. And Village started business last year. (See p. 42 for details) Customers who visit the event like the atmosphere, and they order shop plans and interior design.

"Outside Kochi, I do restaurant design. In Kochi, I do restaurant interior design, and as well as that beauty salons, and cake shops. I also make furniture, give advice on furniture and install furniture, and I do exterior decoration. We have crafts-people working in each step of the process of building a structure.





When they're getting their walls painted, some customers prefer a flavor industrial products don't have: such as a finishing touch with traces of brushing intentionally remaining on the wall. I really think that there is such a demand. However, a skilled craftsman may say, "I can't do such a thing." To bridge that kind of gap between the craftsman and the customer is another part of my job, too.

For example, when a person says at the Flea Market, "This is what I want. Can you make one just like this?", or another tells me "I want it done like that." when they come to the market from a shop I'm designing. That's not my main job, but naturally I'll do that type of job too. Everything is by word of mouth. I won't go against the flow. Where there's an order, there's a job."

Yamasaki is active in many different fields: managing his shop, doing craftsmanship, organizing events for craftspeople to meet together, doing one-off store-interior decoration jobs, furnishings-making, etc. He really does go with the flow. Having people like this active here and there around town is one of the things that makes Kochi so interesting.







swimmy

Yokoyama Bldg. 1F, 2-3-8 Harimaya-cho, Kochi City TEL. 088-884-6601
Opening Hours / 12:00 - 19:00 [Monday - Saturday]
12:00 - 18:00 [Sundays and national holidays] (7days a week) https://www.facebook.com/sail.atelier









Village 2014

a Harmony of Crafts, Food, and Music at the Saturday and Sunday Market

"The overall theme is 'village' - the concept of making a single village. There are craftspeople, sellers, and advertisers, workshops and installations, too. I'd like to make this event like a village festival once a year.

Village is a meeting place, with artists in craftsmanship from a variety of fields, unique craft shops dealing in goods from all around the world, and restaurants whose owners have a passion for the ingredients and of cooking methods. These people come and show their works and interchange ideas. In May, 2013, the first event was held in the old Shikishima spinning factory site, next to AEON Kochi. Eight shops came together. A total of ten thousand people visited over two days.

Village started last year. I interviewed Sota Yamasaki, the spokesperson for the event's executive committee.

"One day, I said to some friends, "I want to create a space where craftspeople who take their work very seriously, not as a hobby, can show their work." Everybody agreed with me and the project started. That's the birth of Village.

Yamasaki's friends, who are the general shop owners, designers, musicians, restaurant-related etc., met together and put the plan into action very quickly, in two or three months since Yamasaki had first talked about the idea. Each of them was so active in planning events and had a lot of know-how. "The planning period was long enough, but the preparation period was too short", Yamasaki said with a strained smile.

Yamasaki says that Village is a 'place where craftsmen who take their work very seriously can show their works." He has a dream: by creating such a place, Village will become a high-quality trade fair, where many buyers and gallery people visit from throughout Japan, and where artists can find a job. Nice music, restaurants, handcrafts, art goods and artists meet together at one single venue. Since Yamasaki wants to raise the grade of Village, he advertised publicly for participants. Some of the people he chose were from outside the prefecture.

He said, "Though the time for preparation was short, many people came over and made nice comments, like "It was great fun." "I was surprised that the level of Kochi artists was so high."

Many people told us that they hoped the meeting would become an annual event. There is a culture of the street market in Kochi, including the Sunday Market. Kochi people are used to buying things at the market. I want to make Village a village market place, not an event. "

This year, Village2014: a Harmony of Crafts, Food, and Music at the Saturday and Sunday Market, May 17 (Sat.) – 18 (Sun.) will be held at the open space called Midori-no-Hiroba by the Kagami River

and on the grounds of Yamauchi Shrine. Around 120 stalls, including craft shops and restaurants, are going to be set up. I want everybody to see the artists, to get to know the artists, and to buy something. Talking with the artists is good fun, too. I really hope a lot of people will come and visit us.





Village 2014 a Harmony of Crafts, Food, and Music at the Saturday and Sunday Market

Date: May 17 (Sat.) - 18 (Sun.), 2014 Enquiries: Village Executive Committee Office http://village-kochi.com https://www.facebook.com/village.kochi

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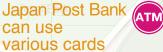
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KIKAN KOCHI

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