

KIKAN KOCHI

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Features **Beautiful Accommodation
and Artistic Hotels in Kochi**

Special Appendix

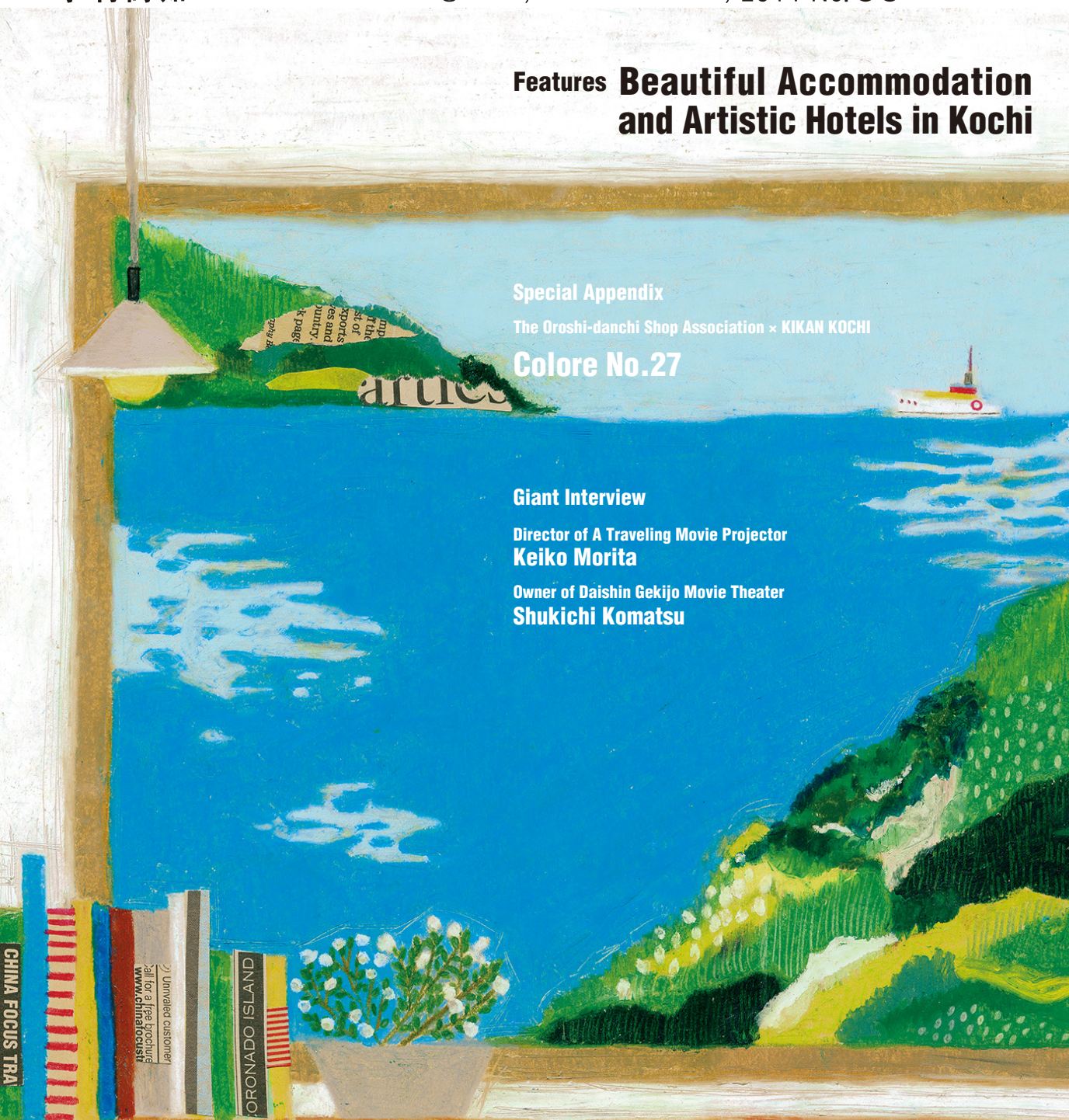
The Oroshi-danchi Shop Association × KIKAN KOCHI

Colore No.27

Giant Interview

Director of A Traveling Movie Projector
Keiko Morita

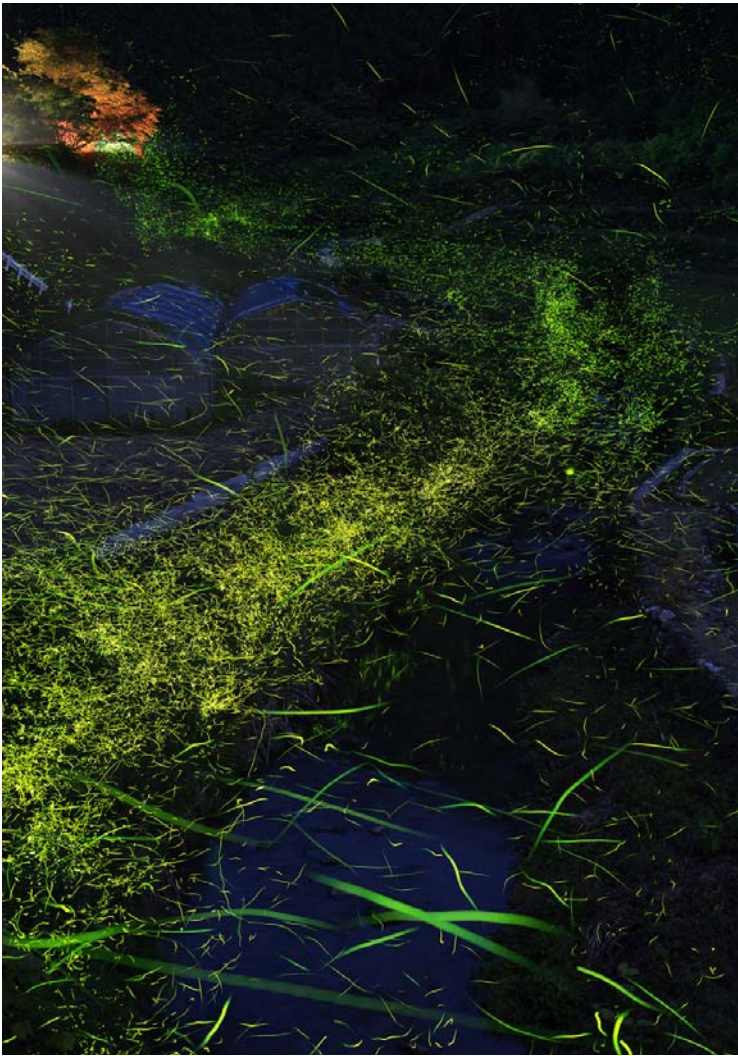
Owner of Daishin Gekijo Movie Theater
Shukichi Komatsu



The Photographer Ken-chan/ Capricious Photo Diary 36

The Golden River

When the dusk comes,
Tens of millions of small creatures
appear on the river.
Those are neon signs created by
nature, telling the beginning of
summer,
The surface is filled with the
flashes of tiny creatures.
What a magnificent view!
“Farming has changed over the
last decade”,
says a farmer.
100 years from now, 200 years
from now,
If people became fewer in number,
What kind of view will be seen?
The view after the human race has
disappeared...
I'd like to see such a view, too.



Shooting location / Hirayama, Tosayamada-cho, Kami City

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.



STAFF

Publisher	Yoshihiro Nonami / Cricket Junichi Kusunoki / Koubun
Advertising	Takayuki Mimoto / Koubun
Editor in Chief	Yoshihiro Nonami / Cricket
Editor	Sachihiko Oouchi / Cricket Hiroaki Takaishi / Cricket Midori Ueta / Cricket
Ttranslation Adviser	Hisayo Kariya John Gallagher
Design	Yumi Ito / Cricket
Cover	Hiroshi Kawauchi / Plane
Cover Art	Keiko Shibata
Photographer	Mikiya Kadota

This is the English Version of KIKAN KOCHI.

It is revised in order to shorten its length.

*We do hope many people will read
this free online magazine.*

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Features *Beautiful Accommodation and Artistic Hotels in Kochi*

Kamikoya

*Although Kamikoya has two rooms for guests, it only caters to one group a day. Guests spend a peaceful time in the room decorated with *washi* paper that Rogier made, viewing the old-style, rustic yet near-to-town scenery.*



**Putting my favorite plants into the paper,
I make my own *washi* paper.**

The guesthouse Kamikoya offers Yusuhara *washi* paper and papermaking experience. It's situated in the rural countryside 650 meters above sea level at the foot of Shikoku Karst in Yusuhara-cho, Takaoka-gun. Rogier Uitenboogaart, his wife Chikako, and their eldest son Yohei, run this guesthouse together. As its name suggests, this is Rogier's *washi* paper studio and papermaking experience center. It is also a gallery where he displays and sells his works, a place to entertain guests from all over the world with fine dishes and accommodation, and a place to show the charm of *washi* paper and the mountainous countryside.

Rogier used to be a bookbinder in his native Netherlands; this is where he first came across *washi* paper. He was amazed to discover the expressive power and appeal of *washi* paper, so different from cotton paper. In 1980, six months after he first encountered *washi* paper, he came to Japan and visited a number of papermakers. He made Ino-cho his base, and started training in making *washi*, to become a paper craftsman. In 1992, he opened the papermaking studio, gallery and café Tengu No Kaze, in the center of Yusuhara-cho. In 2006, he moved to his present location and set up Kamikoya.

His passion for *washi* paper is, in a word, amazing. He grows plants on his farm by himself as the raw material of *washi* paper. These include *kozo* (paper mulberry) and *mitsumata* (oriental paperbush). He also does the entire papermaking process by hand, with help of the power of nature, such as the sun and the river. The papermaking experience is so much fun that people of all ages can enjoy the worthwhile 2-hour program. Kamikoya offers several kinds of papermaking experience programs, from the 2-hour course to the full-scale workshop. This is why people of all ages can enjoy themselves making paper. The day we visited Rogier, a Dutch couple was going to experience *washi* papermaking. We got permission to take photos of them.



**My very own original *washi* paper
made with the plants I picked.**



In the 2-hour program, first of all people walk around Kamikoya and pick the plants and flowers they like. Then they learn the steps in the process of papermaking – beating *kozo* (paper mulberry), applying a sticky material made from the roots of the *tororoaoi* (sunset hibiscus) and so on. At last, they lay out the flowers or leaves on the screen and make paper, which is a. Their original *washi* paper is now complete.



The 2-hour program starts with a simple lecture on *washi* paper and the relationships between papermaking, nature and the region. After beating the raw-material fibers with a wooden stick, participants pick flowers or leaves from around Kamikoya to put them into their paper. Finally, they make original *washi* paper, just like drawing a picture with various materials. This method of papermaking is called pulp-painting. The time required is about two hours.





The second floor has two rooms for guests and Rogier's show room for crafts. Various kinds of *washi* paper and interior goods are on sale.

In its special scenery, the people at Kamikoya live in harmony with nature, plowing their fields, making paper, growing vegetables, tea and herbs. If you stay in Kamikoya for a few days, you may find that you've gained a new sense of values in your life and in your work.

Gentle light filtering in through the *washi* paper.

Kamikoya has two rooms for guests, but it only caters to one group a day. In addition to exuding a sense of relaxation, the rooms are decorated with the *washi* paper articles made by Rogier: wallpaper, *shoji* screens, sliding paper doors, lighting fixtures, and so on. The gentleness of *washi* paper soothes body and mind, promising guests a wonderfully relaxing evening. Looking out from the window, well-tended rice fields and farms spread out across the valley. This is a very old-world kind of scenery, we can still find it here.



When people choose lodgings, meals stand high on their checklist. The cook in Kamikoya is called Chikako. She has a policy that ingredients should be good for the body and completely locally produced from her farm or her neighbors, if possible. “I take ingredients from the fields, the mountains, and the river as a main dish. I use organic food materials as much as possible, and figure out a good way of cooking them,” says Chikako. The tea and blueberries grown on her farm are good enough to sell in the market. She also grows seasonal vegetables, including lettuces and radishes, in her garden.



The menu lineup is based on vegetables, and all the dishes can only be enjoyed here: tempura of wild herbs such as persimmons, mulberries, *udo* (a mountain herb), strawberry geranium, spring rolls made using nasturtium flowers. With *amego* (river fish) meuniere as the main dish, the food is perfection.



Rogier says, "I want people to feel all the connections between *washi* paper, the accommodation, the food, the scenery and the environment." His son Yohei says, "We have two rooms for guests, but we only cater to one group a day. The rooms are really spacious, so I think that people can enjoy really special occasions here, for example, trips with all the family, young and old. It goes without saying that we should be eco-friendly and offer healthy meals. So, above and beyond that, we want our guests to feel that our meals are truly delicious, that being here is really. We want people to have a great time. Personally, I'm delighted when guests checking out tell me they've been able to relax and get refreshed."





Yusuhara *washi* paper and papermaking experience
Guesthouse Kamikoya

1678 Otado, Yusuhara-cho, Takaoka-gun, Kochi Prefecture
 TEL: 0889-68-0355

Rates:

9,500 yen per person up to 3 people
 (2 meals included)

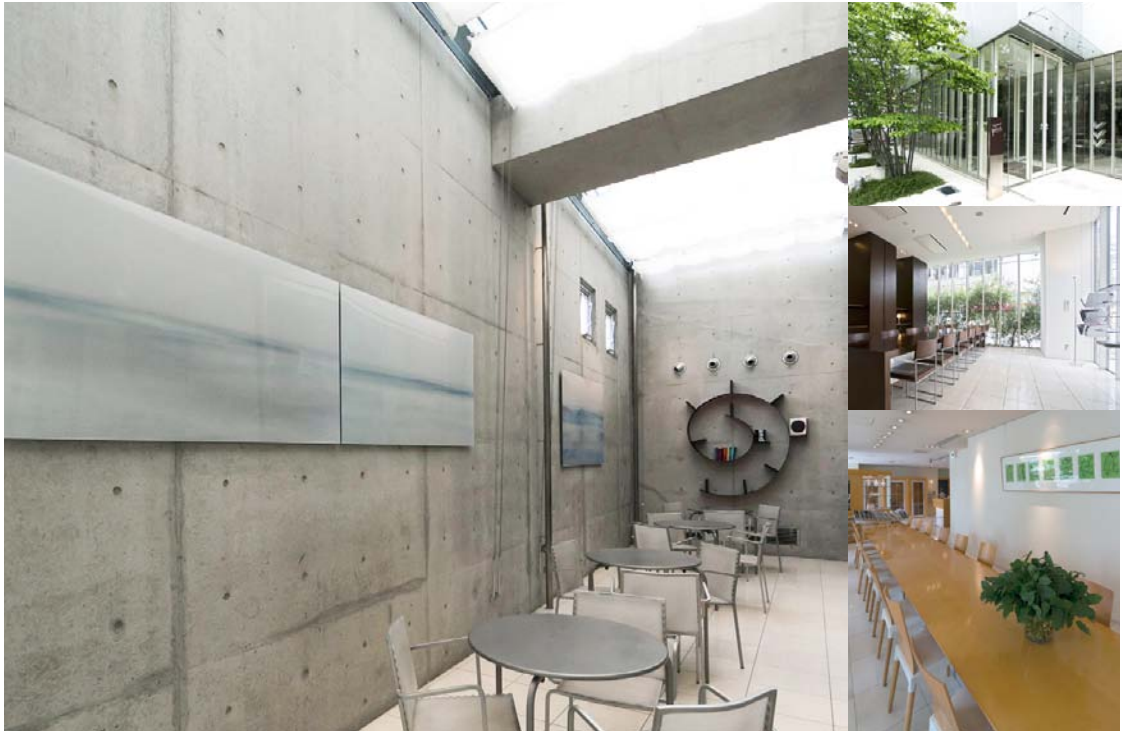
8,500 yen per person 4 to 6 people
 (2 meals included)

*1,000 yen discount for elementary school children.

*Children under 6 are charged only for beds and meals.

<http://kamikoya-washi.com/>





Features Beautiful Accommodation and Artistic Hotels in Kochi

*7 days Hotel
7 days Hotel plus*

Since I started this hotel, I've always wanted it to be the ideal hotel for me to stay in myself, so I've never compromise on anything from the artworks to the room fixtures.



A totally new kind of atmosphere is born in this space.

About two minutes' drive from Kochi Station, or five minutes' walk from Harimayabashi (Kochi's landmark sightseeing spot), the 7 days Hotel and 7 days Hotel plus are located in the center of Kochi City. These hotels are well-known for their artworks and comfortable, spacious interior design. Trees and seasonal flowers are planted in front of the hotels, fitting them nicely into the surrounding townscape.

The price range is budget. Rooms and bathtubs are space-saving, and the room fixtures are also basic, but never inconvenient. The hotels have high-quality beds, very nice soft linen and bedding, and stylish room lights and drinking glasses. Above all, their clean-cut, simple style feels comfortable and elegant. Kinuko Kawakami, the owner of the hotels, displays her favorite artists' works in the entrance hall, in front of the elevator, at the corner of the stairs and in every hotel room.

The 7 days Hotel is decorated with sculptures by Katsura Funakoshi and Yasuhiro Maruo, and especially for this season, each of the guestrooms has a copy of Makoto Matsubayashi's print *A Frog* and illustrations by Mika Momota. The 7 days Hotel plus, usually has a tableau by Kiyoshi Hamada displayed in the entrance hall. For this season, however, it's been replaced with a work by the photographer Kitchenminoru, giving the hotel a new atmosphere. Kawakami says with smile, "I change the artworks every month or two, or every three months at the longest. The reason I change them is sometimes a sense of the season, or sometimes I want something energetic. Just a single artwork can change the atmosphere into something completely different and give you a whole new feeling." Then she looked back at the early days of the 7 days Hotel.



A work by Katsura Funakoshi welcomes you at the entrance of the 7 days Hotel.

(P15 Top Right) The hotel logo was created by a Kochi designer. This is also a vital aspect of the 7 days Hotel.

(P15 Top Center) The inside of the hotel is also decorated with Makoto Matsubayashi's powerful art prints.

(P15 Top Left) Each of the guestrooms is decorated with illustrations by Mika Momota.



A hotel where stylish girls get together.

“When we were setting up this hotel, I asked the designer to display artwork by Funakoshi and Le Corbusier’s LC2 sofas. That’s the kind of hotel I wanted to make (laughs). We built up whole the plan for the hotel from the concept of ‘fitting the hotel around Funakoshi and Le Corbusier.’ Usually, the budget comes first, and then you choose the flooring, wall materials, and finally fit in the small detailing. I started at the end. I can’t say which way is better, I just started this hotel out of sheer love. As well, I planted three different kinds of ivy around the hotel and imagined the green walls 10 years after, just as it is now. I think that the hotel fits into the atmosphere of the town. The hotel opened with the highest-quality fixtures and facilities. And I’ve kept working hard on the hotel, in such a way that it grows nicer with time. Still, it’s been 14 years since this hotel was built. Everything gets old, you need to change the air conditioners, beds, and so on. It’s a constant ongoing battle (laughs).”

Kawakami says, “Stylish girls come to stay from Tokyo or Osaka on the



weekend, because of visitors' word of mouth and being quoted in major magazines such as *Brutus* and *Arne*, and travel magazines." There are many sightseeing spots around, including the Sunday Market, which is famous nationwide. There are galleries and all sorts of shops near the hotels, so guests are able to walk there from the hotels. They enjoy breakfast, which is well known for its fresh-baked bread and delicious salad, and the cuteness of the tableware. Then they start out, walking around the town.

The power of the artworks, creating rich expression in the interior spaces, prints bringing coziness to the rooms, the surroundings of the hotels: Kawakami has created a hotel as she would like it to be, and all the hotels' staff work to maintain the atmosphere with the same passion as she has.





7 days Hotel

2-13-17 Harimaya-cho, Kochi City,
TEL: 088-884-7100

Rate:
5,200 yen (breakfast included)

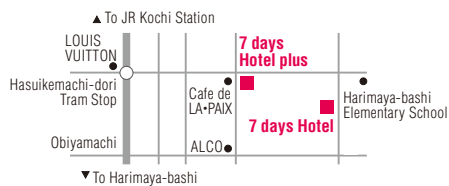
7 days Hotel plus

2-13-6 Harimaya-cho, Kochi City,
TEL: 088-884-7111

Rate:
5,620 yen (breakfast included)

*Rates vary according to the number of people
and the type of room. Please confirm in advance.

<http://www.7dayshotel.com/>





Features Beautiful Accommodation and Artistic Hotels in Kochi
Kadoya

*Walking around the town in Kiragawa,
spend a relaxing day at a private inn built in traditional Japanese style.
You'll be quietly moved to the depths of your heart.*





**A town with Japanese-style
kura warehouses, and the reason why...**

"The Kiragawa area is very humid, so the houses feature high ceilings, and windows on the south and north walls to let air into the rooms. There's no furniture such as chests of drawers to shut out the wind, only sliding paper-doors and *shoji* paper screens inside the house. The place for putting a chest is above the ceiling. In Kiragawa, every one-story house has an attic with a small window for lighting, which is used as a storeroom. Once a chest is put in, it is hard to take it down, so they put everyday items in the closet or *kura* warehouse. For example, bedding for guests, rice and grain, vegetables that keep well, and things not often used are stored in the *kura* warehouse. That's why every house in Kiragawa has a *kura* warehouse. A local family can't be said to have had a house until they've built a warehouse to go with it."

Kiragawa-cho in Muroto City was the first area in Kochi Prefecture to be designated as a National Preservation District for Groups of Historic Buildings. Over 100 houses, around a century old, make up the townscape. The houses stand side by side, and were all built by local carpenters and plasterers. Every house has lines of tiles like small eaves on the side

There is a different picture on each plate of frosted glass. The skill of the craftsman of the time has been handed down to today.



Time to spend in an artistic town with old traditional houses.



walls, along with warehouses, lattices, small windows for lightning, stone walls called *ishiguro*, and so on. Just walking around the town, you'll be in the mood for art. The private Japanese inn Kadoya is on a corner in the town. It consists of a main house and a cottage. This time we heard the story of the main house.

Just how many rooms does this main house have?

There was an empty house here, built in 1935. The Tsunodas' neighbors helped them make the decision to run a private inn, and they opened Kadoya in August 2011. Tsunoda knows this town very well because he is a member of "Kiragawa Townscape Preservation Society" and acts as a tourist guide. After talking to me about the special features of houses in Kiragawa, he told me



that his guests can use the whole of Kadoya's main house, built 80 years ago. I was surprised at the number of rooms and the spaciousness this house has.

"As for the layout, an 8 tatami-mat room and a 6 tatami-mat room are exclusively used for guests to stay in. In addition, there's a 3 tatami-mat dressing room, a 6 tatami-mat here, a 10 tatami-mat here, again a 6 tatami-mat over there, and a kitchen. When we got the guesthouse license, there were some building regulations, so we made the kitchen a common space."

The guests can enjoy not only the spaciousness of the rooms, but also the details of the traditional Japanese architecture, such as *ranma* transoms (windows over the doorways), pillars, and so on. The hanging scroll is by the painter Shoryo Kawada, who had a relationship with Ryoma Sakamoto. There is

a different picture on each plate of frosted glass. Surrounded by genuine artworks, guests spend a precious and irreplaceable time.

Kadoya does not provide meals, but the kitchen is fully equipped for cooking, with a broad-brimmed cooking pot for rice and tableware, etc. Kiragawa Supermarket is in the neighborhood, and if guests contact Kadoya in advance, the supermarket can deliver a range of dishes and *sawachi* cuisine (traditional Kochi dishes) to suit the budget. There are also several *izakaya* (Japanese pubs) nearby. People can enjoy a variety of fish, shellfish and fresh local vegetables. In particular, *nagareko* (a seashell) is highly recommended until August. If you want to have a barbecue in the garden, all you have to do is buy the food. Tsunoda prepares all the equipment and charcoal for you. He tells guests how to make *katsuo no tataki* (grilled

bonito tuna). This is where Tsunoda uses his experience with the Boy Scouts.

As the word “*tataki*” suggests, tap it (*tataku*), and the seasonings slowly soak into it.

“We don’t have a cooking license, so we can’t charge money to make dishes for guests. However, there’s no problem if we give them any suggestions (laughs). We have many guests asking for a barbecue in summer. *Nagareko* (a seashell) is also in season. We want them to enjoy fresh Muroto seafood. Originally, *katsuo no tataki* (grilled bonito tuna) used to be cooked like this: first grill the bonito tuna by holding it over burning straw, then slice it, put it on a cutting board



and sprinkle salt on it, squeeze *yuzu* citron juice over it, season with soy sauce, then tap it with the other side of the blade. It doesn't look so good but it tastes very good, because seasonings slowly soak into the bonito tuna. A child of a family from Yamanashi didn't like raw fish but he ate it up. Later I got a thank-you letter from his mother. She said her son started to like fish (laughs)."

When I read Kadoya's guestbook, I saw that guests from all over the country leave thank-you messages. Tsunoda set up Kadoya after reaching the age of 80. He welcomes his guests like visitors rather than like customers. After they check in, unless guests want to have a barbecue, he leaves them alone. He just hopes that his guests will have a relaxing day in their own way.

Walking around the town of Kiragawa, looking at the sun setting into the Pacific, waking up with the songs of wild birds. When staying at this inn, people's five senses are stimulated, and they feel quietly moved to the depths of their hearts. As a house built in traditional Japanese style, including conversation with the Tsunodas, this inn is highly recommended.



Japanese Private Inn
Kadoya

2307 Ko, Kiragawa-cho, Muroto City
TEL : 0887-25-2100

No meal service

Rates:

[Main house] 6,500 yen for one person
12,600 yen for 2 people

[Cottage] 4,500 yen for one person
8,600 yen for 2 people

* From 1-year-olds to primary schoolchildren:
[main house] 3,000 yen for one child
[cottage] 2,000 yen for one child

* Up to 2 people can stay at the cottage.

* Discounts are available depending on the number of people and the number of days' stay.

<http://www.muroto-kadoya.com/>





*Features Beautiful Facilities and Artistic Hotels in Kochi
Special Edition*

*Changing colors every moment
I could look at the sky all day long at this hotel*

Villa Santorini

Planning, article: Masako Matsuda

Last summer, my father passed away, leaving my mother behind, who had looked after him for ten years. Whenever I go to my mother's house, there are more framed photos of my father, decorated with lace and floral print.

The other day, at the Millet exhibition in The Museum of Art, Kochi, I froze at the spot when I saw my mother standing with a framed photo in front of a painting that my father liked very much.

My father had neglected his health for a long time, and my mother must have had a hard life. However, now she'd lost her other half, I felt uneasy to realize how empty people left behind can become. My mother hasn't gone outside the prefecture for these 10 years. She said, "I don't feel like going anywhere", but recently, I dragged my mother out to Villa Santorini. Yes, this is a place where you can feel like you're in a faraway foreign country without leaving Kochi. Time goes by slowly and gently heals the heart.





Traveling quietly along with her, looking out over the sky and sea together; that's the kind of trip I planned. As much as she's done her best so far, the large gaping hole in her heart must be so much deeper than that of her children, it can't be compared. May tender time heal up the hole even a little... It was good that there's such a nice place like this, here in Kochi. (Picture 01, 02)



The guest room is of the "cave type" in the traditional architecture of Santorini Island, in the Aegean Sea. A pure white wall and comfortable aroma welcomed us. (Picture 03)



A table just outside the room. We were looking at the sun setting while drinking tea for the hours before dinner. In the welcome message from the manager, the sunrise time for the next morning was written. So I decided to get up early. (Picture 04)

Dinner was an original course of Italian cuisine (Greek cuisine also available). Our hearts were warmed by the night view and faraway fishing lamps seen from the window of the restaurant



Thira, and the candle light flickering next to the dishes.

"Thank you for nursing Dad for such a long time," I said to her, then drank wine. (Picture 05)

After dinner, we went to an outdoor bath at National Lodging House Tosa, next to Santorini. Soaking in the bathtub, we enjoyed moon bathing. After our bath, we sat on the chairs in front of the room again to cool down. In the moonlight, we tried 'Tosa (old name for Kochi) *washi* paper face pack' which we'd chosen from today's special hotel gifts. We burst out laughing to see each other's white faces. (Picture 06)



While we were staying at the Yokonami seaside in Usa-cho, I wanted her to feel the exoticism of the place even more, so I used the hotel's movie rental service. Together, we watched *Amalfi, Rewards of the Goddess*, starring Yuji Oda. The entire film was shot on location in Italy in spite of it being a Japanese movie.

I got up early next morning and took a Jacuzzi bath, waiting for the sunrise. "Now the sun is coming up!" I got out of the bath and sat on the chair in the balcony. The sea breeze was blowing comfortably, and it led us to the scene of an incredibly beautiful sunrise. I wondered when I'd last seen the sunrise on New Year's Day. I'd always been too busy to wait for the sunrise without haste like this...so, never. Besides, it was the first time for me to share such a fun time with my mother, and I was a little bit embarrassed, though. She said, "We should value times like this... while I can take a trip with you." Soon the sky glowed with crimson. (Picture 07)

She put hands together up against the sun, rising little by little, "How beautiful!!" she said. It was very sunny that day. She had no doubts: "We owe this weather to your father in heaven."



Aegean Sea-like resort hotel

Villa Santorini

599-6, Ryu, Usa-cho, Tosa City

TEL: 088-856-0007

<http://www.villa-santorini.com/>

E-mail: santorini@mountain.ocn.ne.jp

The color of the sky was changing every moment, and then it turned a familiar light blue. The sun is always there every morning. I regretted I did not keep that in mind. (Picture 08)

Villa Santorini has its 9th anniversary this summer. My favorite hotel, which I'd visited many times to do stories, was filled with a gentle atmosphere. I even asked myself what I'd written about this hotel so far.

(I was surprised at the always improving service at Villa Santorini, while they kept unchanged the beautiful white.) You can just go to the restaurant if you like, but I did decide to stay here with my mother this time. I highly recommend Villa Santorini as an extended-stay hotel. Even if you cannot travel very far, you can make a trip like being in foreign country.

To all the staff at Villa Santorini, thank you so much for a memorable day.



Features Beautiful Accommodation and Artistic Hotels in Kochi
Jyoseikan

*The motto of Jyoseikan is to be grateful for our connection with our guests;
We try to create a relaxing atmosphere, like being at home*





**It is a job about conveying
Japanese culture to people.**

140 years has passed since Jyoseikan opened in 1874. According to the autobiography of the former grand proprietress, Jyoseikan was started as a three-story wooden inn by a person called Umehara. In 1946, Kusuko Fujimoto became the manager. Since then it has been handed down to the present grand proprietress Sawako Fujimoto, and the present proprietress, Hiromi Fujimoto. From now on, I'm going to listen to Hiromi Fujimoto's story.

"I think that the merit of this job is being able to pass down to the next generation the attitude of 'respecting others', which Japanese people have fostered down the ages. In today's lifestyle, tatami-



(Left) A Japanese-style room; each room differs in atmosphere.

(Right) The Kochi Prefectural bird, the fairy pitta; the staff sometimes explain about the bird in the conversation with guests.



(Bottom) Candy case in local lacquer ware; the staff sometimes explain sometimes talk about Kochi lacquer ware and pottery of with guests.

mat rooms like this are becoming rarer. If you come to stay and relax at a Japanese-style hotel, you'll realize the comfort and depth that Japanese culture has.

In addition, Jyoseikan invests in employee training. The staffs are proud that they're engaged in the job of communicating Japanese culture and Kochi culture.

The Jyoseikan spirit is always to think how we can make our guests happy. Every person has different needs. When we welcome guests, we think how we should arrange everything and how we can give them great care for a comfortable stay. Our job is kind of intangible, so it can sometimes be very difficult. We make it a motto to please each and every guest and try to improve the level of service. That's what we think hospitality is."



The deliciousness and presentation of the dishes are guaranteed.



This "special room" is open to all. There are two types of suite room: one is a 12.5 tatami-mat room and a 10 tatami-mat with a balcony, the other is a 12.5 tatami-mat room and a 7.5 tatami-mat with a drawing room.

**For its high-quality service
I want to stay here.**

Jyoseikan has two types of hotel suite in addition to the Royal Suite reserved for members of the imperial family, including the Emperor. These rooms, with a long and distinguished history, have been loved by celebrities from all quarters. They are open to all. It goes without saying that Jyoseikan has its special charm, such as its own established formalities and cuisine, a big viewing bath and an open air bath with a great view. Even Kochi locals would like to stay at Jyoseikan to feel true hospitality. That's the best example of Jyoseikan's attraction, I thought.

This year, commemorative events, including the 140th anniversary exhibition, are being held in the lobby and other places. We can't resist the charm of this long-established Japanese-style hotel.

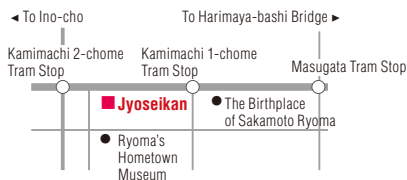
Government-registered International Tourist inn
Jyoseikan

2-5-34 Kamimachi, Kochi City
TEL: 088-875-0111

Rate:
16,200 yen~ (2 meals included)

*Rates vary depending on the number of persons, the day of the week, and by room. Please confirm the details in advance.

<http://www.jyoseikan.co.jp/>





Beautiful Accommodation and Artistic Hotels in Kochi
SPECIAL INTERVIEW

with the grand proprietress of Jyoseikan:

Sawako Fujimoto's theory of hospitality

Jyoseikan, a long-established Japanese inn in Kamimachi, Kochi City, marked its 140th anniversary this year.

It is filled with the never-failing spirit of hospitality.

Times may change, but the inn's warm hospitality can still touch everybody.

Sawako Fujimoto is the *o-okami* - the grand proprietress. (The *o-okami* is responsible for the running of an inn and its staff. She also embodies the spirit and atmosphere of the place.) She told us a story filled with important pointers in life, especially in this day and age.

When you take care of guests from their point of view they're genuinely happy. That's why I do this job.



Jyoseikan when it was founded

**In 1945,
As soon as I left school,
I joined Jyoseikan.**

I heard that you and your mother Kusuko (the last grand proprietress) have been with Jyoseikan for many years. When did you start in the hotel business?

“In 1945, I started here just after I left school. At that time, the hotel was bomb-damaged, so there were only six rooms and the gate left. That’s why we couldn’t offer anything much in the way of service.”

Times were really tough, weren’t they?

“Yes. In the year after the war (in 1946), ex-prime minister Shigeru Yoshida stayed here. This was a room that lots of celebrities used to stay in – the 8 tatami-mat suite room called “*Otori-no-ma*.” It hadn’t been damaged in the fire, but we

were poorly equipped and we didn't even have anything to heat the room then. I remember one episode well. The former grand proprietress thought that it'd be a big problem if Shigeru Yoshida caught a cold. So she picked a hot-water bottle out of the ruins of the fire, and washed it many times and filled it with hot water, and then put it in his bedding."

I'm sure you have a lot of memories of Shigeru Yoshida, because he stayed here whenever he came to Kochi. What was he like?

"He was a wonderful man. His public image may have been that he was 'the one-man Chancellor', but he was actually really nice. I waited on him with my mother, the former proprietress. The only impression I have left of him is that he was always smiling. Around 1954, my husband, Jyoseikan's current chairman, brought a large thick plank of zelkova wood from somewhere, and he asked Shigeru Yoshida to write an inscription on it. Although he was just about to leave, he took off his coat and gloves, and wrote *Jyoseikan* on the plank in one stroke. He praised himself, saying "How about that? Not bad, eh?" and said, "Even if I turn up here alone without a reservation, don't turn me away at the door, okay?" The signboard from that time

has been an important treasure for us ever since.

He loved drinking. He used to drink whiskey or Kochi sake. When my mother passed away, and I was putting away her things, I found a bottle of whiskey carefully wrapped up. It was a bottle of Old Parr that Shigeru Yoshida had left behind. Now we exhibit it so everybody can see it."

Including such episodes, I believe your mother, the previous proprietress Kusuko, was a wonderful woman. What was she like?

"Yes, she was a great mother. My mother's career in the hotel business started as a maid in Enmeiken, a first-class Japanese-style inn in Kochi. I heard she had a hard time at first because she didn't know about manners at all. And then after she worked at the Tosa Hotel, she ended up here running Jyoseikan. When I think about her efforts and hard work, the tears fall from my eyes. She really was a great mother."

Tell me what you learned when you took over from your mother.

"What she said to me was that "You should take care of the guests from their point of view. You shouldn't just do what you want to do, think of what the guests need now."



An exhibition covering the development of Jyoseikan over the past 140 years is now on show in the lobby.

**To create a relaxing atmosphere
That always feels just like being at home,
We are always thinking of our guests.**

I imagine you've managed this hotel with a strong sense of mission. What do you keep foremost in your mind?

“I believe a traditional Japanese inn should have a really relaxing atmosphere, so that it always feels just like being at home. My mother felt so, too.

The Japanese inn as an extension of the household: when the husband comes home,

the wife welcomes him heart to heart: “Welcome home. It was hot, wasn’t it?” or something like that. ‘Like a devoted wife’ is our motto. I think it’s important that every member of staff shares the motto, stays in close contact with the others, and knows what is going on. In the old days, we used to take care of guests by even washing their socks – as well as their clothes, of course. We were always thinking of the guests: they’d be glad to see well-pressed trousers, and to be handed their trousers with a clean handkerchief, and so on. It was a great pleasure for me to oblige the guests.”

When did you do that until?

“I’m not sure... perhaps until 1978, when the present proprietress married. Times have changed, and the sense of distance the guests expect has changed as well.”

Has the way you serve guests changed nowadays?

“We try to keep a proper distance from guests these days. You could call it ‘hospitality at a proper distance’. These days we don’t go into the guest rooms much – we go into the guest room to take care of them when guests arrive and a chambermaid takes tea and sweets, a

hot towel, etc. into the room, or at the dinner. To tell the truth, Jyoseikan has no manual for handling guests. We made it a rule to take care of the guests flexibly and efficiently. I think that the idea of good service is a little different from what it used to be. However, Jyoseikan’s spirit of hospitality is still unchanged, and it’s been handed down to today.”

**She’s here for me,
so I haven’t got a care in the world (laughs).**

Tell me about the employee training, especially about the training of the serving staff.

“I had all the service staff learned manners from teachers of flower arrangement and tea ceremony. When they had a break in their work, they practiced tea at a tea house and then back to work, just like that. Now, I haven’t got a care in the world because the present proprietress (Hiromi Fujimoto) gives guidance on manners. I feel grateful that she’s here with me, I haven’t a care in the world (laughs).”

I’m sure there are lots of guests who come to see you even now, aren’t there?



“Not really. I’m so grateful that some guests are still coming here every day. The feeling that they’ll come again and I can see them, and feel so closely connected, for me that’s something to live for.”

Isn’t it hard to quit working, is it?

“I’m almost 90, but I show up at the hotel morning and night. In the evening, I greet as many guests as possible who’ve

come to dinner at the banquet room or the restaurant, Shikitei. In the morning, I go to work around nine and talk to guests going around the lobby and see them off. I wave to guests until I can’t see the car anymore. I feel so grateful to have a connection with them. That’s my pleasure and my daily routine. My guests keep me feeling healthy even now.”

Thank you so much for today.

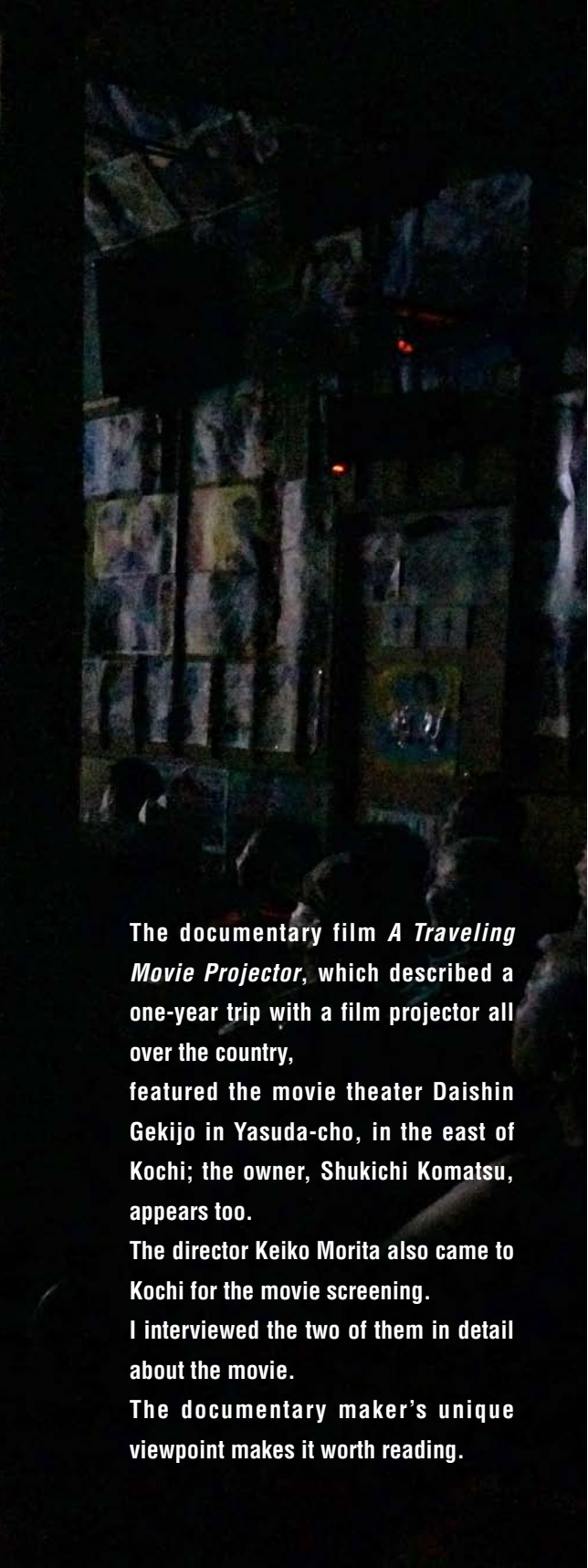


Director of *A Traveling Movie Projector*
Keiko Morita

Owner of Daishin Gekijo Movie Theater
Shukichi Komatsu

Interview by Yoshihiro Nonami

Giant Interview 0036



The documentary film *A Traveling Movie Projector*, which described a one-year trip with a film projector all over the country,

featured the movie theater Daishin Gekijo in Yasuda-cho, in the east of Kochi; the owner, Shukichi Komatsu, appears too.

The director Keiko Morita also came to Kochi for the movie screening.

I interviewed the two of them in detail about the movie.

The documentary maker's unique viewpoint makes it worth reading.



(Right) Profile of Movie Director Keiko Morita

Worked at the Video Production Division of Recruit Holdings Co., Ltd. Returned to working as a freelancer in 1990. In the same year, she produced, directed, and shot *What Is Your Title?* a work in which she interviewed six women, some working, some housewives. And she also produced *To the Sea of Words, My Niki (Niki de Saint Phalle)*, *A Small Cinema in a Small Town*, etc. Her latest movie is *A Traveling Movie Projector*, which came out in 2013.

(Left) Profile of Shukichi Komatsu

Owner of Daishin Gekijo movie theater in Yasuda-cho. He also works as a musician under the name Mame-denkyu in and about the prefecture.

She describes what she values in daily life.

Nonami Ms. Morita, you worked for the Recruit Company before, and then you became a documentary-film director. Tell me how you got involved in that.

Morita I got a job with Recruit Company when I was young, then married. After that, I had a child, so I gave up my job. When my younger child became one and half years old, I began to work at a bookstore as a part-time employee. After that, I was working as a full-time bookkeeper at a warehouse in my neighborhood. My husband failed in business, and I had to keep working to pay off the debts. I thought if I have to keep working, I want to work in movies once before the age of forty. If I fail, I'll go back to accounting again, that's all. Then I became a movie subeditor.

Nonami When did you start making movies?

Morita When I began to work as a subeditor, I thought after all I must study. I imagined that the best way to study how to make films was to make a film myself. Then I made the film *What is your Title?*

Nonami This is your debut work, isn't it?

Morita When my son was in the sixth grade, he got taller than me. I used to speak down to him, but suddenly he started to speak down to me. That was a new experience for me. So I wanted to hear about 'the best way to raise kids' from my close friends, and put together a project of some kind. But that completely failed (laughs). Their reaction wasn't good at all. However, I asked them another question, "What do you say when people ask you the title you use with your name?," and that was so interesting.

Nonami Was there anything unusual with them when you were filming?

Morita Only a camera was between us, but they showed me totally different aspects of themselves. I was very impressed. One of my friends says, "I never write my title". "Why not?" I asked her. "Because I am me myself. I write my name, but I don't write my title", said she. She was usually warm and soft like a powder-puff and very maternal. I don't know the full story of her life very well, but she has something irreplaceable about her.

Nonami You are pursuing or digging out a person's character. I like that style.

Morita At that time, I had a regular job interviewing shopkeepers and editing the film. Shopkeepers have to earn money in the end. But it is not only for money, they want to please customers, and to deliver something safe. For example, a fish dealer told me when he said to a customer, "I like your lipstick, you look nice today," her face became brighter. I learned a lot from those shopkeepers through interviewing and editing.



Nonami Is this the basis of your film work as a director?

Morita Documentary films are so often very assertive, aren't they, linked to campaigns or movements for something. I'm interested in ordinary people working in small towns, what they find important, their way of life, etc. So I'm sure my movies will be always something like that. That means making movies without sticking in big principles (laughs).

Nonami You find your theme in everyday life, don't you?

Morita While shooting Shukichi Komatsu this time, what I found interesting is that Komatsu is working to show movies as hard as possible. He takes it as something not troublesome but enjoyable. I value his way of living. I want many people to watch the movie. After the movie was screened, a lot of people told me they want to visit the Daishin Gekijo movie theater.

Nonami Don't you have the option of making commercial movies in the future?

Morita Well, real living people are much more interesting for me. Don't you think so? It's much more fun, more interesting, and I'm encouraged to show real people as they are, rather than to present a 'fiction' for my convenience.

The man with an endangered screening technique called “changing over”.

Nonami The audience is really great today.

Komatsu Yes, I didn't expect that so many people would come to the theater. It's like two big holidays coming together. Scarcely anybody took the front seats for a long time, so I used them to put things on, but I've just cleared stuff up a while ago. I don't exactly know why so many people came, though. It's perhaps not only because of the director's speech, but also that people feel a connection with the movie. This movie is being shown all over the country, and there is a chance to see it on DVD. Some people have supported Daishin Gekijo movie theater down the years, while others found out about the theater this time. Many thanks to all of them.

Nonami In the movie *A Traveling Movie Projector*, Komatsu took the main focus and showed an endangered screening technique called “changing over”. It was so fortunate for Kochi people that Daishin Gekijo movie theater was chosen as one of the locations.

Komatsu That was a real surprise. I didn't think anything of “changing over”. There are many movie theaters throughout the country, so I have only a hazy idea that “someone does it somewhere”, just like that. Because I was so convinced that film tape is indispensable to the movie industry, the moment I heard the phrase ‘digital screening’, I wondered what it was. Not a cinema complex, there are a lot of small theaters like us throughout the country. As for digital screening, you need to do a lot of equipment investment. But if I buy costly equipment, I wonder I if can get by. That's why small-sized movie theaters, which work as hard as possible in spite of declines in takings, have been closing one after another since 3 years ago.

Morita I began to shoot this movie in 2012. When I heard the phrase digitization in 2011, I thought that digitization would take about three years or so. However, it progressed far more quickly than I'd guessed, and in around one year, movie theaters with only a film projector would have had nothing to show. A lot of movie theaters had to close that year. The same thing happened in Ginza, as well as Asakusa. Officially, the main reason was the aging of the building, though in fact it would've been hard to raise the money even if they invested millions of yen in equipment for the new digital screening. So, I think that the movie theaters that are keeping going now already have fortitude good sense of how tough things are. You could also say that the weaker movie theaters were totally weeded out.

The relationship of trust between our customers and us gets stronger year by year.

Nonami You're running a movie theater in Yasuda-cho, in the Chugei area. How do you think about it?

Komatsu If this theater closed in this area, it's like there'd be nothing in the eastern part of Kochi Prefecture. I want everybody to know that there's still entertainment left here. I'll show a movie even if just one person shows up to see it. The audiences have been

gradually increasing from one, three, five, and ten people, like that. I didn't have a policy of calling off the showing unless three people come. When I moved from my previous theater, I decided even if only one person comes, I'd show the movie. That's what I thought from the beginning. Anyway, motivation is all. There's something great in the power you get from other people. When I show someone a movie, I want to respect their dreams; the cost of electricity doesn't matter. I'm just tied up working for the next two hours. If I do my work for the audience, they may watch another movie, then another. I think that I'm building a relationship of trust with them.

Nonami Is the relationship of trust getting stronger year by year, you mean?

Komatsu Right. Getting stronger year by year. Not only the audience, but Akira Kobayashi, a famous Japanese actor, and some other actors have come to visit here. I'm really grateful about that.

Nonami Did you give Komatsu any suggestion when you were shooting a scene with him?

Morita Never, I was basically just following her. But I saw a lot of yuzu citrons on the tree, so I asked him to pick them. Actually I asked 3 times (laughs).

Komatsu I felt as if I was a different person in the movie. Who're you, old man (laughs)? Well, there were a lot of unexpected scenes for me in the movie. When I saw the monitor, I thought I should keep my back much straighter.



- Morita That's why all actors improve their posture and become beautiful.
- Nonami How many days did you shoot scenes of Komatsu?
- Morita I came here twice, in spring and autumn. At first, I may have stayed for 3 days, the second, for 4 days. I made this movie for a year while taking trips. There weren't just budget limitations; there was also the fact that the film projector would disappear soon, so I wanted to finish it before a film projector was lost. It was a super-high-speed work for my film. So he let me stay at his house, I was chasing him around during my stay.
- Nonami Then, Yasuda-cho is Kochi for you, isn't it?
- Morita Yes, this air and scenery is my Kochi. How clear the river is, how refreshing the air is! I did a barbecue with Komatsu's friends here at night. They talked to me like an old friend. That's my impression of Kochi.
- Nonami A movie theater stands in a rural area along the Yasuda River, where an old forest railway used to run. It's natural for us because we know it. But if I think about it again, isn't it great?
- Morita The Daikoku-za movie theater at Urakawa-cho in Hokkaido was same. I made a movie on it as *A Small Cinema in a Small Town*. It's been going for over 90 years. That means it's natural for most people living there that there's been a movie theater in the town since they were born. If I said to people, "It's great to have a movie theater like this in the town, isn't it?" their reaction is normally just "It's always been there since I was born (laughs)." Seen from the outside it's wonderful, but people living there don't care about it very much.
- Komatsu At first, people often asked me why I didn't build it in the center of Yasuda-cho. But there aren't any vacant lots around there, and you need to meet various neighborhood requirements. If there was someone sympathetic and influential, and who would help me with the groundwork for me, it might've been possible. Anyway, I thought people would come to see movies even if it is a little bit far. Now, the center of the Yasuda is as deserted as this place (laughs).

There are many different ways of life, don't take it too seriously.

- Nonami What do you want to convey to people in this movie?
- Morita Like my last movie, I want young people to see a movie at the movie theater. I want them to know that it's really fun. When you watch a movie in the theater, some other people may laugh at a scene that you hadn't expected them to. If you have that kind of experience when you're young, you'll get to know diversity of human nature. You realize that every person has a different sense of values and way of feeling. You may have a difficult time or everything may not be going well, for example, job hunting in the present day. Even if you get a job, the boss may start complaining to you soon.

At that time, if you know that there are various senses of values out there, you'll feel a little better.

Nonami I really think you're right. You can't judge everybody by the same yardstick.

Morita There's always a different yardstick, another way of living, too.

Nonami It makes life feel so much easier.

Morita Indeed. I'd like young people to realize that kind of thing...But it's not easy to get it across (pained smile).

Nonami Do you have a plan for your next movie?

Morita I have no idea at the moment. I'm glad if *A Traveling Movie Projector* is shown for the present. I'm personally pretty poor at advertising.

Nonami Tell me where it's going to be screened from now.

Morita It's not decided yet. The cinema Onomichi is interested in showing the movie, and Sasori-za in Sapporo, too. Takada-Sekaikan, the oldest movie theater in Niigata, is thinking about having an event.

Nonami If we want to show it in our town, should we contact you directly?

Morita Yes, I'll go anywhere. I should go around and ask to show the movie (laughs).

Nonami If the movie is shown over the whole country, the audiences at Daishin Gekijo movie theater may increase. Thank you very much for this interview today.



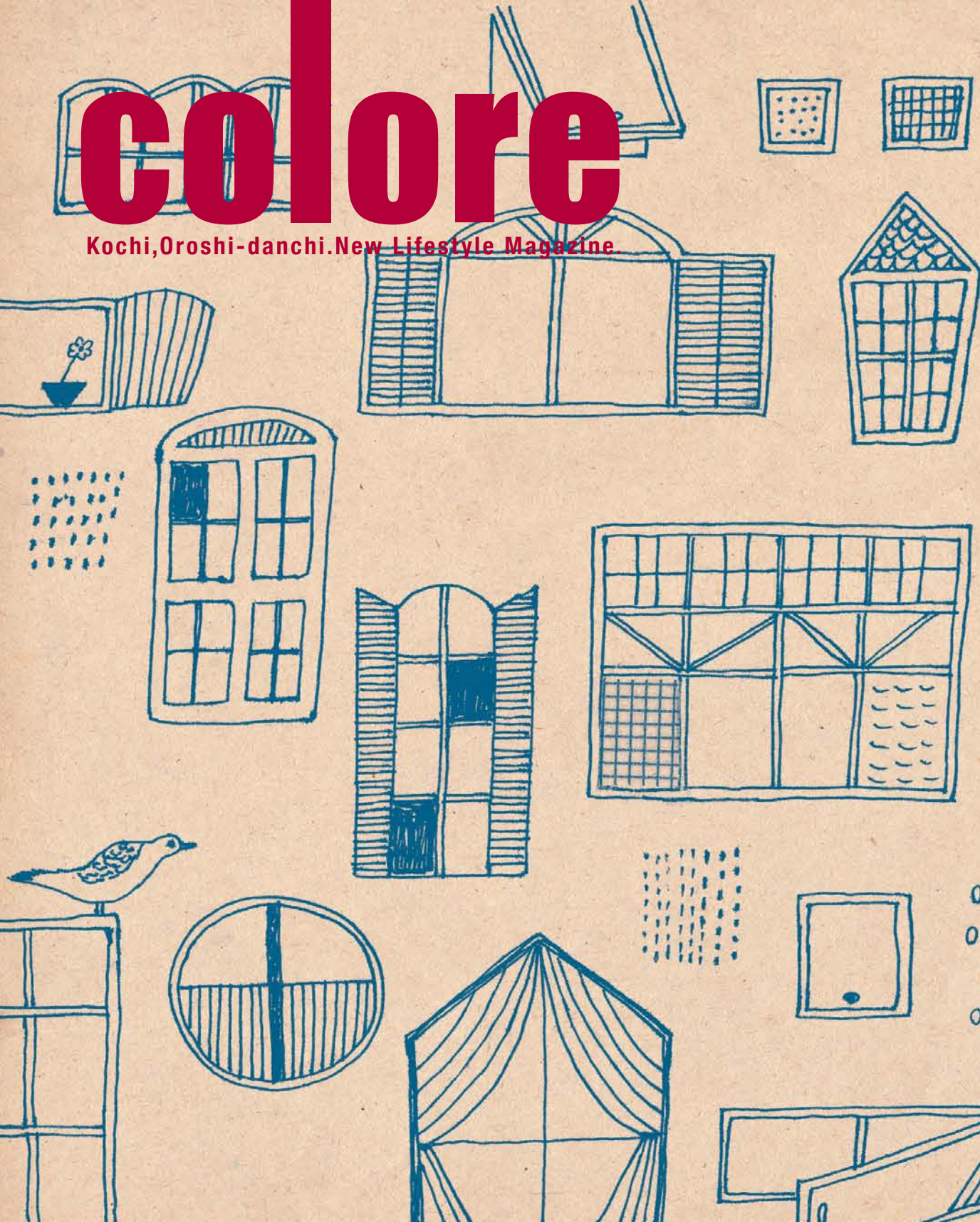
A Traveling Movie Projector

Due to the spread of digitization, 35-millimeters film projectors are rapidly being lost. This documentary visits 13 movie theaters all over the country, and covers people's feelings about film and movie projectors.

Produced, directed and shot by Keiko Morita. The DVD is now on sale.

colore

Kochi, Oroshi-danchi. New Lifestyle Magazine.





From around an unknown street corner, get lured in by a new scent...

Looking for hot spots in Goza and Oroshi-danchi

What we found in Goza...
Greenery fills the area,
The shops are eco-friendly and elegant.
Attractively lit up display windows at night,
Local branch shops are getting set up one after another.
Goza has other unknown attractions.
A comfortable area to live in,
Let me introduce new attractions to you.



As the area has developed, Goza has come to enjoy a combination of many different elements. Above the birds on the wing, there's a clear blue sky stretching far and wide. I see the ripples of a pebble and hear the sound of the water splash, the surface of the water reflecting sunlight, the river running with the eternal bounty of water. The bridge over the river is very modern, but there's still a lot of old-time scenery in the area.

The shops in Oroshi-danchi offer

a rich range of various different kinds of tastes. Lately, local branch shops, which provide delicious foods fresh from the farm, have clustered around this area. The view reflected in the shop window is a moment's art created by chance. A roof with a solar panel shows ecological spirit. There are a lot of opportunities to find interesting things in Goza. The area itself is like a museum. Oroshi-danchi, in the center of Goza, is a hot spot where people, goods, and new ideas meet together.



A roof placed directly on a piece of vacant ground. It may be easy to pass it by, but it's really an uncommon sight.



A set of solar panels, a symbol of ecological technology, is on the roof of a shop. It shows thoughtfulness to people and nature.





**As twilight turns to night,
another view appears.**

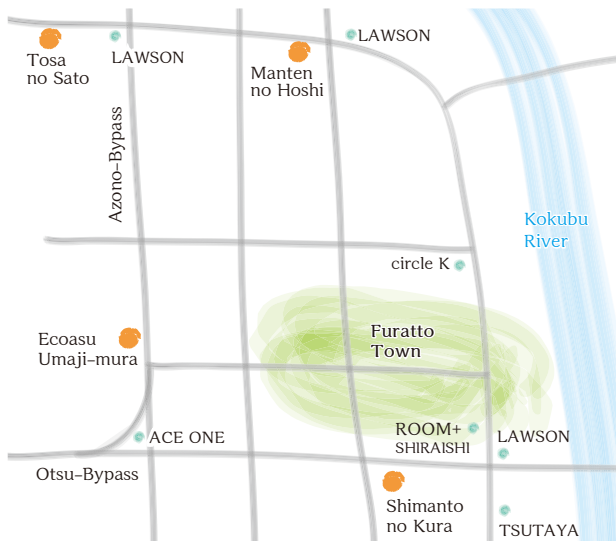
**View of Goza and
Oroshi-danchi
attractively lit up.**



On the way back home, the view of Goza and the Oroshi-danchi area is very impressive. The scenery of the river in the twilight, the country views, stylish shops lit up after sunset – each of them shows a slightly different taste from daytime. Above all, in the magic hour that street lights start to blink on in Oroshi-danchi, the still-open shops are lit up one after another. It might be surprising, but the atmosphere after dark has a charm all its own. The commanding atmosphere that day and night creates together is added to by the window displays. Often passed by in the daytime, they begin to shine, and their attractions stand out brilliantly. This is the best hour to enjoy the charms of Oroshi-danchi: absolutely cool and different from daytime. The same piece of scenery can change in color and brightness every moment. Please witness the moment with your own eyes, when the scenery is enhanced by the falling dark, and the view turns into a totally different impression.



In Goza and Oroshi-danchi, branch shops are lined up.



Around Oroshi-danchi, four branch shops with a good variety of local products cluster together.

After shopping at Oroshi-danchi, I recommend you to look around these shops, with their local attractions.

You may find delicious foods and good-quality products.



Forest Information Center Ecoasu Umaji-mura

16-23 Minamigoza, Kochi City

TEL: 088-880-1812

Opening Hours / 10:00 -18:00

(Closed on Wednesdays, or Thursdays if Wednesday is a national holiday, and from Dec. 30th to Jan. 3rd)

One minute by car or 6 minutes on foot from Oroshi-danchi.



Isn't wood fantastic?

Umaji-mura, the hometown of the Yanase cedar, offers you stylish and impactful products. Going round the shop, you'll fall in love with the gentle fragrance of the wood and its smoothness to the touch, along with natural wood products each with their own unique grain.



This product is called monacca. It is a bag made from thinned cedar.



JA Local Specialty Center Tosa no Sato

7-10 Minamikawazoe, Kochi City

TEL: 088-878-8722

Opening Hours / 9:00 – 17:00

(Closed from Jan. 1st to 4th)

3 minutes by car or 15 minutes on foot from Oroshi-danchi.



**Recommended
Fresh Vegetables.**

I discovered a seasonal flavor.

Freshly picked local products are lined up in this spacious, sunny shop. You will find a variety of seasonal foods that you'll want to have someone special eat. As the parking lot is large, you can enjoy your shopping, taking as much time as you like.

Tsuno-cho is full of local attractions.

A café and restaurant using local products, original sweets made with roasted tea leaves, the stylish marché, the shop filled with attractions of Tsuno-cho has a comfortable atmosphere, created using wood and earth. If you go round the shop, you will surely get into of Tsuno-cho's attractions.



**Hojicha-daifuku,
A popular soft rice cake made
with roasted tea leaves.**



Manten no Hoshi Tsuno-cho Antenna Shop

24-15 Minamikawazoe, Kochi City

TEL: 088-883-5039

Opening Hours / 9:30 - 17:00

(Closed from Jan. 1st to 4th)

2 minutes by car or 10 minutes on foot from Oroshi-danchi.



Shimanto Marché Shimanto no Kura

151-1 Minamikubo, Kochi City

TEL: 088-856-9577

Opening Hours / 8:00 -18:00

(Closed from Jan. 1st to 4th)

One minute by car or 6 minutes on foot from Oroshi-danchi.



**Butaman, steamed buns with
Kubokawa Pork filling.**



A marché filled with good flavors and a playful spirit.

You can buy products from Kubokawa, such as Niida-mai rice, which got a gold medal in International Contest on Rice Taste Evaluation. Kubokawa Pork is another famous product. In addition, you can eat steamed buns with pork filling here in Kochi City, and ice cream, too. Both products come from the roadside rest stop Aguri Kubokawa. All the products have funny names: "Nonger Ale (gulger [gulp+ ginger] ale)", "Tokimeki Miso (fluttering miso)", "Uchu Shu (space rice wine)".

Plus a peaceful time.

For your relaxation, I'll introduce you a best-quality relaxation chair. This stress-free chair, produced in a town surrounded by the forests and fjords of Norway, has been loved by people for more than 40 years. The chair's most distinctive feature is to the way you can recline smoothly just by putting your weight on it, along with its soft comfort gently wrapping the body while you're sitting in it. Please visit us to experience full bodily relaxation.

Interior Shop

ROOM+SHIRAISHI

5-21 Minamikubo, Kochi City TEL: 088-884-8800
Opening Hours/10:00-19:00 Closed on Wednesdays
<http://www.rmps.co.jp>



The summer vacation is coming soon! A new handicraft kit arrived. It's good for the summer homework.

Why don't you finish your summer homework before the vacation? The kit on the page is very easy to make with felt. Just cutting felt and putting gluing it together, you can make a cute piggy bank, a tissue box, and so on. We have a lot of other kits for summer homework projects.

Handicraft Shop

KOMADORI Oroshi-danchi Shop

9-6 Minamikubo, Kochi City TEL: 088-885-5885
Opening Hours/10:00-19:00
7days a week (Except for New Year's and stocktaking)
<http://www1.ocn.ne.jp/~komadori/>

☀ High summer is here !! Our sale is starting !!

It's getting hotter from now. made snooze is starting its summer discount sale!! Summer clothes are from 30 to 50 % off, and there are a lot of nice items you'll need from now. Please find the perfect items for going out in the summer. We also have clothes from natural styles to casual, kids' items, accessories, and bags. All the stuff awaits you with a smile.

Select Shop

made snooze

7-40 Minamigoza, Kochi City TEL: 088-885-7228
Opening Hours/10:00-21:00 7days a week
<http://republic-inc.com>



As thanks for helping us get to our 6th anniversary, our Summer Sale is in full swing!

It is aiuto's 6th anniversary this June, 2014. We really thank you for your patronage. We will have a very affordable summer sale. New brands have also arrived. In addition, on July 26 and 27, Yamasaki Takako, a fashion advisor for glasses, will visit us and coordinate your glasses for you. Please come to discover your true attractiveness!

Eye Wear Shop **aiuto**

7-36 Minamigoza, Kochi City TEL: 088-879-4227
Opening Hours/10:00-20:00 (Until 19:00 on Sundays and holidays)
Closed on Tuesdays <http://www.aiuto-eye.com>



Single-minded about sweet potatoes: IMOYA's sweets.

There are a variety of sweets made using sweet potatoes in this simply cozy shop, including Imo-kenpi (fried sweet potatoes) (limited sale after around noon), sweet potatoes in the skin and so on. Imoya's soft ice cream is very popular during this season. Don't miss it.

Sweet Shop

IMOYA KINJIRO Goza Shop

7-36 Minamigoza, Kochi City TEL: 088-883-7421
Opening Hours/10:00-19:00 7days a week
<http://www.imokin.co.jp>

A varied, colorful seasonal menu. Mini-dishes on the menu.

Ichiju-sansai is open from 7:00 to 21:00 (hot coffee is free from 7:00 to 10:00), and provides a variety of dishes using seasonal vegetables, such 'good old home cooking' with local vegetables in season. It is suitable for a families or friends to hang out and talk in a relaxed atmosphere. Please enjoy each month's original menu. There's a variety of mini-dishes on the menu.

Restaurant

ICHIJU-SANSAI SHOKUDO Oroshi-danchi Shop

7-16 Minamigoza, Kochi City TEL: 088-878-0688
Opening Hours/7:00-21:00 (Last orders 20:45) 7days a week





For summer, Comme des Garçons Parfum.

The brand Comme des Garçons Parfum was launched in Paris in 1994. About 30 types of fragrance are available, including three featured fragrances with the summery name 'BLUE'. Each fragrance is so unique that it really stimulates your senses. The unique bottle design is also attractive. Why don't you try Comme des Garçons' seasonal fragrance in the shop?

Human Life Design Shop attract LARGO

10-28 Minamikubo, Kochi City TEL: 088-880-9877
Opening Hours/10:30-20:00 7days a week
<http://www.attract-em.com>

Actus Kids' Store OPEN!

We completely renovated the warehouse next to CARNA this spring, and opened Actus Kids' Store, which has high popularity nationwide. We have a lot of new-in-Japan items, such as furniture for kids with not only good design but also maximum safety precaution, "Chispum" wall stickers from Barcelona, and "rice" and "sebra", small Nordic kids' items.

Lifestyle Shop CARNA

10-26 Minamikubo, Kochi City TEL: 088-885-7801
Opening Hours/10:30-19:00
Irregular holidays
<http://www.carna-actus.com>



Harvest's ginger ale is the best choice for summer gifts.

Ginger-ale season has come again. There are six flavors. The ingredients are all Kochi local products, and additive-free. It is a gift that we can recommend with confidence for people outside Kochi.

Bakery & Cafe HARVEST Oroshi-danchi Shop

10-26 Minamikubo, Kochi City
TEL: 088-880-4088
Opening Hours/8:30-20:00 (Last orders 19:30)
7days a week
<http://www.harunoterrace.co.jp>





Summer sale at Mystyle. From everyday furniture to classics, gabbeh rugs, and kilims

Sorry to keep you waiting!! Under the concept "Mystyle will change this summer!" we plan to hold a summer sale for all our items. Classical vintage furniture and carpets such as gabbeh and kilim, are highly recommended. They are all drastically discounted from the retail price. Display Items only. First-come, first-served. Please visit us as soon as possible by all means.

Interior Shop **Mystyle ★ Matsumoto Kagu**

14-17 Minamikubo, Kochi City TEL: 088-804-2031
Opening Hours/10:00-19:00 Closed on Wednesdays

Now is the humid season. Why don't you get an easy-to-handle hairstyle?

Natural straightener has arrived in stock! Every time you use it for your hair, your hair will become gradually easier to handle. Tanuma oil will soak into your hair and protect it from the humidity for long hours. The oil is made out of tapioca starch and the ingredients keep water from drying out. All the ingredients are organic as much as possible. This is a new product from Aveda.

Hairstyling & Make-up **la vie BEAUTE est Aveda**

Pressair bldg1, 15-38 Minamikubo, Kochi City TEL: 088-878-8767
Opening Hours/10:00-21:00 (Until 20:00 on Saturdays, Sundays, and holidays)
Closed on the second Monday, Tuesday, and Wednesday of the month
<http://www.lavie-beaute.com>



JEANS FACTORY's Summer Sale is starting!

JEANS FACTORY's Oroshi-danchi shop, main branch and Tosa-doro shop will hold their summer sale on Saturday, June 28! Trend items of this season (with a few exceptions) are discounted at 30% off, both men's and ladies', T-shirts, shirts, skirts, etc. These items will be perfect for high summer. Now is your chance to buy a bargain!

Select Shop **JEANS FACTORY Oroshi-danchi Main Shop**

15-33 Minamikubo, Kochi City TEL: 088-861-5100
Opening Hours/11:00-22:00 7days a week
<http://www.jeansfactory.net/>



In this relaxed space, here's a friendly, approachable nail salon.

We moved into Oroschi-danchi last October. Our salon will have its tenth anniversary next year. Along with our cosmetic gels of course, this shop has a good reputation for its refined artistic technique. In addition, we put a lot of effort into manicures, and a lot of our customers come only for the manicures. We also sell home-care goods and give nail-care lessons in the shop. Our private rooms are fully equipped. Even if it is your first visit, you don't have to hesitate to pop in.

Total Nail Salon Red clover

The Pressair bldg1, 15-38 Minamikubo, Kochi City TEL: 088-885-9825
Opening Hours/10:00-20:00 (Until 18:00 on Sundays and national holidays)
Closed on the second Monday and Tuesday of the month
<http://www.nail-redclover.com/>



Let's enjoy more Goza!
HOT NEWS

This autumn, the Oroschi-danchi Shop Society will hold the event "colore colors" all over the Oroschi-danchi area.

This event creates liveliness for the whole of Oroschi-danchi and aims at activation of the local economy, utilizing the "Comprehensive Support for Revitalization of Local Shopping Districts" program.

The event will be held for three days from October 11th to 13th. There are stage events such as a concert, a mini-fashion show, a hair-cut show (October 11th only), and hands-on events such as DIY, cooking for parents and children, candle-making, a stamp rally going round Oroschi-danchi, a lighting-up event with Tosa washi paper, etc.

Details are coming soon. Please visit Oroschi-danchi during these three days.

Inquiries /
Oroschi-danchi Shop Society
TEL: 088-882-8815



Broadcast by FM Kochi, "Slow Life no Susume"

Oroschi-danchi Shop Society has had a regular program on FM Kochi since this spring. It's broadcast on the second and the fourth Saturday of the month at 15:55 as 'the Oroschi-danchi Shop Society presents "Slow Life no Susume (encouragement to slow living)".

In the program, one of the 13 shops in the society is picked every time, and the show introduces its concept, topics, events and fairs, and recommendations in detail. On late Saturday afternoons, tune your radio to "HISIX". Please listen to "Slow Life no Susume".

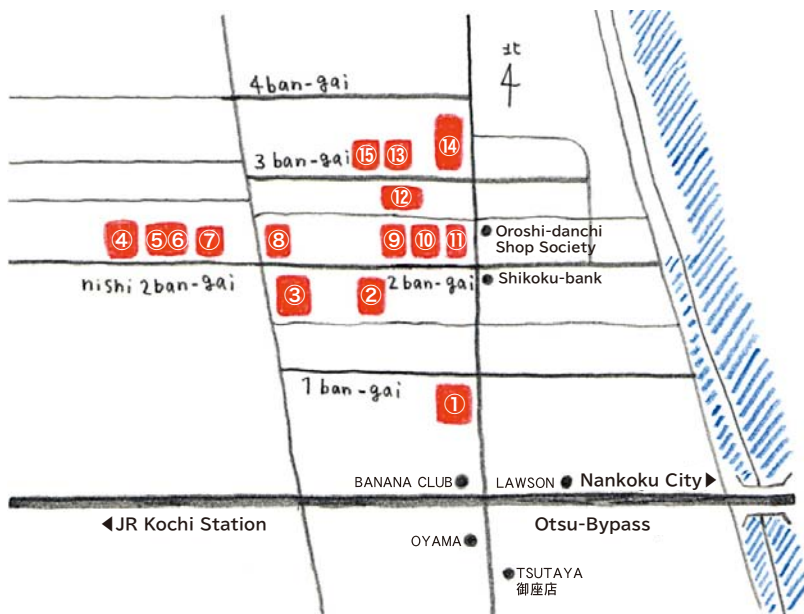
Inquiry / Oroschi-danchi Shop Society
TEL: 088-885-7801 (CARNA)

HISIX Oroschi-danchi Shop Society Presents
"Slow Life no Susume"
the 2nd and 4th Saturday
of the month from 15:55 p.m.

colore's note

Enjoy Shopping at Furatto Town !

Many tourists come to Kochi City from around Kochi Prefecture. After seeing the sights, how about enjoying shopping or dining at Goza and Oroshi-danchi? There are a lot of outstanding shops and facilities. It's approximately 5 minutes by car from Kochi Interchange, in the direction of Godaisan and the Prefectural Art Museum. A 5 minute-drive east from Kochi Station, the area is conveniently near the city center. As each shop has parking spaces, you can enjoy going round the shops on foot.



- ① ROOM+SHIRAISHI
- ② SLEEP+SHIRAISHI
- ③ KOMADORI Oroshi-danchi Shop
- ④ made snooze
- ⑤ aiuto
- ⑥ IMOYA KINJIRO Goza Shop
- ⑦ ICHIJU-SANSAI SHOKUDO Oroshi-danchi Shop
- ⑧ REPUBLIC garden
- ⑨ attract LARGO
- ⑩ CARNA
- ⑪ HARVEST Oroshi-danchi Shop
- ⑫ Mystyle ★ Matsumoto Kagu
- ⑬ la vie BEAUTE est AVEDA
- ⑭ JEANS FACTORY Oroshi-danchi Main Shop
- ⑮ Red clover

colore

No.027
 Summer, 2014
 Kochi, Oroshi-Danchi.
 New Lifestyle Magazine.
 [Price Free]

The Oroshi-danchi Shop Society consists of 13 companies and 15 shops, and publishes colore. "colore" means "color" in Italian. There are many different types of shops in Oroshi-danchi. Each shop creates its own color and shares the color with people. Please come to Goza to find your own color fitting your style.

colore colore Editing Committee

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 1476-11-102 Kamobe, Kochi City
 TEL + FAX: 088-844-1579

Philosophical Theater

"DOKU-SO-GAN" 独走篇



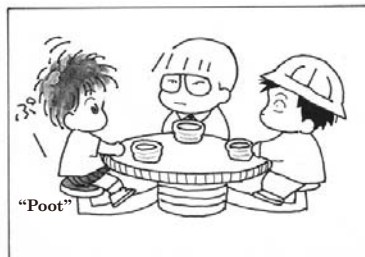
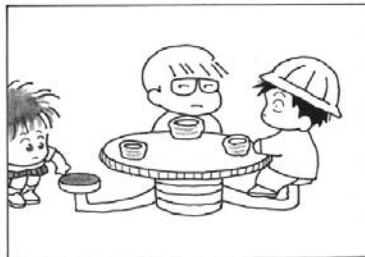
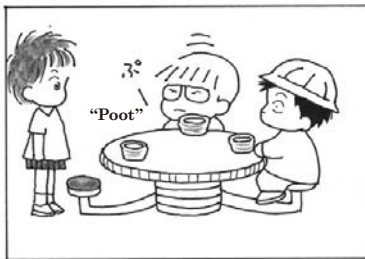
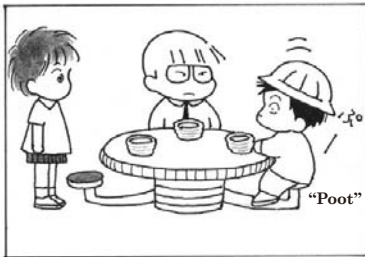
Volume.036 art by HIDEKI TAIKE

獨走篇
三行七言

Something is happening all the time, people are going every which-a-way. No matter which way you look up or down, somebody is always headed somewhere. Something is happening. That's something I hope you never lose

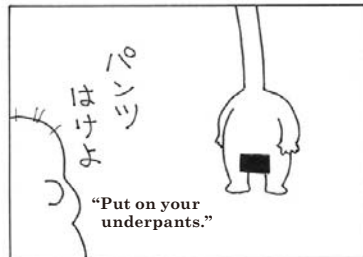
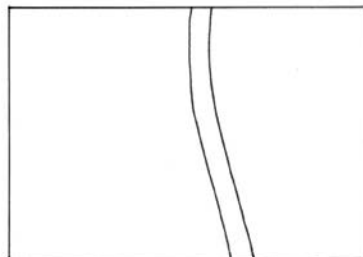
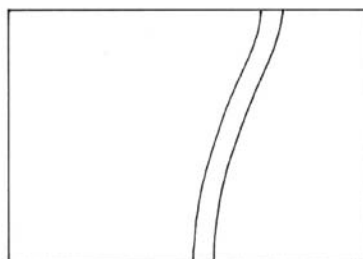
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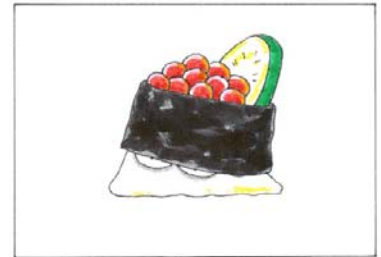
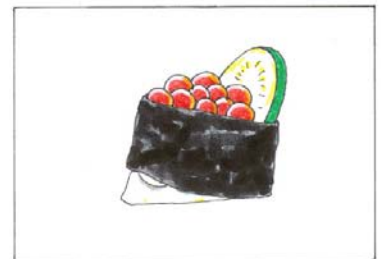
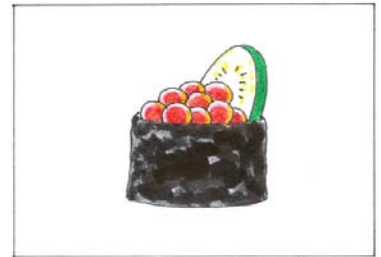
[a Long-Necked Person]

首が長い人



[a battleship]

軍艦



KIKAN KOCHI

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25 / October / 2014 – KIKAN KOCHI No. 54
25 / January / 2015 – KIKAN KOCHI No. 55
25 / April / 2015– KIKAN KOCHI No. 56

<http://www.k-cricket.com>