

# 季刊高知

Kikan Kochi

Think & Action Magazine,  
Kochi. Summer 2015 No.57



## Features

A moment to rejuvenate and revive in nature

## Kochi's Proud Hospitality 6

## Giant Interview

JAXA | Japan Aerospace Exploration Agency  
Honorary Professor and Technology Advisor and  
Project Member for the asteroid space probe [Hayabusa]

## Yasunori Matogawa



Summer

Ken-chan's fanciful photo diary No.40

# The Shimanto U-Kei ( Rain Fireflies )

Location: Unoe, Shimanto City



Within the heavy rain  
Under the shade of dusk, the fireflies take flight  
Across the darkness, voices of onlookers resound  
Checking the computer after the shoot  
Reflected on the screens were the voices, I was surprised  
The camera saw the darkness  
Beyond the viewfinder and even the naked eye  
A single onlooker was not seen  
Is this really a picture I took?  
My feelings rustle with the End of Summer

## Kenzo Nakajima

Born in 1959 in Kochi City. Lives and works from Misono Town in Kochi City. He is a Photographer for Tourism Posters and Various Advertisements. He lectures a Photography course and conducts overseas photography seminars. He is a graduate of the Photography Department of Osaka University of Arts. A member of the Japanese Advertising Photographer's Association (APA) and The Japanese Society for Arts and History of Photography.  
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*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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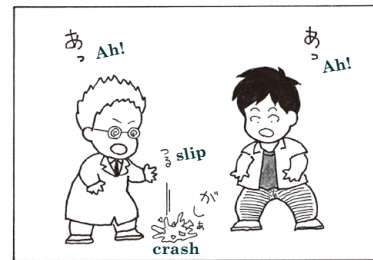
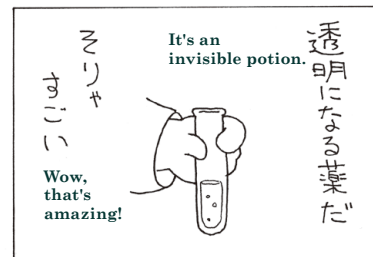
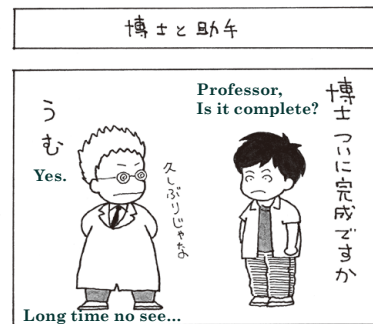
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# Philosophical Theater "DOKU-SO-GAN" 独走篇

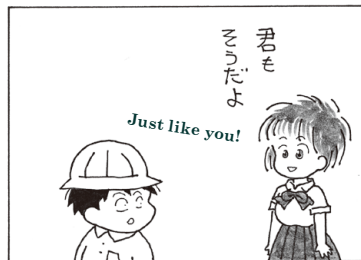
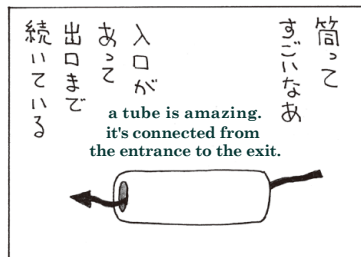
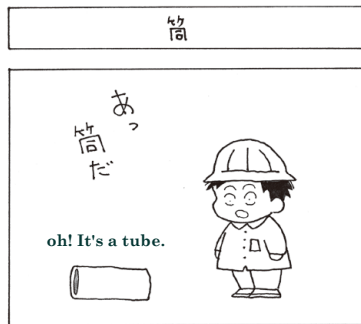
Volume.040 art by HIDEKI TAIKE

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

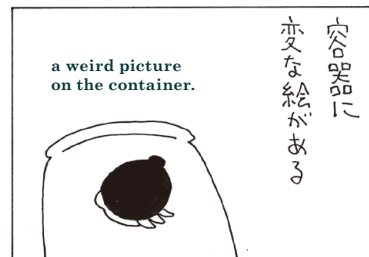
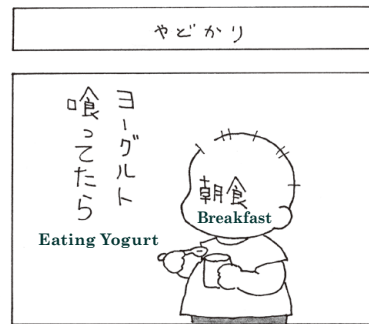
## [ Professor and Assistant ]



## [ Tube ]

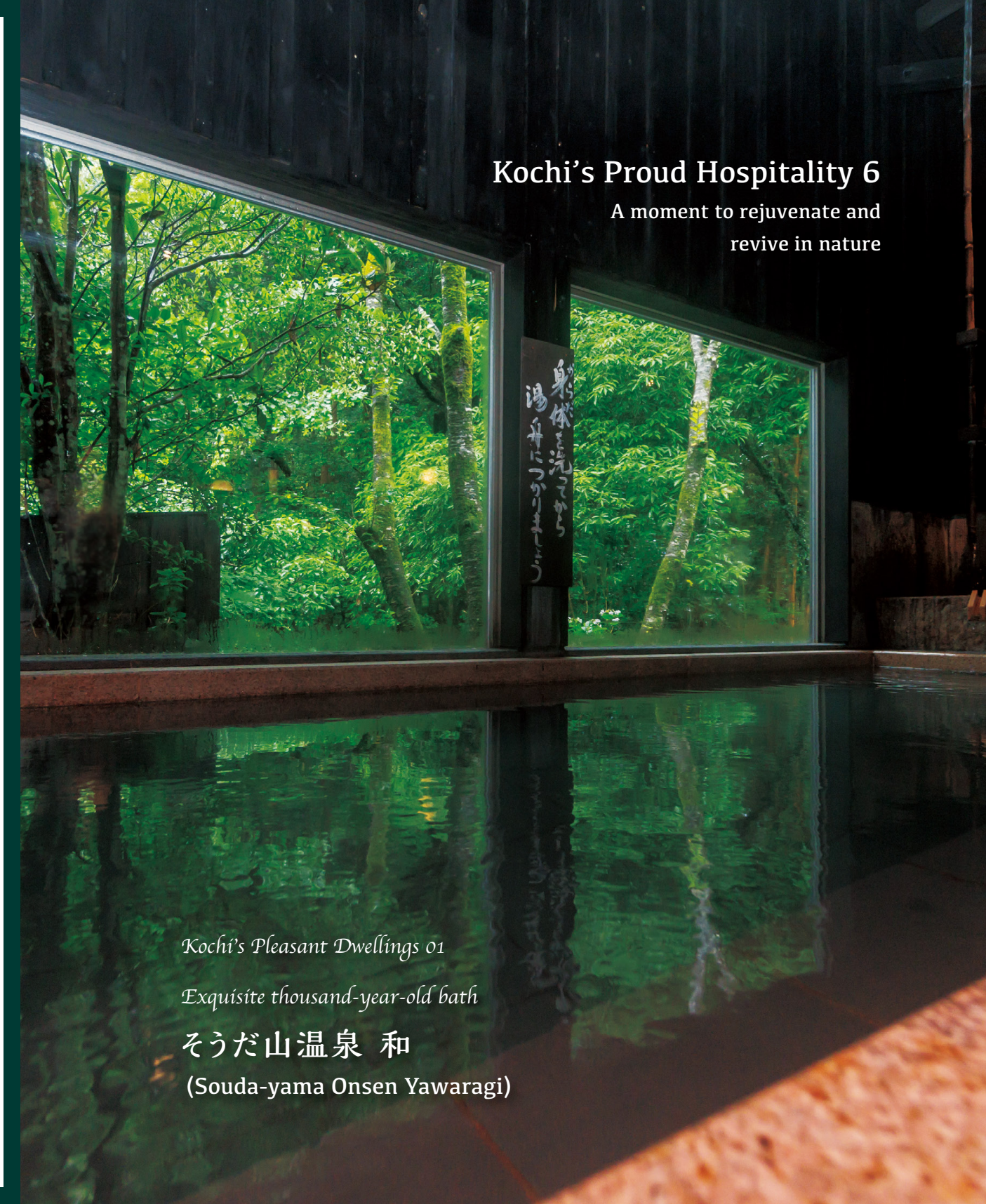


## [ Hermit Crab ]



Kochi's Proud Hospitality 6

A moment to rejuvenate and revive in nature



Kochi's Pleasant Dwellings 01

Exquisite thousand-year-old bath

そうだ山温泉 和

(Souda-yama Onsen Yawaragi)



The wonderful great outdoors can be felt through the open windows in the popular half open air bath of the detached bedroom.



*Everything for the guest.  
Cradled by the sound of nature,  
with the river and greenery,  
you find an onsen for health  
and beauty.*



#### **The Guest Owns the Hot Spring.**

I'd often heard about an enjoyable onsen (Hot Spring) lodge that had been recently rebuilt and renovated in 2013 in Susaki city, "Souda-yama Onsen", just 5 minutes from East Susaki Highway exit. I finally went and visited it in middle of a June shower. I was soaked and immersed right at the source in a mineral rich hot spring, enveloped in the warm waters pleasantly heated by firewood. Walking across the bridge from the main bath, whilst the sound of the river echoed in my ear, I entered the rotenburo (open air bath). The scenery turned whimsical through the window of rain. Pleasantly relaxing, like a freshwater crab loitering around the water. Time and again, I returned from the main bath to the rotenburo. At a restful pace enjoying the scenery from each bath whilst just immersing half my body, I let time pass.

The onsen has a rich history, spanning from the Heian Period, with stories of



Kazuhisa Takahashi is the owner. Although just a story relayed through time, Kazuhisa apologizes as he explains the rumor of the name, “Souda-yama” for the source of the water in the mountain was given by the great Kukai as he saw the mountain colored in the flowers of the peach trees on the mountain. The mountain water was also named as medicinal water, “Kusurimizu” that had strength to heal sickness and alleviate pain and such the name of the area could have been named as such.



The food in the establishment uses the best of each season. Today’s overflowing selection of dishes included Shimanto Unagi (Eel), Salt grilled Ayu (Sweetfish), Strawberry Conch, Japanese Stew, Tempura, Sashimi, Japanese Black Wagyu Shabu Shabu, Chawan Mushi, and a Spring Selection of Pickles.



the great Buddhist poet, Kukai. The actual building was built around 40 years ago. Kazuhisa Takahashi started assisting his father who was running the onsen after graduating university. During that time, he visited the Kurokawa Onsen in Kumamoto Prefecture and other popular accommodations nationally to increase relationships and learn from each other. Kazuhisa made a bold start to renovate the onsen. Together with his study group, they conducted a survey about onsen with the Ohenro-san pilgrims at Iwamoto Temple. The results surprised them. Kochi’s onsen had not appeared to be a deeper relationship to the

great Kukai . And onsen have been required to, more than I think.

On the way home and whilst discussing with Kazuhisa’s wife about how they would move ahead with renovating and promoting the onsen they came to a conclusion. “The real owners of this onsen are our guests, we are just the custodians.” We need to tell the guests, make sure they know, ensure they use it, and to make them happy. They took that viewpoint. Kazuhisa and his wife took this idea and discussed it with fellow friends at their study group. Kazuhisa’s feelings became very positive and with a relaxed smile said, “If so,

I should do my best for our guests.” It has become commonsense within the company, from himself and with his employees.

#### Over 4000 Supporters.

Ever since, to ensure guests understand more and come to use Souda-yama Onsen more, Kazuhisa and his wife send out a yearly survey to acquire advice from over 4000 [Supporters Club] members nationally. “It would be nice to have handrails by the stairs.” “It would be nice to have the reception in a different place.” “It would be nice to have a toilet in the

bedroom” were the responses that they would receive. With the renovation done last year and this year, they took the advice and where possible made changes such as, creating a detached bedroom, renovating the bedrooms and the restaurant in the main building, and made sure to give the guests what they suggested. “The charm of this place is the onsen, we want guests to not only rest and eat here but also enjoy nature and scenery that truly relaxes the soul, spirit and body. I wish for the busy people to be able to listen to the sound of the river, enjoy the light of the fireflies, and feel as if they have slowly returned to their



hometown. I also want our guests to pleasantly enjoy the fresh local produce from the mountains and seas of Susaki in our meals.”

#### The Goal, 10 Detached Bedrooms.

Currently, there is 1 detached bedroom while the main building has 5 bedrooms and a restaurant. Amongst that, Kazuhisa gave a special peek into the detached bedroom, which currently has every weekend till December booked out.

Yawaragi, the detached bedroom, is a Japanese-Western room with a balcony and half open-air (rotenburo) bath. The bath area has windows that open to the surrounding scenery and nature, providing an open space that connects to the outdoors. By abundantly using

wood such as Japanese Cypress and Cedar in the building, the atmosphere of the bathroom relaxes the heart to a peaceful 和 (yawaragi) condition. The wood used in the building of this detached room was mainly harvested from forests owned by Kazuhisa Takahashi’s family. Designed by the architect who built the famous accommodation on Shodoshima, Kagawa prefecture, “真里” MARI, the room has a calm composed interior, and a well-crafted lighting scheme are some of the many hidden gems in the room.

You can hear a firm and trustworthy voice as Kazuhisa talks enthusiastically about his plans, “Just behind this onsen, you will find our family’s 40 acres forest. With a 2 to 3 kilometer mountain path, I think it would be interesting to eventually develop a walking path, build a tree house, and perhaps some cottages and such. Slowly. (Laughs) I can’t possibly do it one go. In the end I hope to complete this establishment with 10 detached bedrooms. I guess this first one is a little practice.” Kazuhisa’s passion for his establishment to some day is an example or model for Shikoku can be seen through his enthusiasm.



#### Exquisite thousand-year-old bath, Souda-yama Onsen Yawaragi

Kochi Prefecture, Susaki City, Souda-yama, Otsu 1122  
Tel.0889-45-0055

Rates: (Prices may change due to occupancy and meals)

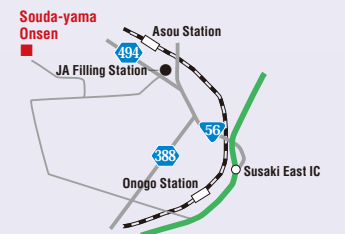
(Japanese Room, shared bath and toilet) 9,800 JPY / per person per night twin share (dinner & breakfast included)

(Japanese Room, private bath and toilet) 11,800 JPY / per person per night twin share (dinner & breakfast included)

(Detached Bedroom, with Rotenburo) 17,800 JPY / per person per night twin share (dinner & breakfast included)

Onsen Prices: Open from 9am to 9pm, entrance fee: Adults 700 JPY/ children 350 JPY

Holidays: Open all year





*Kochi's Pleasant Dwellings 02*

*Resort Hotel*

**ヴィラサントリーニ  
(Villa Santorini)**

*One can let loose and relax in this resort hotel,  
with a dedicated pool, chair and champagne,  
and unprecedented staff service.*



#### **A spectacular moon lit path.**

Following along the Yokonami Skyline Road in Usa Town of Tosa City you will find just next to the Tosa City Government Accommodation, the resort hotel “Villa Santorini”. Covered and introduced last year in a special feature by Masako Matsuda in her “Tokubetsu-hen” program, our editorial team also requested to cover this place. Designed and built to visualize a hotel on the Santorini Island in the Aegean Sea, it makes use of traditional building methods in the design of the rooms, building and surrounding cliffs. Moreover, the view from the hotel and the blue color of the Pacific Ocean is wonderful. On the first floor you will find a dedicated pool for visiting guests, and next to it you find beach chairs. You can imagine after swimming, relaxing on the beach chair with a glass of champagne in hand with this spectacular view. Our camera staff was surprised at this extraordinary place where every shot from any angle was a perfect shot. We enjoyed a tour of the resort with the hotel’s head of staff, Noriko Noguchi and listen to her explanation of this amazing place.

“Our hotel’s Check-in time is 3 O’clock. However we have guests who write on their reviews for other guests, [I recommend others to come at this time.] This allows our new guests to decide when to arrive to see the sunset and to watch the sky turn from day to a beautiful planetarium like vista. At each passing moment of time, the sky’s expression changes. Furthermore, on a completely cloudless night,

such as a full moon night a beautiful phenomenon occurs. Right in front of the hotel the moonlight stretches across the pitch-black ocean and reveals a road towards the sky. It's truly beautiful. We wish for our guests to really enjoy their private time and feel at ease. Specifically, our staffs are not designated to one area and communicate thoroughly with each other, from the check-in process, room care and even in the restaurant. Because of that, we believe that we can deliver a closer service and create discussion and daily chat.

Because of that we easily take note of special days, like birthdays and anniversaries. (Laughs) And then we can plan a little surprise during their meals. The majority of our guests are Husbands and Wives, Couples and Girls-only parties.”

**A little foreign country where you can speak Japanese.**

We previously mentioned how the rooms were built; furthermore the general manager, Fu-

Fumiko Ooi at the vineyards of the “Avantis Estate and Winery” on the island of Aegina in Greece. The Villa serves the Santorini Wine, A wine that uses the Assyrtico variety of grape found on the Santorini Island and released by the Gavaras Winery.



There are 14 rooms with 3 types of arrangement. You can see the waves of the ocean from the Terrace Bath. So famous is this resort hotel that you cannot book Saturdays throughout a single year.



miko Ooi, procures all the interiors, pictures and sundries from Greece. This hotel's room keys are also known to be lucky items that attract happiness. Shaped and hand made in Europe, these Nazar amulet keys are very popular with guests. Fumiko Ooi gave birth to the idea of Villa Santorini. Whilst operating an event company, she received an invitation to be the General Manager from Koji Ikegami. Koji had purchased the [Tosa City Government Accommodation] from Tosa City in 2001. Upon joining, she helped in planning the resort hotel, preparing and after consistent operation proceeded to open the resort in August 2005.

“I'd say I love Europe more than just the Aegean Sea. Since we are making a hotel, I thought of the Italian Amalfi Coast, Nice and the village of Eze in France, and all the various hotels that are built on a cliff as reference. There were several that were on the list. Within that list, we hit on the Santorini Island in Greece. After deciding, Our President, the designer, the architecture company representatives and I went to see and view the island. All of us agreed, ‘This Island is the right image!’ I wanted to create a place that felt as if you had travelled overseas, taking a step into a difference atmosphere, A little foreign country where you can speak Japanese, in Usa City.”







A splendid full course dinner produced wholeheartedly by Chef Hisanori Ihara. First, an appetizer fresh from the waters of the Susaki. Japanese Spanish Mackerel Carpaccio, with Yuzu Vinegar and roasted herbs. Tarte Tatin made with aubergines fresh from Geisei Village. Next we have an Italian Traditional dish, homemade Agnolotti pasta, filled with Shimanto chicken. For the main, Roast Aitchbone meat of Tosa Aka Beef. A luxurious main topped with Summer Truffle. Last but not least, to continue with the dessert. A delicious course of fine Italian dishes utilizing the best of Kochi's produce.

### Personality, Elegance and Progress.

Even though Fumiko is the main director and producer of the concept of this hotel; she does not stand at the reception and serve the guests. To ensure this resort hotel is a place for adults to relax and be at ease, the hotel does not accept elementary school children or younger.

In Europe, there is a culture where the children's world and the adult's world are separated. For example, you will not bring children to a place of drinking. I like that sort of thinking and I think that is important. Every year, I visit Santorini Island for work. I have a strong relationship with a long established souvenir shop over there. The products from this store are completely original and I enjoy using their souvenirs as part of the interiors for our guest rooms and restaurant. Further, at our hotel we usually have Greek wine, Olive Oil, Greek Honey and others. I found all of them locally in Greece.

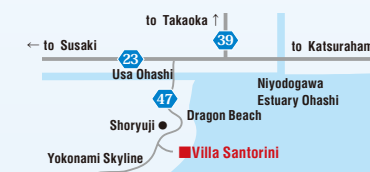
Fumiko Ooi's hobby is travelling and staying at unique places. She often goes to Europe to travel. During her travels to Europe, she will purposely stay at top grade or first class hotels and observe the movements, behavior and responses of the hotelkeepers. She teaches her staff what she has learnt from her travels, and hopes to see it being implemented at Villa Santorini, "An attitude where our staff can take pride and be confident in our customer service." She remarks, "If I had to say, I require the staff to listen to the requests of guests 'This would be nice in a hote', and respond to those requests." As a result of this quality service, the hotel has received the "Customer's Voice Awards" for 2 years consecutively for the Chu-Shikoku Area of Rakuten Travel Awards and various other awards. Their hospitality is highly rated.

The hotel is having its 10 year birthday this year. We hope the hotel continues to be a pioneer of Kochi accommodation and continue its personality, elegance and progressive spirit.



### Resort Hotel Villa Santorini

Tosa City Usa Town, Ryu 599-6 Tel: 088-856-0007  
 Rate: 19,440 ~ 31,320 JPY per Person/Per Night  
 (Includes Breakfast and Dinner)  
 [Include a surcharge of 2160 JPY/ Saturday or Special Day rate]





Kochi's Pleasant Dwellings 03

山みず木  
(YAMAMIZUKI)

*Preparing this place and the environment for future generations, whilst building each part by hand. Soaking in an onsen in this 165,500 Square meter village.*



**Shimanto River estuary and the Pacific Ocean.**

As the Shimanto River empties onwards to the Pacific Ocean, at the estuary you find towns to the east and west. On the east, you find the town of Shimoda, famous for the location of the film, “Matsuri no Jyunbi” and on the west you find the town of Nashishi. On a mountain in the town of Nashishi, you will find “YAMAMIZUKI”. From this height you have a splendid view of the Shimanto River and the Pacific Ocean. You also find a spring flowing into an onsen from 800 meters underground. The water is rich in iron, as you can see in the iron oxidizing and leaving viscous amber colored water. Soaking the entire body in the rock bathtub (reserved family bathtub) whilst looking out on to the spectacular view. Relaxed into a state like one is taking a stairway to heaven. Feeling the soothing breeze when opening the window. Additionally, in front of the cafe you find children playing in a well-equipped



Not only is the view from this onsen a spectacular sight, the amber waters are said to almost equal the waters of Arima onsen, with many onsen fans coming from all over the country. The rooms are detached buildings allowing for full relaxation for people and their families.

playground. Yamamizuki covers an area of 165,500 Sq.m. Each of the facilities, from the accommodation, onsen, cafe, multi-purpose hall, and gallery to the camping site, organic farm and many others you will find unique traits to keep you entertained and excited. We speak to the representative, Tomoko Fujimoto.

#### Operating from a mother's perspective.

Tomoko Fujimoto and family come from Isumi City, Chiba Prefecture, and she had previously run the "Nakatani Art Village", a place for creators to gather and express themselves. Precisely, as how

There are two plans for the Macrobiotic meals. "The Body Cleansing Plate" and "The Monthly Plate" are both only served on Saturdays and Sundays. Customers wishing to have the meal on weekdays, should book 3 days ahead. "The Body Cleansing Plate" is easily digestible, with a soft and light flavor and is particularly popular with women. "The Monthly Plate" has a strong and firm taste that is popular with male customers.



she operates Yamamizuki. Tomoko and family were driven and inspired to move to Shimanto City, after the March 11<sup>th</sup> 2011, earthquakes. They found this place whilst looking towards the west to find a safe place and a great environment for the children.

"When we came to visit 'Tomarotto' in Shimoda town, my husband spotted a building on top of the higher spot on the opposite side of the coast. He wondered 'what is that place?' and went to visit it. After seeing the view we fell in love with the place and began talking with the landowners. After starting some maintenance, we opened the Cafe in August 2012 as a place for people to congregate and meet. 2 years after that we steadily complet-

ed 5 detached accommodation buildings, the Men's and Women's Rotenburo (Open air bath area), 3 buildings for family reserved baths, a multi-purpose hall and the others each in turn. In some of our buildings, we have rooms with Goemon Bathtubs. These bathtubs are heated using firewood cut from locally sourced grounds. Currently in front of our cafe you will find a wooden deck. As this area is a cliff we decided to use scrap wood and driftwood as materials to build it. Even the paint, we don't use chemical based paints. For example, we made sure we use safe to use finish and varnish so children can play safely when they come in contact with it. This is the way of thinking for the base on how we plan."

When Tomoko was living in Chiba, she had originally thought, “There’s plenty of nature”, however once coming to Kochi, everything was changed due to the scale. “When coming here, I realized that we, as human beings, are a part of that nature. The bugs are so big I was surprised. You have to be strong and burly here in Kochi. This place was perfect for raising my children. Up until now, men have driven our society economically. It could be for sake of being productive, but I think we are all clogged up heading towards Tokyo. We should change that and feel that we are part of nature, understanding living life day by day, and understanding that we are no match for natural calamities such as earthquakes and typhoons. To feel these experiences with your own skin.”

**An environment that gives birth to FUN plans.**

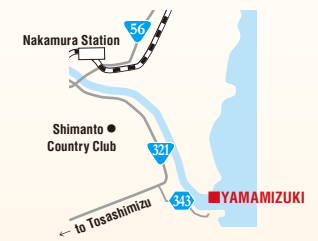
Tomoko emphasizes the strength of a woman’s perspective in her operations. In her multi-purpose hall, there are various classes for everyone such as, Pilates, yoga, and workshops for children to be resourceful. In one course, children are taught how to make a lampshade with a nail and a sheet of aluminium foil. Further, the produce in the facility is from the farm on site, where they grow

seasonal produce with no pesticides or insecticides, ingredients that are local and where you can meet with the growers and farmers. “For example, we study everything from what feed do our game fowl eat right through to the end process”, mentions Tomoko. The kitchen staff is also unique. The Chef in charge of their western menu came from a popular restaurant in Jiyugaoka, Tokyo to live by the sea and enjoy surfing. Also in the ranks is a chef who specializes in Macrobiotics. The cast of this fantastic “Yamamizuki” kitchen is filled by many chefs who have made a name for their skills in the Kanto region of Tokyo. All of whom have been charmed by the beauty of the Shimanto nature and made the decision to move. People are coming together from the national level, and even from the international stage. Thanks to the atmosphere and environment; great plans seem to come alive one after another.

Returning to the main topic, whilst soaking in the warm onsen, the scenery from on high in the morning and also at night with the beautiful starry sky is breathless. Just one day seems a waste; it would be best for 2 or 3 days with beer and wine over a good book. Such a holiday would suit this place. Fully remembering the power of nature with the mind, body and soul.

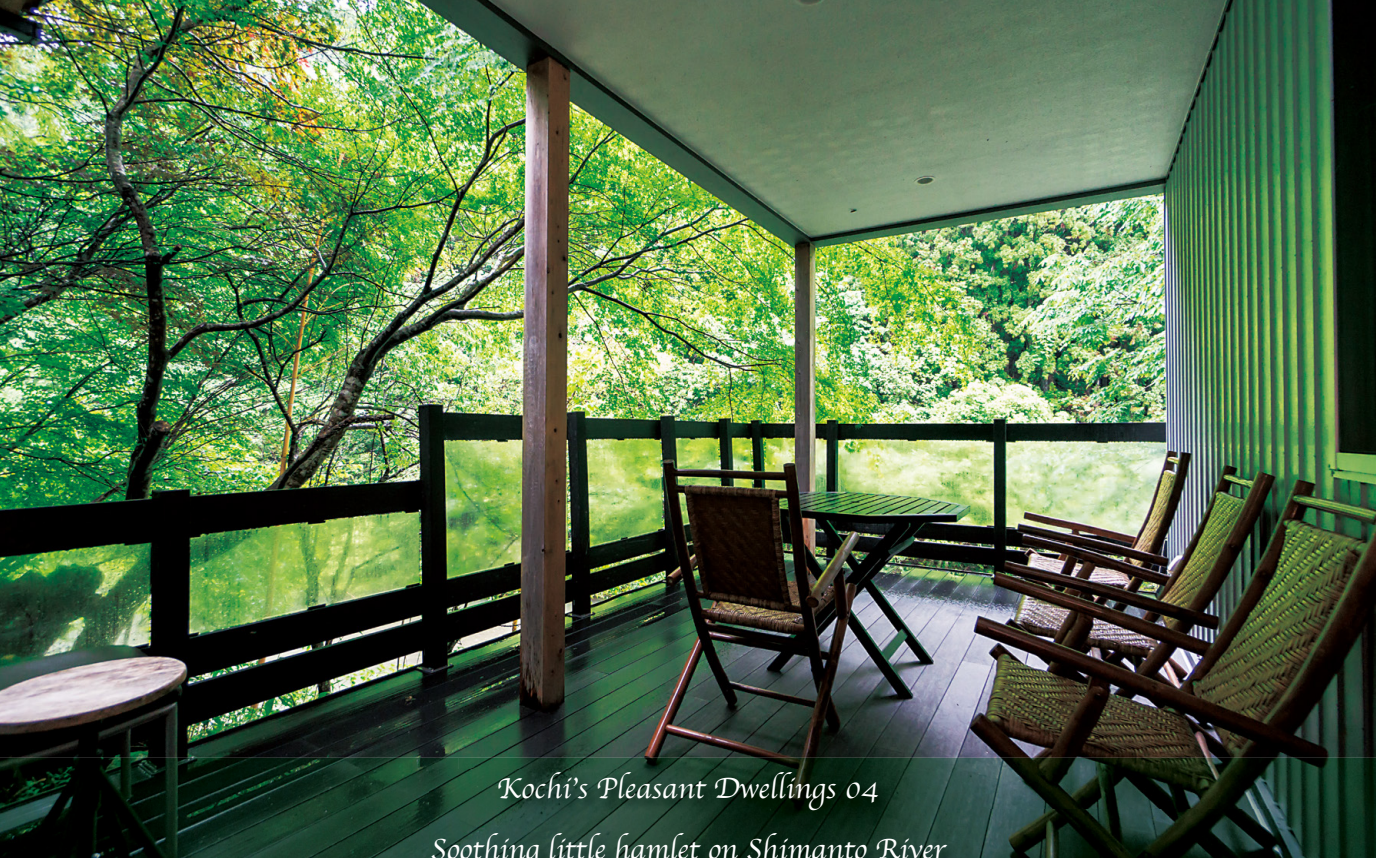


Omelet Rice using Tosa Jiro Chicken and Seasonal Vegetable Pizza.



**YAMAMIZUKI**

Shimanto City, Nashishi 432-10  
 Tel: 0880-31-9160  
 Rates: Weekday; 6,500 JPY per person/night (Includes onsen)  
 Weekend and Holiday; 7,500 JPY/ per person/night  
 \*Meals can be included upon request  
 Onsen (Friday to Sunday)  
 Open Hours: 12:00 PM to 19:00 PM (Last Entry, 18:00)  
 Adults/500JPY; Elementary School and under; 300JPY  
 Family reserved bath; 1 Hour/2500 JPY  
 Cafe  
 Open Hours: 11:00 AM to 18:00 PM  
 \*Dinner Reservations available past 18:00 PM to 21:00 PM  
 Closed on Mondays and Tuesdays



Kochi's Pleasant Dwellings 04

Soothing little hamlet on Shimanto River

郷麓温泉 (Gouroku Onsen)

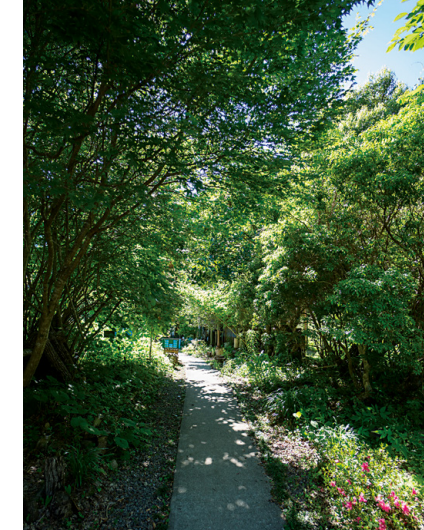


*Soaking in the ever flowing onsen,  
enjoying the river, forest and  
the animals around.  
A simple yet sweet and relaxing day.*

**Unapologetically hogging this spot.**

Driving my car, I drive it along Route 197 towards Yusuhara, and take a turn towards Taisho on Route 439. Just following along a tributary of the Shimano River, Kitagawa River, it continues for about 5 minutes before I arrive at my destination, "Gouroku Onsen". I steadily hear the sound of the river, and from within the forest I hear the songs of the wild birds around me. I see the insects and butterflies are dancing happily as well. Surrounded by nature and greenery, this onsen boasts Sulphur and alkali rich water that is left to flow in the hot spring baths for guests to enjoy. This water softly takes my fatigue away, rejuvenates my skin and warms my body from inside my bones. I walk through the pleasant and beautiful building that was given a new make over recently to my room in the second floor of the main building, a special room complete with its own hot spring bath inside. A modern and well-designed room using wood in the ceiling beams, the buildings joists, the walls, and all the floors.

Toshie Yamaoka decided with her husband after



Now that the renovations are complete, recreational fishermen can bring their wives to stay with them at the main building during the Ayu (Sweetfish) fishing season.



Steamed mixed bamboo, butterburs and peas, Sea Bream on a bed of somen noodles flaked with vegetables and wakame seaweed, salt grilled fresh water masu trout, wild vegetables frittata and prawns, leaf buds and flowered chives twisted with miso sauce, tomato salad, and fresh amberjack sashimi. For the main dish, fresh farmed plump Shimanto Unagi, Japanese Eel dipped and broiled in soy. The Unagi is a separate price of 2000JPT/Eel. You can feel the heart of the cook in each and every dish.

retiring, that they wanted to live by the countryside where they could hear the sound of a stream. They came across the hot spring onsen that had been put up for sale during their search in and around the prefecture. Feeling apologetic being the only ones using the beautiful hot spring waters they decided to renovate and renew the facility with the support of their daughter. "I had not even thought of using this facility as a public hot spring. It just came out of nowhere. My friends have mentioned that this could be busiest I have ever been," laughs Toshie. After acquiring the certificates and approvals, Toshie first opened the doors in 2012 as "Gouroku Onsen".

### Smooth and Slippery.

Rooms, Hot Spring and Restaurant. All built with a high standard in quality. However, it's not a quality and energy that says, "This should be adequate" rather a snug and cozy feeling that is as close to nature as possible. Toshie smiles as she explains the facility. "It seems all our guests have different ideas, of where is my 'Perfect Spot' in this onsen. That is why I arranged the seating in the restaurant in different ways. There are many that prefer to sit in their own group. They come on the weekdays wanting to sit, just together in a pair, or even as a single group. I think at best

we can give proper attention to a maximum of 3 groups of guests. Yet, I do not think it is how we give service to our customers, rather how the natural surroundings soothe and give solace or comfort. There are trees, greenery, the river and stream, and the songs of wild birds. I think the refreshing and rejuvenating qualities are the main reason they come. Our hot springs are another example. The Sulphur content of the water varies day by day. Instead of a smooth touch on your skin the water touches you with a slippery feeling. The mineral deposits flowing into the baths change everyday, and even with the changing conditions we have regular customers who say

they can relax and their fatigue rolls away. I'm sure the alkali and Sulphur in the water especially helps with acidity levels in our bodies from the change into the modern diet."

### Once in a lifetime dishes.

Toshie is a specialist when it comes to food as a nutritionist. "I think of this as an extension of my motherly home cooking. Someway or other, I wish for my customers to eat lots of vegetables and provide plenty of them in my dishes." Toshie cooks and prepares her dishes using the produce grown by her husband in the fields next to the onsen. The variety can

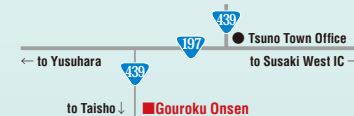


Toshie enjoys drawing her own blueprints and drew the ground plans for this room. “It is just a collection of my interests” she laughs, it is a splendid room design.



be limited or varied; as during the cold winter months they have less produce. “I receive help and support from the local community” remarks Toshie. She utilizes the produce from the local area and according to the season such as wild vegetables, natural herbs, sweetfish (ayu), fresh water masu trout (amego), eel (unagi), river fishes, and of course sea fish caught in the waters of Kochi. She even goes to buy local fish from the Susaki markets. In the late autumn and winter months, you can expect a variety of wild boar, venison and game meat. Her cooking uses the whole animal in its entirety, such as Soup/broth made from Venison bones. The menu changes depending on the season, day, and what she is able to stock for the day. Her dishes are truly once in a Lifetime.

During the interview, I always heard the sound of nature around me whilst we were looking at the facility and listening to Toshie’s stories and explanations. I feel spoiled for every moment I was in the onsen and its accommodation. My stay felt truly like a little reward to myself, a place where one can truly relax and enjoy the “moment” with friends and family. A soothing place to relax, and just imagining the day, I feel it isn’t far away for just a short 90-minute ride from Kochi City.



### Soothing little hamlet on Shimanto River, Gouroku Onsen

Kochi Prefecture, Takaoka District, Tsuno, Kitagawa 8308  
Tel: 0889-62-2336

Rates: Western/Japanese Room: 8,300 JPY per Person/night  
(Includes Dinner and Breakfast)

Special Room with Indoor Bath, 2ND Floor: 11,000 JPY per Person/night (Includes Dinner and Breakfast)

Detached Room Special Room: 12,000 JPY per Person/night  
(Includes Dinner and Breakfast)

Onsen Prices: Open from 11:00 AM to 15:00 PM, 800 JPY per person for 50 minutes (Booking for Reservations required);

Holidays: Thursdays, apart from days before public holidays

JAXA | Japan Aerospace Exploration Agency  
Honorary Professor and Technology Advisor and  
Project Member for the asteroid space probe [HAYABUSA]

## Yasunori Matogawa

Interview by Yoshihiro Nonami

# Giant Interview 0040

As well as being an honorary professor for the Japan Aerospace Exploration Agency, JAXA, Yasunori Matogawa took part as a project member in the HAYABUSA project and his character has been portrayed on popular Television series and Movies. We investigate his past, experience and his ideas about space, the HAYABUSA project, childhood and “The Children’s Science Museum” (provisional name) to be built in Kochi in 2019.



### Generation when people advance into space

*I see you are a graduate of Tokyo University’s Space Engineering Program. When did you start having an interest towards space?*

To be honest, I was similar to everyone else as a child. I loved sports and wanted to become either a professional baseball or tennis player. I chose engineering, as there was a trend towards the scientific engineering discipline when I entered Tokyo University. I decided that I would think about it carefully over the two years of the general education course (laugh). Nonetheless, I did not think about it. As such,





Mr. Matogawa enthusiastically discusses about children and science.



I flustered when it came to deciding my major. At the time, Tokyo University had just launched the program, so I was a student of their first class.

*What was the deciding factor?*

I recollected my time living in the countryside. I saw that most of what I had enjoyed was related to space. When I was out fishing at night I was looking at the stars. I had experimented with making small rockets and pencil rockets when I was a first year in middle school after hearing about it on the news. During my high school days, I was often fascinated by the world's first man made satellite, Sputnik. Following that, when I entered university, it was the time when Gagarin became the first human to journey into outer space. Looking through my experiences in life I said to my self, "It looks like this is the generation when people advance into space. I guess I'll go study about space." To be honest, I was torn between studying space engineering and astronomy. I remembered how fun it was to see what I had designed and made fly (laughs). Well, in some ways it seemed like something a boy would do.

*What was it like to be a disciple or pupil of the late "Father of Japan's space and rocketry", Hideo Itokawa?*

Dr. Itokawa was not the type to teach, in fact he didn't really teach me per say (laughs). I just ended up learning on my own. He did influence me greatly through his lifestyle, his conception of items, his processes and much more. Our relationship spanned even after he had retired from his position at Tokyo University, I often helped him with various projects for his institute and office in Roppongi. Compared to what I had learned in my postgraduate studies, I believe I was influenced and learnt more from the experience after.

*I hear the successful launch of the space probe "Ohsumi" was Japan's first, the world's fourth and you had a large responsibility in it.*

That project was not that easy to complete. I think we finally made a successful launch on the 5th rocket. But, the process of pinning down the main reason for each problem was extremely rewarding and interesting. Because when an accident occurs in space you cannot go to the location, it is not possible to evaluate and visit the scene to investigate after the accident. That's why, using the data received as a base, we all imagine and recreate what happened and guess the cause. The following discussion and talks with the fellow developers result in almost an exact recreation of the situation for all of us to understand. I believe that all the failures that we continued to make became truly the experience and strength we needed for later developments.

## I want to work with that guy again

*I felt reinvigorated after listening to your lecture about the greatness of the artificial intelligence on "HAYABUSA" and what you mentioned before about the Analysis power that people have.*

When your partner is a human made machine, you cannot just put the blame on the machine when things don't go well. When the "HAYABUSA" is not going well, the responsibility comes to its parents, us the creators, and it is why we have to do our best. In such a way, the communication between child and parent is well coordinated and connected. I think it is the same as loving one's own child; we all love our "HAYABUSA".

*In your lecture, you discussed about "the strength of sharing goals". This is the power to unite the team, right?*

Of course when we started we did not have that power. As we worked together to overcome each risk and danger we found it getting stronger. However, I felt that on the "HAYABUSA" project there was a particularly strong and almost personified affection. On a daily basis, around 50 people would enter and exit the control room. Especially the engineers, most were balancing two positions and most likely all had different satellites that they loved. Whilst balancing two positions the feeling and extent of care for "HAYABUSA" was extremely high. Further, I felt we all loved the project. I also think our affection was also affected by the number of "HAYABUSA" fans we had for the project and their excitement.

*Do you think the way the media affectionately supported the project was an encouragement? Particularly when the project was having difficulty in the middle of the schedule?*

There are times when the media can create the pride of the people, but there are times when people create the pride through media. With the ever-increasing number of "HAYABUSA" fans and enthusiasts, the media did their best to broadcast their affection. We were able to understand the mood and excitement, especially the support of such feelings.

*It seems you are able to produce an idea at the last moment, during a time of crisis.*

It is very interesting. Compared to other disciplines, (laughs) we feel more responsibility to perform as our budgets are extremely immense.

*You have many opportunities to share with children the secrets and the charm of space. What stories do you tell them?*

There are many children who come that are already in love with space, but I'm not here to create a mania. Even if they all became lovers of space, this world will not become better (laughs). Instead of educating them to be professionals, I educate the children in the perspectives of things, by showing how important space is to us. Within this space we are alive, what is the existence of the planet Earth and how do we interact with other creatures of this earth. I feel like I teach space by teaching the important placement of humans in space. I explain that space isn't a place that is separated from the earth, but rather I want them to think about how we live in this space that we are shrouded in and that is all around us.

When I receive questions from children, "What should I do to become an Astronaut?" or "I wish to work for JAXA." I usually answer with a soft, "Don't think like that." Life is not be done with goals such as, "becoming an astronaut, or working for JAXA".

It is more important to firmly have a goal that sets how to best utilize your own future and life and how to accomplish it. Additionally, Koichi (in reference to Koichi Wakata, JAXA astronaut and engineer) often replied to "What kind of Astronaut do you want to become?" with a simple but firm, "I want to become an Astronaut that my fellows will say, 'I want to work with that guy again'." That is the exact es-



Many participated and listened attentively to Mr. Matogawa's lecture on space at the event. Sponsored by Kochi Houjinkai.

\*This interview was conducted at the Sansui-en Hotel on the June 4. In cooperation with, and supported by, the public benefit association, Kochi Houjinkai.



#### **Yasunori Matogawa: Profile**

Born in Hiroshima and a doctoral graduate of Tokyo University.

He has taken part in diverse projects for the development of scientific satellites. In 1980, he was a core member involved in the creation of the space probe to investigate Halley's Comet. In 2005, he led in the planning for the Japan Aerospace Exploration Agency's (JAXA) Space Education Center and was the center's first Chairman. He is often called Japan's "Story Teller" of space and "The Father of Space Education". After completing his role with JAXA, he is still known as an Emeritus Professor. Other roles that he has led include, Curator of the Yokohama Science Center, President of the Non-Profit Organization "Kodomo Uchu Mirai Association", Member of the Science Council of Japan, Japanese Representative for the Council of International Space Education and many others. His literary work includes, "人類の星の時間を見つめて Looking into the time when people see the stars" (Kyoritsu Shuppan Co., Ltd.), "宇宙のひみつ Q&A, Questions and Answer about the secrets of space" (Asahi Press Co., Ltd.) and many others. He was also the background to the creation of the main character [Yasuhiro Matoba, played by Toshiyuki Nishida] for the film, "はやぶさ / HAYABUSA".

sence. To be someone that within a group, community, and collective is an existence where they can show their gratitude and respect. I often tell them to have a dream that understands the importance of being a person with a great existence while we are working with others in this life.

#### **A place that children who dislike science want to come**

*We heard you came to Kochi yesterday, have you been to Kochi before?*

There are often ships from the 5 surrounding prefectures that fish in the waters of Tanegashima Island. (JAXA's headquarters are on Tanegashima Island) To educate those fishermen, I often went to the prefectures to what, should I say, "Fishery negotiations" with them. Kochi is one of those prefectures. I often visited before the "HAYABUSA" project, for more than 10 years, until 2003, I had been coming here at least twice a year to come to connect with the fishermen.

*When you come to Kochi, have you sampled a variety of our food?*

There was always a friendly get together when I came, (laughs) and always an extraordinary get together at that.

*You mentioned it quite often in your lecture (laughs) . What sort of impression did you have?*

I think a special trait of people from Kochi is their have strong voices. Everyone speaks directly at you with a strong voice. They have nothing to hide. Many of them just give you a straight ball. They don't talk in circles. They come straight right at you. It's a really good feeling.

*In a few years from now, in 2019, upon the completion of the Prefectural and City Library, There will be a "Children's Science Museum." What are your thoughts?*

I think it is a great thing. This year will be my 4th year curating the Science Museum in Yokohama. The most important thing, I feel, is how long will the support continue. It will be splendid in the beginning, however as time passes, funds for exhibitions, and budget for renovations becomes hard to obtain. I can see it slowly becoming hard to maintain, from personal experience. I believe a good science museum would be a place where parents and children can come together and commune. That can, as much as possible, mobilize volunteers, and have exhibitions that fascinate not only children but parents as well.

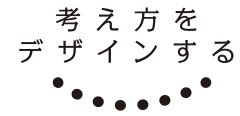
*Would it be a science museum that has the support and cooperation of many people such as volunteers and NPOs?*

Not just limited to science, but including sports and other disciplines to create a place where everyone can come together to talk. It would be great to see an exciting place or central point where children who dislike science want to come as well (laughs).

*Since the movie "HAYABUSA" and your large role in the film, please spare a few words for your numerous fans here in Kochi.*

It has become a generation where space exploration plans need to be created on an extreme large scale. I wish to see a new generation where space projects include the full scale of the Earth, and for it to connect to ways to encourage society to work together for their benefit in the future. In our times, being able to meet Halley's Comet and to launch our satellites were the best moments of our lives. But in this time, the children are living in the time of space. I want the children to grow, move forward and have plans that are as wide as the space covering us with big scale ideas.

*Thank you so much for your time today.*



A Message from a Man Living in the 47th prefecture  
**Designing Your Way of Thinking**

**Makoto Umebara**

Designer  
Musashino Art University, Visiting Lecturer

## Episode 11: [ Kochi Ice ] Product

### 第11回 「高知アイス」のプロジェクト

#### **This cannot possibly sell!**

About 10 years ago today, Kochi Ice's president, Mr. Hamamachi, and his wife visited my office. Born in Tosa-Saga, Mr. Hamamachi grew up seeing the Myoujin-Suisan (a company in Kochi) just right around the corner. The company pioneered the famous Katsuo Tataki [Ippon-zuri Warayaki Tataki (Searing a whole bonito tuna fish using an open flame fueled by straw)] method and Mr. Hamamachi, during his high school days, saw the factory grow and become a success right before his eyes. Such a man came to my office with a request.

"I've been selling ice cream for over 10 years, the company has hit a plateau and sales are not seeing any growth. So I have come for advice. I've meant to visit many times, but feeling this is my last chance, I am here today." Mr. Hamamachi uses organic, pesticide-free fruit sourced from within the prefecture to make his ice cream. It tasted delicious. However the product didn't catch one's eye due to careless labeling "Clear Stream Fruit" and a poorly made pamphlet (Laughs). I remember snarling, "What are you doing! This cannot possibly sell!" after looking at it.



#### **100% Sun-Dried Salt**

Even though the packaging says, "Our Ice Cream is Yummy!" in truth, not only did it not look tasty, I could not feel any intention or will from the packaging. When I analyze why products do not sell, I found it to be miscommunication with the world. Communication is expression using phrases and words.

For example, a simple slogan, "This Tataki is delicious please buy some" only relays a single meaning. By changing it to, "Caught by fishermen, Grilled by fishermen", the strength has multiplied by 1000. Customers can imagine delicious tataki made by strong, burly, traditional fishermen gathering the fish they caught and grilling the fish with proven methods.

"Tell me, isn't there is a factory that produces natural Sun-Dried Salt in your hometown of Tosa-Saga? Why not use that salt to make your Ice Cream?" was the advice I had given. In less than 10 days he came up with some sample products. To my surprise, Mr. Hamamachi had a keen sense of taste. I chose one of the samples and started to design a product using the brand, "natural salt gerato."



I also re-branded the “Ice Kurin”, a popular and staple product and gave it the tagline “Crisp and Lightly flavored Ice Kurin”, which directly gave the image of a straight clean taste and low fat content.

On the cover of the packaging, I implanted a slogan for the company’s overview, “A COMPANY running around looking for the delicious!” Why? In Japanese the word, “御馳走” (*gochisou*, a feast or treat [meal]) has the “走” character which means to run. It instills that the company runs around the prefecture. The concept of the new product was “Tosa’s Organic Sun-dried salt Gelato”. The intention or motive of the product became clearer and easier to see.

The other day when I picked up a newspaper, I saw an article about Kochi’s Ice Creams. According to the article, a year after the packaging had been completely remade sales had quadrupled. Following that success, the “Made in Tosa” and “おいしいんだもの (*Oishiindamono*)” product lines that were created further pushed their sales.

#### **SWITCH, ON!**

The point is how to simply and without hesitation get into the mind of the listener and best utilize the communication link that you have gained with that listener. By turning “ON” the opportunity at an industry fair like Tokyo Big Sight [Communication Switch], these products have received a joint production for Lawson’s (a popular convenience store chain) in the “Natural Lawson” range. We highlighted two important points to sell; “nationally made = quality assured”. With exquisite quality and most importantly the manufacturer’s desire to create an amazing product, it was guaranteed to sell.

We are moving forward with the next goal to sell Kochi Ice overseas. The other day, when I had met with the president, we discussed a fresh idea for the value of the product. I also added, “We should not be making a product that runs from east to west, shouting, ‘I am delicious, please buy me’ but rather we should be making a product that makes the customer says, ‘Please! Sell me this delicious product!’” I also gave additional input to the president for a new idea for product development and growth for his business. I am excited and looking forward to what will happen next as the new idea. How well will it work? Who knows, but I am enthusiastic and eager to see the results.

# Extra by Yukinori Dehara

デハラユキノリのおまけ〜



## Episode 4. [ The gout has come ]

The gout is here. Where? Straight to the knees. It isn't an intense pain, but it is painful enough to keep me awake at night. I was sure it was pain from my ankle or the toes on my foot after from being hit by the occasional basketball, so I shrugged it off and ignored it. However, I finally persuaded myself to go to the orthopedic clinic in the neighborhood after I felt it was unbearable when sitting down to work. Seeing as there were no significant abnormalities to the bones and joints, the final suspect was gout. Thanks to the painkillers working, it was possible to walk about in the evening. That day's schedule was to bring in artwork to the gallery, attend my high school reunion, and then finally the opening party for a group exhibition. All places to drink. I felt the responsibility to not drink and further inflame the gout but in the end I drank. It was painful to go up and down the stairs, but I just shrugged of the pain. At the party my former teachers were there. Friends and fellows arriving from overseas for the group exhibition also participated. An author that I endeavored to hear and listen to was attending. My juniors from school had come together, and cute girls were all around. Wonderful sake from Kochi was to be found. All of this was hard to resist but within easy reach. I just couldn't hold back. In short, at a place where people can be found happy, I knew it was impossible to not drink. In such a place it would be hard to listen to people and its bad tempo to interject. I drank my sake and drank tea and water in between each glass. Even with that, I declined going to the after party and headed home. I felt a bit lonely as I'd rarely ever declined but I'd made a rational decision. On occasion I would go out drinking alone. I feel that a perfect adult who is able to drink alone is one who has set adrift their sadness and sorrow, and is heartless to this world. Even those who seem bubbly exude a slight waft of the atmosphere. I can't put a pin on it but experiences such as divorce, break-ups, and previous mistakes intrinsically attracts some females. I wonder if perhaps the source of my gout is within that. I felt a bit manly and mature. The gout has come.



© DEHARA YUKINORI

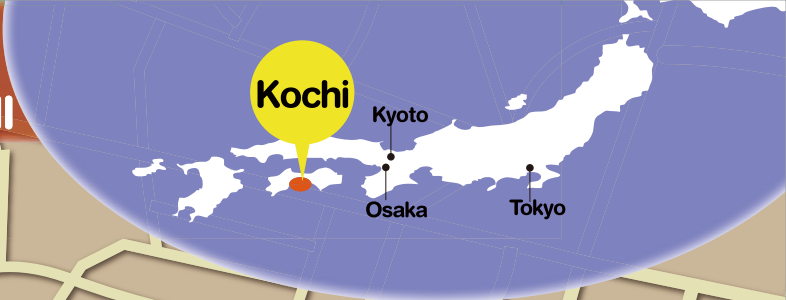
### Yukinori Dehara

Born in 1974 eating bonitos in Kochi and raised with beer. Yearly consumption of beer = 300 Liters. Designed 「きの山さん」(Kinoyama-san) of popular Japanese candy, 「きのこの山」(Kinoko-no-yama), as well as various others for Nike, NEC, Tower Records Asics Europe etc. Creates about 300 figurines a year and is a Tourism Ambassador for Kochi Prefecture.



# Kochi Central City Map

by KIKAN KOCHI



## information

### Currency ¥ Exchange

### Kind of a currency handling

Shikoku Bank : USD, CAD, GBP, HHH, AUD, NZD, HKD, DKK, NOK, SEK, SGD, EUR, KRW  
 Kochi Bank : USD  
 Ehime Bank : USD  
 Mizuho Bank : USD, CAD, GBP, AUD, EUR, SGD, HKD

### International ATM Service

### Japan Post Bank can use various cards

In Japan, there're more than 26,000 Japan Post Bank ATMs available in local Post Office, shopping center and station. You can draw Japanese Yen in cash by a card published abroad.

"VISA, VISA ELECTRON, PLUS, MasterCard, Maestro, Cirrus, American Express, Diners Club, JCB, China Unionpay, DISCOVER"

[http://www.jp-bank.jp/en/ias/en\\_ias\\_index.html](http://www.jp-bank.jp/en/ias/en_ias_index.html)  
 (link at International ATM Service-JAPAN POST BANK)

You can also use any of several Japan bank cards which have partnerships with Japan Post Bank.

[http://www.jp-bank.jp/access/access\\_atmcd.html](http://www.jp-bank.jp/access/access_atmcd.html)  
 (link at Japan bank institution of partnership POST BANK)

### Notice

Some Maestro cards with IC chips are temporarily unable to make withdrawals at all ATMs located in Japan.

### Free Wi-fi Spot

How to use it

1. access "DoSPOT-FREE" on device
2. open browser
3. accept "use policy"
4. input your mail-address
5. receive a message
6. input "authentication code"
7. it's available!

**Notice**  
 15 min / once, 4th / day  
 Network: IEEE 802.11 a/b/g/n

### Rental Car Shop

Requirements

1. Over 18 years old
2. Japanese Driver's License or
3. International Driving Permit (IDP)

**Payment**  
 can be made by credit card or sometimes by cash



Kochi Prefectural Police Headquarters

Marunouchi High School

Kochi Castle

Kochi Literary Museum

Kochi Prefectural Library

Otemae High School

Joto Park

Kochi Prefectural Government

Kochi Daijingu shrine

Hirome Market

Otesuji Street

Obiyamachi Street

Obiyamachi Park

Police Box

Chuo Park

Daimaru Department Store East Bld.

Ehime Bank Kochi Branch

Kochi Harimaya Branch Post Office

Harimayabashi Elementary School

Kencho-mae Tram Stop

Kochijo-mae Tram Stop

Ohashi-dori Tram Stop

Horizume Tram Stop

Kochi Bank Main Office

Shikoku Bank Main Office

Harimayabashi Tram Stop

Dentetsu Terminal Bld. Tram Stop

Times Car Rental

Hasuikemachi-dori Tram Stop

Kochibashi Tram Stop

Nippon Rent a Car

Nissan Rent a Car

Kochi Eki-mae Tram Stop

Orix Rent a Car

Kochi Chuo Post Office

Kochi Police Station

Toyota Rent a Car