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IMABARI

Shikoku・Imabari

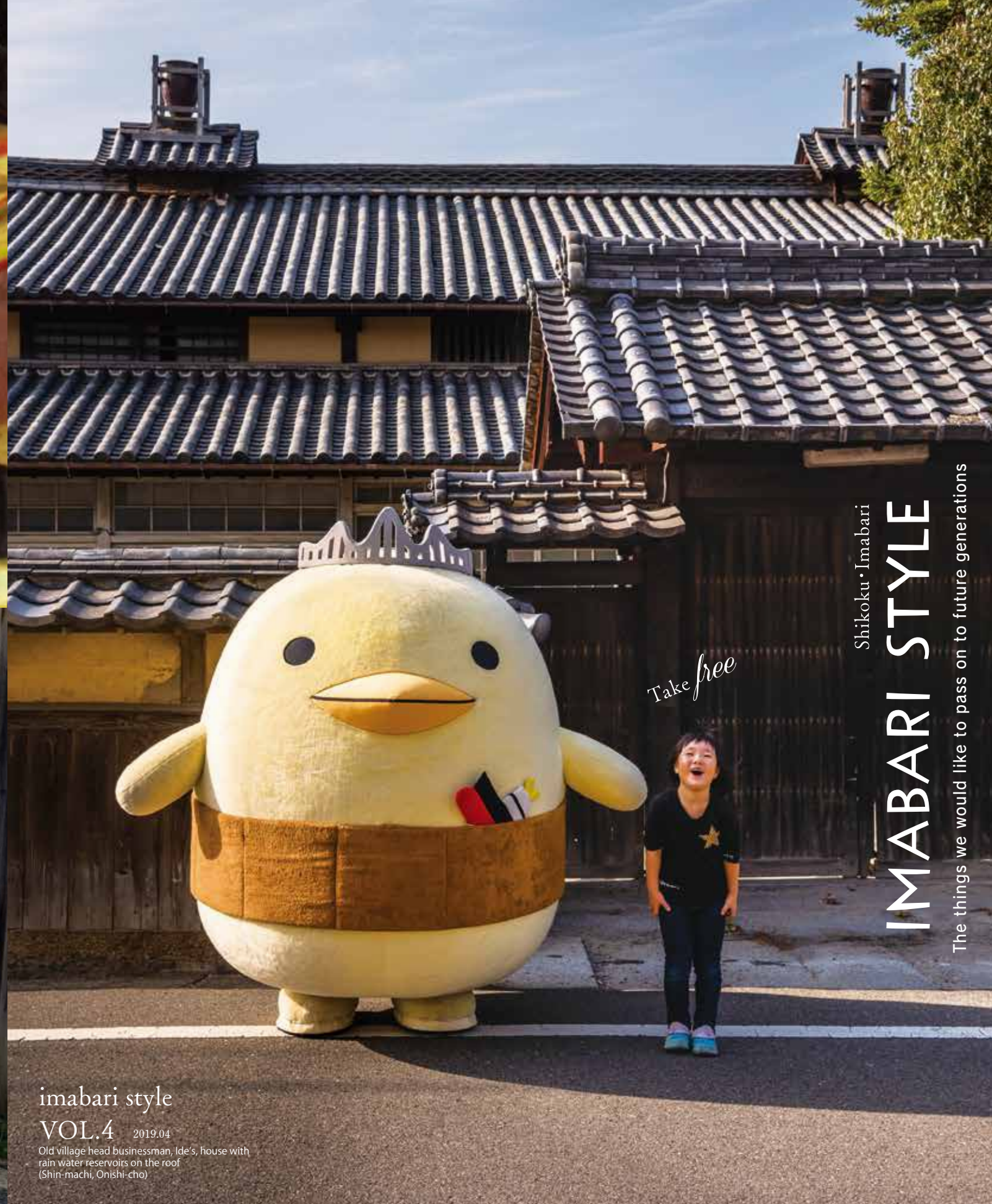
IMABARI STYLE

The things we would like to pass on to future generations



Take *free*

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VOL.4 2019.04



Take *free*

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Old village head businessman, Ide's, house with rain water reservoirs on the roof (Shin-machi, Onishi-cho)

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Karako-hama Seaside house for children and red lighthouse

On the beach of Karako-hama stands a brick building, the former Ohama Lighthouse Staff Hall, which has been relocated. Also, the red tower which stands in the sea, visible from the beach, is the relocated Konose lighthouse that was first lit in the Kurushima Strait in 1902. With a desire to preserve those valuable cultural assets even after their function has ended, they were moved to their present locations around forty years ago.

With a hope to connect the times

To remain unchanged is not as easy as it sounds.

Over time, a lot of things, that have a special feeling, have been passed on to the present.
They stood against the rough waves of time.
They are the proof that our predecessors made the effort to move forward.

Under the theme of “things that we would like to pass on to future generations”, IMABARI Style Vol. 4 will go on a journey to find the histories, traditions, and cultures which remain alive in Imabari City. The journey will be filled with the appreciation of our predecessors who passed these things to us.

To know the old things is to think about the future.

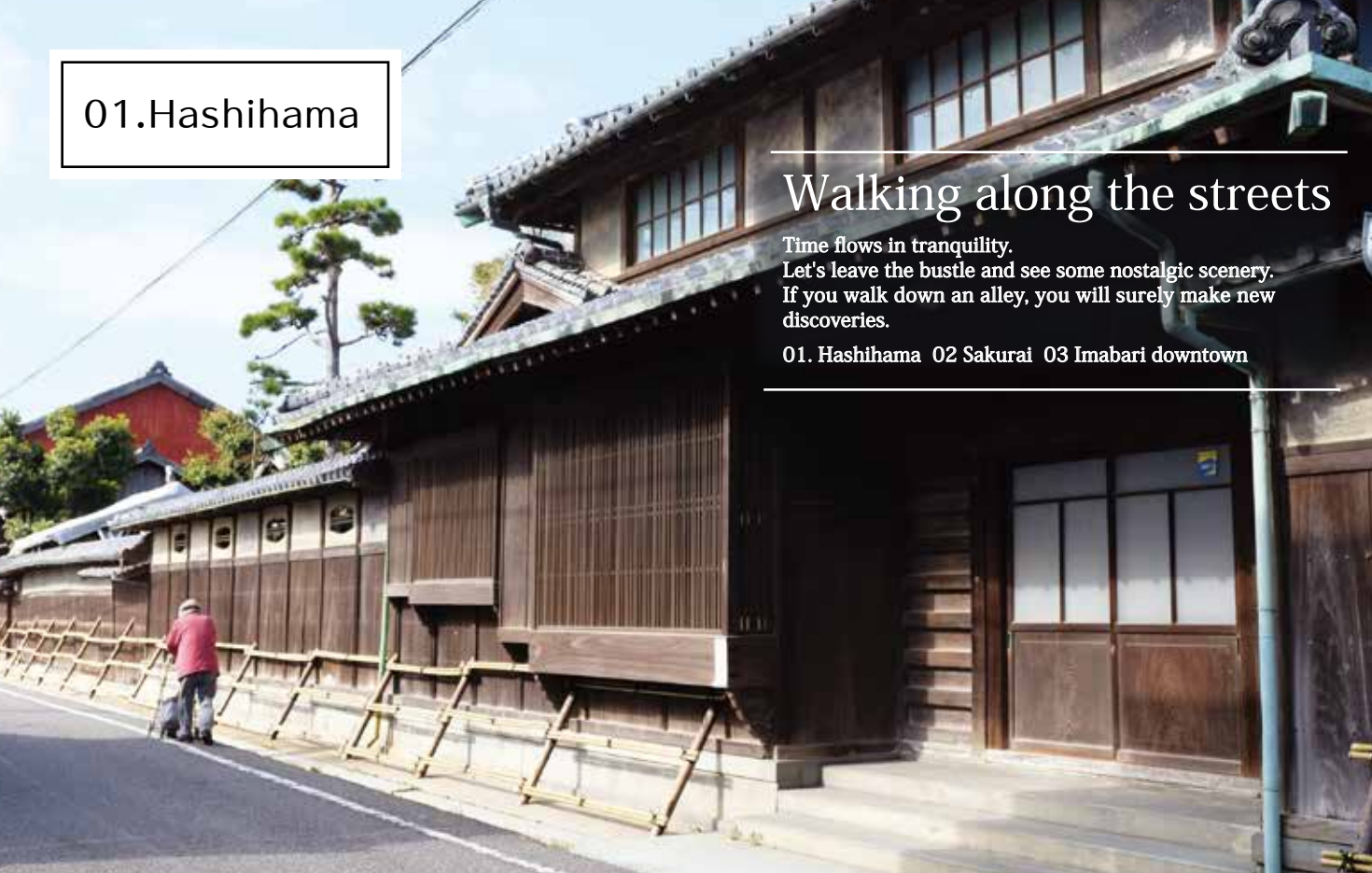
It is up to us, who live in the present, to connect the times between the past and future.

01.Hashihama

Walking along the streets

Time flows in tranquility.
Let's leave the bustle and see some nostalgic scenery.
If you walk down an alley, you will surely make new discoveries.

01. Hashihama 02 Sakurai 03 Imabari downtown



Yagi Shoten Main Office, former office-cum-residence of Kamesaburo Yagi. A towel company in Imabari City now owns and maintains it.



Gate of Ryu Shrine.

The town once had salt fields.

Shipyards crowd the narrow Hashihama Bay in the northern part of Imabari City. Huge cranes rise, and many ships are under construction. Indeed, this vibrant area symbolizes Imabari as a shipping kingdom. Metallic sounds echo during the day, a lot of workers are walking around; this is a common scene for local people. However, it is not very well known that salt fields once spread across that area and lots of salt, "made in Imabari," was being produced.

The cultivation of salt fields in Hashihama had a history of over 270 years. In 1683, the oldest salt field in the prefecture was built by Kyuubee Hasebe who had learned salt-making techniques at a salt field in Takehara, in what is now Hiroshima prefecture. When the salt field was completed, Ryu Shrine was erected to pray for its prosperity. The shrine gate is in the sea! The landscape has changed in recent years due to the embankment being made, but the gate was originally built at the mouth of the river. This was so the god, who is a dragon, could easily come and go to the shrine from the water. It is said that there used to be stone steps leading to the shrine behind the gate. It was surrounded by shallow sea at that time.

The reasons that the salt-making industry developed in this area include the climate conditions: fine weather with little rain, and the topographical conditions: the dramatic difference in the sea level between high and low tides. Hashihama Beach was the perfect place for



making salt with the changes of tide.

The salt fields continued to expand until the end of the Tokugawa period, however, in the following Meiji period, the owners of the salt fields wanted to expand their businesses in other directions. The most well-known figure among them was Yagi Kamesaburo. When he was selling salt to Russia, he started to buy salmon and trout from there. Then, in 1924, he built a large-scale crab-canning boat "Karafuto-maru" in the 3000 ton class. It was built with a canning factory inside it where 40 people were able to work, using the latest technology of the time. Kamesaburo earned huge profits from the crab fishery. His company's name was "Yagi Shoten." The headquarters-cum-residence, which was built in 1918, still remains as a modern Japanese-style building. The total site area including the garden on the back hill is 5699m². It is currently open to the public as "Yagi Shoten Main Office Museum", and you can visit it by making a reservation.

At the beginning of the Showa era, the area of salt fields in Hashihama increased and Hashihama became known as one of the leading salt-producing areas in the country. However, as chemical salt became mainstream, the curtain finally closed on that long history in 1954.

Now, that the salt fields have gone, Hashihama has achieved further development through the shipping and shipbuilding industries. Since the Edo period, along with the salt businesses, ship related businesses such as transportation and distribution of materials were also developed. This is the major driving force behind the current prosperity of Hashihama. In the old days, Hashihama port was crowded with Sengoku-bune (merchant boats to carry salt) from all over Japan, making Hashihama a famous port which people called the "small Nagasaki of Iyo province." The more that trade and maritime transport increased, the more necessary boat repair and construction became. Furthermore, the training of shipbuilding engineers, the maintenance of port facilities, and the construction of breakwaters became necessary. In this way, along with the salt production industry, ship-related industries such as shipbuilding and shipping businesses were developed.

Although Hashihama was endowed with natural conditions suitable for salt making, it was the power of the people who overcame various difficulties to develop the salt field business. It was also the people's wisdom that steered the rudder in another direction after the salt field industry declined.

Imabari city is now a maritime city that is unparalleled in the world, where marine-related industries (shipping, shipbuilding, marine industries) are concentrated. This is the result of the people of Imabari succeeding in responding to the changes of the times.



Former salt field in Hashihama (cultivation of salt field) from a postcard.



The inside of the residence of Kamesaburo Yagi which is open to the public as "Yagi Shoten Main Office Museum."



The remains of an old stair-like boat landing area, in Hashihama.



Stone lighting stand near Hashihama Port. The name, Kamesaburo Yagi, is engraved on the side.

GoogleMap



Yagi Shoten Main Office Museum
Hashihama 2-406-1,
Imabari, Ehime



Shipyards crowd along the bay.



The white walled buildings still remain in Sakurai.

Located in the eastern part of Imabari city, Tomita and Sakurai districts flourished as the center of Imabari in ancient times. It is also said that there was a provincial office of Iyo province. Along the beach, fishermen lived, while big old houses line the streets. Sakurai has a unique atmosphere. In Shishima-ga-hara, a nationally designated scenic spot, there is a historic site which is related to Michizane Sugawara. Even after such a long time, culturally significant places like this are passed on to our generation.



“Wan-bune” and monthly installment sales

Since the scholarly god is enshrined at Tsunashiki Tenman-gu (shrine), many students come here to pray for passing their entrance examinations. Also, because plenty of plum trees are planted there, many people visit for plum blossom viewing. In a corner of the precinct, quietly standing, is a monument to "Monthly Installment Sales Birthplace." Did you know that the "credit sales" that we use on a daily basis started from Sakurai in Imabari city?

The origin of monthly installment sales goes back to kendo-making in the Edo period. Kendo was an agricultural tool, like a sieve, used to separate beans and millet etc., and it was actively made in the Haishi area of the Tomita district. The local people, who survived by both farming and fishing, started to sell them on their boats. In order to purchase cedar and cypress for the materials for the agricultural tool, they started to go to Kishu (current Wakayama prefecture). Later, they began to buy lacquerware at Kuroe (present Kainan city,

Wakayama prefecture) and take it to Kyushu to sell. On the way back, in order to fill their empty boats, they bought pottery at Karatsu and Imari in Kyushu and took it to Osaka to sell. What an efficient way of peddling! Their boats soon became called wan-bune (lacquerware boats).

Lacquerware is light, easy to carry, expensive and profitable. It is a matter of course that, as sales of lacquerware increased, the Imabari people, with their merchant temperament, began to think, "if we made it locally, we would make more money." They invited craftsmen from various famous lacquerware production areas around Japan, and started making lacquerware in Sakurai. It is said that over 300 craftsmen were working there during its peak around 100 years ago. There were also five hundred sales clerks, three hundred wan-bune boats, as well as dozens of warehouses with family-crests of wan-bune owners engraved on the white walls which stood along the cove.



Sakurai's fishing port where fishing boats line up.



Scenery around the fishing port.



The plum forest of Tsunashiki Tenman-gu (shrine).



Doors of the warehouse in the precincts of Tsunashiki Tenman-gu.



Tsunashiki Tenman-gu has many shrine gates, one of which is facing the sea.



Tsunashiki Tenman-gu dedicated to the god of learning.



Old merchant houses in Sakurai.

In the process of selling lacquerware at various places, a monthly installment sales system was born. Customers would receive the item first and pay the fee monthly. It was a convenient system to buy expensive lacquerware. Succeeding with this, the system gradually began to be applied to products other than lacquerware such as furniture and clothing. This is how department stores like Marui and Daimaru started specializing in monthly installment sales. These installment sales are credit transactions so there is a risk that payment may not be recovered. Imabari merchants must have been cheerful and generous enough to open their hearts to the customers and build relationships of trust with them. The

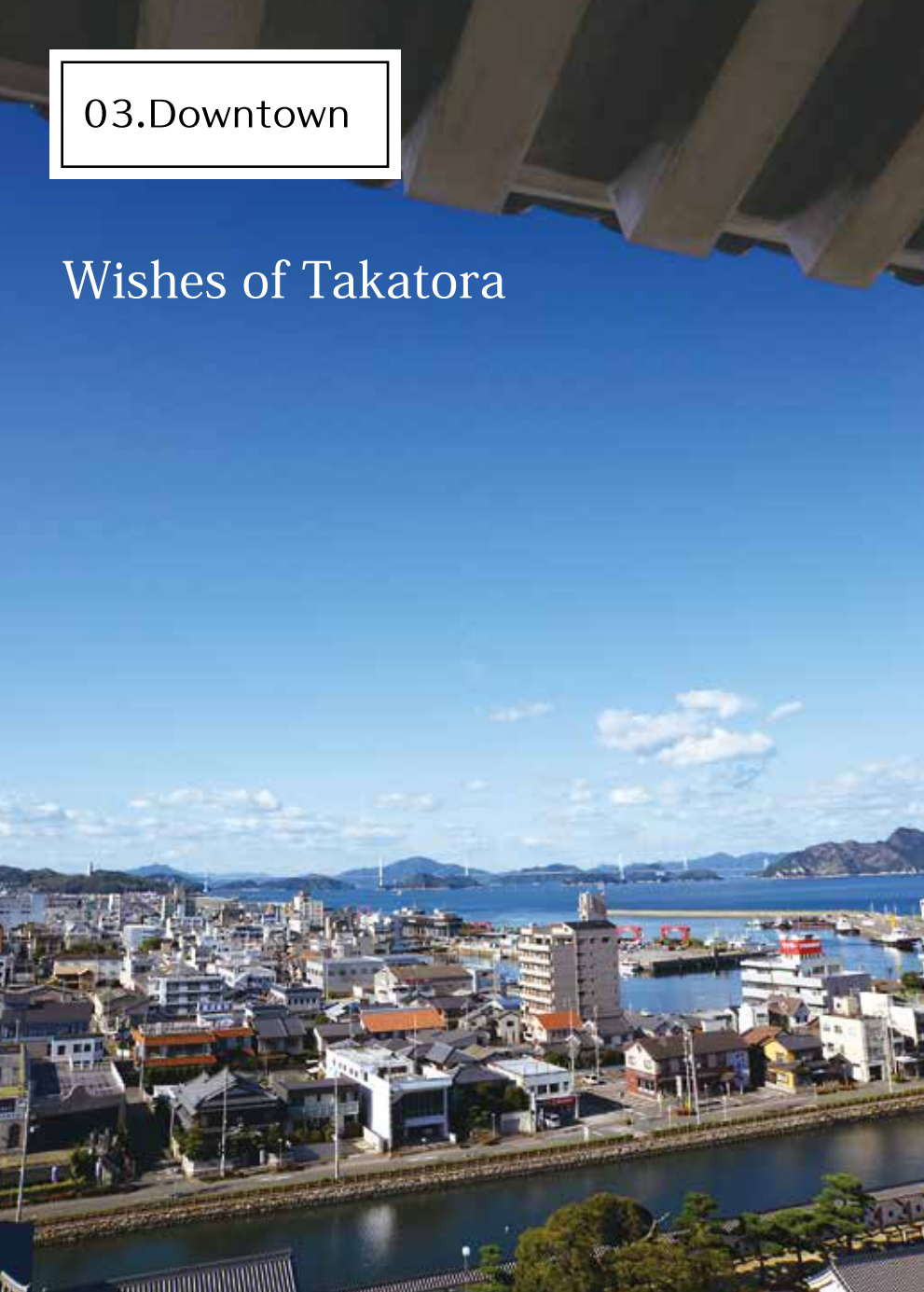
tenacity of the Imabari merchants to use new ideas to improve their trade, hasn't changed over the generations. This is how Sakurai lacquerware became rooted in Imabari as a traditional craft. In dealing with agricultural tools, lacquerware, and payment styles, the fire that the merchants of Sakurai lit is still burning in the present day.

GoogleMap



Tsunashiki Tenman-gu
Sakurai 6-2-1, Imabari, Ehime

Wishes of Takatora



The castle tower commands a view of downtown towards Imabari Port, and Kurushima Kaikyo Bridge in the distance.



Imabari Castle is a symbol of Imabari City. Takatora Todo who was said to be a master of building castles, started to build it in 1602. The castle is also famous for its moat filled with seawater. Before that, there was a castle called Kokufu Castle on the hill, Karako-yama, about five kilometers away from here. When Takatora was assigned to Imabari as a Lord, he decided to abandon the mountain castle and build a new one on the plain near the sea. The location was militarily important and convenient for transportation and economic development.



The moat of Imabari Castle is connected to the sea.

Imabari Castle is also called Fukiage Castle, meaning that it stands on the beach where sand blows from the sea. Takatora had the foresight to make a castle on the plain close to the sea, trying to realize a peaceful world and economic development. He also built a residential area for his workers between the inner and outer moats, as well as merchants' and farmers' residential areas around the outer moat. Although the current coastline is different from that of the Edo era, some of original streets have remained, such as Hon-machi, Katahara-cho, Nakabama-cho, and Kazahaya-cho. Takatora made roads connecting the port and the castle town. His original urban design is the foundation of the current Imabari city.

There is a small monument on which is written "Kashi-bata (river bank edge)" in the shopping area. Kinsei River, which runs parallel to the shopping arcade, was once a part of the outer moat of Imabari Castle. Currently it is a narrow river with a width of about 6 m, but in the Edo era it had a width of 30 m and it is said that boats were able to enter the river

from the sea. At the time, the place was called "Kashi-bata (river bank edge)" because this area was the edge of the Kinsei River. Later the houses of rich merchants and shops of wholesalers lined up, making the area a lively center of the town. It was the base of the current shopping arcade "Imabari Ginza."

As you go up the Kinsei river, you hit the place "Dondobi" which is the boundary between the Kinsei River and the upstream Izumi River. Dondobi sounds familiar to local people, but a stranger who reads the sign "Dondobi intersection" for the first time seems to wonder what it means. Dondobi is written "吞吐樋" in Chinese characters, meaning that it is something that drinks water from the river and spits it out. When the sluice gate was installed in order to adjust the water level of the outer moat, the place got the name. Although most parts of the moat were buried, a part was left as the Kinsei river. The sluice was finally removed in 2000.

Imabari Castle was originally surrounded by triple moats. It is said that there was a middle moat between the existing inner moat and the Kinsei and Izumi Rivers which are the partial remnants of the outer moat. There is a story that the route from Yayoi-dori, crossing Matsumoto-cho, through Kogane-cho towards the sea used to be a part of the middle moat. In fact, there are waterways here and there along this route. It would be interesting to take a walk looking for remnants of the time.

Since 80% of downtown Imabari was burnt due to the air raid in 1945, almost all of the buildings and streets disappeared. However, immediately after the war, shops and houses started to be rebuilt, and the restoration of the city was quicker than other cities in the prefecture. People in Imabari seemingly have a strong spirit, a business mind, and a curiosity about new things. They have always responded to changes of the times with flexibility. They have overcome difficulties and have transformed changes into opportunities many times. In recent years, the shopping area in the center of the city is not as crowded as it used to be. If we say that it's simply "the flow of the times," then that will be the end of that tradition. However, in order to regain the energy of the shopping area, young merchants and citizens are standing up and working on various attempts. A new wind is blowing in the castle town.

GoogleMap



Imabari Castle
Toori-cho 3-1-3, Imabari, Ehime



A shopping street of the Showa 40's (From "いまばり" issued by Imabari District Tourism Association in 1964).



Kinsei River flowing parallel to the shopping street.



Dondobi intersection at the entrance of Ginza shopping street.



Road sign at Dondobi intersection.



A monument of "Kashi-bata" standing at the corner of a shop on the shopping street.



Young people are working on various attempts in order to revitalize the town.

The festivals and traditions where gods live

Tsugi-jishi (joint lion dance)

As part of the traditional festivals handed down in the Imabari area, Tsugi-jishi (joint lion dance) is widely performed. In the dance, people make a three to five tiered human tower by standing on each other's shoulders, and a child with a lion mask on his head dances on top of the tower. It is said that it was introduced to the Imabari area from the Daidai dance for the gods from Ise, Mie prefecture. After it arrived here it was developed from a three to a five tiered tower. This dance represents the people's wish for a good harvest and to be as close as possible to the gods. Shishiko, the dancer at the top, is performed by boy of about six years old from the area. This acrobatic performance requires balance, power and skill. The performance is impressive and full of thrills. The soaring figure is awe inspiring.



After they get off the boat, the people involved in the Tsugi-jishi (joint lion dance), whilst continuing to perform, lead the portable shrine to the Jizodo (a building within the shrine). Once there, they perform the dance again.

A lion stands on the sea

Tsugi-jishi on a boat
at Ryu Shrine
in Kuo, Onishi-cho



The shrine gate stands in the sea. People used to pass through the gate by boat to visit Ryu Shrine. To commemorate this, the Shishi (costume of lion god) and the portable shrine are taken outside the shrine grounds, loaded on the boat and transported through the shrine gate.

After the boat passes under the gate, Daiba, a dance for exorcism, is performed by Tengu, a long-nosed goblin. During the dance the boat stops and Tsugi-jishi begins. They perform the three-tiered and four-tiered Tsugi-jishi. The boat is pummelled by the strong wind and people watching it hold their breath. When the boat is rocked hard the crowd gasps. While the performers wait for the wind to stop, it robs them of their strength little by little. They sometimes twist their face with the effort. The audience shouts encouragement for them. The atmosphere is very tense. When Shishiko finally stands up slowly, they receive a thunderous applause.

Tsugi-jishi comes from hard and consistent effort of both children and adults. Tsugi-jishi is difficult to perform on the ground, so it's no easy feat to do it on the boat. They had to practice it every day for two months. Additionally, Tsugi-jishi

Tsugi-jishi has been designated an intangible folk cultural asset of Ehime. There are over 20 Tsugi-jishi groups around Imabari with their own features. Most of them perform in the precincts of a shrine, but there is only one Tsugi-jishi performed on a boat, that is at Ryu Shrine in Kuo, Onishi-cho.

performed on the boat is one-shot thing. The situation of the climate, wind, and waves change every moment. Their tension must be immeasurable.

"The drumming sound has remained in my ear since childhood. I had been away for a while but I wanted to do Tsugi-jishi again when I returned. I hope my children feel the same way in the future", Kennichi Sugihara, a member of Kuo Shishi group said. His grandfather, father and uncle performed Tsugi-jishi on the boat. His son, Ayato, served as Shishiko this year. These days many fathers and sons have the opportunity to dance together. I was impressed by how much the children seemed to enjoy it.

They must sometimes get injured because they perform on a thin matting. When they stand on the shoulders, adults stand around the performers to catch the child in case the tower collapses. Shishiko is a bearer of this community's future. Tsugi-jishi represents that adults support and protect the precious children. Without bond and trust, Tsugi-jishi can never be done. The future seems promising as long as the tradition of Tsugi-jishi is continued.

They bring laughter to God.



In one scene from Migawari Jizo (Stand-in for the Local God). A mason couldn't make the statue of the local God before the deadline, so he poses as the statue himself. The visitors to the statue cause him quite a bit of trouble.



They prepare the stage props and costumes by themselves.



They do their makeup by themselves.



In the festival, Ogamidashi, Shishi Sanban So, Daiba, Nejishi, and Shoyo follow. Then Tsugi-jishi is performed after Niwaka. The three-tiered Tsugi-jishi was performed twice this year.

Shishi-mai (lion dance) and impromptu play at Yahagi Shrine in Asakura

The sound of drumming resounds in the mountainous village. Some men are struggling with makeup in one corner of the shrine. Every so often they look at each other and laugh. The shrine has been full of joyful laughter since morning. A unique play called Niwaka has been handed down at the festival at Yahagi Shrine in Asakura.

Niwaka is an impromptu skit. It originates from the impromptu drama performed at the summer festival of Sumiyoshi Shrine in Osaka during the Edo period. Although there's no certain record, it has a nearly two-hundred-year history in the Asakura area. Shishi-mai and Niwaka at Yahagi Shrine in Asakura is the only Niwaka that exists in Ehime and it has been designated as an intangible folk cultural asset of Ehime.

Niwaka is performed during the Shishi-mai. In a Niwaka performance, the actors appear from under the cloth of the Shishi (the costume of the lion god). After the drama, the Shishi comes to collect them and the actors disappear beneath its cloth to exit. Yutan, a cloth which covers the Shishi's body, takes the place of the curtain, which is interesting and fitting.

In 2018, 2 plays, Isha to Bozu (Doctor and Shaved) and Migawari Jizo (Stand-in for the Local God) were performed. Both were performed by few actors and were 10 minutes long. The skits are performed on a matting in front of the altar. A long time ago, up to 10 dramas were performed. These days, however, the plays are often chosen from three popular titles: Gonpachi Shirai, Isha to Bozu and Migawari Jizo. The performances are full of current news and satire, which makes adults roll on the floor laughing. Children sit in the front row and shout out adorable comments, and the actors respond to them. Their exchange improves the show. Children sometimes get so excited that they take part in the drama, which is also funny. It seems that everyone there is part of the drama.

The members of a Youth Group for the "Yahagi Shishi Preservation Society" had practiced for that day. Though part of the point is not to practice too hard. That's because an overly smooth performance will destroy the fun of it being spur of the moment. They learn the plot, but go with the flow of the live occasion. The best part of Niwaka is enjoying the off-script plot.

The Youth Group consists of people aged from twenty to forty. Their jobs vary: office workers, self-employed, farmers and so on. Some are from Asakura and some moved to Asakura after marriage. But one thing is common; they all work hard to keep the traditional festival going. Young people are precious in the agricultural village in this aging era. Tadanori Kan, the chairperson of the Preservation Society, and the veterans, take



In one scene from Isha to Bozu (Doctor and Shaved), when they fight over a watch, something unexpected happened. Children joined the drama from their seats. The staff tried to control the children, which also made people laugh.

part in the practice to support the young members. The spring festival is a big event accomplished by working together across generations.

Niwaka is generally written with the Chinese character '俄か' which means ad lib. In the history of the shrine it is written as "場華" which means making the situation festive. Niwaka is a traditional performing art that makes the festival lively. They want to treat the gods. They want the gods to laugh. Niwaka connects people throughout the ages and brings laughter to everyone. Laughter echoes in the clear May sky. The gods surely laugh.



Tadanori Kan, the chairperson of the Preservation Society, gives guidance about the Shishi dance to the young people. (In the center) They practice late into the night.

Having a test of strength with God



Ichiriki-zan fights with the invisible spirit of rice. Sumo is generally written as “相撲” in Chinese characters, but in this festival it is written as “角力” which means a test of strength in a broad sense. That’s because the sumo in the festival is not normal sumo but a test of strength with the god.

Otauesai (rice planting festival) at Oyamazumi Shrine in Omishima

Hitori-zumo means fighting windmills. The word’s origin is said to be one man sumo. It is performed in Otauesai at Oyamazumi Shrine in Omishima, the island of God.

In the festival, held on May 5th in the old calendar, Hitori-zumo (one man sumo), in which a sumo wrestler named Ichiriki-zan fights with an invisible spirit of rice, is dedicated to the god. The winning of the spirit of rice tells of a good harvest in spring and gives thanks to the harvest in autumn. Strong men in the island had been serving as the wrestler since the Edo period. The performance stopped in 1984 but in 1999, when Shimanami Bridge was opened, it was started again with two local men, the role of the wrestler and a sumo referee.

The sumo consists of three fights between the spirit of rice and Ichiriki-zan. The result is designated that the spirit wins with two wins and one loss. Although everyone knows the result, their breathtaking performance gets the audience excited. Finally, Ichiriki-zan gets thrown out by the invisible spirit and receives a generous applause.

After the Hitori-zumo, 16 girls chosen from the island and called Saotome plant rice, wearing byakue (white garment), aka-dasuki (red cord), tekko (covering for the back of the hand and wrist) and kyahan (leggings). The girls are elementary school students. Because they seldom go into the rice fields, they walk carefully, sinking down in the mud, which is heartwarming. Their family comes to see the girls and take pictures and films. The festival is a solemn Shinto ritual and also a family gathering. It entertains the local people and softens their hearts.



The portable shrine is taken outside the shrine. Unfortunately, the weather was bad this year, but many people wanted to get a shot of the portable shrine in its rain gear.



Saotome rice planting ceremony.



The only Ushioni (cow-demon) in the Toyo district

Ushioni and Danjiri go up to Kamo Shrine

The autumn festival at Kamo Shrine in Kikuma-cho

Otomouma-no-hashirikomi is a horse racing event, where beautifully clad horses ridden bravely by boys called Noriko, sprint the approach to the shrine. The autumn festival at Kamo Shrine or Kikuma matsuri is crowded with many spectators every year. Ushioni is one of the highlights of the festival along with the Otomouma.

While Ushioni is famous in Uwajima and the Nanyo area, it also exists in the Toyo area, only in Kikuma-cho. The origin, history and reason are not certain. However the record in the Kamo Shrine history in 1816 tells that it was already performed in the Edo period.

Ushioni and Danjiri leave Itsukushima Shrine at 9 in the morning on the day of the festival. Then they walk to Kamo Shrine, ringing the bell. After an hour, they arrive at Kamo Shrine. Otomouma is suspended and Ushioni goes up the stone stairs to the main shrine, craning and retracting Ushioni’s neck. Ushioni is said to purify the place and it foreruns the portable shrine. The 8-meter Ushioni is surrounded by dozens of bearers, which is manly and powerful.

Ushioni is taken care of by parishioners of Itsukushima Shrine in the town. Looking at it closely, it has a lovely look. It has a mask of a cow, rather than an Oni, a devil. The local people who attend the shrine made it. They use a Joren, a bamboo frame, as the head. They have used it for a long time due to its right size and shape.

Far from the Nanyo area, Ushioni exists in Kikuma-cho. The mystery has the affection and passion of the local people who maintain the tradition and hand it down to the future generations.



Otomouma-no-hashirikomi, an intangible folk cultural asset in Ehime.



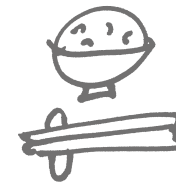
They set up Ushioni a week before the festival. The frame is bamboo. They cover the well-structured body with black cloth.



The head has an amulet of Itsukushima Shrine inside it. Its face is humorous.

Local cuisine we would like to pass on to future generations

People in Imabari can't imagine that some of their cuisines are only local, because they are so common. They only realize they're not common in other areas after they move away from home. This local cuisine is a little different from more recent local dishes which are used to promote regional development. Local cuisine is natural and soothing food which local people have been eating since early times.



Casual dishes

Everyday food



Taimeshi

Imabari is famous for Tai, sea bream. Taimeshi is cooked in a pot with rice and fresh whole sea bream. It is seasoned with salt, soy sauce and kelp. After the rice is cooked, flake the flesh, and mix with the hot rice. It is gorgeous with the tasty sea bream.



Igisu-dofu

Igisu-dofu is one of the summer delicacies in Imabari. Igisu is a kind of red algae that grows along the coast of the Seto Inland Sea. Igisu-dofu is cooked by boiling igisu with raw soy flour and then jellifying it like kanten agar. The ingredients put into igisu-dofu vary from home to home: shrimp, carrots, green soybeans, hijiki seaweed etc. Eat it with ginger and soy sauce or vinegar miso if desired.



Nitsuke (Nizakana, or stewed fish)

Fishery products caught in the Kurushima Strait have firm flesh and taste good in any cooking style: stewed and simmered



Senzanki

Seasoned fried chicken. Its strange name has some stories; one is, because the chicken is chopped into small pieces, it's called "Sen zan kiri (chopped into a thousand pieces)". Another is because Mr or Ms Sen cooked a pheasant which lived in Mt Chikami, it's called "Sen-san kiji (pheasant)." Or, because it comes from the Chinese words for fried chicken "Ruan zha ji" or "Qing zha ji". It leaves a pleasant aftertaste of garlic and ginger, which is popular with both adults and children.

Formal dishes

Feast



Horakuyaki

It is said that the Kurushima Suigun ate this cuisine at victory parties. It is cooked on a Kora, an unglazed earthen pan. A lot of fresh fish and shellfish are grilled on pebbles over the large pan, another Kora is used as a lid. The seasoning is just salt. The pebbles absorb the excess water, which makes the flesh soft.



Otsukuri

Fish living in Kurushima Strait is tossed about by the fast current and has firm flesh. A feast in Imabari often includes a plate of assorted sashimi or funamori in which sashimi is served on a boat-like plate.



Tai-no-Hamayaki

Sea bream is soaked in salt and charcoal-grilled over time. It's a celebratory meal served at New Year or a weaning ceremony. You can enjoy the rich flavor of sea bream.

★Dishes (Senzanki, Taimeshi, Nitsuke, Horakuyaki, Otsukuri) by Iyo Suigun (Minato-cho, Imabari-shi, Ehime)

Recipe

MOGUMOGU
IMABARI

Senzanki (3 portions)

400g bone-in chicken
Sauce
4 Tbsp soy sauce
3 Tbsp sweet cooking rice wine
2 Tbsp cooking sake
1 Tbsp sugar
Desired amount of grated garlic
Desired amount of ginger
Proper amount of starch
Proper amount of oil

1. Cut the meat into chunks.
 2. Marinate the meat in the sauce. (Marinated longer, it soaks up a lot of flavor)
 3. Put starch and mix well and fry. Fried twice will make it crispy.
- Boneless chicken is also good for children.

Igisu-dofu

30g Igisu
30cc soy sauce
Sugar to season
100g raw soy flour
1-1.2l water
200g shrimp
100g carrot

(4 portions)

1. Boil shrimp. (Keep the broth.)
2. Boil the broth until Igisu has dissolved.
3. Peel the shrimp and cut the carrot into strips.
4. Put the shrimp and carrot into the broth and add raw soy flour slowly, stirring continually.
5. Add soy sauce and sugar to season. Pour it into the mold and then cool to harden.
6. Eat with ginger and soy sauce, vinegared miso or ponzu sauce if desired.

Taimeshi (4 portions)

1 small sea bream
3 cup rice
3 cup water
3 Tbsp thin soy sauce
1.5 Tbsp cooking sake
1 Tsp salt
5 centimeter square dried kelp

1. Remove scales and gut the sea bream before washing lightly.
2. Wash rice and remove water for 30 minutes. Put the rice, salt, soy sauce, cooking sake and the proper quantity of water in the rice cooker.
3. Put dried kelp and whole sea bream over the rice and cook. (Fillet of sea bream is also good.)
4. After the rice is cooked, remove the kelp and sea bream. Flake the fish and put the meat back into the rice cooker.
5. Mix the meat and rice well.

Recipe by Imabari Local Cuisines Promotion Association

Imabari Architecture

Because Kenzo Tange, a world-famous architect, was closely connected to Imabari, there are many of his designs here. There are also works by other famous architects at the forefront of the industry. Toyo Ito, Kengo Kuma, Hiroshi Hara, and Makoto Tanijiri. Imabari is a great city for people who are interested in architecture and building planning.

Actually...
Imabari is a good city
to see some great architecture!

Works by Kenzo Tange



Imabari "Kokaido" Public Auditorium, 1958.



Imabari Citizens' Meeting Hall, 1965.



Imabari Local Industry Promotion Center, 1985.



Formally Imabari Trust Bank main branch (currently Ehime Trust Bank Imabari branch), 1960.



Formally Imabari Trust Bank Tokiwa-machi branch (currently Ehime Trust Bank Tokiwa-machi branch), 1967.



Imabari City Hall main building, 1958. Imabari City Hall, first annex, 1972. Second annex, 1994.

Looking for works by great architects

The three buildings of the Imabari City Hall, the City Hall main building, the Citizens' Meeting Hall, and the Imabari "Kokaido (Public Auditorium)", are set in the shape of the Japanese character "コ" with the parking lot inside, because this is the style of city planning that Mr Tange had studied. Some say that these works were influenced by Le Corbusier. Compared to these three earlier buildings, the Imabari City Hall annexes are designed much more modernly. Twenty-seven years after the design of the City Hall, Mr Tange, 73 years old at the time, made a basic design for the Imabari Local Industry Promotion Center. It is interesting to see the changes in his style over time. All of these buildings are within walking distance. How about spending a day walking around the town and looking at his works?

Kenzo Tange

(1913 - 2005)

Born in Osaka. Mr Tange is a world-famous architect and city planner, one of the most famous in Japan. Because Imabari is the hometown of his father, he spent his elementary and junior high school years in Imabari. He has many well-known works, such as the Hiroshima Peace Memorial Park, the Kagawa Prefectural Office, the Yoyogi National Gymnasium, and the Tokyo Metropolitan Government Building, and so on.

There is more!

Works by famous architects

There are many works by famous architects who are at the forefront of the industry. Imabari is a really good place to look closely at architectural works.



Mt Kiro Observatory
Architect: Kengo Kuma
Oshima (Yoshiumi-cho, Imabari)



Toyo Ito Museum of Architecture, Imabari
Architect: Toyo Ito
Omishima (Omishima-cho, Imabari)



Ken Iwata Mother and Child Museum, Imabari
Architect: Toyo Ito
Omishima (Omishima-cho, Imabari)



Manabe Zoki Co. Ltd. main office building
Architect: Makoto Tanijiri
Takabe, Imabari



Imabari Port Community Center "Harbory"
Architect: Hiroshi Hara
Katahara-cho, Imabari

Interesting architecture in Imabari

When you drive around the city, you might come across some remarkable architecture which grabs your attention. Here is an introduction to some of the unique architecture in Imabari.



Nihon Shokken Holdings Co., Ltd. K.O. Palace Factory
The K.O. Palace Factory, which is sometimes called "the most beautiful factory in the world," is gorgeous and luxurious. It captivates you with its gorgeousness. It was designed using the Belvedere Palace, in Austria, as a motif.



Poeme Honpo Hon-machi main branch
On the rooftop of a well-known confectionary shop, there is a building that looks like a castle tower. Looking at a photo taken more than 50 years ago, you can see there was a castle tower on the rooftop then as well.

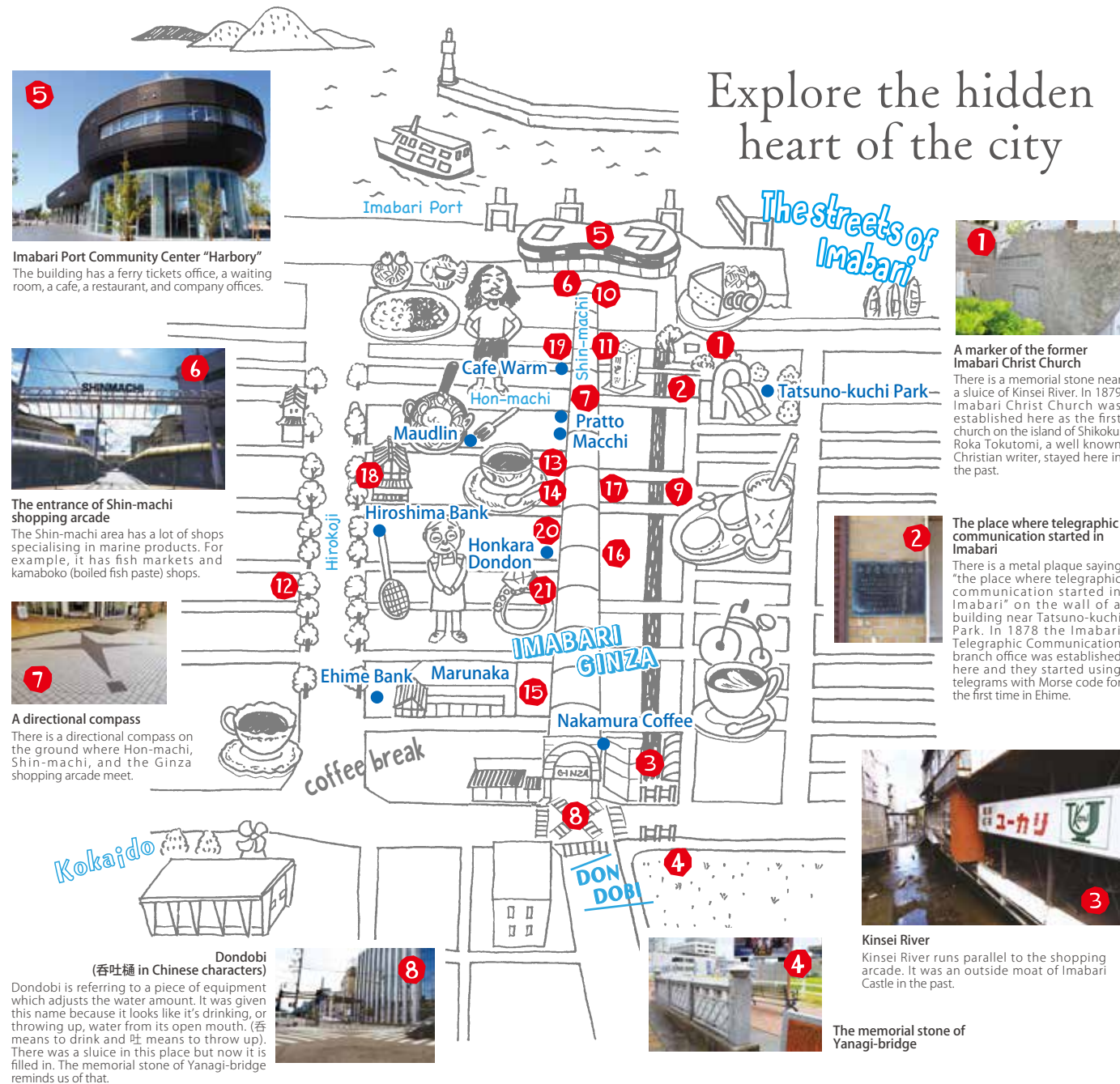


Uzushio Electric Co., Ltd. MIRAI Factory
This company is one of the biggest manufacturers of electrical equipment for ships in Imabari. The idea for the design of the factory comes from future ships. It looks like a space ship in sci-fi movies.



Imabari Kokusai Hotel
This is a landmark building in Imabari. It has 23 stories and is 101.7 meters high. It is the tallest building in Shikoku, and it can be seen from every part of Imabari. At night it's lit-up mystically.

Explore the hidden heart of the city



5
Imabari Port Community Center "Harbory"
The building has a ferry tickets office, a waiting room, a cafe, a restaurant, and company offices.



6
The entrance of Shin-machi shopping arcade
The Shin-machi area has a lot of shops specialising in marine products. For example, it has fish markets and kamaboko (boiled fish paste) shops.



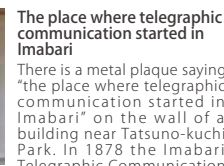
7
A directional compass
There is a directional compass on the ground where Hon-machi, Shin-machi, and the Ginza shopping arcade meet.



8
Dondobi (吐糖 in Chinese characters)
Dondobi is referring to a piece of equipment which adjusts the water amount. It was given this name because it looks like it's drinking, or throwing up, water from its open mouth. (吐 means to drink and 吐 means to throw up). There was a sluice in this place but now it is filled in. The memorial stone of Yanagi-bridge reminds us of that.



1
A marker of the former Imabari Christ Church
There is a memorial stone near a sluice of Kinsei River. In 1879 Imabari Christ Church was established here as the first church on the island of Shikoku. Roka Tokutomi, a well known Christian writer, stayed here in the past.



2
The place where telegraphic communication started in Imabari
There is a metal plaque saying "the place where telegraphic communication started in Imabari" on the wall of a building near Tatsuno-kuchi Park. In 1878 the Imabari Telegraphic Communication branch office was established here and they started using telegrams with Morse code for the first time in Ehime.



3
Kinsei River
Kinsei River runs parallel to the shopping arcade. It was an outside moat of Imabari Castle in the past.



4
The memorial stone of Yanagi-bridge

The area between Imabari Port and JR Imabari Station is the traffic hub of the city, the location of local government, and the center of business in Imabari. Because this area has entry points by land and sea, the area is very busy. The town, which is a mixture of old and new, has a feeling of nostalgia about it which is attractive to people. It would be peaceful to wander around the town allowing time to pass freely.



12
Coffee at Apony
An old cafe on the second floor of a building along Hirokoji Street. Their coffee, which they drip carefully, one cup at a time, with beans they have roasted themselves, is still very popular. Relaxing music and the deep sweet fragrance of coffee around you, makes you forget about daily life.



9
Pancake from Fujiya
Fujiya is a retro cafe which has a taste of the Showa period. They bake pancakes on a copper plate using a round mold. It is their speciality and people have been enjoying it for over 50 years.



10
Early morning cafes
In the past there were more in this area, but now there are only two left. This photo shows the breakfast of "Early Morning Cafe Marine," a thick slice of toast and a salad displayed neatly with a cup of coffee.



13
An out of the way cafe
Going up the concrete steps and opening the door you see a sophisticated space. Cafe "A Demain" on a corner of the shopping arcade is a place where you can leave your daily stresses at the door.



14
A silver craft worker in the Ginza
"Shirokane-sya" sits quietly in the Ginza shopping arcade. Mr Tokumaru, a blacksmith, makes accessories which have the unique charms of delicacy and strength.



11
An old kamaboko (boiled fish paste) shop
Uosada is an old kamaboko shop which opened in 1871 and has a long history in this area. You can see the various types of kamaboko in the store.

At the port, morning comes early

In the past, huge ferries stopped by Imabari Port and it was bustling. "Harbory" was built as a replacement to the old port building. This new building is visually stunning, designed to look like a big ship. Designed by Mr. Hiroshi Hara, this building not only offers the function of the port facility, but it also provides a community space for local people. Leaving Harbory, let's walk into the shopping arcade. This is an area called "Shin-machi" has a lot of fish markets and Kamaboko (boiled fish paste) shops. Because many people are working in this area early in the morning there are some "early morning cafes" which are very different from normal cafes. In the past there were more, but now there are only

two, "Marine" and "Garnet". Considering the working times of fishermen and market workers, "Marine" opens at 5am. Inside is a relaxing atmosphere, and regular customers are enjoying their standard breakfast, which includes toast, salad, a boiled egg, and a cup of coffee. The Imabari shopping arcade is about 700 meters long, connecting Imabari Port to Dondobi junction. To be more precise, this arcade is divided into three shopping arcades, "Shin-machi", "Ginza," and "Dondobi" in order from the Port end. "Ginza" further inland across the Hon-machi Street, which has many kimono (traditional Japanese clothes) stores. The starting point is in front of "Puratto", Imabari Vitalization Center for the center of the city. There is a directional compass on the ground in front of "Puratto," becoming part of the landscape.

Getting tired from walking? Have a coffee break!

Walking around the shopping arcade area, you get the impression that this place has a lot of cafes, including early morning cafes. There is "Coffee Stand Terminal 01" on the ground floor of Harbory, and "Chil-chil" in the Shin-machi shopping arcade. "A Demain" in the Ginza shopping arcade has a great ambiance in which you can see antique British furniture. This cafe is like a retreat for adults. "Maudlin," on a small alley, is a retro cafe and their breakfast and lunch is popular. "Fujiya", along Kinsei River, is a cafe which is over 50 years old. Their popular pancake, of which the surface is crunchy and the inside fluffy, relaxes you and reminds you of the old

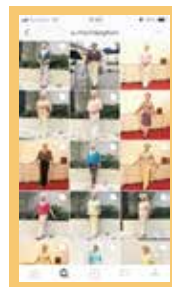
days with its moderate sweetness. "Apony", on the second floor of a building along Hirokoji Street, is a cafe which is also over 50 years old. People love their fragrant coffee which they drip through a cloth with bean they roasted. "A Cup of...Nakamura Coffee", in the Dondobi shopping arcade, opened in 2016. Espresso brewed with an Italian machine is popular. Other than that, there are "Cafe Warm", whose fresh fish lunch and Brazilian dish "Moqueca" are popular, and "Macchi" which is a community cafe. At these cafes young and modern owners are trying to revitalize the shopping arcade. Since these trendy new cafes established in the old style shopping arcade, the shopping arcade feels like it has new life.



Kaneto restaurant, 120 years old
This restaurant was opened in the Meiji era. At the restaurant an old woman sits at a bench which looks like the reception bench of a public bath. You can order there and pay beforehand. This restaurant has two different kinds of welcome sign, which they change depending on the season.



Fashionable Michiko
Michiko, from the dressmaking shop "Textile Udaka" where you can order custom made clothes, is a 77-year-old woman. She wears nice clothes and has a lovely smile. One female fan posts photos of Michiko's fashion on Instagram as "Michiko-gram," which is very popular. But Michiko herself asks, "How many grams in an Instagram? Lol."



u.michikogram



15



"Your Face Here" cutout
There is a "Your Face Here" cutout of a Japanese style bride and groom in front of "Sasaki watch shop". Ai Okino, a locally based illustrator drew it. If you have a partner, you really should try it.



Signboards which all use "魚"
The Shin-machi shopping arcade has many shop names that include the Japanese kanji "魚" which means fish. There are a lot of fish markets and kamaboko (boiled fish paste) shops there.



A shutter at the shopping arcade
Even after some shops closed down, you can still see some retro signboards which make you take a second look at the eye-catching shutters.



A wire netting shop which has 100 years of history
"Nakayama wire netting shop" make various types of handmade wire netting products. At first they were in Hon-machi, then at Kashibata, finally in the Meiji era they set up in the current location. The third generation owner of the 100 year old shop is a nice guy with a beautiful smile.

"Permanent" on a white wall
Another retro attraction is in a back alley of the shopping arcade. A former hair salon building is now painted white, but you can see the old sign which rises under sunlight.



17

A nostalgic shopping arcade

A thin river runs parallel to the shopping arcade. Kinsei River was once an outside moat of Imabari Castle. The width of the river was 30 meters before it was filled in. Houses were built with parts of them extending out over the river, and people hang their laundry on the bridge as if it is part of their daily lives. You really should take a look at this lively view. You might feel as if you're taking a walk into another country of Asia. The riverside of Kinsei is the best place to find a nostalgic view. There are many charms of the Imabari shopping arcade other than that. The signboards of shops are one of them. The font of the letters and designs are unique, and old now. Around the Shin-machi area, close to the port, there are many shop names which include "魚" which means fish. You can see

names like 魚研, 魚駒, 魚夢, 魚研 on the other side of the arcade 魚真. You can't help but notice these signboards which all use "魚". It's so much of a port town. As well as that, close to the Dondobi junction, the shop names including "Dondobi" stand out. Even if the shop has closed down, in many cases they have left the signboard under the eaves. Those old signboards might serve to remind you of the old days. The town, which combines new and old, makes many travellers feel revitalised. The quiet and relaxed shopping arcade is somehow a cozy place where you can feel that time has stopped. But time flies when you walk around, stopping by a back alley and making a detour. If you are tired from walking, please have a cup of coffee from whichever cafe you like.

Designs which we would like to hand down

Favorite brands of food packaging found in Imabari are somehow nostalgic



Ram Rin

Ram Rin has been very popular for over fifty years. The package with the words "Ram Rin" and an illustration of a coach is retro and cute. Opening the foil, you can see a piece of sponge cake which is richly soaked in rum and syrup. when you eat it your hands will become greasy, but it is a nice feeling. It could melt your heart with the straightforward taste that reminds you of the old days.

Kurohune Confectionary (Muroya-machi, Imabari)



Suigun (pirates) Miso

With the illustration of sea spray, "Suigun Miso" in brave blue letters on an orange background, and the font "ふるさとの味" which means "a taste of hometown," it makes you feel nostalgic. Even though miso made from rice is common throughout Japan, miso made from wheat is more common in Ehime. Suigun Miso is made from wheat as well. Contrary to the violent image of the Suigun, the miso tastes mild and a bit sweet as it soaks into your body. It is like a taste of hometown.

Suigun Food Service (Miyakubo-cho, Imabari)



Moa

On the side of a retro style package which contains the taste of the Showa period, this poem is printed:

"Elise, you were that flower.
Hey my sweetheart,
I realize it was you with that kiss.
I can't find sweeter affection like this in the lip of any flowers.
I can't find hotter passion like this in any tear of flowers."
Unwrapping the passionate package, you can see a moist, block shaped cake, which is mixed with white anko (sweet bean paste).

Moa Yamada (Mimami-hourai-cho, Imabari)



Araragi

The character "一位木" printed on a silver colored wrapping paper is pronounced as "Araragi". In the past, people made "Shaku," which means a wooden plate, for very important political people, from an Araragi tree, the origin of the sweets name. In that time the highest position was called "一位" which means "first position". They named the sweet this with a prayer that it will become the sweet best loved by the people.

Muroya main branch (Tokiwa-cho, Imabari)



Hishiho

The distinct red lettering of the word "Hishiho" with the smile of Ebisu, an old god for a good harvest and business success. It's "Hishiho," not "Hishio" which is the common word for a paste seasoning. "Hishiho" is one kind of Miso that can be eaten by itself without cooking. It's made from the traditional soy sauce of Ehime. You can eat it with rice, or use it for vegetables and fish instead of soy sauce. This product is useful for many meals. Like Suigun Miso, the main ingredient is wheat. Ehime definitely has a culture of Miso made from wheat.

Soga-masuhei syouten (Suehiro-cho, Imabari)

Information

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