



Co-creation

IMABARI STYLE

Imabari's future created by citizens together

shikoku
IMABARI

Take *free*

An old weeping cherry tree at Muryou-ji temple, watching over people for more than a century. (Asakura)

2020.04



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Bakery PAYSAN's three generations (Yoshiumi town, Oshima)

imabari style
VOL.5 2020.04

IMABARI STYLE vol.5

Co-creation

Table of Contents

- 3 **THEME 1 Hometown Exploring**
 - Trip.01
A Beautiful Village-Mountain:Green Revival
Mount Kasamatsu, Asakura
- 5 Trip.02
Wishes for World Peace at a 100-Year-Old Fortress:
The Remains of Geiyo-Fortress and Oshima-Battery,
Oshima
- 7 Trip.03
The Mountain Where a God Lives;
A Superb View of the Sky
Mount Washigato, Omishima

- 9 **THEME 2 Working Together With the Locals**
 - Case.01
Islands and Art
Imabari City Regional Revitalization Corps,
Kanako Ariyoshi
- 11 Case.02
Book and Coffee Shop
KORIORI Coffee & Bunko,
Daisuke & Ryoko Chijiki
- 13 Case.03
This Town Has Kaneto
KANETO Dining
- 15 Case.04
Melting Into Daily Life
Tatsukawa Bakery

- 17 **THEME 3 Growing Together:
The Campus Life You Never Knew About**
 - File.01
Providing Children With Diverse and Unique
Experiences
Goichi Toshima
- 19 File.02
Establishing a Rugby Club at the New University
Momoko Lucy Ross

- 21 What is the i.imabari Campaign?
- 22 What are you "into"?
Information



Cover Photo

When PAYSAN's owners were interviewed in Imabari Style Vol.1, their sons were in kindergarten. Now they have all grown up. The eldest son, Daichi, got married and has children, and lives with his parents in Oshima. Sazae is their second lovable guard dog.

View of the Imabari downtown area from Mt. Kasamatsu.

Mt. Kasamatsu, which is the symbol of Asakura, is 357m above sea level. From the top, you can see the countryside of Asakura, the downtown of Imabari, the Kurushima Kaikyo Bridge and the Geiyo Islands.



Connect

We usually live our lives surrounded by many things and people. The scenery in front of you may change from the moment you realize that you are living in middle of a vast network of social connections.

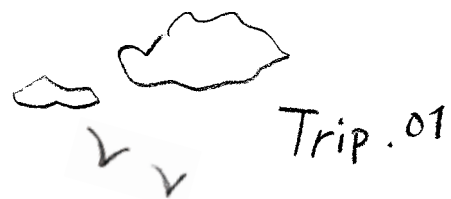
The theme of Imabari Style Vol.5 is "Creating Together-The Future of Imabari"

This volume focuses on the importance of living together.

You are supporting someone somewhere and vice versa

Together, let's imagine a future created by connecting more with nature, the town, and other people.





Mt. Kasamatsu became a battlefield along with Mt. Seta during the Northern and Southern Dynasties. It is said that the castle of the Kono clan was located on Mt. Kasamatsu, which has the perfect natural conditions for a fortress.

A Beautiful Village Mountain: Green Revival Mount Kasamatsu, Asakura

Rising above the Asakura Plains, Mt. Kasamatsu is a symbol of the town below. There is a popular hiking trail that will take you to the summit in about an hour. From the top, you can look over the countryside of Asakura, the downtown of Imabari, the Kurushima Kaiyō Bridge and the Geyo Islands, and on a sunny day you can even enjoy a large panorama of the Ishizuchi Mountains and the Takanawa

Mountains. Despite its altitude of 357m, the mountain range is fairly imposing and can easily be seen from the city of Imabari. Looking up at the mountain now, however, there are places without any green and even a number of places where you can see through the mountain's surface. This is all the result of a wildfire that occurred about a decade ago.

The fire at Mt. Kasamatsu in August 2008 is an



Upper left: The origin of the Kasamatsu Kannon-do shrine at the top of the mountain is that Kasamatsu Castle lord, Shinozuka Iga-no-kami, placed a 5-cm-sized golden Senju Kannon statue in a temple at the foot of the mountain when he was escaping from the castle. At the time of the forest fire, the fire was approaching the Kannon-do shrine, but the fire fighters' hard work saved Kannon-do shrine from burning.

Bottom left: A notebook called "The Mt. Kasamatsu Fureai Notebook" was placed at Kannon-do shrine on the mountaintop. Many climbers have written messages in it.

Upper right: Trees planted on the slope growing little by little.

Lower right: Many volunteers helped to plant the trees. The photo shows the members of the "A-Sakura-no-kai", led by Mr. Ochi.

Masato Ochi



unforgettable event for locals. The fire was tremendous and continued to spread, burning for several days after the outbreak. The news footage of that time depicted a scene of flames licking up the mountainside, scorching through the darkness of the night. Six days later, the fire was extinguished, but about 107 hectares were burned. People's hearts ached every time they looked up at the black scars scorched into Mt. Kasamatsu.

Ten years have passed since then, and the greenery of Mt. Kasamatsu is gradually recovering thanks to the efforts of many people, not to mention the resilience of nature. A few months after the fire, a rehabilitation plan was drafted, and the national, prefectural, and local community worked together. Among them, the role played by local volunteers was especially significant. Cooperating with the government, they have been steadily re-planting trees over the years. There are nearly thirty volunteer groups that have been involved in the restoration of the mountain. Among them, one of the people who has been especially active for the last ten years is Masato Ochi, a gardener who runs a landscaping business in Asakura.

"Since I was a child, I have always seen Mt. Kasamatsu, so the fire was a shock. I wanted to do something about the mountain, and offered to volunteer to plant trees at Imabari

City Hall," says Ochi. He is an expert of trees and wanted to plant cherry blossoms like those at Mt. Yoshino in Nara. He took the soil from the site of the fire, and went to Kyoto and visited Toemon Sano, who is a 16th generation sakuramori (a guardian of cherry blossoms), in order to discuss whether cherry blossoms could grow on this soil. In the end, the cherry tree that Ochi chose was the yamazakura, not the somei-yoshino, a horticultural variety. Yamazakura trees are not as flashy as somei-yoshino, but they bloom in various colors and have a long life. He declared that he would do it for ten years, and after purchasing seedlings little by little over the years at his own expense, he recruited volunteers for planting. Overall, about thirty people plant cherry trees with him every year. So far, Ochi and his group have planted more than 2,000 yamazakura trees. Some of the yamazakura which were planted ten years ago have even started to produce blossoms, albeit small ones.

It will take some time for these trees to grow and cover the mountains with greenery, but years or even decades ahead, they will be firmly rooted in the mountains. People want to leave the scenery of Mt. Kasamatsu, where the cherry blossoms will be in full bloom in spring, to the children of the future. The thoughts of many people will be passed down over generations and across Japan.



Upper left: Ruins of the building with a searchlight. It was built of red bricks and has stone stairs. **Upper right:** Underground barracks remaining at the central battery **Bottom left:** Ruins of the ammunition storage. At present, the roof has collapsed, and only the tiled wall remains.

Bottom middle: The Kurushima Strait Bridge can be seen from the coast. **Bottom right:** The trace of a bombing exercise on the northern battery.

According to the tourist information sign, everything on the island was part of the fortress except for a small village around the port. Promenades are set up on the island, and you can go around the fortress using the informational signs. The first stop is a searchlight at the southwestern tip of the island. It used to be possible to illuminate distant places with the lights to check ships coming and going through the strait at night, but at present only the pedestal remains. There was also a solid stone basement that was dug in the mountain to protect the soldiers from shelling from the sea.

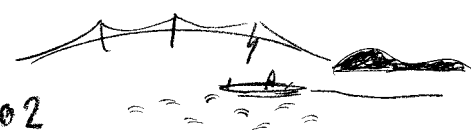
The ruins of the red brick power plant have been exposed to the weather for many years, and the inner walls have been peeled and damaged. However, the state of preservation is amazing in that it does not seem to be a building that is actually more than 100 years old. Here, power was generated and electricity was supplied to the searchlight. Although it was only inside the fortress, electricity was turned on earlier in Oshima than in Imabari and Matsuyama.

Tensions with Russia increased, and at the end of the nineteenth century, before the start of the Russo-Japanese War, the Japanese government began building fortresses on Oshima and Okunoshima in Hiroshima Prefecture in preparation for the possibility of the Russian Navy's advance into the Seto Inland Sea. On Oshima, facilities such as the

central, northern, and southern batteries, the control tower, the ammunition storage, the thermal power plant, and the underground barracks were completed in 1902. The costly construction, which is estimated at being equal to 10 billion yen in current value, introduced the latest technology of the time, such as curved concrete ceilings and brick arches. However, the Japanese navy defeated the Baltic fleet off the coast of Tsushima, eliminating the possibility of a Russian invasion, and the fortress ended its role without being used in combat.

A giant fortress built on a small island in the Geiyo Islands has been quietly standing for a hundred years. Surrounded by overgrown greenery, the dignified building is filled with a fantastic atmosphere as if inviting us to another world. It's not hard to see why people find similarities between this environment and art from the popular Ghibli movie Laputa, the Castle in the Sky.

During the Meiji, Taisho, and Showa eras, this area went through many hardships as Japan endured several wars to finally become a peaceful country. Today, from the ruins of the control tower, you can see the fruits of this peace in the sprawling Imabari City, the Kurushima Kaikyo Bridge, and the Geiyo Islands. Many ships busily come and go along the Kurushima Straits, reflecting the liveliness of the area. Watching over this scene, let yourself go as the gentle sea breeze embraces you from the horizon.



Remains of the power station at the site of the northern battery

Trip.02

Wishes for World Peace at a 100-Year-Old Fortress

The remains of Geiyo-fortress and Oshima-battery, Oshima

Oshima is a small island floating in the Kurushima strait, through which one of the three main rapid tides of Japan flows. A huge fortress built in the Meiji era still remains on the small remote island, which has a circumference of about 3 km.

From Hashihama Port, there are ten regular sailings a day that connect the islands of Kurushima, Oshima, and Umashima. Although it is only a 10 minute cruise from

Hashihama to Oshima, while aboard it can be fun to look at the gigantic Kurushima Kaikyo Bridge, or some of the huge ships being built close by. It is also thrilling to feel the boat moving forward while pushing through the intense tides. In the Middle Ages, the Kurushima-Kaizoku, a group of Japanese pirates, built a castle on Kurushima. After dropping off a few passengers there, the boat arrives at Oshima in about five minutes.



A superb view from the summit

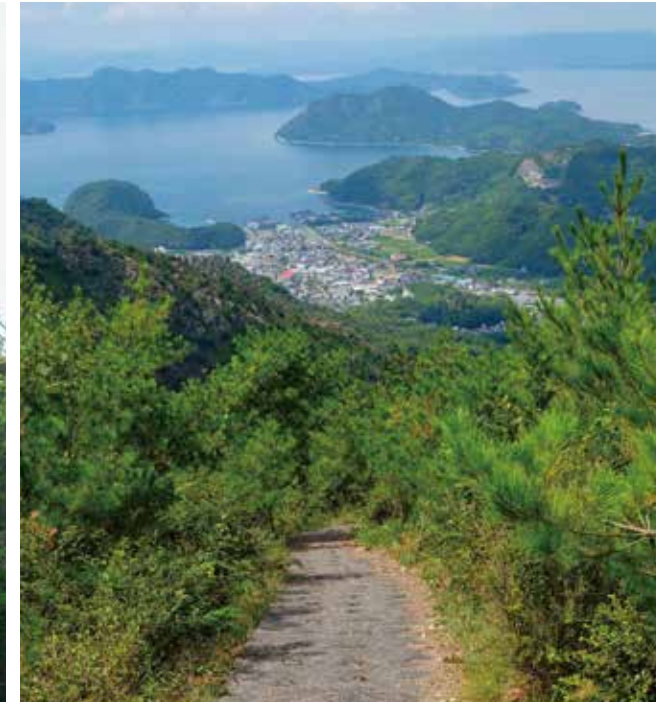
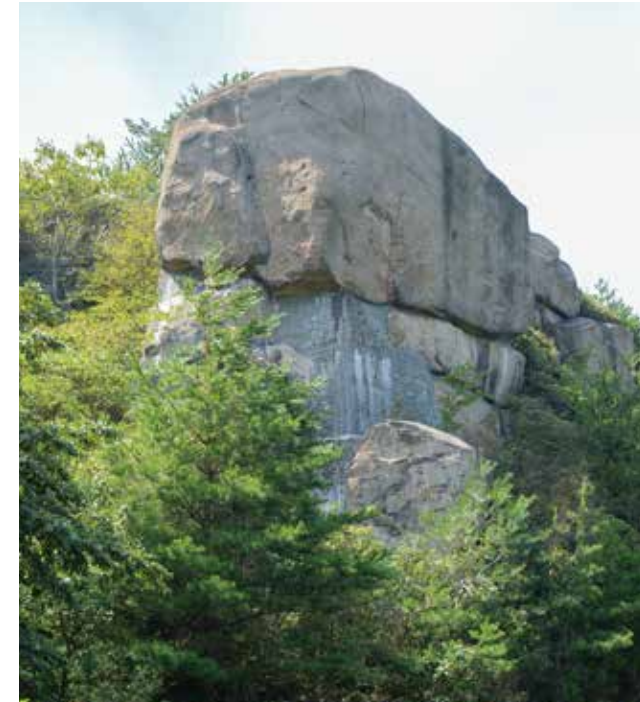
Trip.03

The Mountain Where a God Lives; A Superb View of the Sky Mount Washigato, Omishima

Omishima, located in the center of the Seto Inland Sea, has long been called the Island of the Gods. That's because Omishima has a large shrine dedicated to the gods who protect Japan, such as the gods of the sea, the gods of the mountains, and the god of battle. Omishima is also known as the "National Treasure Island" due to the fact that many successive emperors and famous warlords worshiped these gods and dedicated many valuable armor pieces and swords to the island.

Two of the mountains that are objects of worship at the Oyamazumi Shrine are the pyramid-shaped Mt. Anjin towering behind the shrine, and Mt. Washigato, the highest peak of Omishima.

Mt. Anjin is a mountain that has a strong tie to the



Left: Mt. Anjin and Mt. Washigato are dotted with many megaliths. **Right:** Looking back at the trail, you can see beautiful scenery down below.

Oyazumi Shrine, which has a ritual of collecting red clay from the foot of the mountain. It is said that five dragons were enshrined at Oyamazumi shrine when it was relocated to its current location. On the top of Mt. Anjin there is also a dragon god shrine, where a rain ritual was held before the war. In addition, there is also a monument dedicated to the god of Mt. Ishizuchi. Mt. Washigato Nature Study Road, which starts at Mt. Anjin Wakuwaku Park at the base of the mountain, is the main mountain trail and is a popular course for enthusiasts.

Mt. Washigato is a sacred mountain that was once called "Kami-no-yama (God's Mountain)." There are various theories about why Kami-no-yama came to be called Mt. Washigato. The most influential theory comes from the description in the "Mishima Daimyo Shinji" compiled in the late North and South Dynasties; Because the child who was kidnapped by an eagle has become a king, the people worshiped the eagle as a god and built a shrine in front of Iyo-no-kuni-Ichinomiya palace.

Mt. Washigato is 436,5m above sea level. There is a mountain path of about 5 km from Oyazamimi Shrine to the summit of Mt. Washigato via Mt. Anjin. Before the summit, it is quite steep and difficult, but when you look back, you can look down on the sea and the

islands as well as the ridgeline of the mountain drawing a gentle curve across your view. That wonderful scenery will quickly blow away any feelings of tiredness. From the summit, you can enjoy some of the beautiful Geiyo Islands, such as Ikuchi Island and Hakata Island. From this scenic spot you can spot the Kurushima Kaikyo Bridge in the distance and even the Ishizuchi Mountains on sunny days.

It's also worth nothing that you can go near the summit by car. However, the road following the ridge is narrow, and there are many places where two cars coming from different directions cannot pass each other. Whether on foot, by bicycle, or by car, the sense of accomplishment when you have conquered Omishima's highest peak is certainly worth it. No matter which method you use, this destination comes highly recommended.



Mt. Anjin (right) and Mt. Washigato (left) viewed from below

Oyamazumi Shrine

Working together



Case.01

Island and Art

Imabari City Regional Revitalization Corps,
Kanako Ariyoshi

Case.02

Book and Coffee Shop

KORIORI Coffee & Bunko,
Daisuke & Ryoko Chijiki,

Case.03

This town has "Kaneto."

KANETO-Dining

Case.04

Blended Into People's Daily Life

Tatsukawa Bakery



Imabari City Regional Revitalization Corps,
Kanako Ariyoshi

Ms. Ariyoshi made a facility that was used as a nursery school into a community space named "Chinju-no-mori."

It is said that the place, named "Chinju-no-Mori," was used as a nursery school until about ten years ago. Based at this retro wooden building where the time seems to stop, Kanako Ariyoshi is engaged in various artistic activities. Originally from Saitama Prefecture, she graduated from the Kyoto City University of Arts in 2017 and was assigned to live on Hakata Island as a member of the regional revitalization corps.

Secret Island Base

"Chinju-no-Mori" features colorful ceiling paintings of landscapes, animals, plants, and human faces. Just looking

at it makes you feel happy. Originally it was a simple white ceiling, but Ariyoshi made a plan to replace it with pictures drawn by the people of the island and completed the ceiling painting. Ariyoshi invited students from the Kyoto University of Arts as lecturers to hold a workshop, and people of all ages, from children to the elderly, participated in it and painted those pictures as they liked. "I wanted the islanders to feel connected with each other through this artistic activity," says Ariyoshi. In addition, she has been making unique challenges to make all the islanders into artists. For example, she used tiles given by her friend from Gifu to renovate a washroom with children, or held an art seminar at a high school on the island.



Ms. Ariyoshi made a facility that was used as a nursery school into a community space named "Chinju-no-mori."

Ms. Ariyoshi says that she was uncomfortable with the so-called "Shu Katsu (job hunting)" when she was a college student. "I didn't like visiting companies while wearing recruiting suits. I was vaguely hoping to work in rural areas rather than in urban areas." At that time, she happened to learn about the local revitalization corps and attended a briefing session of Ehime Prefecture held in Osaka, which she found very interesting. It was also inspiring to hear the senior members of the corps. She decided to join the corps, and was assigned to Hakata Island. "Actually, I had never come to Hakata before and had little background knowledge of it." What a bold decision she made! "But I really like here!" she says with a big smile.

I want to keep doing what I like

She says she has always liked drawing and making things since she was a child. She studied art at high school and majored in woodblock print at the university. Art has always been the subject closest to her heart. She usually works at the Hakata branch of the Imabari City Hall, designing fliers and planning for regional revitalization events. Ms. Ariyoshi also made a guide map for Mt. Hiraki, a famous cherry blossom spot on Hakata Island. Last year, she also accepted a request from the Omishima Museum of Art to

hold her woodblock print exhibition there. "Work in a place where you like and love yourself." This is Ms. Ariyoshi's style. She loves Hakata Island. She wants more people to know about Hakata Island and hopes that the Island will be an even better place in the future. The secret artistic base built and nurtured by her and the people of the island has become an important treasure connecting local people to each other. This place has certainly become a second home to Ms. Ariyoshi.

Visiting young people living on the island
Case.01
Island and Art



Working together



Visiting young people living on the island
Case.02

Mr. Chijiki carefully hand dripping coffee cup by cup.

They wish to make a place for books and coffee.



Coriolis Coffee and Books
Daisuke Chijiki Ryoko Chijiki



Kirosan Park takes pride in having the best scenery of the Shimanami Kaido. In its parking lot, there is a navy colored food truck. Mr. Daisuke Chijiki, one of the owners of Coriolis Coffee, is quietly making coffee. He moved with his wife Ryoko to Yoshiumi town in Oshima which is one of the stops on the Shimanami Kaido.

Guided and moved to an island of Seto

Daisuke is from Osaka. Ryoko is from Hokkaido. They both used to work for a big book store. When Daisuke was transferred to Hakodate, he met Ryoko. Daisuke, who liked coffee, was hoping to have his own cafe some day.

"But I did not have any experience with customer service or working experience at a restaurant, so I decided to learn while working at a cafe which also helped support people starting their own business. The cafe was in Tochigi. They left the bookstore company and moved from Hokkaido to Tochigistaying there to learn for about a year and a half before starting to look for a place to open their own cafe.

"We wanted to live in a warm area with a sea close by. In addition to that, thinking about how we would like to live in an area where there are not many natural disasters, we concluded that the Setouchi area seems good." When they went to a settlers fair in Tokyo, we listened to Mr. Komatsu of Marumado Bakery, who was actively trying to revitalize Omishima.

Despite the image of an inconvenient life on an island, they found out it is not inconvenient to live on in an area connected to both Shikoku and Honshu by the Shimanami Kaido. They found plenty of shops available in the stretch between the two mainlands.

Slowly but surely

This is how they came to Oshima. Ryoko was hired and is in charge of revitalizing the area. She has been working at the Yoshiumi Office for three years.

After moving in, Daisuke started preparing to open the cafe. While working for Yoshiumi Office, Ryoko gradually started making connections with people. It is a small island after all, so the rumor of a young couple trying to open a cafe spread right away. Over time, people started to help them as well. When they first opened, they operated the cafe from a temporary food stand. Then they bought a van, painted it, and renovated it into a food truck. "If it were not for everyone's help on this island, we would not have been able to do anything by ourselves. We are really grateful."

They became famous locally just by selling from their food truck. The next goal for them is to open the actual cafe. They have bought an old house on the island and have been renovating it by themselves to open their cafe in spring of 2020.

They started their relationship thanks to books. What they are trying to make is a place where customers can enjoy books and coffee. Since there is no library or book store on the island, more than catering only to travelers they would prefer to make the cafe for people on the island so that they can come stop by whenever they feel like. Since it was the local people who supported them, they want to repay everyone there for their kindness.

They have been able to build up their business thanks to the many friends and trusting relationships they have made. Surrounded by rich nature and the warm-hearted people of the island, their story will continue to be written page by page.



Top: When selling from the food truck, Daisuke mainly goes out by himself, but Ryoko helps when they go to events. Ryoko is in charge of attending customers. **Middle:** They are trying to open in the spring of 2020. We can't wait to see how the old house will be renovated! **Right bottom:** Ryoko painting the wall on a ladder like a pro. **Left bottom:** They do not have any experience with carpentry work, but they have been renovating the old house by themselves.

Working together



Case.03

Kaneto Dining

Visiting a diner with over 50 years of history



Kaneto Dining, where an old time atmosphere still exists.

This Town Has Kaneto

There are regular customers who have been coming back to the restaurant for three generations. Even younger customers who have moved out of town don't forget to come back every time they return to Imabari to visit family. The restaurant first started around Meiji 27 (1894). Since then, it has been satisfying the people of Imabari over the last 125 years.

Kaneto Dining was named after the founders, Kuwabara Kanekichi and his son Tomokichi. They took Kane and To from their names and named the restaurant Kaneto.

Takashi Kuwabara, the fifth owner, said "I'm not often asked about the name's origin, so I don't usually talk about

it. For people in Imabari, the fact that Kaneto is called Kaneto is just natural.

Since the foundation, the restaurant has survived several wars. In the last war, Imabari was attacked by air raids and burnt to the ground. After that, the restaurant was reopened in the barren downtown area. It was right after the war and they did their business in a dug-out hut. There was not enough food, and so what they made was sold right away.

The current restaurant building was built around Showa 27 (1952). "Now there are banks and other big buildings around here, but there was nothing back then, so when the restaurant was built, it looked very big. Or at least, so I've heard." Chieko, the wife of the last owner told us the story. She heard it from the last owner when he was still alive.



Upper left: The Udon-making machine. Old, but it still works. They make fresh Udon and Soba noodles everyday. **Upper middle:** The menu has a long history. **Upper right:** The Udon from old times has the subtle taste of a traditional fish stock. The dish in the back is Inari sushi. **Bottom left:** Sitting in place like a ticket-collector, Chieko takes orders and receives payments. **Bottom middle:** The current building was made in the 27 year of the Showa Era (1952) **Bottom right:** Dried sardine young, which decide the taste of the soup.



Pay in Advance or Pay Later

In the 40th year of Showa, the harbor area in Imabari was very busy. There was the Taiyo department store and Imabari Daimaru as well as some movie theaters. "The main street was so crowded that when people walked down the street, their shoulders would hit each other." Kaneto Dining was in the center of the crowd, which also made sure that it always full of customers. Since their staff did not have time to attend the customers at their table, they decided to have the customers pay in advance. Customers ordered and paid at the cashier when they entered the restaurant then they had a seat. They could leave as soon as they finished eating. Busy customers like the prepaid system.

Nowadays, they accept the payment either before or after the meal. There are customers who do it in the old style and pay in advance, as well as customers who pay after they eat. Wondering how they keep tally of the bills, Takashi laughs, noting that "we might be missing some. Who knows." They have strong relationship of trust with their customers.



If It's Not Broken, Don't Fix It

Kaneto Dining started with Udon and Japanese Soba. After Chieko married and came to the restaurant, Chinese noodles were added to the menu. As time passed, they've also added curry and rice, rice omelettes, and cutlets over rice, but after the fourth owner, the menu has stayed almost the same. When Takashi took over the restaurant, he decided not to change it. He did not want to chase new trends just for the sake of trying something new, so he decided to focus on maintaining the current menu. His decision solidified Kaneto's current beliefs.

Kaneto has been featured on TV and in magazines. Famous people sometimes come, too, but he doesn't make a big deal of it. He pretends that he doesn't even notice. He doesn't ask for autographs or pictures. It is not due to a lack of interest, but rather he just wants them to be able to enjoy their meals normally. This is because they believe that a restaurant where anyone can stop by whenever they want and enjoy a friendly, everyday atmosphere is best kind of hospitality.

"We have so many choices in this day and age. Trends comes and go quickly. People get interested in new things, but lose interest before long, too. Those things that stay a long time are the real things."

Working together

Tatsukawa Bakery

A local breakfast staple for over 50 years

Case.04

Doughnuts with a fluffy and mochi-like texture.

A Comforting Routine

The morning of Kenji Tatsukawa, the owner of the store, is early. It's not even the morning yet when he gets up. At twelve thirty in the middle of the night, around the time when everyone is falling asleep, he gets up and starts making bread. He continues to work until the store opens at seven in the morning. Then, the baked bread is neatly put on the tray to welcome the customers along with the sunrise.

Certain types of bread sell out even in the morning

"If you want a specific bread, you've got to go in the morning. It'll be gone by the time you get there in the afternoon." says a regular customer. Just like I heard, customers never stop coming once the store opens. It's not just people from the



Upper left: The wonderful smells of a fresh bakery. Upper right: Reserved bread waiting for customers on the shelf. Bottom left: The third owner Kenji Tatsukawa and his son Kentaro. Bottom right: A baker working at a large industrial mixer.

neighborhood, either. People come from all over to buy bread from Tatsukawa Bakery. What surprised me was the amount of reservations they receive. There are bags of bread with names on them on the shelf. Since some bread sells out right away, those customers who want to be sure to get their favorite types make reservations in advance. With all the customers making reservations over the phone and at the store, not to mention the normal customers who buy the bread there, the wife of the owner is very busy at the cashier. Regardless, she simply smiles and says "It's not so busy today. We have a little time to spare." This is how each day passes at Tatsukawa Bakery.

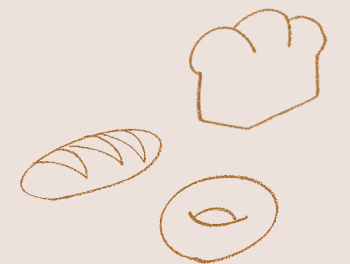
This Flavor, That Memory.

Tatsukawa bakery was founded in around 1969 by the grandfather of Kenji. Since then, the store has been loved by locals over the past 50 years. The bread they make changes depending on the day, but there are more than 50 kinds. The most popular one is the "french cream", which has a hearty helping of butter cream between soft french baguettes. The flavor of the baguette and the sweet taste of the cream are exquisite. Some customers buy a lot of them at once. Doughnuts with lots of sugar on them, fried bread, and curry bread are popular as well. Shanon, which is a

danish-like bread with kneaded sweet butter, is called the dreamlike bread. Its deep, rich flavor is addicting. Each of the breads they have will evoke sweet memories from your past and make you feel relaxed. One simple bite can bring you back to your childhood.

Around the time when the waves of customers settle down, Masae, the owner's wife, goes back home, and her son Kentaro comes to the store instead. He goes to a university outside of the prefecture but during long vacations he comes back and helps with the store. His cheerful talk with the customers makes them feel at home. He is sometimes asked if he will take over the store. "My grandfather wants me to take over this place, but my father does not say anything." He laughs. Kenji is smiling shyly next to him.

Not being too eager, not going against the stream of time, but at the same time, never pandering to the public and sticking to their belief. That's the style of the bread of Tatsukawa Bakery.





THEME 3 Growing Together

There are about 50 kindergartens, 26 elementary schools and 16 junior high schools in Imabari City. Imabari has other educational institutions including prefectural high schools, private high schools, colleges and one university. In a mild climate, surrounded by beautiful nature and people who care, children in Imabari grow with richness of mind and heart.

The Campus Life You Never Knew About



File.01



Providing Children With Diverse and Unique Experiences:

Mr. Goichi Toyoshima, Principal of Imabari Senior High School



Goichi Toyoshima is very talented. To begin with, his profile is hectic. He is the principal of Imabari Senior High School, the leader and a performer of a steel drum band, an organizer of the outdoor music festival Hazmism, and a manager of the general store Ucoma. Additionally, he is working to revitalize the downtown area of Imabari as a representative of the "Imabarihohohoza". He has so many titles.

Mr. Toyoshima was born in Imabari, but he went to a university in Tokyo. After graduating, he worked for a glasses store in Tokyo. When he was 26, he U-turned to Imabari, where he founded Imabari Senior High School with his father who was running a cram school. Imabari Senior High School is a small school which has about twenty students. The students are usually those who found that, for one reason or



Live Music by Students

another, the traditional school system did not work out for them. Mr. Toyoshima gives students opportunities to study in a school-like setting as well as having them help with events or doing some activities with music. Through those experiences, Mr. Toyoshima hopes that the students will interact with adults and see how rewarding it can be to be a part of the world at large.

Each student has different reasons why they stopped going to their previous high school, but they still focus on their interests and continue to learn. They also keep pursuing the goal of obtaining a high school graduate certificate. There is a girl who passed Eiken pre-2 and is going to a university this spring. More than 80 students have graduated from this school and gone on to enter the working world. At this time, sixteen students are currently attending classes.

Mr. Toyoshima has started a new business this spring and added another title to his list. This time, it is the founder of Amakara Labo. It is an after school day service where they take care of challenged children. Amakara stands for Asobi(play), Manabi(learning) and Karada (body). Those three elements are essential to growing up. Their motto is to bring up children in an environment where they can play freely, create, and learn. Some artists who Mr. Toyoshima met through Hazmism and the



The outdoor music festival Hazmism(Upper picture): Hazmism started in 2013. The concept is "Adults or children, let's all get together and enjoy music." It is a music festival where you can bring children without any concerns.



"Imabarihohohoza" occasionally come and visit and spend time with children. Mr. Toyoshima says "Having a supporting side and a supported side is not how it should be." Imabari Senior High School and Amakara Labo both have something in common: anyone can teach, and anyone can be taught. Being different just means you have your own personality. By spending time with adults who have the same style for living, children can learn to stop comparing themselves with others and to never lose sight of the subjects that excite or interest them.


Some people may not feel a connection with the word "welfare", but let's try and reconsider what it means to us. We might face challenges some day. Even if we don't, when we get sick or get injured, we will likely have some difficulties in our daily life. We certainly want to live in a world where we can ask someone "Could you help me?" or give a hand, or where people help each other and have a connection. For the multitasking Mr. Toyoshima, his ultimate goal may be to make a society where everyone can live equally happy.



THEME 3
Growing Together



The Campus Life You Never Knew About

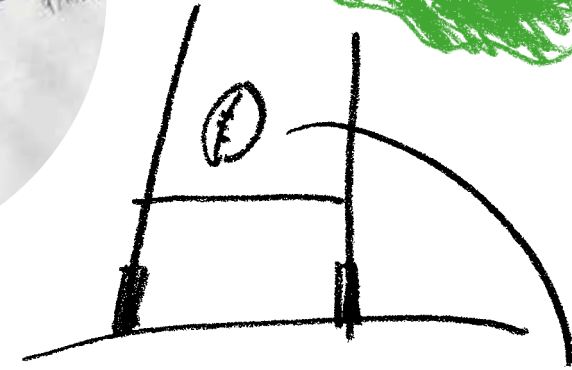
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Lucy, coaching tackling and passing



Lucy's notebook.
↓ She also created a training regimen.



Establishing a Rugby Club at the New University

Faculty of Veterinary Medicine, Okayama University of Science,
Ms. Lucy Momoko Ross

"Hold it in both hands!" "Bend your knees!" A girl runs across the grounds, taking the lead. She is powerful, training at tackling harder than any other. She is Lucy Momoko Ross, who promptly set up a rugby club at the newly-established university.

Lucy was born in Tokyo, but she lived in Hong Kong with her British father and Japanese mother since the age of five. After graduating from high school in Hong Kong, she came back to Imabari, her mother's hometown, to take care of her grandmother.

She grew up in an English-language environment in Hong Kong. She was able to understand Japanese to a

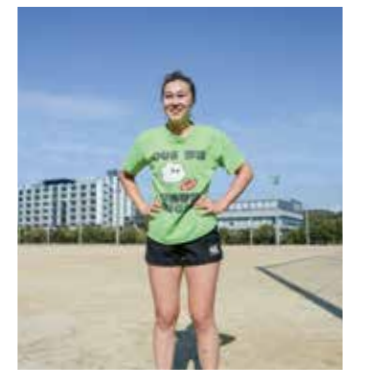


degree because she had attended local schools in Imabari for about one month each summer since elementary school. However she improved her Japanese much more after coming to Imabari by making friends and meeting new people. As a result, she speaks in an Imabari dialect, which can surprise some people.

Her dream to be a veterinarian is inspired by her parents, who love animals. "My parents took care of terminal dogs at home so that the dogs could come to a peaceful end. I'm really eager to become a vet and cure sick animals." She entered the Faculty of Veterinary Medicine, at the Okayama University of Science as a member of the inaugural class. She notes with an embarrassed smile that the classes at the university are pretty technical, and she sometimes struggles to keep up with the material. She values her work out time spent with mates playing rugby.

She has played rugby for over twelve years. When she was eight, she took a trial lesson on the team that her father's friend coached. She joined the club even though a friend who did the trial lesson with her did not. She was absolutely charmed by the excitement of rugby. Moreover, she has proven herself as an adept player as well. She played on the Hong Kong National Women's Rugby Team. After coming to Japan, she also participated in the National Athletic Meet and achieved a good result. She wanted to promote rugby and earnestly sought out other students to join the club. Finally, she succeeded in establishing the club.

There are 9 boys and girls mixed in the club. Many of them are beginners. She creates the training regimen so that they can know the fun of rugby first. The practice is very tough: keep moving and running for an hour and a half taking only short breaks. However, the laughs of the team members fill the grounds. Rugby is a team sport. No matter how large or small they are, or how fast or slow they run, each person can find their own place on the team. The team might have started small, but as the circle of friends gets bigger, so do their bright futures.



What is the i.i.imabari campaign?

The i.i.imabari campaign, whose catchphrase is "I'm into Imabari!", is a push to bolster Imabari and communicate Imabari's appeal to the whole world.

The keyword is co-creation. People exchange ideas and create a movement while lifting the boundaries between industries, companies, and communities. This will lead to a new stream of social interaction which will catalyze new innovation throughout Imabari.

The first result of this co-creation was the opening of the Imabari Towel CAFÉ as a collaboration of the towel, agriculture, and food industries. The second phase resulted in a new specialty sweet, the BARI-BREST, as a collaboration between cycling and sweets. BARI-BREST are round pastries made using ingredients grown in Imabari and sold in shops relating to Imabari. They are inspired by the Paris-Brest, a round French pastry in the form of a wheel in tribute to the world's oldest bicycle race, Paris-Brest-Paris. Additionally, there will also be a flow of new approaches such as the i.i.imabari grand prix's call to gather an extensive amount of ideas!



The logo of the i.i.imabari campaign

The two popping i's in the logo represent sparks of thought and the co-creation of people's ideas. Additionally, they are also reminiscent of the exciting fireworks that are set off during the Onmaku festival in Imabari.



Mr. Sato Kashiwa

Born in Tokyo in 1965. Graduated from the Department of Graphic Design, Faculty of Art and Design of Tama Art University. Director at creative studio SAMURAI. Visiting Professor at Keio University. Active in various fields: companies, commodities, space design, regional revitalization etc. Committed to transmitting Japanese culture, technology, and content throughout the world as a Japanese Cultural Envoy. Author of Kashiwa Sato's Ultimate Method of Reaching the Essentials (Tokyo, Nikkei Business Bunko, 2007), Kashiwa Sato on Meetings-Achieving Breakthroughs in Your Conventional Meetings (Tokyo, Diamond-sha, 2014) etc.

Imabari is full of fun.

There are many interesting things and places in Imabari. The Shimanami Kaido is a well-known sanctuary for cyclists. The Murakami Kaizoku, who were samurai-era pirates, are an important part of Japan's heritage. Local specialties also delight the palate, including yakitori (grilled chicken) and seafood caught in Seto Inland Sea. You can also find fresh local farm products and delicious sweets. FC Imabari, the local soccer team, is worth watching. An ongoing initiative, Project Omishima is transforming into one of the most beautiful islands in Japan. Imabari's Barysan is a massively-popular local mascot character. Imabari Towel continues to grow as a popular Japanese brand. These are just a few of the fascinating things you can find in Imabari, and together with the people who make them possible, these elements have had the power to attract a diverse range of individuals to the area.

It's easy to see why "I'm into Imabari!" was chosen as the campaign's motto: the more we know and feel Imabari, the more attracted we become to it.

And so we see more and more people getting together, saying "I'm into Imabari!". The i.i.imabari logo's cheerful design reflects this, too. In the center of the logo, the i's come to represent people who have become taken in by the charm and energy of Imabari. They also express fun-filled content, the spark of new ideas from co-creation, and the fireworks of the local Onmaku festival. It is my hope that the "I'm into Imabari" movement spreads like fireworks in the sky. I also hope that everyone related to Imabari participates the act of co-creation as an inventor, influencer, or leader.

As a part of our "I'm into" campaign, tell us about what you are into



I'm into Imabari Towel.



I'm into the Shimanami & cycling rhythm.



I'm into kaizoku.



I'm into Imabari food.



I'm into styling counseling.



I'm into confectionary production.



I'm into ballet.



I'm into agriculture.



I'm into baseball.



I'm into nurturing.



I'm into fishing.



I'm into etegami, the Japanese art of illustrated letters.

information

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Division of Imabari City
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Imabari, Ehime 794-8511

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Takeshi Okada / People who have
returned or moved from big cities /
Imabari Towel Mr. Kashiwa Sato etc



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Location Issue
Embark on a tour of famous film and TV
drama locations
The location of the novel "An Angel
Wishes for a Miracle"



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Tourism / Traditional Industry /
Agriculture



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The things we would like to pass on to
future generations
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and traditions where gods live / Local
cuisine we would like to pass on to
future generations / Actually... Imabari is
a good city to see some great
architecture! / Explore the hidden heart
of the city