

FESTIVALS

Imotaki 芋炊き in Ehime

Deai no imotaki Sept. 16- Oct. 28 18:00-21:30 Tel. 089-989-5506
Under Deai-bashi 出合橋下, on the north side of Shigenobu-gawa 重信川 river side
in Matsuyama city
Price: ¥2,000 (Reserved)
<http://www.ryouin-mattyuu.sakura.ne.jp/imotaki/index.html>

Goshikihama kangetsu (moon viewing) imotaki Sept. 8- Oct. 21 17:00-21:00
Goshikihama 五色浜 Seaside Park in Iyo city
In case of rain, you can eat indoors. Closed on Oct.14-15 because of the autumn festival.
Tel. 089-982-0360
Price: ¥1,900 (Reserved) ¥2,100 (Day)

Welpia-Iyo imotaki Sept.1 - Oct.31 11:00-21:00 Welpia-Iyo in Iyo city
Tel. 089-983-4500
In case of rain it will be held indoors.
Price: ¥2,000 Course / ¥2,700 Course
<https://welpiaiyo.jp/event>

Ozu no imotaki Sept 1. -Mid Oct. Sunset-21:00 Tel. 0893-24-2664
Hijikawa-ryokuchi-konen 肱川緑地公園 Picnicland
Canceled in case of rain.
Near here you can visit the Garyu Sanso villa and garden, which are designated as a National Important Cultural Property. You need to make a reservation at one of the following shops in advance.
Imotaki shops: Umetako 0893-25-0820 Yonezawa 0893-24-2639
Tarui 0893-24-4585 Nishikawa 0893-24-4046
Muraya 0893-24-4637

Further information: Ozu City Kanko-Kyokai Tel. 0893-24-2664

Oct. 9 SPORTS DAY スポーツの日 National Holiday

The name of the holiday was changed from Physical Education Day to Sports Day in 2020 so that people enjoy sports and cultivate the spirit of respect for other people through sports, and with the wish to make a healthy and active society.

AKI MATSURI 秋祭り (Autumn Festival)

Autumn festivals are held all over Japan and people thank the gods for the harvest and good health. Visitors often wonder why the gods are treated so roughly in many of the festivals listed below. It is a way of showing one's determination and bravery for the benefit of the gods. One's sincerity is reflected in the vigorous handling of *mikoshi* (portable shrines).

Oct. 5-7 MATSUYAMA AKI MATSURI
Mitsu Hsukushima shrine (Mitsu)

Matsuyama City

(Tel. 089-951-1471)

- 5th 21:00 *Yoimiya* (eve of the festival vigil) 6th *Reitaisai* 例大祭 (Annual festival)
- 7th 0:30 *Toramai* (a ritual dance with a tiger's mask)
It started about 400 years ago as a local entertainment in Mitsu. This dance is related to Kato Yoshiaki, the first lord of Matsuyama castle, who had hunted tigers on the Korean Peninsula.
- 1:00 *Miyadashi* and *Hachiawase*
Mikoshi (portable shrines) are brought out of the shrine and they are rammed into each other.
- 21:00 *Miyairi* *Mikoshi* are brought in.

Dogo autumn festival Isaniwa shrine and Yu shrine (Near Dogo-onsen Station)

- 5th 20:00 *Yoimiya* 6th *Reitaisai*
- 7th 5:30 *Miyadashi* and *kakikurabe*
Hachiawase 鉢合わせ In front of Dogo-onsen station 8 *mikoshi* compete by ramming into each other to push back their opponent.
- 9:00 Each *mikoshi* is carried around the neighborhood.
- 16:00 *Miyairi*
Isaniwa shrine (Tel. 089-947-7447) / Yu shrine (Tel. 089-921-0480)

Katsuoka Hachiman Shrine Near Katsuoka Menkyo Center (Driver's License Center)
(Tel. 089-978-1123)

This event is an intangible cultural folk property of Matsuyama.

- 5th *Reitaisai*
- 7th 6:00 *Miyadashi*
7:30 *Ittaibashiri* 一体走り *Ittaibashiri* has a 200-year history. 6 *mikoshi* are carried from the shrine one by one along the approach for 150 meters, by about 10 young men each. They run straight ahead, holding the *mikoshi* high without shaking.
- 16:30 *Kawagari* 川狩り Purification of *mikoshi* in the river before *miyairi* on the riverbed.

Transportation: Take a bus from Shieki gate #5 bound for the Menkyo Center and get off at the Menkyo Center bus stop.

Funakoshi Wakehime shrine Gogoshima Island (Tel. 089-961-2001)

Details of the event have not been announced yet.

Uwama Tenma shrine Nakajima Island (Tel. 089-997-1841)

Details of the event have not been announced yet.

Oct. 6-9 HOJO AKIMATSURI

Matsuyama City

This festival is known as one of the three roughest *mikoshi* festivals in Japan, including Nada *kenkamatsuri* 灘のけんか祭り in Himeji and *Hotematsuri* 帆手祭 in Miyagi.

KunitsuhiKonomiKoto shrine (Hojo) (Tel. 089-992-1202)

- 9th 6:00 *Miyadashi*
Danjiri and *mikoshi* are carried to the sound of fire bells and drums.
After *Miyadashi*, 4 *mikoshi* are carried around the district in company with *Inoki Daimajin* (demon-masked man) with a green bamboo stick.

- 9:00 *Ohikiage* (pulling up from the water) お引上げ
The *mikoshi* are thrown into the sea and pulled up with a help of *Daimajin*. The ritual starts.
- 15:50 About 20 *danjiri* decorated with red cloth and hanging lanterns parade around the town to the sound of fire bells and drums, so the festival is called “*Hinokoto matsuri* 火事祭り (fire festival)”.
- 16:30 *Miyairi Mikoshi Otoshi* 神輿落とし 4 *mikoshi* are dropped down from the top of the 39 stone steps of the shrine again and again till they are broken and the ‘*goshintai*’(god’s spirit) 御神体 inside is thrown out. Young men fight to get the *goshintai*.

Kashima shrine (Kashima Island)

(Tel. 089-992-0896)

The portable shrine is taken on board from Kashima Shrine and the boats sail on the sea for about one hour.

- 9th 5:00 *Miyadashi*
- 15:00 *Mikoshi Misogi* 神輿禊 Purification bathing of two *mikoshi* is held at the Myojo River. The *mikoshi* are thrown into the river several times to “bathe them. Then they are carried by boat.
- 16:00 *Kaineri-odori* かい練り踊り An ancient *Kono Suigun* marine guard celebration dance of victory, and praying for victory (a dance using a wand with hemp and paper streamers used in Shinto ceremonies) is performed on the leading boat called *kaineri-bune*. This is an intangible cultural property of Ehime Prefecture.
- 17:00 *Miyairi*

Transportation: Take a JR local train bound for Imabari and get off at Iyo Hojo

Taxi: Iyo Hojo----Kunitsuhikonomikoto Shrine (10 minutes)

Ferry: Hojo Port (near JR Sta.)----Kashima (5 minutes)

Mid Oct.-Late Oct. KANGETSU-SAI (Moon viewing Festival) Dogo park Historic Garden

Details of the event have not been announced yet.

Mid Oct. MATSUYAMA CASTLE KANGETSU-SAI Honmaru hiroba (Castle tower square)

Details of the event have not been announced yet.

Oct. 7, 8, 14-17 SAIJO AKI MATSURI

Saijo City 西条市

This festival is famous for *danjiri*, a 5-meter tall, decorated wooden structure which weighs about 600-800 kilograms. It takes 15-20 men to carry it. During the festival as many as 150 *danjiri*, *mikoshi*, and *taikodai* are dedicated to each shrine in Saijo city. (Tel. 0897-56-5151)

Isono Shrine

15th 2:00 *Miyadashi*

16th 16:00 *Kawairi* (Crossing the river)

The Isono Shrine festival is the most famous and lively in Saijo city. On the 16th about 80 *danjiri*

and 4 *mikoshi* gather at the Kamo-gawa riverside and at around 16:40 one *mikoshi* called “*Shinyo*” which carries the god, begins to cross the river to return to Isono Shrine. And some *danjiri* rush down to the river to try to stop the god’s departure. The god finally crosses the river to return to Isono Shrine at around 18:00 (*miyairi*).

Oct. 15-18 NIIHAMA TAIKO (Drum) MATSURI Niihama City 新居浜市

This festival is one of the three biggest festivals in Shikoku, including Awa-odori in Tokushima prefecture and Yosakoi-odori in Kochi prefecture. More than 50 tall wooden carts carrying huge drums called *taikodai* are the features of this festival. They are extravagantly decorated with gold embroidery and tassels. Each one weighs about 3 tons and is 5.5 meters high and 12 meters long. It is carried in the city by 150 men called *kakifu*. *Taikodai* are brought out at different places and times during the festival. The most exciting event is *Kakikurabe*. More than two *taikodai* gather in one place and compete their power and performance. One criterion is the movement of the large tassels that hang from each corner of the *taikodai*. (Tel. 0897-65-1260)

**Oct. 15 KIKUMA MATSURI Otomouma no Hashirikomi お供馬の走り込み
Kamo Shrine Kikuma-cho, Imabari City 今治市菊間町**

This festival has more than a 500-year history and is an intangible cultural folk property of Ehime Prefecture.

8:00 *Otomouma no Hashirikomi* (A Ritual Horse Race)

Boys aged 3-15 in traditional costumes dash on beautifully decorated horses through the approach to Kamo Shrine about 300 meters long. Before the race, the boys purify themselves by bathing in the sea. This event is thought to have been a coming-of-age rite and originated in Kyoto during the Edo era (1603-1867). (Tel. 0898-54-3450)

Transportation: Take a JR local train bound for Imabari and get off at Kikuma. It is a 15-minute walk to the right from the station.

<https://kamoj.sakura.ne.jp/>

**Oct. 28-29 UWAJIMA AKI MATSURI
Uwatsuhiko Shrine 宇和津彦神社 Uwajima City**

This festival is famous for the *Yatsu-shika odori*, (eight-deer dance). It started as a ritual parade of Uwatsuhiko Shrine in the days of the first lord of the Uwajima clan more than 300 years ago. Once it was performed as a coming-of-age ritual and now this stately dance has become a well-known local folk entertainment. Today young boys perform it. They wear kimono and hats like deer heads with long antlers, hide their arms with cloth and carry small drums. The drums provide the beat for the dance. Of the eight deers, seven are males who try to win the love of the one female, who finally chooses one of them. Uwajima is also famous for *Ushioni*, a huge 5-meter-long mythical beast made of paper and bamboo with scarlet cloth covering the body. There are 40 people inside one *ushioni* and 40 other people accompany it. About 10 children operate the smaller ones. On this day *ushioni* go from house to house warding off evil spirits.

28th 10:00 Shinto rites

(Tel. 0895-22-1276)

19:00 *Yoinomiya-sai*

You can see *yatsu-shika odori*, *shishimai* (lion dance), and *ushioni* at the shrine.
29th Parade of *Mikoshi*, and *Ushioni* around the town
16:00 *Otabisai* Parade of *Mikoshi*, *Ushioni*, and *Yatsushika-odori* on *Ushikoni*
street

Transportation: Take a JR express train bound for Uwajima and get off at Uwajima. It takes 5 minutes to get to Uwatsuhiko shrine by car.

**July 15–Jan. 14 (Next year) THE 28th NATIONAL EXHIBITION OF KAMABOKO-ITA –NO–E
9:00–17:00 (closed on Tuesday) at GALLERY SHIROKAWA
Shirokawa-cho, Seiyō City 西予市城川町 (Tel. 0894-82-1001)**

The national exhibition of paintings on *kamaboko* (fish-paste) boards started about thirty years ago. This year 6,355 paintings were sent from all over the country and abroad. The painting which won the first prize this year is the one titled “*Konosato ni oi wo sadamete* (I have decided to spend my old age in this village.) この里に老いを定めて”. It was painted by Kunimitsu Mitsue from Yamaguchi prefecture showing her old father transplanting rice seedlings by hand one by one in a paddy field.

Nov. 3 BUNKA NO HI 文化の日 (Culture Day) National Holiday

Culture Day celebrates the development of culture in Japan. It was established in 1948. Many cultural events are held on or near this day.