

FESTIVALS

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

Culture Day is held to celebrate the development of culture in Japan. It was established in 1948. Many cultural festivals and events are held at many places around this day.

Nov. 18-26 NINOMARU HIKARI-NO-TEIEN (Light up Ninomaru Light Garden) 二の丸光の庭園 17:00-21:00 Matsuyama castle Ninomaru Historic Garden

Maple trees are lit up along with other illuminations decorating the garden.

Toro 灯笼 (lanterns) are floated in Ryusuien 流水園.

Admission: Adult ¥200 Child ¥100 (Tel. 089-921-2000)

Nov. 1 - Nov. 30 NIIYA MOMIJI MATSURI (maple festival) At Inari-yama Park 稲荷山公園 Niiya, Ozu City 大洲市新谷

At Niiya Inari-yama Park you can enjoy about 3,000 maple trees in their autumn colors. During the festival many street stalls sell local products. (Tel. 0893-24-2664)

Transportation: Take a JR local train from Matsuyama and get off at Niiya. It is a one-hour and 15-minute ride and it takes 20 minutes on foot from the station.

Nov. 1 - Nov. 30 SHIRATAKI MOMIJI MATSURI at Shirataki Park 白滝公園 Shirataki, Nagahama-cho, Ozu City 大洲市長浜町白滝

You can enjoy beautiful, autumn leaves about this time. During the festival the Shirataki park area is lit up from 17:00 till 20:00. (Tel. 0893-52-1111)

Nov. 19 SHIRATAKI TAKI MATSURI (waterfall festival)

Children parade a *mikoshi* (portable shrine). There are pleasant events such as *mochitsuki* (pounding steamed rice into cakes) and the sale of local products.

Nov. 23 SHIRATAKI RURI HIME MATSURI (Princess Ruri festival) 14:00 - 17:00

This festival is related to the tragedy of Princess Ruri. Ruri, the wife of the lord of Takino-jo castle, after telling her two daughters to save themselves, hurled herself and her baby boy from the top of Shirataki Waterfall to avoid capture when her castle fell to the enemy in the Sengoku (Warring States) era (1477-1573). She is called princess because she was so young. Girls dressed as Princess Ruri in colorful kimono parade from Sairyu-ji-temple up to Shirataki falls. Boys join in the procession and carry a *hana-mikoshi* (flower portable shrine) decorated with many flowers. They are accompanied by women singing a pilgrim's hymn.

11:00 Parade starts.

12:00 Memorial service for Princess Ruri at the waterfall

The *mikoshi* is thrown to the bottom of the waterfall from 60 meters above. Near the place called Princess Ruri Mound, *Honen-odori* (harvest dances) and folk songs are performed. There are many street stalls and *mochitsuki* from 13:00 to 15:00.

Transportation: Take a JR local train from Matsuyama and get off at Shirataki. It is a one-hour and 40-minute ride and it takes ten-minutes on foot from the station.

Oct.1 - Dec. 25 EHIMEKENMIN-SOGO-BUNKASAI (Ehime Pref. Cultural Festival) 愛媛県民総合文化祭 <https://www.pref.ehime.jp/kenbunsai>

The purpose of this festival is to promote the culture of Ehime from art to industry. Various events are held in many cities and towns all over Ehime. (Tel. 089-912-2972)

THEME: *Tokihanate Afureru-omoi Ehime-no-bunka* 解き放て あふれる想い 愛媛の文化
(Release the Overflow of Feeling the Culture of Ehime)

Nov. 5 10:00-20:00 *Shogi* tournament Admission: ¥1,000 Kenminbunka-kaikan Annex
13:00-16:00 *Ginei* 吟詠 (recitation of *waka* and Chinese pems) & *Kenshibu* 剣詩舞
(traditional Japanese dance with sword and fan to *ginei* recitation)

Kenminbunka-kaikan Main hall

10:00-15:40 *Senryu* poem contest Kenminbunka-kaikan Shinju-no-ma B

Nov. 11 16:00-18:30 SOGO FESTIVAL Kenminbunka-kaikan

THEME: *Atarashii-jidai-e Tomoni Yakudo-shiyo* 新しい時代へ とともに 躍動しよう

(Let's fly into a new era together)

Main guests are STU48 and Furukawa Aiichiro, a dancer.

Performances: songs, violin, piano, dances, etc.

Admission: Free

(Tel. 089-947-55819)

Nov. 11-12 Flower arrangement (11th 10:00-17:00 / 12th 10:00-16:00) Kenminbunka-kaikan

Nov. 11-12 / 18-19 10:00-15:00 Tea ceremony Prefectural Seikatsu-bunka Center

Nov. 12 15:00-17:00 Ballet performance Kenminbunka-kaikan Main hall

10:00-15:30 *Tanka* poem contest Kenminbunka-kaikan Shinju-no-ma A

Nov. 16-19 Ehime High school cultural festival Kenminbunka-kaikan etc.

Nov. 18-19 10:00-15:30 Ehime・Matsuyama *Sangyo matsuri* (industrial festival)

--Display and sale of local products, etc. Castle park Horinouchi

Nov. 23 10:00-20:00 *Igo* tournament Kenminbunka-kaikan Shinju-no-ma

12:00-16:30 *Hogaku Hobu* 邦楽邦舞 (Traditional Jaapanese dance and music)

Kenminbunka-kaikan

Nov. 23-26 9:40-18:00 Ehime Junior high school art exhibition Prefectural Art Museum

Nov. 26 14:00-16:30 Brass band concert Shogai-gakushu center

Dec. 2-3 (2nd 10:00-16:00 / 3rd 10:00-15:00) Kenminbunka-kaikan

Shogai-gakushu yume-matsuri 生涯学習 夢まつり (Lifetime learning dream festival)

Dec. 3 13:00-17:00 Drama performance Kenminbunka-kaikan Sub hall

Dec. 10 10:00-16:00 Children's traditional cultural festival Kenminbunka-kaikan Sub hall

Nov. 30-Dec. 10 10:00-16:00 Art & Culture festival of disabled persons

-Art exhibition Prefectural Art Museum

Dec. 24 11:00-12:30 / 15:00-16:30 Art & Culture festival of disabled persons

-Stage performances Iyo mirai-kan

Nov. 11-12 MATSUYAMA SHINONOME WOMEN'S COLLEGE & SHINONOME JUNIOR COLLEGE FESTIVAL 松山東雲女子大学・東雲短期大学学園祭

THEME: *Egao-mansai Imada Shutter chance* 笑顔満祭 今だ シャッターチャンス

(Festival full of smiling faces Now The time of shutter chance)

11th 10:00-16:30 12th 12:30-16:30

12th 13:00-14:00 Live concert In the courtyard of the college

Guest: TETO, rock group of Osaka

Nov. 10-13 EHIME UNIVERSITY FESTIVAL 愛媛大学学生祭

<https://ehime.ug-gakusai.jimdofree.com/>

Nov. 18-19 MATSUYAMA UNIVERSITY NIKITATSU FESTIVAL 松山大学 熟田津 (にきたつ) 祭

THEME: Neo

18th 13:30 Shimizu Shota 清水翔太 Live In Matsuyama University Bunkyo campus

¥3,000 Lawson ticket・e+

<https://www.matsudai-daigakusai.com/>

(Tel: 089-925-1565)

Nov. 15 SHICHI-GO-SAN 七・五・三 (7-5-3 Day)

This is a celebration for children who have reached the ages of seven, five and three. On this day parents and children go to neighboring shrines and pray for their good health. For three-year-old girls, the day is also celebrated as the day they wear kimono with *obi* for the first time. For five-year-old boys it is the day when they can wear *hakama*, a kind of divided skirt. This celebration began in the 17th century in Edo (present-day Tokyo).

Nov. 23 KINRO-KANSHA-NO-HI 勤労感謝の日 (Labor Thanksgiving Day) National Holiday

This day was established to thank working people and celebrate local products.

Nov. 28- 29 OTOI OZUMO 乙亥大相撲 (Otoi Grand Sumo Wrestling)

At Otoi Kaikan Nomura-cho, Seiyō City 西予市野村町 (Tel. 0894-72-1115)

In 1852 a big fire broke out in Nomura-cho. After that the god of fire prevention was enshrined in Atago-jinja-shrine and *Otoi Ozumo* started at the shrine to pray for preventing fires. It has become a very popular annual event and is held at Otoi kaikan hall near the Nomura Sogo Shicho (city office).

During the festival sumo bouts of amateur and professional Ozumo wrestlers are held. Guest Ozumo wrestlers this year are Asanoyama and Tamawashi.

Advance ticket ¥1,500 at Nomura-cho office, Fuji Grand Matsuyama, Emiful Masaki, Lawson, and EBC ticket center. / Day ticket: ¥2,000

Masu-seki (box seat for three persons): ¥15,000 including box lunches and *omiyage* (souvenirs)

You need to make a reservation. (Tel. 0894-72-1111)

Sumo bouts

28 th	8:20	Local young men
	13:45	Amateur guest wrestlers
	15:10	Amateur and professional wrestlers
	17:30	Amateur and professional wrestlers
29 th	8:00	Local elementary pupils
	11:05	Local junior high school students
	16:15	Professional and amateur wrestlers

28th 16:05 / 29th 14:30 *Chigo Dohyoiri* 稚児土俵入り (Baby ring entering ceremony)

The guest wrestlers do *shiko* (a kind of wrestler's dance before fighting) in the *dohyo* (wrestling ring), holding in their arms, babies born between March last year and August this year to pray for their healthy growth. ¥35,000

You need to make a reservation by Nov. 2nd.

Transportation: JR Matsuyama→Unomachi → (Uwajima Bus) Unomachi→Nomura

<https://otoi-sumou.jimdofree.com>

July 15-Jan. 14 (Next year)

THE 28th NATIONAL EXHIBITION OF KAMABOKO-ITA -NO-E

9:00-17:00 (closed on Tuesdays) 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.