

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 in many places around this day.

Nov. 15-17/ 22-24 NINOMARU HIKARI-NO-TEIEN (Light up Ninomaru Garden) 二の丸光の庭園 17:00-21:00 Matsuyama castle Ninomaru Historic Garden

Maple trees are lit up, and beautiful LED illuminations decorate the garden.

Admission: Adult ¥200 Child ¥100

(Tel. 089-921-2000)

The garden is usually open in the daytime (9:00-17:00)

Nov. 1 - Nov. 30 NIYA 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 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 22:00. (Tel. 0893-52-1111)

Nov. 16 SHIRATAKI TAKI MATSURI (waterfall festival)

Children parade a *mikoshi* (portable shrine). There are other 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. 22 EHIMEKENMIN-SOGO-BUNKASAI (Ehime Pref. Cultural Festival)

愛媛県民総合文化祭

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: Keisho to Sozo Bunka ga Tsunagutoki 継承と創造 文化がつなぐ時

(Inheritance and Creation The Time Culture Connect us Each Other)

- 3rd 10:00-20:00 *Igo* tournament Kenmin bunka-kaikan Shinju-no-ma
(Tel. 089-945-7668)
10:00-20:00 *Shogi* tournament Admission: ¥1,000 Kenmin Bunka-kaikan Annex
(Tel. 089-933-7856)
- 4th 13:30-15:30 Ballet performance Admission: Free Kenmin bunka-kaikan Sub hall
12:00-16:30 *Haiku* contest Kenmin bunka-kaikan Shinju-no-ma
- 9th-10th / 16th-17th 10:00-15:00 Tea ceremony Fare: ¥400
Prefectural Seikatsu bunka Center near the Kami-ichiman tram station
- 10th 14:00-16:30 Brass band concert Kenmin bunka-kaikan Main hall
12:00-17:00 *Hogaku Hobu* 邦楽邦舞 (Traditional Japanese dance and music)
Kenmin bunka-kaikan Sub hall
- 10:00-15:30 *Tanka* poem contest Kenmin bunka-kaikan Shinju-no-ma
- 14th Ehime High school cultural festival Kenmin bunka-kaikan, etc.
- 16th 11:00-14:00 Art & Culture festival of disabled persons Okaido street
- 17th 14:30-17:30 Jazz concert Admission: Free, but space is limited so you need a
pass to get in. (Tel. 089-947-5501)
Kumakogen-cho Sangyo bunka-kaikan
- 23rd -24th 10:00-15:30 Ehime・Matsuyama Industrial festival
--Display and sale of local products, etc. Castle park Horinouchi
- 30th -Dec.1st (30th 10:00-15:00 / Dec.1st 10:00-16:00) Kenminbunka-kaikan
Shogai-gakushu yume-matsuri 生涯学習 夢まつり (Lifetime learning dream festival)
- Dec.1st 10:00-16:00 Children's traditional cultural festival Kenminbunka-kaikan Sub hall
- Dec. 1st -8th / 15th -22nd 9:40-18:00
Prefectural autumn art exhibition Prefectural Art Museum

Nov. 9-10 MATSUYAMA SHINONOME WOMEN'S COLLEGE & SHINONOME JUNIOR COLLEGE

松山東雲女子大学・東雲短期大学 SHINONOMESAI 東雲祭 10:30-16:30

THEME: *ICHIGO ICHIE* 一期一笑 (once-in-a-lifetime smile) ~Let today be the most
wonderful anniversary day. 今日を最高の記念日に~

Special guests: Kyubangai Retro 9 番街レトロ (a comic duo)

Dandan Factory Shinamon だんだんファクトリーシナモン (a comedian)

(Tel. 089-931-6211)

Nov. 9-10 EHIME UNIVERSITY 愛媛大学 STUDENT FESTIVAL

THEME: MADOKA 円~まどか~ (round) <https://ehime-u-gakuseiai.jimdofree.com>

10th Artist Live Open 14:00 Start 14:30

Artist: SIX LOUNGE Rock band from Oita

Ammo Rock band from Higashiosaka

Admission: ¥ 4,000 Ehime University Johoku campus Daiichi (第一) gymnasium

<https://ehime-daigaku-artist.jimdosite-com/>

Nov. 16-17 MATSUYAMA UNIVERSITY 松山大学 NIKITATSU FESTIVAL 熟田津 (にきたつ) 祭

THEME: HIIRAGI 柊 (holly)

16th Concert Open 14:30 Start 15:00

Artist: YOUNG SKINNY Rock band

At Matsuyama University Bunkyo campus Carrefour hall

Admission: ¥ 4,000 Lawson ticket・e+

<https://eplus.jp/matsudai-yangskinny/>

(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. 26- 27 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 Gran Matsuyama, Emiful Masaki, Lawson, and EBC ticket center.

Day ticket: ¥2,000 Younger than junior high school students are free.

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

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

26th 16:05 / 27th 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](https://otoi-sumou.jimdofree.com)

July 22-Jan. THE 29th 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

The national exhibition of paintings on *kamaboko* (fish-paste) boards started about thirty years ago. This year 6,100 paintings were sent from all over the country and abroad. The painting which won the first prize this year is the one titled “*Yoake ni* よあけに (at dawn)”. It was painted by Nakamura Rutsu (33 years old) from Komatsu city, Ishikawa prefecture, who is a Wajima lacquerware craftsman. She painted the Virgin Mary surrounded with grass and flowers in bloom, and a wing of an angel as if flapping against the light shining from the sky.

(Tel. 0894-82-1001)