

FESTIVALS

Oct. 26 MISHIMA SUIGUN (sea guards) TSURUHIME (Princess Tsuru) FESTIVAL **At Oyamazumi-jinja (shrine) & Miyaura-port square** **Omishima-cho, Imabari City 今治市大三島町**

Tsuruhime is called the Jeanne d'Arc of the Seto Inland Sea. She was a daughter of the chief priest of Oyamazumi-jinja. In the 16th century the enemy (the Ouchi clan from Yamaguchi Prefecture) tried to occupy Omishima Island. Tsuruhime bravely fought against the enemy and died at the age of 18 years. This festival is a memorial service for her.

10:00- Tsuruhime procession: A girl dressed as Tsuruhime and about 80 men in *samurai* parade from Oyamazumi-shrine to Miyaura port performing short scenes of the Tsuruhime legend

15:00-19:30 Stage events at Miyaura port first pier: *Wadaiko* (Japanese drum) performance, *shishimai* (lion dance), classic concert, music, dance, etc.

Yatai (food stalls) called 'Tsuruhime Marche' are set up.

As the final event 1,000 rounds of firework are set off.

(Tel. 0897-82-0795)

Tsukimi 月見 or Kangetsu 観月 (Moon Viewing)

Autumn is the season of moon viewing. *Mangetsu*, the full moon (harvest moon) in autumn is the largest and clearest of the year and so it is special in Japan. We call it *Chushu no meigetsu* 中秋の名月 (the full moon of August 15th by the lunar calendar). This year the full moon is on the night of October 8. In many homes, a small table is set on the south side of the house where the moonlight pours in. On the table *susuki*, Japanese pampas grass, which is said to invite the gods, is arranged. Anything round, like the moon, such as *tsukimi dango*, sweet dumplings, *edamame*, green soybeans, grapes or *satoimo*, taro, is offered. It is said that the custom of moon viewing was introduced from China in the 8th century. In the Heian era (792~1180) the imperial court appreciated the beautiful moon and competed in composing *waka* poetry. In the Edo era (1600~1867) this custom spread among common people. The autumn season is also favored because of the cooler evenings when singing insects give full voice amid the tall autumn grasses and flowers.

Oct. 5-6 YOKAICHI MACHINAMI KANGETSUKAI 八日市町並観月会 (18:00~) **In Yokaichi-Gokoku District, Uchiko-cho 内子町八日市・護国地区**

To appreciate the full moon, a moon viewing festival is held in Yokaichi-Gokoku Important Traditional Building Preservation District (八日市護国重要伝統的建造物群保存地区) in Uchiko. Visitors walk along the street lined with houses built more than 100 years ago, lit by *andon* lanterns made of paper and bamboo placed or hung just in front, which produces a special atmosphere. Great for strolling on the long autumn evening.

On the streetscape

5th, 6th 18:30 *Koto* concert

18:30 *Haiku* contribution boxes are placed in many places.

18:30 An exhibition of works of *tesukiwashi* (handmade Japanese paper) and *hakushoku* (gold-leafed paper)

5th 19:10 / 19:50 *Hazetori* dance accompanied by a song sung when *haze*-berries, the raw material of wax, are picked.

At Kamihaga House 上芳我邸

5th, 6th 19:20 / 20:20 A concert of *koto* & Reading poems related to the moon
Kamihaga House was built in 1904 as the homestead of the Haga family. and is now a wax museum 木蠟資料館. The Haga Family made their fortune manufacturing wax from the early 20th century. Admission: Free

In Koskoji temple 高昌寺 near the Yokaichi street

6th 18:00 Moon-viewing tea ceremony Japanese cakes and tea ¥ 300
You should go early and walk around Uchiko town, especially the Yokaichi area.
(Tel. 0893-44-5212) Email: machinami-g@town.uchiko.ehime.jp

Transportation: Take the JR limited express train bound for Uwajima from Matsuyama and get off at Uchiko. (a 20-minute ride). From the station it is a 30-minute walk to the district.

Mid Oct. TSUKI-NO-OMOTENASHI (moon viewing festival) IN MATSUYAMA CASTLE

Details of the festival has not been announced yet.

Oct. 18 MOON-VIEWING FESTIVAL in Yuzuki castle site 湯築城址 Dogo park 11:00-21:00

The park is lit up till mid-December. It is held in light rain. Admission: Free

The main events: Japanese umbrellas & Art of light, *kamishibai* (picture history show), *imotaki*, *yuzukimanju* (Japanese cake), hand-made shop, kitchen-car and so on.

Stage events: Live concert of Mukai Koji (17:00~), *wadaiko* (Japanese drum) performance, dance, gospel, and so on.

<http://dogokouen.jp>

Oct. 1 -Late Dec. 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: *Tsunagaro Bunka wa Ehime no Kakehashi* 繋がろう 文化は 愛媛の架け橋
(Let's connect each other Culture is a bridge of Ehime)

Oct. 4 14:00-16:00 Opening event Okaido street (In front of Mitsukoshi department store)

Local entertainment, music, dance, tea ceremony, flower arrangement, etc.

Oct. 11 14:00-16:00 *Rakugo* (Japanese verbal entertainment) Yasaka-kominkan
Admission: Adults ¥2,300

Disabled & an attendant, students Free

Students need to show student ID.

Email: ehimenamarakugo2025@gmail.com

Oct. 18-Nov. 3 Ehime children's art festival Ehime
Kodomonoshiro

Admission Free <https://ehime-kodomoartfestival.com/>

Oct. 25 14:00-16:30 *Sogo* (general) festival Kenminbunka-kaikan Main hall
 Performances: Piano, *koto*, brass band concert, song, dance, etc.
 Special guest this year is Yamasaki Rena, a singer and actress, from Ehime
 Admission: Free All seats reserved. You need an admission ticket before the event.
 (Tel. 089-947-55819)

Oct. 25 10:00-17:00 / 26 10:00 -16:00 Flower arrangement Kenminbunka-kaikan Plaza
 Oct. 26 13:00-16:00 Chorus Kenminbunka-kaikan Sub hall

Imotaki 芋炊き in Ehime

In Ehime prefecture about this time of the year we have a tradition of eating *imotaki*, a kind of stew with taro, chicken and various ingredients. We enjoy eating and chatting with our families, fellow workers, and friends outdoors, usually by the riverside.

Sep. 13 - Oct. 25 18:00-21:30 *Deai-no-imotaki*

Under the Deai-bashi (bridge) 出合橋, of the Shigenobu-river on route 56 going south out of Matsuyama city. (Tel. 089-989-5506)

Price: ¥2,000 (Reserved only by telephone between 10:00 and 15:00) ※¥2,300 (Day)

Sep. 8 - Oct. 18 17:00-21:00 *Goshikihama Kangetsu* (moon viewing) -*imotaki*

In Goshikihama 五色浜 Seaside Park in Iyo city

Closed on Oct. 11-12 because of the autumn festival.

In case of rain, you can eat indoors.

(Tel.089-982-0360)

Price: ¥ 2,000 (Reserved for more than two people)

¥2,200 (Day)

Sep. 1 - Oct. 31 11:00-21:00 *Welpia-Iyo Imotaki*

In Welpia-Iyo in Iyo city

In case of rain, it is held indoors.

<https://welpiaivo.jp/> (Tel. 089-983-4500)

Price: ¥2,000 Course / ¥2,700 Course (Reserved)

August 29 - Mid Oct. From the evening to 21:00 *Ozu-no-imotaki*

In *Hijikawa-ryokuchi-konen* 肱川緑地公園 Picnic land

In case of rain it will be canceled.

(Tel. 0893-24-2664)

Near here you can visit the Garyu Sanso villa and garden, which are designated as a National Important Cultural Property.

Price: ¥3,000 ~ (Reserved as a group of more than five members)

You need to make a reservation at one of the following shops.

Yonezawa (0893-24-2639)

Muraya (0893-24-4637)

Tarui (0893-24-4585)

Umetako (0893-25-0826)

Nishikawa (0893-24-4046)

Oishi Foods (0893-25-5620) – Only for sale as a set

Oct. 14 SPORTS DAY スポーツの日

National Holiday

Sports Day was established so that people enjoy sports and cultivate the spirit of respect for other people through sports.

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 AUTUMN FESTIVALS

Matsuyama City

Mitsu Hsukushima shrine

Mitsu district

(Tel. 089-951-1471)

7th 0:30 *Toramai* (a ritual dance with a tiger's mask)

It started 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 are brought out of the shrine and they are rammed into each other.

Dogo autumn festival Isaniwa shrine and Yu shrine

Near Dogo-onsen station

7th 5:30 *Miyadashi* and *kakikurabe*

Hachiawase 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.

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 festival is an intangible cultural folk property of Matsuyama.

7th 7:30 *Ittaibashiri* 一体走り *Ittaibashiri* has a history of more than 200 years.

Mikoshi are carried out from the shrine one by one by 10 young men each. From the shrine to *Otabisho* they run 100 meters holding the *mikoshi* high without trembling to show their strength.

16:30 *Kawagari* 川狩り Purification of *mikoshi* in the river before *miyairi*.

Transportation: Take the Iyotetsu bus from Matsuyama city station gate #5 bound for the Menkyo Center and get off at the Menkyo Center bus stop.

Early Oct. Funakoshi Wakehime shrine

Gogoshima Island

(Tel. 089-961-2001)

Details of the event have not been announced yet.

Early Oct. Uwama Tenma shrine

Nakajima Island

(Tel. 089-997-1841)

Details of the event have not been announced yet.

Oct. 10-13 Hojo autumn festival

(Kazahaya-hinokoto matsuri 風早火事祭)

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.

Kunitsuhi Konomikoto shrine

(Tel. 089-992-1202)

12th 6:00 *Miyadashi* *Danjiri* and *mikoshi* are brought out to the sound of fire bells and drums. Then 4 *mikoshi* parade around the town in company with *Inoki Daimajin*

(demon-masked man) holding a green bamboo stick.

9:00 *Ohikiage* お引上げ

Mikoshi are thrown into the sea and pulled up with a help of *Daimajin*.

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 (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 trying to get it.

Kashima shrine (Kashima Island)

(Tel. 089-992-0896)

This festival is an intangible cultural property of Ehime Prefecture. *Mikoshi* are taken on board from Kashima shrine and the boats sail on the sea for about one hour.

13th 15:00 *Mikoshi misogi* 神輿禊 (Purification of *mikoshi*) is held in the Myojo river. The *mikoshi* are thrown into the river several times. Then they are carried by boat.

16:00 *Kaineri-odori* かい練り踊り A celebration dance of victory of Ancient *Kono Suigun* (marine guard) is performed on the leading boat called *kaineri-bune*.

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

It takes 10 minutes by car or taxi to the shrine.

To the island - Ferry: Hojo Port (near JR sta.) → Kashima (5 minutes)

Oct. 11-17 SAIJO AUTUMN FESTIVAL

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 100 *danjiri*, *mikoshi*, and *taikodai* are dedicated to each shrine in Saijo city. (Tel. 0897-56-5151)

15-16 Isono Shrine

15th 2:00 *Miyadashi*

16th 17:15 *Kawairi* (Crossing the river)

The Isono Shrine festival is the most famous in Saijo city. On the 16th more than 100 *danjiri*, *mikoshi*, and *taikodai* 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. Then *danjiri* rush down to the river to try to stop the god's departure. It becomes very rowdy. The god finally crosses the river to return to the shrine at around 18:00.

11-12 Kamo Shrine

14-15 Iwaoka Shrine

16-17 Iizumi Shrine

Oct. 16-18 NIJIMA TAIKO (Drum) FESTIVAL

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. *Taikodai* are brought out at different places and times during the festival.

17th From noon till evening

The most exciting is *Kakikurabe* in Yamane Park. More about 20 *taikoddai* gather in the ground of Yamane Park and compete their power and performances.

(Tel. 0897-65-1260)

Oct. 18-19 KIKUMA FESTIVAL

Otomouma no Hashirikomi お供馬の走り込み (A ritual horse race)

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.

18th 10:30 *Otomouma* Parade 15 *mikoshi*, boys in ritual costumes and *Otomouma* in decorated saddles parade through the town.

19th 8:00 *Otomouma no Hashirikomi* お供馬の走り込み (A Ritual Horse Race)

About 20 boys aged 7-15 in traditional costumes ride at full speed 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 was probably a coming-of-age rite and originated in Kyoto during the Edo era (1603-1867).

(Tel. 0898-54-3450) <https://kamoj.sakura.ne.jp/>

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

Oct. 28-29 UWAJIMA AUTUMN FESTIVAL Uwatsuhiko Shrine 宇和津彦神社 Uwajima City



Yatsushika



Ushioni

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. Young boys wear deer head-like images on their heads with long red cloth reaching to their knees and they carry small drums. The drums provide the beat for the dance. Of the eight deer, 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 men inside each *ushioni* and 40 other people accompany it. About 10 children operate the smaller ones. On this day *ushioni* visit from house to house warding off evil spirits.

28th 19:00 *Yoimiya* You can see *yatsu-shika odori*, *shishimai* (lion dance), and *ushioni* at the shrine.

29th 16:00 Parade of *mikoshi*, and *ushioni* around the town and *yatsushika-odori* on *Ushikoni* street

(Tel. 0895-22-1276)

Transportation: Take the JR express train bound for Uwajima and get off at Uwajima. It takes 5

minutes to get to Uwatsuhiko shrine by car.

July 20 – January 12 next year The 30th NATIONAL EXHIBITION OF KAMABOKO-ITA –NO-E 9:00– 17:00 Closed on Tuesdays & from Dec. 28–January 3

At GALLERY SHIROKAWA Shirokawa-cho, Seiyo City 西予市城川町

The national exhibition of paintings on *kamaboko* (fish-paste) boards started about thirty years ago. This year 6,331 paintings were sent from all over the country and abroad. The painting which won the first prize this year is the one titled “*Banban hagukumu yoni* (the world where all living things are given loving care) 万万育む世に”. It was painted by Shimizu Hiroyuki 清水宏志 (78 years old) from Ehime prefecture, showing a mother woodpecker feeding her baby in the hole of the tree trunk.

Admission: Adults - ¥500 High school & University students - ¥300

Children younger than junior high school students - free

<https://www.city.seiyo.ehime.jp/miryoku/galleryshirokawa/> (0894-82-1001)

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.