

FESTIVALS

HINA-DOLL FESTIVALS

Feb. 20- April 20 EXHIBITION OF HINA-DOLLS AND FURNISHINGS

9:00-17:00 Closed on Tuesdays At Uwajima Date Museum 伊達博物館 Uwajima city

On tiers of shelves about 7.5 meters long *yusoku-bina* 有職雛 are displayed. 17 *hina*-dolls wear the same costumes as those of *kuge* 公家, court nobles including 210 *hina chodo* 調度 (furnishings).

They were made in the Taisho era (1912-1926)

Kyoho-bina 享保雛 and furnishings were brought by Miyo-hime 観姫 (the wife of Munetada 宗紀, the 7th lord of the Uwajima Date clan) as part of her trousseau about 200 years ago.

Ko-bina 小雛 (miniature furnishings) made of silver were brought by Takako 孝子 (the wife of Munenobu 宗陣, the 10th lord) as marriage property, which had been handed down from the 14th Tokugawa Shogun Iemochi 家茂, are also on exhibit. They are very rare and delicate. Furnishings made by present-day artisans are also on exhibit.

(Tel. 0895-22-7776)

Admission: Adults ¥500 Seniors (older than 65) and High sch. & College students: ¥400

Children (younger than Junior high sch. students) and Disabled persons: Free

Transportation: Take the JR express train bound for Uwajima and get off at Uwajima. From the station it takes 25 minutes on foot to get to the museum.

HANA-MI (cherry blossom viewing)

Matsuyama Castle Late March - Early April

Matsuyama Castle is one of the 100 national *sakura* spots, where about 200 cherry trees attract us in addition to the fantastic view of the castle against the clear blue sky.

Ishite-gawa Green Belt Late March - Early April

There are about 900 cherry trees along the riverside. The area near Izumi-machi and Muro-machi is especially recommended. Between Ichitsubo 市坪 bridge and Tachibana 立花 bridge there are large grassy areas where many people enjoy *hanami*.

Dogo Park Late March - Mid April

There are about 320 cherry trees of *someiyoshino* and *tsubaki kanzakura* in bloom. The park is lit up from 18:00 till 22:00 during the *hanami* season. The hilltop area has a good command of the whole park in full bloom. And if you have some time, stop by the south side of the park to see some reconstructed samurai houses at the Yuzuki-jo castle site 湯築城址. (Closed on Mondays)

Hanami downtown

Along Sanban-cho street 三番町 about 300 *yaezakura* (double cherry blossoms) – light pink *ichiyo* 一葉 and deep pink *sekiyama* 関山 - start to bloom a little later than other varieties.

April 4-5 MATSUYAMA SPRING FESTIVAL (CASTLE FESTIVAL) (Tel. 089-948-6558)

4th 11:00-14:00 The 53rd National *Yakyuken* Contest

Matsuyama Castle *Honmaru Hiroba* (main tower square)

In case of rain: Matsuyama castle gondola station 2F *Koryu* 交流 Hall

The *Yakyuken* dance is a stylized form of *jan-ken-pon* and unique to Matsuyama.

The gestures are borrowed from baseball hand signals.

11:00-17:00 Duffy Bus on Exhibit

Castle park Horinouchi

12:30-16:00 The 22nd National *Iyo-bushi* Contest (Traditional Matsuyama song)
Matsuyama Shimin-kaikan Chu hall

Admission: Adults: ¥500

Children younger than junior high school students: Free
(Their parent or guardian: Free only for one)

14:00-16:00 The 17th Shinonome Noh 東雲能

Shinonome shrine, up the stairs at the north end of the Ropeway street
Once Shinonome-noh was a core event of the Matsuyama spring festival. It was revived after a 13-year interval by the local people who love Matsuyama traditional noh drama.

Admission: ¥2,000 (day ticket only) (Tel. 090-4784-5847 Watanabe)

17:30-19:00 *Daimyo Musha Gyoretsu* (Procession of the Feudal lord and *samurai*)

From the Ropeway shopping street, to Okaido and Chifune-machi streets.

In case of rain, only Okaido & Gintengai streets

This event started in 1968 to commemorate the completion of the reconstruction of the sub-castle-tower. It re-enacts the procession of feudal lords who had to make regular visits to the Tokugawa Shogunate in Edo (present-day Tokyo) during the 17th -19th centuries. The guest star this year is the actor Matoba Koji 的場浩司, as the first castle lord Kato Yoshiaki 加藤 嘉明.

15:00-15:30 Matsuyama Citizen Parade (Part 1)

Tokyo Disney Resort Special parade

From the intersection in front of the Nichi-gin Bank to the intersection in front of Nagaki Bridge

16:00-17:00 Matsuyama Citizen Parade (Part 2) Okaido and Chifunemachi streets

Shinonome high school Marching Band

*Yosakoki-odori, Awa-odori, Yakyu*samba, etc.

In case of rain, Okaido & Gintengai streets

4th -5th 8:30-17:30 (6th -16:00) Ikebana exhibit

Matsuyama Castle gondola station 2F *Koryu* Hall

11:00-20:30 SPRING FESTIVAL IN HORINOUCI Shiroyama Park Horinouchi

Stage events, booths with food and drink, etc.

8:30-23:00 Matsuyama castle gondola and chairlift hours are extended during the

Festival. Gondola and chairlift ticket (round trip): Adults ¥520 children ¥260

(one way): Adults ¥ 270 children ¥140

5th 10:00-15:00 Tea ceremony

At Matsuyama Castle gondola station 2F *Koryu* Hall (Fare: ¥500)

March 19th -April 13th 18:00-20:50 Cherry blossoms are lit up at night at the main tower square. The gate of the main tower is closed at 23:00.

April 18-19 TOBE-YAKI FESTIVAL Tobe-cho Tokaido Yutori-Koen (Multi-Purpose Park)

near Tobe-cho Town Office Tobe-cho, Iyo-gun 伊予郡砥部町

18th 9:00 -20:00 / 19th 9:00-17:00

Tobe-*yaki* (porcelain), which is famous for its beauty and durability, is on display and for sale. This festival is popular because the prices will be lower than usual.

Main events

Tobe-*yaki* sales / Sales of Ehime local foods and products

Large gathering of *Gotochi Chara* ご当地キャラ (local mascots)

Café EBOT ¥2,800 (It includes a Tobe *yaki* cup, drink, and baked sweets) 11:00-15:00

It is limited to the first 50 people to arrive each day. They can choose their favorite cup.

Etsuke (porcelain painting experience) 9:00-16:00 (19th -15:30) ¥ 500

Taiwan sweets Formosa Flavor It includes Taiwan tea.

Mokuiku-gakko 木育学校 9:00-17:00 (19th -16:00) At Budokan (martial art gymnasium)

Wooden toys / Wood Workshop

Mokuiku is an activity that we take wood into our lives and make a rich environment.

Transportation:

(Iyotetsu Bus) Buses leave every 30 minutes.

To get to Yutori -koen, take a bus bound for Tobe-dansoguchi (断層口) or Tobe-oiwabashi (大岩橋) from Matsuyama city station #A1 and get off at Tobe-cho yakuba (town office) -nishi (a 40-minute ride). Then it's a 15-minute walk to the park.

(JR Bus) Take a bus bound for Kumakogen and get off at Tobe-cho *Chuokominkan-mae*. (a 40-minute ride). Then it's a 15-minute walk to the park. (Tel. 089-962-7288)

April 25–May 15 TSUTSUJI (Azalea) FESTIVAL At Mt. Tomisu Park 富士山公園 Ozu city

About 63,000 plants of azaleas are in bloom on top of Mt. Tomisu about this time of the year. Mt.

Tomisu is well known in east Japan for its azalea blossoms. (Tel.0893-24-2111)

Transportation: Take a bus bound for Yawatahama from Matsuyama city station #A3 and get off at Ozu Honmachi. It takes one hour and 20 minutes. Or take a JR express train bound for Uwajima and get off at Ozu. It takes 40 minutes. From the station it takes 15 minutes by taxi to get to the park. Combine this with the Garyu sanso villa and Ozu castle for a full day of sightseeing.

GOLDEN WEEK (April 29–May 5)

The string of holidays starting on April 29th and ending on May 5th is called Golden Week. Since it is a popular time to travel, all means of transportation are very crowded. If you want to take a trip you need to plan well in advance to get reservations.

April 29 THE 50th NINOMIYA CHUHACHI MEMORIAL FLIGHT FESTIVAL 9:00–12:00

At Yawatahama Citizen Sports Park Yawatahama City 八幡浜市

Ninomiya Chuhachi 二宮忠八 was born in Yawatahama in 1866. He is called the 'father of the plane' because he succeeded in flying the first model plane 12 years before the Wright brothers made their famous flight. This event is held to commemorate Ninomiya's creative spirit. There are races of various kinds of model planes competing for the length of flying time. You need to make a reservation if you wish to join the race. (Tel. 0894-22-311)

Transportation: Take a JR express train bound for Uwajima and get off at Yawatahama. It takes about one hour. There is free shuttle service from JR Yawatahama station to the festival site (a 20-minute ride).

Further information: e-mail syokokanko@city.yawatahama.ehime.jp Tel. 0894-24-6180

April 29 SHOWA-NO-HI 昭和の日 (National Holiday)

The Showa era lasted from 1927 to 1989. This day commemorates the Showa era.

May 3—4 HOJO KASHIMA FESTIVAL Kashima, Hojo, Matsuyama City 松山市北条鹿島

This festival is famous for *Kaineri* (see below), which is designated as a Prefectural Intangible Cultural Folk Asset, and *Oshimenawa-no-harikae* (see below), both of which are performed on the sea. It is canceled in bad weather. (Tel. 089-992-1423)

3rd 10:30 / 12:30 *Shishimai* (lion dance) / 10:55 Stage events – dance, music, etc.

13:00 Parade of children's *danjiri*

14:00 *Kashima-mikoshi miyadashi*

Kashima-no-Kaineri

Kaineri is a prayer dance for success in battle and also a celebratory dance of victory. Boats are decorated with bamboo and flowers. Men row the boats and boys perform dances on board, re-enacting sea battles using oars. It recalls the Kono *Suigun*, powerful marine guards who patrolled the sea near here in ancient times.

15:00 Parade of children's *danjiri*

15:30 *Mikoshi miyairi* / *Mochi-maki* (rice cake throwing) at Kashima Park

4th 8:30-11:30 Making the new *Oshimenawa* (sacred rope) in front of *Kashima-jinja torii* gate.

10:00 Carrying the new *Oshimenawa* to Kashima Ryu-jinja 龍神社

12:00 Carrying the new *Oshimenawa* to Kandojima 寒戸島

Otomobune (boat for viewers) starts at Kashima Pier

14:00 ***Oshimenawa-no-harikae*** (Replacing the Sacred Rope) praying for safety on the sea and the good harvest this year.

A 40 m long and 30cm thick *shimenawa* that links the two small islands *Meoto-iwa* (a couple of rocks), Gyokuri 玉理 and Kandojima 寒戸島 is replaced. The old one is removed and a new one is put in place.

Transportation: Take a JR train from Matsuyama and get off at Iyo Hojo. From the station, walk straight toward the sea and there is a ferry dock with frequent service to the island.

May 3 KENPO-KINEN-BI (Constitution Day) (National Holiday)

The present constitution was promulgated on May 3rd, 1947. This day commemorates the event and it is also a day for us to reaffirm hope in national growth.

May 4 MIDORI-NO-HI (Greenery Day) (National Holiday)

This holiday was established in 1989 for people to admire nature, give thanks for its blessings, and to cultivate love for all living things on the earth.

May 5 KODOMO-NO-HI (Children's Day) (National Holiday)

It is a day to pray for the healthy growth of children. *Koinobori* (carp streamers) are flown from poles.

May 5 IKAZAKI ODAKO GASSEN (Big Kite Fight Festival) 五十崎大凧合戦

Ikazaki, Uchiko-cho 内子町五十崎

10:00–16:00 (In case of rain it is held on May 6th.)

This festival has over a 400-year history and is one of the three biggest kite fights in Japan. It is designated as a Prefectural Intangible Cultural Folk Asset. Several hundreds of kites are flown high from both sides of the Toyoaki river in Ikazaki. The feature of this event is *Odako-gassen* that each flier tries to cut down the other kites using *gagari*, a knife attached to the line of the kite. The last kite left flying is the winner. The details of the festival have not been announced yet.

<https://www.ikazaki.ne.jp/takohaku/> Tel. 0893-44-2118