

Cultural Events

●●● Japanese Calligraphy Event ●●●

Join a Commentary Session and Shodo (calligraphy) workshop for foreigners with English translations! 【Free of charge】

The Mainichi Shodo Exhibition

The Mainichi Shodo (calligraphy) Exhibition is the largest exhibition of its kind in Japan, covering all seven calligraphic categories. It is organized by The Mainichi Newspapers Co. and the Mainichi Shodo Association. The first exhibition was held in 1948. Now, after nearly 80 years, the exhibition attracts about 30,000 entries each year. The exhibition opens at the beginning of July in Tokyo. It then travels to eight major cities: Kyoto, Hiroshima, Matsuyama, Nagoya, Sapporo, Sendai, Yamagata, and Oita. An estimated 100,000 people attend the exhibition every year.

1) Mainichi Shodo Exhibition in Matsuyama

More than 600 works of calligraphers from Shikoku and 60 works of eminent calligraphers from outside of the island will be displayed. Please come and see the exhibition.

◆Date & Time: 2026/8/19 (Wed) ? 2026/8/23 (Sun)

Opens 9:40 ? Closes 18:00 (Closes at 15:00 on August 23)

◆Venue: South Hall, [Museum of Art, Ehime](#)
Horinouchi, Matsuyama city, Ehime Prefecture

◆Admission fees: 500 yen

※University students: 300 yen

※Admission is free for high school students and younger, and for those aged 65 and over.

◆Tickets: Tickets will be sold at the venue.

◆Access: Please check the Museum of Art, Ehime official website
<https://ehime-art.jp>

2) Commentary Session and Shodo (calligraphy) workshop for foreigners with English translations 【Free of charge】

After hearing commentaries on the works displayed, a calligrapher will guide you through a calligraphy workshop. Try it out!
Participants can enter the exhibition free that day.

◆Date & Time: 2026/8/23(Sun) from 10:30 to 12:00

10:30 a.m. ? Explanation of the calligraphy(Shodo) artwork

11:00 a.m. ? Experience Japanese calligraphy (Shodo)

◆Venue: South Hall, [Museum of Art, Ehime](#)
Horinouchi, Matsuyama city, Ehime Prefecture

◆Reservation required: Please sign up using a Microsoft Forms below.
<https://forms.cloud.microsoft/r/LCipxZEgax>

★Contact: Matsuyama Bureau, Mainichi Newspapers (Mr. Hanaoka)
Phone: 089-941-2711
Mail: matuyama@mainichi.or.jp



Nihongo Chounaikai

Hello! We are Nihongo Chounaikai. We hold regular gatherings for both Japanese and non-Japanese people to communicate and share information. Please check our Facebook and Instagram for more information.

Email: n.chounaikai@gmail.com (Ayumi MIYATA)



Facebook



Instagram

Taiko Lessons

Japanese drum (taiko) lessons are given at Matsuriya Tauchi, located on the corner just south of the Teppochō streetcar station.

Teppochō 1-8, Matsuyama

Tel. 089-925-3591

Email: tauti@jasmine.ocn.ne.jp



Making Matcha for a relaxing experience



Experience a bit of Japanese culture by whisking your own matcha. If you wish, you can experience, Tamara, a kind of Reiki, for relaxation. Sponsored by Maru.

Aug. 6 (Thursday) 13:00-17:00

Location: Yuzuki Castle Museum in the southern part of Dogo Park.

Fee: 1st serving ¥500, 2nd serving ¥300

July 25 (Saturday) 11:00-15:00

Location: Ninomaru Historical Site Garden (Admission ¥200)

Fee: 1st serving ¥500, 2nd serving ¥300

SGG Club

The SGG Club trains and provides volunteer goodwill guides who are ready to assist visitors from overseas. Please contact us if you need guides or translators. We can provide guides who speak English, Spanish, Chinese and Korean.

INFO: <http://ehimesgg.sakura.ne.jp/>

Videos made in Ehime to promote intercultural understanding

To give Ehime residents a perspective on the kinds of things that foreign residents may have difficulty with living in Japan, the Ehime Prefecture Human Rights Education Section has created two videos, each about 10 minutes long and available on YouTube:

1. *Help Us!*

https://www.youtube.com/watch?v=CWqhw4_9sLs&t=199s

2. *Ehime is our Home*

<https://www.youtube.com/watch?v=syoINvDzw-4>

Free admission for Matsuyama Castle

People 65 years old and above are given free admission to the following: Matsuyama Castle, Ropeway (chairlift/gondola) and Ninomaru Historical Garden.

You will be asked to show ID to show that you are of age and a resident of Matsuyama City.