

FESTIVALS

Oct.1- Dec.31 EHIME KENMIN-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: *Bunka no Kaze Iyoji yori Mirai e* 文化の風 伊予路より 未来へ
(Wind of culture from Iyo to the future)

Oct. 3 14:00-16:00 Opening event Okaido street (In front of Mitsukoshi department store)
Music, dance, haiku, senryu, etc.

Oct. 20-27, 30-Nov.6 Prefectural exhibition Ehime Prefectural Museum of Art

Oct. 24, 25 Paraart Ehime 2026 Aeon Mall Niihama

Live painting by Ishimura Yoshinari, etc.

Oct. 31 13:30-15:45 *Sogo* (general) festival Kenmin bunka kaikan Main Hall

This year's festival is positioned as the pre-event of "Egao Ehime no Bunkasai 2028"
Performances: Brass band concert, song, dance, calligraphy, etc.

Admission: Free All seats reserved. You need an admission ticket before the event.

(Tel. 089-947-5581)

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.

Katsuoka Hachiman shrine Near Katsuoka Menkyo Center (Driver's License Center)

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*.

Funakoshi Wakehime shrine

Gogoshima Island

3rd *Funaodori* (boat dance) is performed at:

11:20 Former Tomari Elementary School Gymnasium

13:00, 13:45 Gogoshima Elementary & Junior High School Gymnasium

Oct. 9-12 Hojo autumn festival

Kazahaya-hinokoto matsuri 風早火事祭

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

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)

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.

12th 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*.

Oct. 10-17 SAIJO AUTUMN FESTIVAL

Saijo City 西条市

<http://www.saijomatsuri.jp/english/>

Highly recommended is the late afternoon of the 16th when the *mikoshi* tries to cross the river to return to its shrine.

Oct. 15-18 NIIHAMA TAIKO (Drum) FESTIVAL

Niihama City 新居浜市

<https://niihama.info/feature/article/1?loc=en>

Also recommended!

Oct. 17-18 KIKUMA FESTIVAL

Ofomouma 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.

17th 10:30 *Otomouma* Parade 15 *mikoshi*, boys in ritual costumes and *Otomo-uma* in decorated saddles parade through the town.

18th 8:30 *Otomo-uma 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 originating in Kyoto during the Edo era (1603-1867). <https://kamoj.sakura.ne.jp/> (In Japanese)

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

https://www-uwajima-org.translate.goog/event/index7.html?x_tr_sl=ja&x_tr_tl=en&x_tr_hl=en-US#basic-info



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

Oct. 12 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.

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

Details of the festival has not been announced yet.

Oct. 17 MOON-VIEWING FESTIVAL Dogo park 11:00-21:00

It is held even 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, *wadaiko* (Japanese drum) performance, dance, gospel, and so on.

Oct. 26 MISHIMA SUIGUN (sea guards) TSURUHIME (Princess Tsuru) FESTIVAL

Oyamazumi-jinja (shrine) & Miyaura-port square, Omishima-cho, Imabari City 今治市大三島町

Details of the festival have not been announced yet.

Imotaki in Ehime 芋炊き

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.

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.