

To Guests From All Over the World

Welcome to Sendai, the host city of the Third UN World Conference on Disaster Risk Reduction.

On March 11, 2011, the Great East Japan Earthquake caused devastating damage to Sendai/Tohoku and changed the lives of many of its inhabitants. Since then, those inhabitants have been moving toward the restoration of their lands with the help of many people around the world. Even now they are diligently working, displaying their everlasting pride and strong will for restoration.

This guidebook is brought to you by the host city of the Third UN World Conference on Disaster Risk Reduction and by Tohoku's six prefectures. Within this pamphlet, you will find a wealth of information regarding various locations in Sendai and Tohoku. We hope that the participants of the meeting will be able to visit various Tohoku regions and see the ongoing restoration themselves while enjoying local food and scenic nature. Sendai/Tohoku welcomes everyone with an open heart. We are grateful for all the help from throughout the world and are looking forward to meeting everyone soon.

世界各国からいらっしゃるお客様へ

第3回国連防災世界会議開催都市・仙台は、皆様を歓迎いたします。

2011年3月11日に発生した東日本大震災は、仙台/東北に甚大な被害をもたらし、この地に住む人々の生活を一変させました。その後、仙台/東北の人々は、世界中の方から多くのご支援を頂きながら、復興に向けて歩み始めました。そして現在、自らの誇りと強い意志をもって、復興に向けて力強く、着実に歩みを進めています。

第3回国連防災世界会議開催都市である仙台市は、東北6県と連携して、このガイドブックを作成しました。このガイドブックには、仙台/東北のことを知っていただけるよう、この地域の様々な情報を掲載しました。会議参加者の皆様には、東北各地を訪れていただき、自然、食などの豊かさを感じていただくとともに、復興に向かう姿を見て頂きたいと思っています。仙台/東北は、世界中の方から頂いた多大なご支援への感謝の気持ちを込めて、皆様を歓迎いたします。皆様にお会いできることを、心より楽しみにしております。

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BEAUTIFUL
SENDAI-TOHOKU

BEAUTIFUL
SENDAI-TOHOKU

About Tohoku

Located in Eastern Asia, Japan is an archipelago consisting of Hokkaido, Honshu (the largest and main island of Japan), Shikoku, Kyushu and other smaller islands such as the Okinawa Islands. Tohoku -the North East- comprises the Northern 3rd of Honshu and consists of th 6 prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima.

東北の概要

東アジアに位置する日本は、北海道、本州、四国、九州、沖縄および小さな島々が南北に細長く連なる島国だ。東北は、本州の約1/3の面積を占め、青森、岩手、宮城、秋田、山形、福島6つの県で構成されている。

Geography・Transport [地理・交通]

A vast number of mountains crowd the center of Tohoku, forming the Ou Mountain range and dividing the Iwate, Miyagi, Akita and Yamagata regions. As you get closer to either coast, the mountains give way to plains bordering the Sea of Japan and the Pacific Ocean.

All of Tohoku's major cities are connected to Tokyo by shinkansen (bullet train), making for easy access by land. All prefectures also have their own airports, with flights available to and from all parts of Japan. Aomori, Miyagi and Akita's airports are also connected to the major cities of Asia.

東北の中央部、岩手、宮城、秋田、山形の県境に奥羽山脈があり、数多くの山々が連なる。そこから海に近づくにつれて平野部が広がり、太平洋または日本海に面するのが地理的な特徴だ。

東京と東北の各主要都市は新幹線で結ばれているため、陸路のアクセスは良好だ。空路も各県に空港が整備され、国内各都市に定期便が発着している。

青森、宮城、秋田の各空港は、アジアの都市と国際線で結ばれている。

Nature・Climate [自然・気候]

Tohoku stretches in latitude from 36°N to 41°N, giving it a comparatively cool climate. The temperature varies widely and there are clearly defined seasonal changes, with sakura (cherry blossoms) in spring, greenery of forests in summer, colorful foliage in autumn and snow in winter. Tohoku is also famous for its numerous hot springs.

東北は北緯36度から41度に位置しており、日本の中では比較的冷涼な気候だ。寒暖の差が大きく、東北の四季は、大変変化に富んだものとなる。春は桜、夏は深い森の緑、秋は紅葉、冬は雪と、美しい季節の移り変わりを感じることができる。また、温泉地が多く分布するのも東北ならではの特徴だ。

Culture [文化]

By around 1200 CE, Nara and Kyoto were the center of Japan's economy and culture. Tohoku has developed its own original culture and traditions called "michinoku," a word used to indicate its distance from these centers. An example of michinoku can be found in numerous unique festivals throughout the region. Tohoku also has a vast variety of traditional crafts that rely on local products and original techniques which arose from the lack of farm work during long winters and as a side job for junior samurai.

日本の経済・文化の中心が奈良や京都にあった時代、東北はその中心地から見て奥地という意味の「みちのく」と呼ばれ独自の伝統や文化が発展した。その代表する伝統が、東北各地で催されるさまざまな祭りだ。また、長い冬の手内職、あるいは下級武士の副業として、地元の産物と熟練の技術を用いて多くの伝統工芸品が作られた。



Spring Sakura (Cherry Blossoms)
春の桜



Lush Green of Summer Forests
夏の森の緑



Autumn Colors
秋の紅葉



Sea of Japan
日本海

Tohoku
東北

P3—P16

Third UN World Conference on Disaster Risk Reduction held in Sendai City
第3回国連防災世界会議開催都市 仙台市
P21—P22

Shinkansen (Bullet Train)
新幹線

Kanto
関東

Tokyo
東京

Haneda Airport
羽田空港

Narita International Airport
成田国際空港

Pacific Ocean
太平洋

Honshu
本州

Kansai
関西

Kansai International Airport
関西国際空港

Osaka
大阪市

Nagoya
名古屋市

Chubu
中部

Chugoku
中国

Shikoku
四国

Kyushu
九州

Fukuoka
福岡市

Fukuoka Airport
福岡空港

Okinawa
沖縄

Winter Snow
冬の雪



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名所・旧跡

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第3回国連防災世界会議開催都市 仙台市

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Overview of Tohoku's Six Prefectures

東北6県の概要

Tohoku consists of six prefectures. In addition to Miyagi Prefecture, home of Sendai City, the host city of the upcoming UN World Conference on Disaster Risk Reduction, all six prefectures have something unique to offer, whether natural sights or distinct cultural traditions.

東北は、6つの県で構成されている。国連防災世界会議開催都市・仙台市がある宮城県をはじめ、豊かな自然や独自の文化など、県ごとにさまざまな特色を持っている。

Akita Prefecture [秋田県]

Area: About 11,636km² Population: About 1,050,000
面積: 約11,636km² 人口: 約105万人



Nyuto Hot Spring Village [乳頭温泉郷]

Akita is a prefecture bordering the Sea of Japan, and is a center of rice cultivation and sake breweries. Here you can find one of the most famous hot springs in Japan – “Nyuto Hot Spring Village.” Additionally, in the eastern part of the prefecture you can find “Kakunodate,” a preserved mansion used by samurai more than 200 years ago, and a landmark visited by many people today.

日本海に面する県で、稲作を中心とする農業が盛んで、日本酒を作る酒蔵も多い。県内には、日本の温泉の中でも特に人気が高い「乳頭温泉郷」がある。また県東部にある「角館」には、200年以上前の武士の住まいが当時のままに残る通りがあり、多くの人が訪れる。



Kakunodate [角館]

Yamagata Prefecture [山形県]

Area: About 9,323km² Population: About 1,150,000
面積: 約9,323km² 人口: 約115万人



Risshaku-ji Temple (Yamadera) [立石寺(山寺)]

Surrounded by the mountains that are listed among the “100 famous mountains in Japan,” this prefecture is famous for its numerous hot springs. Since its Sea of Japan border was used for trade with Kyoto and Osaka in the 18th century, it shows traces of southern culture. The inland area is also full of ancient temples such as Risshaku-ji Temple, which is over 1100 years old.

日本百名山に数えられる美しい山々に囲まれた県で、山麓に湧く温泉が大変多い。日本海側は、18世紀頃に京都・大阪などと商船の往来が盛んだったため、京都の当時の文化が色濃く反映され現代に伝えられている。内陸部は、約1100年の歴史を重ねる霊場「立石寺」などの古刹も多い。



Yamagata maiko, or apprentice geisha [やまがた舞子]

Fukushima Prefecture [福島県]

Area: About 13,782km² Population: About 1,950,000
面積: 約13,782km² 人口: 約195万人



Tsuruga-jo Castle [鶴ヶ城]

Fukushima is the prefecture in Tohoku that is closest to Tokyo. While the coastal area is known for its comparatively warm temperatures, inland areas experience heavy snowfall. Fukushima's greatest tourist attraction is Tsuruga-jo Castle located in inland Aizuwakamatsu City. Tourists are even allowed to explore inside of the castle. “Ouchijuku” was an area that flourished as an inn town 300 years ago, and its wooden buildings are still intact for your viewing pleasure.

東北の中で最も首都・東京に近い県。沿岸部は気候が比較的温暖で、内陸になるにつれ降雪量が多い地域になる。内陸部の会津若松市にある「鶴ヶ城」は、城内も見学できる福島随一の観光名所。「大内宿」はかつて宿場町として栄えた場所で、築300年以上の木造家屋が残っている。



Ouchijuku [大内宿]

Aomori Prefecture [青森県]

Area: About 9,644km² Population: About 1,370,000
面積: 約9,644km² 人口: 約137万人

Aomori is located in the northernmost part of Honshu. Surrounded by the sea in three directions, it is a national treasury of seafood. It is full of restaurants offering the freshest seafood, including “Oma tuna”. In Aomori you can also enjoy the mystical beauty of nature during the changing seasons. “Shirakami Sanchi”, a primeval Japanese beech forest which stretches through Aomori and Akita prefectures, has been designated as a World Natural Heritage Site, while the “Oirase Gorge” is famous for its colorful autumn foliage.



Hirosaki Castle [弘前城]

本州の最北に位置する。三方を海に囲まれた、全国有数の魚介類の宝庫。全国的に有名な「大間のマグロ」など、新鮮な魚介類を食べられる飲食店が多い。青森県と秋田県に広がる世界最大級のブナの原生林「白神山地」は、世界自然遺産に登録されているほか、紅葉が格別な「奥入瀬渓流」など、四季折々の豊かな自然や神秘的な世界が体感できる。



Shirakami Sanchi [白神山地]

Iwate Prefecture [岩手県]

Area: About 15,278km² Population: About 1,290,000
面積: 約15,278km² 人口: 約129万人

The largest prefecture in Japan boasts rich nature, including two national parks. In the southern part of the prefecture, which includes Hiraizumi and surrounding areas there are many remaining temples, gardens and other remains of the Buddhist Pure Land teachings. This resulted in Hiraizumi being recorded as a World Cultural Heritage Site. The prefecture is also famous for its “Maesawa Beef”, said to be the highest quality beef in Japan.



Hachimantai [八幡平]

日本の県の中で最も面積が広く、2つの国立公園を抱える自然豊かな県である。県南部にある平泉とその周辺には、仏教の中でも特に浄土思想の教えに基づいて造られた多様な寺院・庭園および遺跡の一群が良く残されており、世界文化遺産に登録されている。また、日本最高峰の品質といわれる「前沢牛」など、食材の宝庫として知られている。



Hiraizumi [平泉]
Photo: Chusonji Temple

Miyagi Prefecture [宮城県]

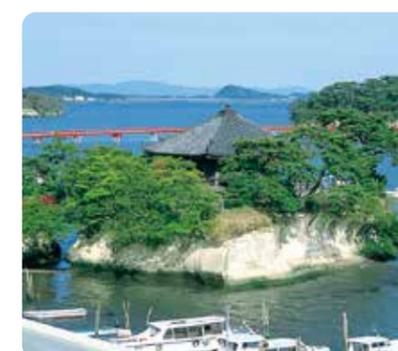
Area: About 7,285km² Population: About 2,370,000
面積: 約7,285km² 人口: 約237万人

Sendai, the capital of Miyagi, is the designated site of the Third UN World Conference on Disaster Risk Reduction. Nearby “Matsushima” is known as one of the three most scenic views of Japan and is a popular tourist destination. In addition, the offshore area is known for its large fish haul, said to be among the highest in the world. You can taste high quality seafood here.

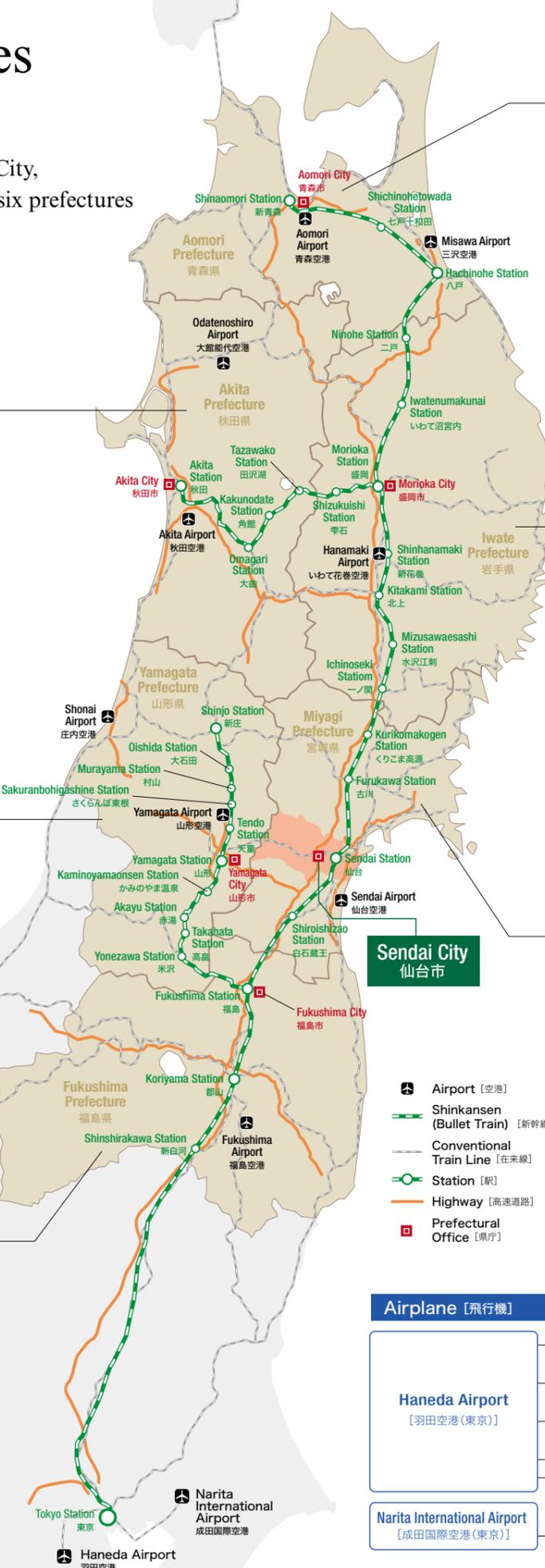


Sushi [寿司]

第3回国連防災世界会議が開催される仙台市を県庁所在地とする県。観光スポットとしては、日本三景の一つ「松島」が有名。また、沖合海域は、世界で特に漁獲量が多い「世界三大漁場」といわれており、質の良い魚介類が堪能できる。



Matsushima [松島]
Photo: Miyagi Prefecture Tourism Division



- Airport [空港]
- Shinkansen (Bullet Train) [新幹線]
- Conventional Train Line [在来線]
- Station [駅]
- Highway [高速道路]
- Prefectural Office [県庁]

Airplane [飛行機]	
Haneda Airport [羽田空港(東京)]	<ul style="list-style-type: none"> About 75 min [約75分] → Aomori Airport [青森空港] About 65 min [約65分] → Akita Airport [秋田空港] About 70 min [約70分] → Odatenoshiro Airport [大館能代空港] About 60 min [約60分] → Yamagata Airport [山形空港] About 60 min [約60分] → Shonai Airport [庄内空港]
Narita International Airport [成田国際空港(東京)]	<ul style="list-style-type: none"> About 60 min [約60分] → Sendai Airport [仙台空港] About 65 min [約65分] → Sendai Airport [仙台空港]

Shinkansen (Bullet Train) [新幹線]	
Tokyo Station [東京駅]	About 180 min (Tohoku Shinkansen) [約180分(東北新幹線)] → Shinamori Station [新青森駅]
	About 160 min (Tohoku Shinkansen) [約160分(東北新幹線)] → Hachinohe Station [八戸駅]
	About 220 min (Akita Shinkansen) [約220分(秋田新幹線)] → Akita Station [秋田駅]
	About 150 min (Yamagata Shinkansen) [約150分(山形新幹線)] → Yamagata Station [山形駅]
	About 130 min (Tohoku Shinkansen) [約130分(東北新幹線)] → Morioka Station [盛岡駅]
	About 90 min (Tohoku Shinkansen) [約90分(東北新幹線)] → Sendai Station [仙台駅]
	About 90 min (Tohoku Shinkansen) [約90分(東北新幹線)] → Fukushima Station [福島駅]
About 80 min (Tohoku Shinkansen) [約80分(東北新幹線)] → Koriyama Station [郡山駅]	



Nature | 自然

"Fuzei" is a word to express aesthetic beauty in Japan, showing a deep appreciation for the beauty of nature and exploration. The Tohoku region, abundant in nature, has many scenic spots representative of this kind of natural beauty. Come visit and enjoy these natural sights no matter what the season.

「風情」とは、日本ならではの美意識を表す言葉。日本人は自然の中に美しさを見つけ愛でる。大自然に恵まれた東北は、まさに風情のある景勝地が多い地域。春夏秋冬の美しい風景は、自然界からの贈り物だ。わざわざ足を運びたいくなる、魅力的な景色がここにある。



SPRING | 春

Hirosaki Castle [弘前城]

Hirosaki Castle was a residence of the Tsugaru family, the feudal lords of the Hirosaki Clan. Now it is a part of Hirosaki Public Park, and with over 2600 sakura trees on its grounds, it is the center of the largest sakura festival in Japan during late April. Beginning in 2014, the castle tower is to be moved due to stone wall repairs.

弘前藩主・津軽家の居城だった弘前城跡地は、弘前公園として整備され、4月下旬、約2600本の桜が園内を埋め尽くし、名実共に日本一の桜まつりが開催される。2014年から石垣修理工事に伴い、天守の曳屋移動が行われる。



SPRING | 春

Hanamiyama Mountain [花見山]

Although privately owned by flower growers, Hanamiyama is open to the public. The whole mountain is covered in plum, sakura and magnolia blossoms that bloom at the same time during spring. Due to its otherworldly beauty the place is sometimes called "Shangri-la".

花き生産農家が個人で所有する山を一般に開放。春にはウメ、桜、モクレンなどの花が一斉に咲き、山全体が花の色に染まる。その美しさから「桃源郷」との異名を持つ。



SUMMER | 夏 Rikuchū Coast • Jodogahama [陸中海岸・浄土ヶ浜]

The 220 km long Sanriku coast along the Pacific Ocean stretches from Miyagi's Kesenuma City to Aomori's Hachinohe City. Jodogahama, a scenic spot with delicate coves, can be found at the center of the Sanriku coast. Its beauty has been compared to the "Land of Utmost Bliss," which contributed to the official name of the place. Boat and cruise tours are available, and it is also a popular beach location during summer.

宮城県気仙沼市から青森県八戸市まで、太平洋側に面した約220kmの三陸海岸。その中心に位置する浄土ヶ浜は、繊細な入り江が続くリアス式海岸の代表的な景勝地。その美しさは「まるで極楽浄土のよう」と賞され、地名の由来となった。遊覧船や周遊クルーズもあるほか、夏は海水浴場として親しまれている。

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SUMMER | 夏

Tazawako (Lake Tazawa)

[田沢湖]



Located in the center of eastern region of Akita, the lake which is 6 km across and a depth of 423.4 m is known as the deepest lake in Japan. It is clear and show you the beautiful color depending on the water depth. There is a legend of a beautiful girl, Tatsuko who became a dragon. Around the lake stands the statue of Tatsuko.

秋田県中東部にある湖。直径約6km、最大深度は423.4mで、日本で最も深い湖として知られる。湖水は透明度が高く、水深が変わることに美しい色合いを見せる。湖には、竜になった美少女たつこ姫の伝説が伝えられており、湖畔にはたつこ姫のプロンズ像が立っている。



AUTUMN | 秋

Naruko Gorge [鳴子峡]



As the temperature drops in autumn and the weather grows cooler by the day, the once green tree leaves start turning yellow and red. "Autumn color viewing" is a popular event among Japanese people to celebrate this phenomenon of natural beauty. Located in the northwestern part of Miyagi, Naruko Gorge is famous for its grand valley and autumn leaves. You can experience this magnificent sight from late October to early November.

秋になり、一日の寒暖の差が大きくなると、緑だった木々の葉が徐々に黄色や赤に色づき始める。その美しさを受けて楽しむ「紅葉狩り」は、日本人が好きな秋のイベント。宮城県の北西部に位置する鳴子峡は、壮大な深谷美とともに紅葉が楽しめる名所で、見頃を迎える10月下旬から11月上旬にかけては、見晴らし台から美しい景色が一望できる。



WINTER | 冬

Frost-Covered Trees of Zao [蔵王の樹氷]



Located on the border between Yamagata and Miyagi, the Zao Mountain Range is a holy ground for skiers and snowboarders in Japan. The frost-covered trees can be seen from late December to early March when going up the ropeway, or from the mountaintop itself. This unique white ice (rime) forms as the moisture in the air starts freezing and sticks to the trees, making it one of the world's rare natural artworks that requires very special weather conditions.

山形県と宮城県の県境にそびえる蔵王連峰は、スキーヤーやスノーボーダーの聖地であり名勝の地。12月下旬から3月上旬まで、ロープウェイの中や山頂から楽しめる樹氷は冬の風物詩だ。樹氷とは、空気中の水分が樹木に当たって凍りついたもの。特別な気象条件が必要とされる、世界でも珍しい自然の芸術作品だ。

Trivia [豆知識]

Shirakami Sanchi [白神山地]



Stretching across Aomori and Akita is a mountainous 130 thousand hectare area called Shirakami Sanchi. 17 thousand of those hectares covered by primeval beech forests were recorded as Japan's first Natural World Heritage Site in 1993. A home to a variety of flora and fauna, it is a natural treasure and is also famous as a healing spot. The best season to visit is from late April to early November.

白神山地は、青森県と秋田県にまたがる13万haもの山岳地帯。そのうちブナの原生林が広がる中心部の約1万7000haが、1993年に日本初の世界自然遺産として登録された。さまざまな動植物が生息する自然の宝庫で、ヒーリングスポットとしても人気が高い。ベストシーズンは4月下旬から11月上旬。

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Scenic and Historic Places | 名所・旧跡

From the age of the dynastic nation-state and the rise of samurai warriors to the present day, structures built throughout the history of Japan tell tales of the past. You can find architecture from many different periods here in Tohoku.

王朝国家の時代から、武士が台頭する戦の時代、そして現代へ。日本の歴史の歩みと共に築かれてきた歴史的建造物が、今なお当時の面影を残している。東北の各地で、さまざまな時代の建築様式を見ることができるだろう。



Tsuruga-jo Castle [鶴ヶ城]

FUKUSHIMA 福島県

A palace was built in 1384, and the further renovation made the current figure of Tsuruga-jo Castle in 1639. The roof of the castle tower has five layers, and is the only castle in Japan to be covered with red tiles. Although it became a battlefield in the Boshin Civil War, the castle did not fall. Afterwards it was destroyed except for its stone walls, but was rebuilt in 1965. It is a famous location for movies and TV series.

1384年に前身の館が造営され、改修を重ね現在のかたちになったのは1639年。天守閣の屋根は五層になっており、日本に現存する天守閣では唯一の赤瓦で覆われている。1868年の戊辰戦争でこの城は戦場となったが城は落ちることなく、その後石垣を残し取り壊され、1965年に当時の姿に再建された。数々の映画、ドラマの舞台としても有名である。



Kakunodate [角館]

AKITA 秋田県

Kakunodate is sometimes called "Little Kyoto" due to a similar atmosphere created by a variety of surviving historical buildings. Opened as a castle town about 400 years ago, it is still sectioned the same way, with the oldest surviving residences being over 200 years old. Visitors are able to enter and explore the indoors. The walls of each mansion are made of black wood, which creates a perfect contrast with blooming sakura during spring.

歴史的建造物が数多く残る京都に町の風情が似ていることから、「小京都」という異名をもつ角館。約400年前に城下町として開け、町の区割りが当時のまま残り、最古のもので約200年前の住居が現存し、室内を見学できる。各屋敷は黒板塀で仕切られており、春になると、桜の花と黒板塀が織りなす景色が見事。

Ouchijuku [大内宿]

FUKUSHIMA 福島県

During the 17th century, when traveling by foot was the most common way to get from one place to another, Ouchijuku flourished as "an inn town" where travelers could stay along the road. It is still standing now, and on the 500 meter-long main street you can find over 50 wooden buildings which are now used as souvenir shops and guest houses. The roof of those buildings is made of thatch in accordance with traditional architectural practices.



徒歩での陸上交通が中心だった17世紀頃に、街道沿いの宿泊ができる集落「宿場町」として栄えたのが大内宿だ。今も当時の町の姿が保存され、500m続くメインの通りには約50軒の木造の建物が残り、土産物店や民宿として利用されている。屋根はカヤを材料にしてふいた、伝統的な構造をなしている。

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IWATE 岩手県

Hiraizumi [平泉]

In Hiraizumi and the surrounding areas, you can find the national treasure "Chuson-ji Temple Konjikido," the special scenic spot "Motsuji-ji Temple Pure Land Garden," and the remains of other Buddhist temples and gardens built by Lord Oshu Fujiwara in the Heian period. Lord Fujiwara attempted to build an ideal world of Buddha with many structures exhibiting unique Japanese culture with a bit of foreign influence. Hiraizumi was recorded as a World Cultural Heritage in June, 2011 as "Hiraizumi – Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land" for its unique ideal world concept.

平泉とその周辺には、国宝「中尊寺金色堂」や特別名勝「毛越寺浄土庭園」など、平安時代末期に奥州藤原氏が築いた仏教寺院、庭園など多くの遺跡が現在まで守り伝えられている。寺院や庭園は、この世に理想世界を創り出そうとしたもので、海外からの影響を受けつつ日本で独自の発展を遂げたものである。平泉の理想世界の表現は、他に例の無いものとされており、「平泉—仏国土(浄土)を表す建築・庭園及び考古学的遺跡群」は、2011年6月に世界文化遺産に登録された。

Photo: Chusonji Temple



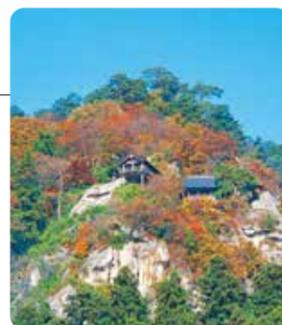
WORLD HERITAGE 世界遺産

YAMAGATA 山形県

Risshaku-ji Temple [立石寺]

Risshaku-ji Temple is a Buddhist temple opened in 860 by the order of the emperor at that time. Surrounded by cedar groves its stone steps lead to the hall of the temple at the top of the cliff. It is a perfect spot to view the local scenery from high above.

立石寺は、860年に当時の天皇の勅諭によって開かれた仏教寺院。森閑とした杉木立に整備された石段を登っていくと、切り立った崖の上にお堂が建っていたり、展望台から素晴らしい景色を見たりすることができる。



Zuiganji Temple [瑞巖寺]

MIYAGI 宮城県

Built in 828, Zuiganji is a Buddhist temple located in Matsushima, the most famous tourist destination in Miyagi. The current structure was built over a period of five years and complete in 1609 by Lord Date Masamune, the founder of the Sendai Clan. Currently it is closed for major repairs until 2016, but during this period the treasured priest quarters (the kitchen of the temple) are opened as a special attraction. Experience the solemn atmosphere of the road approaching the shrine surrounded by deep cedar forests.

宮城県の最も有名な観光地、松島にある仏教寺院で、開創は828年。現在の建物は、1609年に5年の歳月をかけて仙台湾祖・伊達政宗公が建築させたものだ。2016年まで本堂などが大修理のため非公開となっているが、修理期間中は国宝の庫裡(寺院の台所)などが特別公開されている。本堂まで続く深い杉木立に守られた参道も趣深い。

Photo: Zuiganji Temple

AOMORI 青森県

Sannai-Maruyama Ruins [三内丸山遺跡]

The largest village ruins in Japan dating back to approximately 4,000 to 5,500 years ago. During what is known as the Jomon period, tools and culture corresponding to the Mesolithic and Neolithic ages were developed here. Along with relics like excavated earthenware, visitors can see restored dwellings of the time.



約5500~4000年前の日本最大級の集落跡。縄文時代といわれる頃のもので、中石器~新石器時代に相当する道具や文化が発達していた。発掘された土器類などのほかに、復元された当時の住居などの建物も見学することができる。

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Festivals and Culture | 祭り・文化

In Tohoku, longtime traditions are still retained. The stoic and patient character of the people in Tohoku may be part of the reason why the teachings of ancestors are still observed. Local areas have their own festivals that have been cherished for a long time. In summer, many tourists come from all over Japan to experience these festivals.

昔ながらの伝統が今も息づいている東北地方。先人からの教えを守り、大切に受け継いできたのは、真面目で我慢強い東北人の気質もあるだろう。各地域には長年愛されてきた祭りもあり、夏の祭りシーズンになると全国各地から多くの観光客が訪れる。

Aomori Nebuta Festival

[青森ねぶた祭]
●August 2-7 8月2~7日開催



Aomori Nebuta Festival is one of three major festivals in Japan. It energetically highlights summer in Aomori. Spectacular floats called "Nebuta" are sometimes as large as 9 meters long, 7 meters deep, and 5 meters high. When the floats are carried with music and dancing, you'll be fascinated by the dynamism.



「青森ねぶた祭」は、日本を代表する三大祭りの一つで、青森の夏をエネルギーに彩る。「ねぶた」と呼ばれる大迫力の灯籠人形は、大きいもので幅9m、奥行き7m、高さ5m。囃子、ハネトが一体となり躍動感に溢れる。



Akita Kanto Festival

[秋田竿灯まつり]
●August 3-6 8月3~6日開催



In a traditional Akita event, "kanto," bamboo poles hung with numerous lanterns, fill the streets to the accompaniment of drums and chanting. The festival represents warding off evil and hoping for a bountiful harvest. The holder of the kanto balances the long pole on his palm, forehead or hip with astonishing skill, providing quite a sight for the visitors

軽快なお囃子とともに、たくさんの提灯をつけた「竿灯」が大通りを埋め尽くす秋田の伝統行事。厄除けや五穀豊穡の願いが込められており、担ぎ手は掌や額、腰などでバランスを取りながら竿灯を支え、巧みな技で観客を魅了する。



Morioka Sansa Odori

[盛岡さんさ踊り]
●August 1-4 8月1~4日開催



Sansa Odori is a type of dancing which has been handed down from the Edo period. During the four-day festival, over 240 groups including more than 20,000 dancers, more than 10,000 drummers (the most in the world), and nearly 2,000 pipers join. The total number of the participants comes to over 34,000.

さんさ踊りは江戸時代から受け継がれた踊りで、4日間で、240余の団体、踊り手の数は2万人超、太鼓は世界一の1万超、笛は約2千で、参加者の総数は3万4千人を数える。



Sendai Tanabata [仙台七夕]

●August 6-8 8月6~8日開催



The sight of Japanese paper strips hanging from bamboo poles flowing in the wind is a memorable one. More than 1500 bamboo poles with a variety of ornaments such as streamers and shikakemono (Japanese puppets) decorate the downtown area during this festival.

青竹に飾られた和紙と風が織りなす夏の風物詩。吹き流しや仕掛けものなど趣向を凝らした1500本を超える竹飾りが街を彩る。



Soma Nomaoi

[相馬野馬追]
●Held on the last Sat., Sun. and Mon. in July
7月の最終土、日、月曜日開催



Soma Nomaoi is said to be called "the best horse festival in the world" and has a history of over 1000 years. The highlight of the three days is the main festival which is held on Sunday. The spectacular view of hundreds of warriors in armor racing their horses calls to mind the Warring States period.

「世界一の馬の祭典」といわれ、1000年以上の歴史を誇る。3日間のうちハイライトは日曜の本祭り。甲冑を着けた数百騎超の騎馬武者が人馬一体となり疾走する姿を見ていると、まるで戦国時代にタイムスリップしたような気分。

Yamagata Hanagasa Festival

[山形花笠まつり]
●August 5-7 8月5~7日開催



Dancers follow behind dashi (floats), sprinting hats with flowers and performing group dances while sprinting and shouting to the bold tune of Japanese drums.



華やかな山車を先頭に、花笠をあしらった笠を手にした踊り手が、威勢のいい掛け声と花笠太鼓の勇壮な音色とともに群舞を繰り広げる、華麗な祭り。



Yamagata Maiko (Apprentice Geisha)

[やまがた舞子]
●August 5-7 8月5~7日開催



In Yamagata city where its own local culture as the center of politics, economy and culture of Yamagata prefecture flourish, succeed the traditional performance "Yamagata Maiko." They dressing Japanese hair style, making up and wearing kimono entertain you with songs, dances and Japanese guitar. You can even call them and enjoy performance at a restaurant or a hotel in Yamagata city or around there.

山形県の政治・経済・文化の中心として独自の地域文化が栄える山形市で、伝統的な芸能を継承する「やまがた舞子」。日本髪を結い白塗りの化粧をし、着物を着たやまがた舞子が、唄や踊り、三味線などの芸を披露し、宴席に興を添える。山形市とその近隣の料亭やホテルなどの宴席に彼女たちを呼んで、芸を鑑賞することができる。

Trivia [豆知識]

Namahage [なまはげ]

"Namahage" walk around the local area wearing a fierce looking mask and holding a knife on New Year's Eve. They look like evil demons, but are actually messengers of God. They are visiting deities that ward off evil and bring a bountiful harvest and a good fish haul.



片手に包丁を握り、恐ろしい形相で大みそかの晩に地域を練り歩く「なまはげ」。一見すると邪悪な鬼のようだが、その正体は神様の使者。厄を払い、豊作や豊漁をもたらすといわれている来訪神だ。

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Food | 食

With its fertile land and bountiful sea, Tohoku is blessed with good food from the mountains and the ocean. An abundance of high-quality ingredients means the local cuisine is sure to impress even renowned food connoisseurs. Experience the variety of culinary delights Tohoku has to offer, including sushi; one of the staples of Japanese cuisine.

肥沃な大地に豊かな海。東北はおいしい山海の幸にあふれており、高級食材と呼ばれるものも多く存在する。また、それぞれの地域に伝わる郷土料理は、食通をうならせるものばかり。定番の寿司はもちろん、東北の魅力をバラエティに富んだ料理で堪能してほしい。



Kiritanpo Nabe (Hot Pot) [きりたんぽ鍋]



"Kiritanpo" is made by forming mashed rice around cedar skewers and baking them. To make the hot pot soup, Hinai-jidori, an Akita-brand local breed of chicken, is used generously. Fresh vegetables, mushrooms and Japanese parsley are also prepared for the pot. "Miso-tanpo," baked Kiritanpo with miso, makes for a perfect snack.

「きりたんぽ」は、つぶした米を杉の棒に巻きつけて香ばしく焼いたもの。「きりたんぽ鍋」のスープは、秋田のブランド鶏、比内地鶏を贅沢に使用。採れたての野菜やキノコ、香り高いセリも欠かせない。また、きりたんぽに味噌を塗って焼いた「味噌たんぽ」は、おやつにぴったり。

Kitakata Ramen [喜多方ラーメン]



Kitakata Ramen is known as one of the three best kinds of ramen in Japan. The broth is made of dried sardines, kelp, pork bones and local vegetables. The noodles are thick, flat, and wavy, perfect for the broth. The brewing industry and the production of shoyu (soy sauce) has been prosperous in Kitakata for a long time, and a light shoyu taste is preferred. More than 120 ramen shops are found in Kitakata, where ramen is a favorite among the locals.

日本三大ラーメンの一つとして有名な「喜多方ラーメン」は、煮干し・昆布などの魚介や豚骨、地元産の野菜などで取ったスープと、太くて平たくスープがよく絡むぢれ麺が特徴。昔から醤油などの醸造業が盛んだったことから、あっさりした醤油味が主流だ。喜多方市には120を超えるラーメン店があり、市民に愛されている。



Maesawa Beef

[前沢牛]



Tohoku is known for producing different varieties of world-famous beef, Maesawa beef being one of them. Rich in flavor and beautifully marbled, Maesawa beef comes from cattle carefully bred by the farmers. It is suited for variety of preparation methods, including steak, sukiyaki, and shabu-shabu, and is sure to leave you satisfied.

東北には世界に誇るブランド牛が多くあるが、豊かな風味と、とろけるような舌ざわりが特徴の前沢牛もその一つ。農家が愛情を込めて育てた前沢牛は霜降りが美しく、ステーキやすき焼き、しゃぶしゃぶなど、さまざまな料理で幸せな気分させてくれる。



Miyagi Sushi-Kaido Shiogama Sushi Meguri



[みやぎ寿司海道 塩籠寿司めぐり]

Shiogama fishing port receives the seasonal fish catch from the ocean off the Sanriku Coast. And it's also home to the leading tuna landing in Japan. These make Shiogama famous as "the Town of Sushi." "Shiogama Sushi Meguri" is a project that allows visitors to enjoy sushi in Shiogama at a reasonable price. The participating sushi restaurants will kindly welcome you with omotenashi(hospitality).

三陸沖の豊かな海から季節の魚が水揚げされる塩釜漁港は、日本有数の生マグロが水揚げされることでも有名なことから、塩籠市は「寿司のまち」としても知られている。そんな塩籠の寿司をお得に楽しめるのが「塩籠寿司めぐり」という企画。参加各店で心のこもった「おもてなし」が受けられる。

Oma Tuna

[大間のマグロ]



The fishing grounds of Oma, where the currents of the Pacific Ocean and those of the Japan Sea meet, are a reservoir of fishery products. Tuna that grow fatty from eating saury and squid at the Tsugaru Straits are especially famous. Local people employ traditional single-hook fishing. Both "toro," with its smooth texture, and "akami," made firm by the rough currents, are tremendously good.

太平洋と日本海の流れがぶつかる大間の漁場は魚介の宝庫。津軽海峡のサンマやイカを食べてたっぷり脂肪を蓄えたマグロは特に有名で、地元では伝統の「一本釣り漁法」で釣り上げている。口に入れた途端にとろけるトロや、厳しい海流によって引き締まった赤身はとても上質な。



Fruit [フルーツ]



Yamagata Prefecture is known for various seasonal fruit such as strawberries, peaches, and grapes. Fruit picking, the custom of picking fruit and eating it on the spot, is a popular activity at the local orchards. Yamagata cherries, known as "red jewels," are especially popular for their perfect balance of sweet and sour.

イチゴや桃、ブドウなど、季節ごとにさまざまな果物が実る山形県。県内の果樹園では、食べ頃を迎えた実をその場でむぎ取り味わう「フルーツ狩り」が盛ん。なかでも、「赤い宝石」と呼ばれ、甘みと酸味のバランスが絶妙な高級フルーツ、サクランボは人気が高い。

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Hot Springs | 温泉

Reinvigorate your body at a hot spring and gather the energy you need for tomorrow. Hot springs are an essential part of Japanese culture. You can find a variety of unique hot springs in Tohoku. Apart from soaking your body, you will be able to enjoy beautiful scenery as well as explore the hot spring villages wearing traditional yukata.

温泉に入って日ごろの疲れを癒し、明日への活力を充電する。日本人にとって温泉は生活に密着したもの。東北にもたくさんの温泉が湧き出し、個性豊かな温泉地が多くある。ただ湯に浸かるだけでなく、景色を眺め、浴衣で温泉街を歩くのもおすすめです。

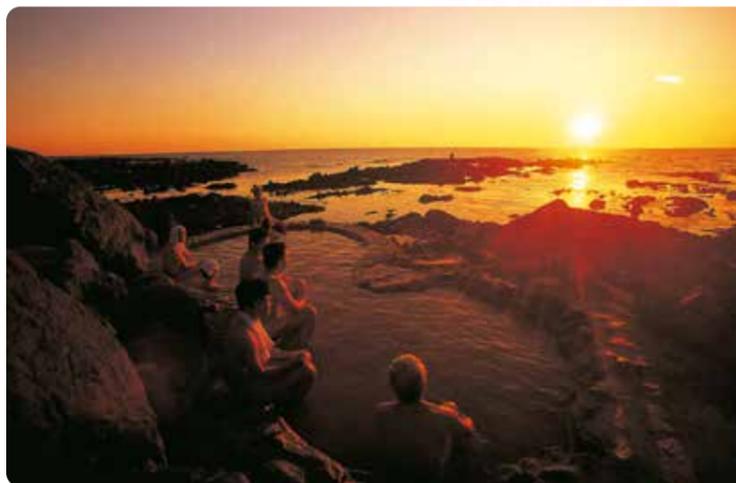


Hanamaki Hot Springs

[花巻温泉郷]

Hanamaki Hot Springs are memorable for their spacious hotels. There are twelve hot spring sources in this area, such as Dai Hot Springs with a pleasant retro feeling, and Osawa Hot Springs, particularly liked by long-term residents. You can find inns with the rarely seen "Standing Water" here too.

大型ホテルが多い花巻温泉、レトロな雰囲気が楽しめる台温泉、滞在型の湯治客にも評判の大沢温泉など、なんとエリア内に12もの温泉が集まる一大温泉郷。全国でも珍しい「立ち湯」を備えた宿もある。



Furo-fushi Hot Springs

[不老ふ死温泉]



Koganezaki is known as a spot for viewing the setting sun. There is nothing better than soaking in the water of the outdoor bath of the "Furo-fushi Hot Springs" while enjoying the view of the Sea of Japan. At dusk you can relax in the bath while looking out onto the beautiful sea and the setting sun.

夕陽の名所としても知られる黄金崎。その突端にある「不老ふ死温泉」の名物は、なんといっても日本海を眺めながら入る露天風呂！夕暮れ時は特に美しく、夕陽に染まった海を眼下に臨みつつ、ゆったりと湯に浸ることができる。



Takayu Hot Springs

[高湯温泉]



With 10 hot spring sources connected directly to the bathtub, Takayu Hot Springs are top quality acidic sulfur springs. They are called "one of the best hot springs in Fukushima" because of their white turbid waters and beautiful nature throughout all four seasons.

硫黄を含む酸性泉は、10カ所もの源泉から直接浴槽に引いた100%かけ流し。白濁した湯と四季折々の自然が美しく調和する様子から、福島屈指の名湯と呼ばれている。



Nyuto Hot Spring Village

[乳頭温泉郷]



The seven inns of Nyuto Hot Spring Village can be found amidst the magnificent nature of Nyuto Mountain. Each inn has its own hot spring with unique water properties.

乳頭山麓の大自然に包まれるように、個性豊かな7つの宿が点在している乳頭温泉郷。すべての宿に源泉が湧き、それぞれ異なる泉質や効能を持っている。

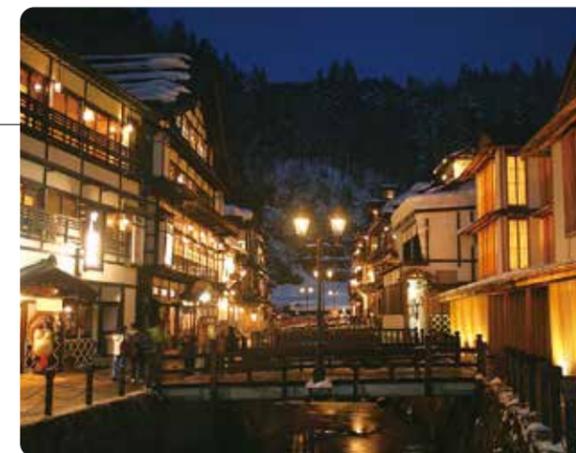
Ginzan Hot Springs

[銀山温泉]



This hot spring village entices its guests with its nostalgic atmosphere, which comes from wooden lodgings resting along the Ginzan River, and the gas lamps gently illuminating the path. Enjoy the greenery, autumn leaves and snow throughout the seasons while dressed in traditional Taisho Era costumes.

銀山川沿いに軒を連ねる木造の建築物や、通りをやさしく照らすガス灯など、ノスタルジックな雰囲気で観光客を魅了する温泉街。新緑や紅葉、雪化粧など、その景色は四季折々で変わり、大正時代の貸衣装を着て散策するのも楽しみ方の一つだ。



Trivia [豆知識]

Manners for Bathing in Hot Springs

[温泉の入り方]

First, briefly rinse your body by means of "Kake-yu". To avoid a sudden rise of blood pressure, first apply water to your hands and legs and enter the bathtub only after your body has adjusted to the temperature. Towels are not allowed inside the hot springs as they dirty the water. Be careful not to soak for too long or you might suffer a heat stroke. In Japan swimsuits are not normally worn during bathing.

浴場に入ったら、まずは体の汚れを落とす「かけ湯」から。血圧が急激に上昇しないよう、心臓に遠い手足から数回お湯をかけ、体を慣らしたところで湯船へ。お湯が汚れるため、タオルを温泉に入れるのはNG。また、長時間の入浴は湯あたりをする原因になるので注意が必要だ。日本では一般的に水着を着用しない。



Naruko Hot Spring Village

[鳴子温泉郷]



The Naruko Hot Spring Village has over 400 sources which form five unique hot springs – Naruko, Higashi Naruko, Kawatabi, Nakayamadaira, and Onikobe. Out of the 11 types of spring water found in Japan, 9 can be found here. Visitors can also enjoy strolling through the restaurants and souvenir shops of the village.

鳴子温泉、東鳴子温泉、川渡温泉、中山平温泉、鬼首温泉と5つの温泉地を有する鳴子温泉郷は、約400本もの源泉がある、いで湯の里。日本に11種類ある泉質のうち9種類がここに集まっている。飲食店や土産店が並ぶ温泉街を散歩するのも楽しい。

Photo: Miyagi Prefecture Tourism Division



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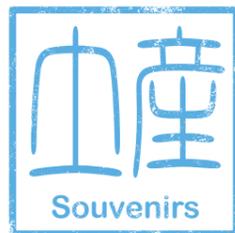
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Souvenirs | 土産

Many kinds of traditional crafts have been produced locally in Tohoku. The traditional methods of making these craft products have been handed down to the present day. Each item, made without the use of machines, is a result of fine craftsmanship and outstanding in its delicate beauty.

東北の各地では、多くの工芸品が生産されてきた。その伝統は、製法を含めて今に伝えられている。機械に頼らず職人の熟練した技術で完成させる各製品は、どれも繊細な美しさを宿している。



Tsugaru-nuri (Lacquerware)

[津軽塗]



Lacquerware is made by repeatedly applying sap collected from the lacquer tree to a carved wooden base. Tsugaru-nuri lacquerware is made using a unique and labor-intensive procedure in which artisans reinforce the basis of carved hiba (Japanese cypress) with a piece of cloth, coat it with the sap lacquer a dozen times, hone it with a grinding stone and polish it. It takes more than two months to produce one item.

漆樹から採取した樹液を加工した木地に塗り重ねたものを漆器という。津軽塗は、ヒバの木地を布で補強し、漆を数十回塗り重ねてから砥石でとぎ、磨きをかけてという独自のものです。1品製造するのに2カ月以上かかる。

Photo: Aomori Prefecture Lacquerware Cooperative Associations

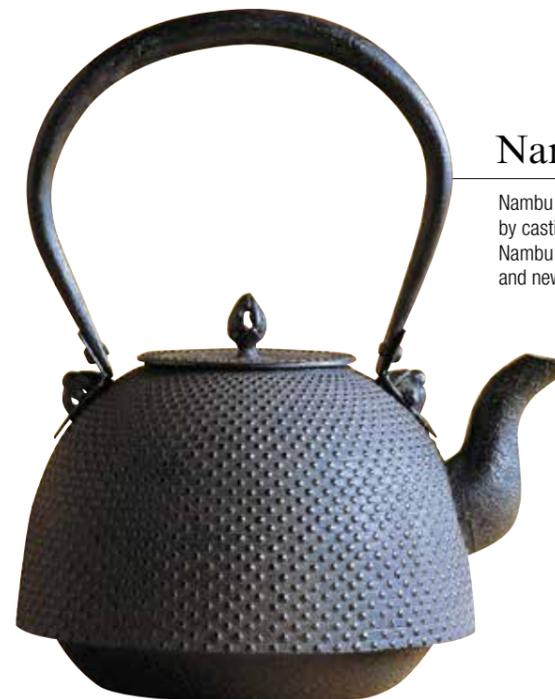
Magewappa (Bent Woodwork)

[曲げわっぱ]



Magewappa are oval-shaped boxes processed from Akita cedar of sufficient strength. Magewappa became wide-spread because making magewappa used to be recommended as a side job for lower-class samurai in the feudal era. These boxes are appreciated for their simple, timeless design, as well as their water-retaining nature, pleasant scent, and anti-bacterial properties.

強度に優れる秋田県産の天然杉を、曲げ物の器に加工したものが曲げわっぱだ。かつて下級の武士たちの副業として奨励されたことから、秋田県の一部地域に広まった。シンプルで飽きのこないデザイン性に加え、秋田杉が持つ吸湿性や芳香、殺菌効果などの機能性が高いことで評価されている。



Nambu Cast Ironware [南部鉄器]



Nambu cast ironware is a traditional industrial craftwork which dates back about 400 years. It is produced by casting iron melted under high temperatures into a mold. Most of the process is carried out manually. Nambu cast ironware varies from traditional kettles to cookware such as pots and pans. Refined designs and newly-developed colors contribute to their popularity on the international market.

高温で溶かした鉄を鋳型に流し込み生産する南部鉄器は、約400年前から続く伝統工芸品で、今なお、ほとんどの工程が手作業。伝統的な鉄瓶をはじめ、鍋やフライパンといった調理道具などにも活用。洗練されたデザインとカラーリングの製品も開発され、海外で高い人気を得ている。



Kasafuku [傘福]

Kasafuku, or happy umbrellas, are ornaments passed down from more than 200 years ago in Sakata City, Yamagata Prefecture. The idea originated from ornaments dedicated to temples and shrines in order to bring prosperity to descendants and happiness to children. Kasafuku are cloth umbrellas hung with lucky charms such as cranes, turtles and owls, etc.

約200年前から山形県酒田市に伝承される飾り物。子孫繁栄や子どもの幸せを願って、地元の神社仏閣に奉納したのが始まり。布地でできた傘の下に、鶴、亀、ふくろうなど、日本で縁起のよいとされているものをモチーフとした小物が連なり吊るされている。



Kokeshi [こけし]

Kokeshi are wooden dolls passed down in the Tohoku region. The faces and patterns vary depending on the region. There are now 11 types of kokeshi in the whole of Tohoku, of which 4 types are produced in Miyagi Prefecture.

東北に伝わる木地人形で、産地ごとに目鼻のかたちや模様異なる。現在は東北全域で11系統に分類されているが、そのうち宮城県は4系統の発祥地として、さまざまなこけしが生産されている。

Photo: Miyagi Prefecture Tourist department

Obori Soma-yaki Ware [大堀相馬焼]



This is ceramic ware handed down for over 300 years in Namie, Fukushima. It has characteristic horse patterns as well as surface cracks from the unique celadon glazing. Many potters were forced to evacuate because of the Great East Japan Earthquake, and they are now actively working on the inherited method in a new area.

福島県浪江町に300年以上伝わる陶磁器。固有の青磁釉による表面のひびや馬の絵を描くなどの特徴がある。東日本大震災の影響で陶芸家たちは避難を余儀なくされたが、現在は新天地で伝統を継承し続けている。



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ABOUT SENDAI

Recommended in Sendai, the City of Trees

Sendai, where the Third UN World Conference on Disaster Risk Reduction will be held, is a city of abundant greenery with beautiful boulevards of trees and a splendid landscape. Not far from the center of the city, there are some nice tourist spots such as Matsushima, Akiu Hot Springs and Sakunami Hot Springs, which attract a lot of people.

杜の都・仙台のおすすめ

第3回国連防災世界会議の開催地となる仙台市は、街路樹が美しい、洗練された景観で知られる緑豊かな都市だ。市中心部から近い場所に松島や秋保温泉・作並温泉などの観光地があり、多くの人々が訪れる。



Zuihoden Mausoleum

【瑞鳳殿】

Used as a mausoleum for three generations by the Date family, the family that founded Sendai, Zuihoden was reconstructed in the 1970s and 1980s. Decorated with elaborate carvings and brilliant colors, it demonstrates the gorgeous architectural style of the time period in which it was originally built.

仙台に町を築いた伊達家三代の霊屋。1970～80年代に再建されたもののだが、精巧な彫刻と極彩色に彩られ、創建当時の豪華絢爛な建築様式を現代に伝えている。

Photo: Zuihoden Mausoleum



Matsushima [松島]

Matsushima, dotted with about 260 islands in and around the bay, is located about 30 minutes from Sendai Station by train. It is a place of scenic beauty, and is admired as one of the three most scenic spots in Japan along with Amanohashidate in Kyoto and Miyajima in Hiroshima. Sightseeing boats are in operation and you can enjoy the beautiful scenery during the cruise that threads its way through the islands in and around the bay. In December 2013, Matsushima Bay was added to the NGO "Most Beautiful Bays in the World Club" sponsored by UNESCO. This is the club's first affiliation in Japan, and Matsushima has become world-renowned for its beauty.

湾内外に約260の諸島が浮かぶ松島は、仙台駅から電車で約30分。京都の天橋立、広島宮島と並び「日本三景」といわれる有名な名勝地。湾内外では、島々の合間を縫うようにして遊覧船が運航しており、美しい景色を目の当たりにできる。また、2013年12月には、松島湾が、ユネスコ後援のNGO「世界で最も美しい湾クラブ」に日本で初めて加盟し、その美しさが世界でも認められた。

Photo: Miyagi Prefecture Tourism Division / Sendai City Tourism Exchange Division



せい せん まい

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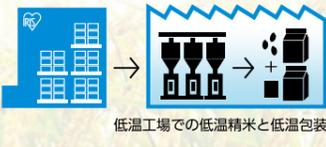




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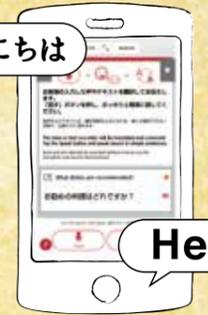
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17

18



Site of Sendai Castle

[仙台城跡]

In 1601, Lord Date Masamune built a castle on a mountain and developed a town at the foot of the mountain. The castle town was the origin of present-day Sendai City. There are no remains of the actual castle structure, but the stone walls remain as they were along with a reconstructed corner turret. The site of the castle is now a park, where a statue of Lord Date Masamune on horseback is placed, and offers a panoramic view of Sendai City and even the Pacific Ocean.

1601年に、武將の伊達政宗公が小高い丘の上に城を築き、ふもとに城下町を整備した。その城下町の現在の姿が仙台市だ。現在、城の建物は残っていないが、往時の姿のまま残る石垣と、復元された大手門脇などを見学できる。城跡は公園になっており、伊達政宗公の騎馬像が設置されている。また園内は大変眺めが良く、仙台市街地や太平洋を一望できる。

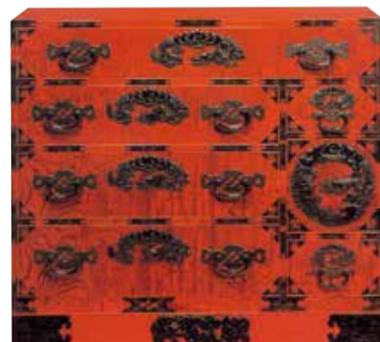


Akiu Hot Springs & Sakunami Hot Springs

[秋保温泉・作並温泉]

Sendai has two hot spring resorts. Because they are not far from the center of the city, both are known as easily accessible resorts for day trips as well as overnight stays. Some inns have open-air baths where you can bathe and enjoy the nice views they offer of the abundant nature and beautiful seasonal scenery along the river.

仙台市には、2つの温泉地がある。市の中心部に近いことから、宿泊はもちろん日帰り入浴でも大変利用しやすい温泉地として知られている。豊かな自然の中に各旅館が建ち並び、川沿いに移ろう四季折々の風流な景色を眺めながら、露天風呂に入浴できる旅館もある。



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Sendai Tansu [仙台簞笥]

Sendai Tansu is a traditional craft decorated with gorgeous hand-made repousse metal ornaments, and is one of Japan's traditional styles of solid chests. Every Sendai Tansu is crafted by hand individually, piece by piece, from all natural wood such as Japanese zelkova, chestnut, cedars, and paulownia. The finish is a coating of paint or "lacquer," applied using a method called "kijiro-nuri," which combines beautiful natural wood grain patterns with colored lacquer. Metal ornaments are made from iron, copper, or brass and include imagery of Tang lions with flora and arabesque elements. Another feature of Sendai Tansu is concealment and hidden drawers.

仙台簞笥は豪華な手打ち打ち出し金具で装飾され、堅牢な日本の伝統的な簞笥のひとつ。一品一品手作りで丹念に造り上げられる仙台簞笥の材料は、すべて「天然木」の榿・栗・杉や桐材を使用。塗装は「漆」を用い「木地呂塗」で仕上げている。金具は鉄・銅・真鍮に唐獅子や唐草などの動植物の豪華な「彫金」がされており、隠しや仕掛けがあるのも特徴の一つ。



Beef Tongue

[牛たん焼き]

Sendai's specialty, beef tongue, originated as a dish arranged in a Japanese way when Western-style cooking was common in the postwar reconstruction period. Nowadays, there are many restaurants in the city that specialize in beef tongue. The standard recipe is to sprinkle salt on thick slices of beef tongue, age them for a couple of days, and grill them over a charcoal fire.

仙台名物の牛たん焼きは、第二次世界大戦後の復興期、当時日本では洋食で使用されていた牛たんを和食にアレンジして提供したのがきっかけ。今では、市内に専門店が数多く出店している。分厚くスライスした牛たんに塩をふり、数日熟成したものを炭火で炙ったものが定番。



Photo: Miyagi Prefecture Tourism Division / Sendai City Tourism Exchange Division

SUNTORY

Activities to Support Recovery from the Great East Japan Earthquake

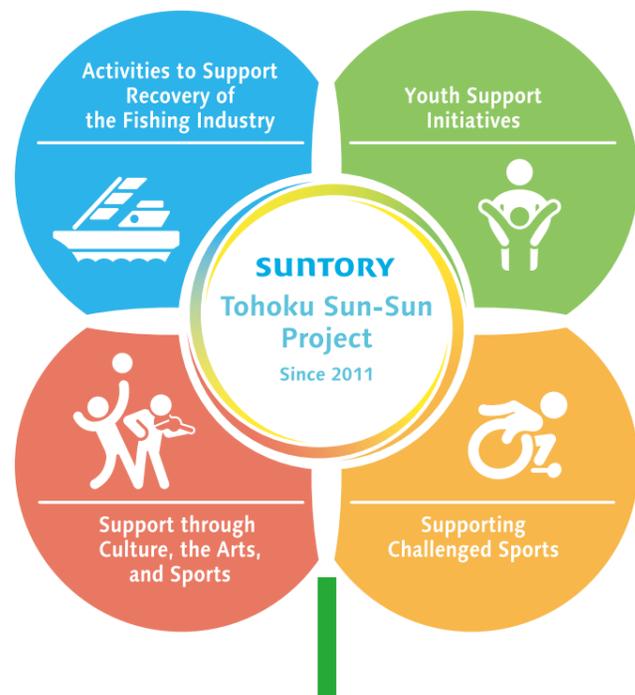
Suntory Group named activities to support recovery from the Great East Japan Earthquake in 2011 as the Suntory Tohoku Sun-Sun Project. We continue ongoing support, bringing the scale of the activities to ¥10,8 billion in total.



We are helping fishing industry workers cover the costs of acquiring new fishing vessels, to support recovery of the industry.



We strive to bring smiles and happiness through supporting culture, the arts, and sports.



We are providing scholarships to students at fisheries high schools and supporting initiatives to provide a safe and secure environment for children and young people.



We are supporting challenged sports such as through providing grants to athletes and holding hand-on challenged sports class.



FREE Wi-Fi

FOR 14 DAYS

<p>English</p> <p>With a "FREE Wi-Fi CARD," you can use "FREE Wi-Fi" for 14 days free of charge, by connecting to the "0000FLETS-PORTAL" at "FREE Wi-Fi ZONES".</p>	<p>한국어</p> <p>"FREE Wi-Fi CARD"가 있으면 "FREE Wi-Fi ZONE"에서 "0000FLETS-PORTAL"에 접속하여 14일간 무료로 "FREE Wi-Fi"를 이용하실 수 있습니다.</p>
<p>中文(繁體字)</p> <p>只要有「FREE Wi-Fi CARD」, 在「FREE Wi-Fi ZONE」連上「0000FLETS-PORTAL」, 便可免費使用14天的「FREE Wi-Fi」。</p>	<p>中文(简体字)</p> <p>只要有「FREE Wi-Fi CARD」, 在「FREE Wi-Fi ZONE」连接「0000FLETS-PORTAL」, 便可免费使用14天的「FREE Wi-Fi」。</p>

▼Where can I get a free Wi-Fi card? ▼Where can I use the free Wi-Fi?

<http://flets.com/freewifi/>



Free Wi-Fi cards are distributed at the following places.

Sendai City Information Office

仙台市総合観光案内所

■ Address 2F JR Sendai Station Building, 1-1-1, Chuo, Aoba-ku, Sendai-shi, Miyagi
■ Phone 022-222-4069

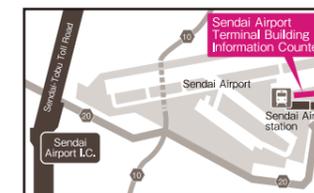


Sendai Airport Terminal Building Information Counter

(International Terminal)

仙台空港ターミナルビル案内カウンター(国際線側)

■ Address Minamihara, Shimomasuda, Natori-shi, Miyagi
■ Phone 022-382-0080



Third UN World Conference on Disaster Risk Reduction held in Sendai City

Features of Sendai City

- The largest city in the Tohoku region with a population of one million
- Has developed as an economic and administrative center in the Tohoku region
- The city of trees, where the natural environment and urban functions are integrated
- Home to many universities such as Tohoku University, also known as the "Academic City"

Damage from the Great East Japan Earthquake

◆ Human casualties ◆ Structural damage

	In Sendai City		In Sendai City
Dead	913	Fully destroyed	30,034 units
Missing	30	Severely damaged	27,016 units
Injured	2,275	Half destroyed	82,593 units
		Partially destroyed	116,046 units

(As of March 31, 2014)



People taking refugee at Arahama Elementary School

◆ Overall cost of damage

Approx. 1.3 trillion yen (Approx. 13 billion USD; one USD = 100 yen)

Building a disaster-resistant city based on the lessons learned from the Great East Japan Earthquake

Three initiatives toward becoming a disaster-resistant city

Development of a disaster-resistant city (development of equipment, facilities and systems)

- (1) Recognizing the disaster risk in communities and the importance of investment in disaster reduction
- (2) Building a disaster-resistant urban infrastructure (utilities public buildings, etc.)
- (3) Taking comprehensive countermeasures against tsunami based on multiple defenses (facilities, zoning, etc.)
- (4) Improving response capabilities for disasters (review of evacuation centers, countermeasures for persons unable to return home, provision of information, BCP formulation, etc.)
- (5) Establishing systems for wide-ranging cooperation, mutual support, etc.

Development of self-reliant communities based on mutual support

- (1) Promoting support activities in local communities (countermeasures for those who need support, promotion of participation by women and children in disaster reduction activities)
- (2) Developing local human resources responsible for reconstruction and disaster reduction (collaboration with local communities, schools, public entities, companies, etc. even in times of non-disaster)

Development of strong disaster prevention awareness in citizens

- (1) Holding disaster reduction seminars for citizens
- (2) Developing local leaders for disaster reduction and supporting their activities
- (3) Improving new disaster reduction education



Disaster-reduction & environmental education

Role Model City for World Disaster Reduction Campaign

Recognized as a Role Model in the 2010-2015 World Disaster Reduction Campaign "Making Cities Resilient: My City is Getting Ready" through its commitment to "Promoting Community-Based Disaster Risk Reduction and Empowering the People to Act on DRR"



Ms. Margareta Wahlström, UN Special Representative of the Secretary-General, presents a certificate to Sendai City. (October 9, 2012)

第3回国連防災世界会議開催都市 仙台市

● 特徴

- 人口107万人の東北地方最大の都市。面積は785km²。
- 東北地方における経済、行政の中枢都市として発展。
- 「社の都」と呼ばれ自然環境と都市としての特徴が調和する街。
- 東北大学をはじめとする多数の大学を有し、「学都」ともいわれる。

● 2011.3.11に発生した東日本大震災の被害状況 (仙台市内)

※2014年3月31日現在

- 人的被害 …… 死者：913人、行方不明者：30人、負傷者：2,275人
- 建物被害 …… 全壊：30,034棟、大規模半壊：27,016棟、半壊：82,593棟、一部損壊：116,046棟

● 東日本大震災の教訓を踏まえた災害に強い都市づくり

災害に強い都市を目指す3つの視点で都市づくりを進めている。

1 災害に強い都市づくり

- 地域の災害リスクと防災への投資の重要性の認識
- 災害対応力の強化
- 災害に強い都市基盤の形成
- 広域連携や相互応援などのシステム作りなど
- 多重防衛による総合的な津波対策

2 支えあう「自立」・「協働」の地域づくり

- 地域における支えあい活動の推進
- 復興や防災を地域で支える担い手づくり

3 市民の防災意識の向上

- 市民向け防災セミナーの開催
- 「地域防災リーダー」の養成及び活動のバックアップ
- 新たな防災教育の充実

● 世界防災キャンペーン ロール・モデル都市

仙台市は、国連の世界防災キャンペーン2010-2015において「コミュニティレベルの減災推進と、そのための行動する人づくりのロール・モデル都市」に選定された。



地域と共に。

77 BANK 七十七銀行

しちじゅうしち

検索

<http://www.77bank.co.jp/>

道路、橋、下水道、水道、学校、市民センターなど、毎日の生活に欠かせない都市のインフラをつくり、維持修繕をする。これが私たち、地元の建設業です。私たちはいわば、市民生活の安全・安心を支える、インフラの町医者です。大雪の時、昼夜を問わずに除雪をし、バスやマイカーがいつもどおり走れるようにしているのも地元の建設業。東日本大震災発生時、自衛隊や警察が素早く現地に入れるよう、先頭に立って道を開けていたのも地元の建設業でした。日本は地震や津波、台風、火山など、自然災害が多い国です。災害に強いまち、強い国土を作っていくことが大切です。そして、速やかに復旧・復興を成し遂げるために必要なもの、それは、「町の救急救命医」である地元の建設業なのです。



地域の人々の暮らしと命を守る
平時は町医者 災害時には救急救命医

Protecting the Daily Living and Life of Regional Residents
Town Doctor for Infrastructure in Peacetime,
and Emergency Physician in the Event of Emergency

建設業を通じて公共福祉の向上をめざす
一般社団法人 仙台建設業協会

Looking to improve public welfare through construction business
Sendai General Construction Association

Traveling in Sendai

Money※1

Japanese Currency

The unit of currency in Japan is the yen (¥). There are four denominations of bills - ¥10,000, ¥5,000, ¥2,000 and ¥1,000 (from the left in the figures below). There are six types of coins - ¥500, ¥100, ¥50, ¥10, ¥5 and ¥1.



Image: Reprinted from the Bank of Japan's Website

Currency Exchange

You can change your money into yen at banks, post offices and hotels.

Currency Exchange Counters

Sendai Airport

Currency exchange is available at the 77 Bank on the 1st floor of the international terminal (dollars, Korean won, euro, English pound, Chinese yuan); Hours: 9:00-15:00, on weekends only.

Banks

All branches of the 77 Bank offer exchange services at the "currency exchange" counter. US dollars can be exchanged at all branches. Hours: (week days) 9:00-15:00

Post offices

Post office on the 1st floor of JR Sendai Station and the Sendai Branch of the Japan Post Bank (within the Sendai Naka Post Office); Type of currency available varies by branch; Hours (weekdays) 9:00-18:00

Hotels

Sendai Kokusai Hotel: Guests can exchange US dollars, Hong Kong dollars, Chinese yuan, New Taiwan dollars, Thai baht up to ¥50,000, other currencies can be exchanged up to ¥20,000.
Hotel Metropolitan Sendai: Guests can exchange US dollars, Hong Kong dollars, Chinese yuan, New Taiwan dollars, Thai baht to yen up to ¥10,000.
The Westin Sendai: Guests can change US dollars, Hong Kong dollars, Chinese yuan up to ¥30,000.

Traveler's Checks/Credit Cards

Traveler's checks and credit cards can be used at major banks, hotels and shops. However, some shops do not accept credit cards, so you should also carry some cash with you.

Withdrawing Cash/ Cash Advances

You can withdraw cash from Japan Post Bank ATM or the ATM at Seven-Eleven using a credit card or an ATM card. Accepted credit cards include VISA, VISA ELECTRON, PLUS, MasterCard, Maestro, Cirrus, American Express, Diners Club, JCB, and China UnionPay.

Communications※1

Telephone

How to make a telephone call (When calling overseas from a public phone)

Company code + 010 + country code + area code + number of other party

Country codes

China 86 Taiwan 886 South Korea 82 Hong Kong 852 Singapore 65 Thailand 66 Malaysia 60 United States 1 England 44 France 33 Australia 61 Japan 81

Emergencies※1

119 Fire/Ambulance

In case of sudden illness or injury for which you need immediate treatment, call 119 and an ambulance will come to transport you to a hospital. In case of fire, also call this number.

110 Police

In case of traffic accidents or crimes, call 110 for the police.

Hospitals

If you get sick or are injured and need to receive medical treatment, you can go to a hospital with staff that speak English or other foreign languages. The Sendai International Relations

Association has made a list of these hospitals so please look at the web site.

Sendai International Relation Association/SENDAI HOSPITALS & CLINICS; services available in foreign languages:

http://www.sira.or.jp/english/life/download/h&c_all.pdf

Shopping※1

Duty-Free Items

In Japan, an 8% consumption tax is levied on all consumer goods. However, under certain conditions, overseas travelers are exempt from paying this tax at certain designated shops. These shops include Ainz & Tulpe Sendai Station shop (3-6-1, Chuo, Aoba-ku, Sendai-shi) and ASBEE SENDAIKIMAE (1-10-10, Chuo, Aoba-ku, Sendai-shi), ASBEE SEBDAIICHIBANCHO (3-10-23, Ichibancho, Aoba-ku, Sendai-shi), BEAMS SENDAI (Ichibancho Heiwabiru 1/2F, 3-6-1, Ichibancho, Aoba-ku, Sendai-shi), Coach Sendai (3-8-15, Ichibancho, Aoba-ku, Sendai-shi), DAIKOKUDRUG SENDAIKURISURO-DOTEN (2-2-30, Chuo, Aoba-ku, Sendai-shi), DEMI-LUXE BEAMS SENDAI (S-PAL SENDAI II, 1-1-1, Chuo, Aoba-ku, Sendai-shi), DIAGRAM GRACE CONTINENTAL Sendai PARCO (Sendai PARCO2F, 1-2-3, Chuo, Aoba-ku, Sendai-shi), Don Quijote Bansui Dori Store (15-17, Tachimachi, Aoba-ku, Sendai-shi), ESPERANZA Sendai FORUS (Sendai FORUS B1F, 3-11-15, Ichibancho, Aoba-ku, Sendai-shi), Fujisaki(3-2-1, Ichibancho, Aoba-ku, Sendai-shi), GINZA-KANEMATSU (S-PAL SENDAI 1-1-1, Chuo, Aoba-ku, Sendai-shi), GRACE CONTINENTAL Sendai PARCO (Sendai PARCO 3F, 1-2-3, Chuo, Aoba-ku, Sendai-shi), HOUSE OF ROSE (S-PAL SENDAI 1F, 1-1-1, Chuo, Aoba-ku, Sendai-shi), HYSTERIC GLAMOUR SENDAI (2-7-11, Chuo, Aoba-ku, Sendai-shi), ILS S-PAL SENDAI shop (S-PAL SENDAI 1F, 1-1-1, Chuo, Aoba-ku, Sendai-shi), Janpara Sendaiten (2-4-34, Tsutsujigaoka, Miyagino-ku, Sendai-shi), LOUNIE-AER Sendai Store (AER Sendai 2F, 1-3-1, Chuo, Aoba-ku, Sendai-shi), MHL SENDAI FORUS (SENDAI FORUS 1F, 3-11-15, Ichibancho, Aoba-ku, Sendai-shi), MSPC Sendai PARCO shop (Sendai PARCO 7F, 1-2-3, Chuo, Aoba-ku, Sendai-shi), noi LAVORO S-PAL SENDAI shop (S-PAL SENDAI 1F, 1-1-1, Chuo, Aoba-ku, Sendai-shi), OI JEWELRY CHUOHTEEN (2-2-32, Chuo, Aoba-ku, Sendai-shi), OI JEWELRY ICHIBANCHOHONTEN (3-10-21, Ichibancho, Aoba-ku, Sendai-shi), PEACH JOHN THE STORE SENDAI (S-PAL SENDAI 2F, 1-1-1, Chuo, Aoba-ku, Sendai-shi), perfumeeri sukuya Ichibancho (3-6-11, Ichibancho, Aoba-ku, Sendai-shi), POOLSIDE (S-PAL SENDAI, 1-1-1, Chuo, Aoba-ku, Sendai-shi), RADIATE SOFIA Cre (S-PAL SENDAI 1F, 1-1-1, Chuo, Aoba-ku, Sendai-shi), sakurano department store (1-9-33, Chuo, Aoba-ku, Sendai-shi), SENDAI MITSUKOSHI LTD. (4-8-15, Ichibancho, Aoba-ku, Sendai-shi), Shimanzuki Main Store (3-1-17, Ichibancho, Aoba-ku, Sendai-shi), STAR JEWELRY Sendai PARCO (Sendai PARCO 2F, 1-2-3, Chuo, Aoba-ku, Sendai-shi), Tsuruha Drug Ichibancho Shop (4-9-5, Ichibancho, Aoba-ku, Sendai-shi), Tsuruha Drug Sendai Aoba Chuo Shop (1-10-23, Chuo, Aoba-ku, Sendai-shi), Tsuruha Drug

Sendai chuo-dori Shop (2-6-6, Chuo, Aoba-ku, Sendai-shi), Tsuruha Drug TIC Ichibancho shop (4-9-18, Ichibancho, Aoba-ku, Sendai-shi), Tsuruha Drug Vlandime Shop (3-11-10, Ichibancho, Aoba-ku, Sendai-shi), Vivienne Westwood (3-11-15, Ichibancho, Aoba-ku, Sendai-shi), YAMADA DENKI LABI SENDAI (3-6-1, Chuo, Aoba-ku, Sendai-shi), YaMaYa Sendai Trust City store (Trust Tower 1F, 1-9-1, Ichibancho, Aoba-ku, Sendai-shi), Yodobashi Sendai (1-2-13, Tsutsujigaoka, Miyagino-ku, Sendai-shi)

Useful Information※1

Voltage/Electric Current

Japan's voltage is 100V50Hz (north of Tokyo). Plugs have 2 prongs (Type A).

Water

Tap water in Japan is drinkable; however, water at some public restrooms may not be. Mineral water is readily available and the price for a 500 ml container is about 130 yen.

Toilets

There are two types of toilets—Japanese-style and Western-style. To use a Japanese-style toilet, face the hood of the toilet, line up your feet on both sides of the toilet, and squat before using it. Some public restrooms do not provide toilet paper so you should carry a package of tissues with you.

Tipping

Japan does not have a custom of tipping so it is not necessary to do so. At some restaurants or hotels, a service charge is automatically added to your bill.

Manners and Customs

On public transportation such as trains or buses, eating, drinking, or using your cell phone are considered bad manners. Some traditional customs have a long history in Japanese culture such as taking off your shoes before entering a private home or a Japanese-style inn and sleeping on a futon laid on tatami.

Restrictions on Smoking and Drinking

Smoking and drinking alcoholic beverages are prohibited for those under 20 years of age. Smoking is banned on public transportation, in restaurants and other public areas.

※1 (Reference)Sendai Guidebook Publisher: International Promotion Section, City of Sendai Sendai Tourism and convention Bureau



この美しい東北と、
共にありたい。

Tohoku Electric Power Group

- | | | | | |
|--|---|---|---|--|
| 東北電力株式会社
株式会社ユアテック
東北発電工業株式会社
東北緑化環境保全株式会社
株式会社東北開発コンサルタント
株式会社東日本テクノサーベイ
株式会社トークス | 北日本電線株式会社
会津碍子株式会社
東北ポール株式会社
通研電気工業株式会社
東北電機製造株式会社
東北計器工業株式会社
東日本興業株式会社 | 東北用地株式会社
東北インフォメーション・システムズ株式会社
東北インテリジェント通信株式会社
常磐共同火力株式会社
東星興業株式会社
荒川水力電気株式会社
酒田共同火力発電株式会社 | 相馬共同火力発電株式会社
東北水力地熱株式会社
東北自然エネルギー開発株式会社
日本海エル・エヌ・ジー株式会社
東北天然ガス株式会社
東北ポートサービス株式会社
株式会社エルタス東北 | 東北エアサービス株式会社
株式会社東北電広社
東北エネルギーサービス株式会社
TDGビジネスサポート株式会社
トーホク・パワー・インベストメント・カンパニー
東北ソーラーパワー株式会社
株式会社Eライフ・パートナーズ |
|--|---|---|---|--|

HITACHI

Inspire the Next

"ARE THERE REAL SUPERHEROES TO KEEP OUR CITIES SAFE?"

Maybe someday. But with our cities becoming so populated and complex, we're going to need other ways to answer their security needs. That's why, at Hitachi, we've developed some super smart solutions that address both the physical and cyber sides of the issue. For instance, to keep public facilities like schools and bus stations safe, we already have advanced monitoring and disaster response support systems. We also have innovative data protection systems to detect and prevent cyberattacks and keep the personal information on your computer personal. And those are just a few of the ways we're helping keep cities safe, until the real superheroes appear. Hitachi Social Innovation.

social-innovation.hitachi.com

SOCIAL INNOVATION
IT'S OUR FUTURE

Traveling in Sendai

Transportation in Sendai

Railway

Regular JR lines and the shinkansen (bullet train) connect Sendai to other cities. Catching the train is a convenient way to travel to nearby sightseeing spots, such as Matsushima.

Shinkansen (Bullet Train)

There are three types of shinkansen traveling between Sendai and Tokyo-The "Hayate", The "Komachi" and The "Yamabiko". The "Hayabusa" is a high-speed express, which travels at about 300km/h. It is the fastest type of shinkansen traveling between Tokyo and Sendai and takes only 1 hour and 30 minutes.

Sendai Subway

The Sendai Subway runs north to south through Sendai. This is the main form of transportation for the local residents. It is also very convenient for foreigners, as announcements are made in English.

Buses

For those wanting to visit neighboring prefectures such as Yamagata or Fukushima, or even travel to Tokyo or Narita Airport, express-way buses are convenient and comfortable with very reasonable prices.

Taxis

Taxis are the most convenient way to travel. Most taxi drivers only speak Japanese, so it is best to point to your destination on a map.

LOOPLE SENDAI

Loople Sendai is a convenient sightseeing bus that stops at major tourist spots in Sendai. Purchase a one-day pass for unlimited rides on the bus that day (adult ¥620, child ¥310). If this is your first visit to Sendai, riding this classic style bus is an ideal way to see the sights of the city. The buses have signs in Japanese, English, Chinese, and Korean.

The Climate of Sendai

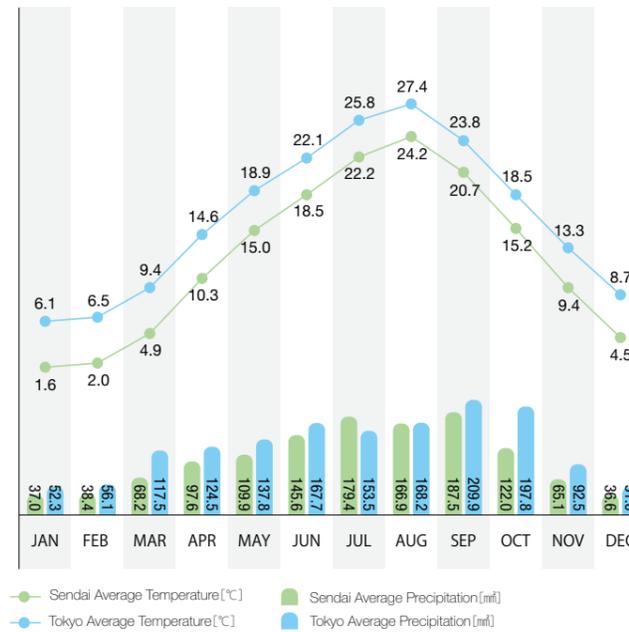
Spring (MAR - MAY)
Sakura trees usually flower in early April. Until the middle of April a light jacket is recommended. In May, the landscape turns green and temperatures rise. Be sure to check out Jozenji Street and its Zelkova tree rows.

Summer (JUN - AUG)
The rainy season starts from the middle of June. Damp weather continues for a while until Tohoku's summer season starts in early July. Sendai Tanabata Festival is held on August 6-8. Lately, temperatures tend to rise pretty high during summers, but extremely hot days are not very common and the climate is relatively comfortable even in summer.

Autumn (SEP - NOV)
Autumn color viewing season in Sendai starts in late October and ends in early November. From late October the temperature tends to drop, particularly in the morning and evenings; we recommend bringing a light jacket.

Winter (DEC - FEB)
Even during winters Tohoku does not experience much snowfall and the temperature is comparatively warm. However, be careful where you step, as roads tend to be covered in ice. February is the coldest month, while March's rising temperature promises the coming of spring.

Temperature and Precipitation Values for Sendai and Tokyo According to the Sendai Meteorological Observatory



Impact of Nuclear Power Plant and Radiation Related Data

Many visitors might be concerned about radioactive contamination in Sendai due to the Tokyo Electric Power Company's Fukushima Nuclear Power Plant Incident. The air radiation level in Sendai is not high when compared to other cities around the world. Sendai City aims to provide radiation related information that is as accurate as possible, so we encourage visitors to not be deceived by rumors and determine the safety of Sendai based on factual information.

Comparison of Radiation Levels

	City	Radiation Level (uSv/h)	Date of Measurement
Japan Cities	Sendai City (Miyagi Pref.)	0.048	2015/1/7
	Tokyo	0.033	2014/12/22
World Cities	New York	0.094	2011/5/31
	Paris	0.058	2014/12/18
	Berlin	0.080-0.089	2014/12/22
	Singapore	0.070	2014/12/22
	Hong Kong	0.080-0.150	2014/12/22
	Beijing	0.075	2014/12/22
	Seoul	0.115	2014/12/22

(Reference) Official Website of Nuclear regulation Authority (Sendai City)
Official Website of the Japan National Tourism Organization

FUJITA'S FUTURE

未来は大きな可能性に満ちた希望の世界です。過去は今を創り、今は未来を創る原動力。フジタは、築き上げた総合力をもって、次の時代に柔軟に対応していきます。建設を基盤とした豊かな環境づくりへ。フジタは、いま、人と地域と自然がひとつにつながる、“高”環境づくりを目指します。子供たちとその子供たちがのびのびと生きていける快適な環境を創造するために。

たゆまず、未来をつくる。フジタ

FUJITA
Daiwa House Group

次の100年へ

www.fujita.co.jp

FUJITSU

あなたを、まんやかに。

富士通がめざす ICT は、そう、人がまんやか。暮らしにも、社会にも、そしてすべての基盤となる地球にも、もっと寄り添うテクノロジーへ。つくりたいのは、あなたのための明日です。

shaping tomorrow with you

夢をかたちに