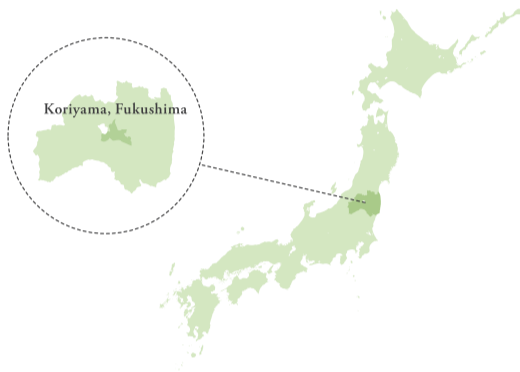
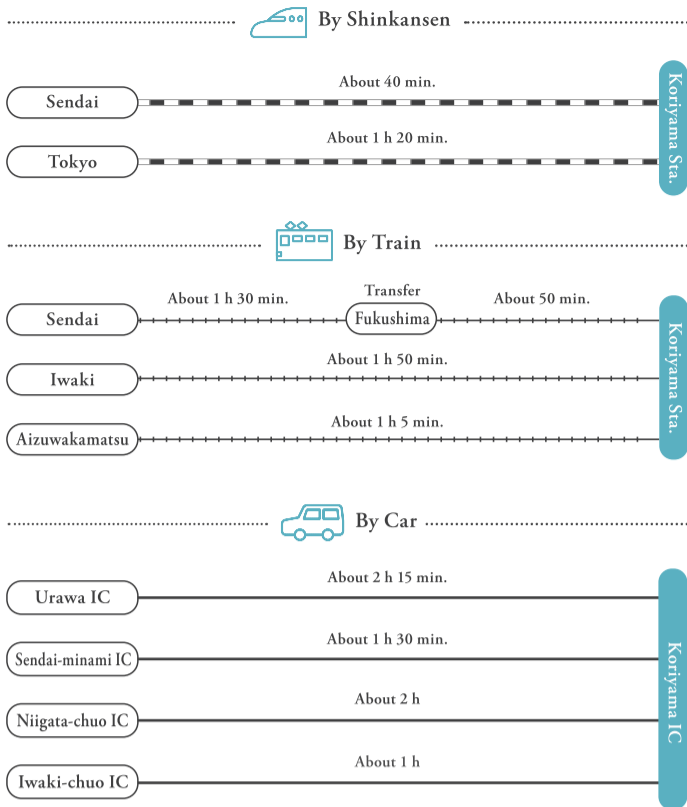


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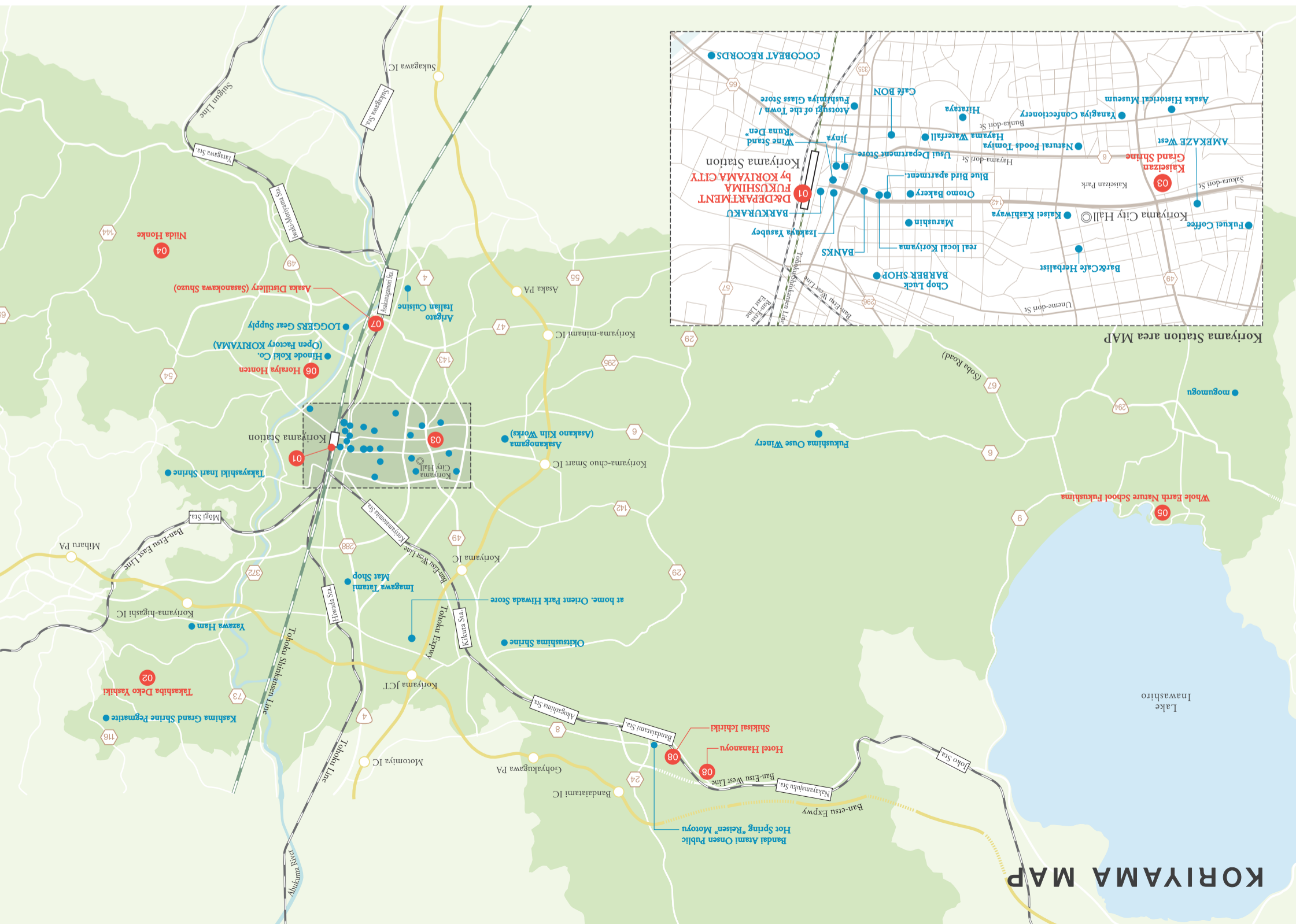
Access to Koriyama

Uncovering the passionate beat of Koriyama's people.

# THE KORIYAMA BEAT



**[Issued by]**  
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## Ako Yamamoto, Mitsuki Katayama

D&DEPARTMENT FUKUSHIMA  
by KORIYAMA CITY

# 01

A place where you can see authentic items decorated by designers at the gateway to Tohoku travel

In June 2023, D&DEPARTMENT FUKUSHIMA by KORIYAMA CITY was opened inside JR Koriyama Station. This store with a gallery space mainly sells quality products of “long-life” designs, traditionally cultivated not only in Fukushima but also elsewhere in the Tohoku region and Japan.

This is the first store in the Tohoku region, as well as in a train station, to be opened by D&DEPARTMENT PROJECT, a nationwide endeavor that aims to discover designs loved by local communities and then disseminates them throughout Japan through sales outlets, restaurants, various publications, and tourism locations.

Many of the staff at D&D Fukushima are designers and in charge of a wide range of duties including displaying products, creating signage, and distributing promotional items. In the gallery space, the lifestyle of Fukushima is introduced through exhibits related to the products sold here, which are changed on a regular basis. “We are planning to hold workshops and study sessions where visitors can learn about the history and culture of Fukushima along with sake brewery tours that start from D&D Fukushima, making it the perfect place for interaction.”

〈D&DEPARTMENT FUKUSHIMA by KORIYAMA CITY〉 Koriyama Tourist Information Center, 2F, JR Koriyama Station, 195 Hiuchita, Koriyama  
<https://www.d-department.com/ext/shop/fukushima.html>



Hikoji Mingei Hashimoto Hiroji Mingei Honke Daikokuya

## Daisuke Hashimoto, Masaji Hashimoto, Shoichi Hashimoto Takashiba Deko Yashiki

# 02

Our craftsmen preserve local culture and pass skills of the past to the present.

In the Takashiba district of Nishita in Koriyama, there is a community of four workshops, known as “Deko Yashiki,” which has long preserved the tradition of the local hariko (papier-mâché) craftsmanship over generations. “Deko” is the name given to hariko dolls created by pasting layers of Japanese paper on a wooden mold, allowing the paper to dry and then removing the mold inside before forming and painting. They have been cherished by the locals for generations both as symbols of good luck and as adorable toys.

Daisuke Hashimoto, the 11th generation owner of Hikoji Mingei, is one of the craftsmen who steadfastly uphold the traditional form of the doll, with a strong emphasis on creating a cute but simple look in the eyes. Shoichi Hashimoto, the 21st generation owner of Honke Daikokuya, makes wooden molds from scratch and creates

innovative types of hariko. Masaji Hashimoto, the 18th generation owner of Hashimoto Hiroji Mingei creates hariko items and also performs the local “Hyotoko Dance” to entertain visitors to the district.

While these craftsmen are committed to preserving this special tradition, they have also started some projects to breathe new life into the culture, such as the new hariko brand, Koriyama KARAPPO, which was launched in 2023. Their product line includes wearable papier-mâché items, such as Hariko Brooches, along with the ongoing production of masks for both wearing and decorative use. One of them says, “Deko may look the same, but there are subtle differences in the mold, the way the colors are applied, and the craftsmen’s attention to detail, so no two pieces from any store are the same. We hope visitors will enjoy discovering the differences between them.”

〈Hikoji Mingei/Honke Daikokuya/Hashimoto Hiroji Mingei〉 Takashiba Deko Yashiki Tourist Association, 169 Tateno, Takashiba, Nishita-machi, Koriyama  
<https://www.gurutto-koriyama.com/detail/203/index.html>



## Yuki Wada Whole Earth Nature School Fukushima

# 05

Here, wishes come true. Face and experience your true self.

Despite initially pursuing an education degree at university, Wada chose to take the path of a communicator of the wisdom of the natural world over that of a traditional school teacher. He felt that to have a more enriched life, we must first harness our human potential and the capacity to shape our own destinies with our own hands, and these were attributes that could not be acquired through formal education alone. Having gained experience at the Whole Earth Nature School in Shizuoka, he made a big decision after the Great East Japan Earthquake, and chose to return and settle in the town of Konan due to the school’s location being in an area of exceptional natural beauty.

He explains, “Thanks to having four distinct seasons, this town teems with a wide diversity of living creatures.”

He launched a program, called the “Quiet Konan Experience,” which was designed under the theme of “Daring to create an absence.” In this program, participants are asked to spend time in nature to “feel” how their hearts are moved by confronting themselves with the great outdoors. He says, “I want to further enhance the experiences and places that enrich the spirit of visitors,” and he is constantly striving to create opportunities for visitors to experience the quiet richness of Konan.

〈Whole Earth Nature School Fukushima〉 8386-7 Kamikawara, Fukura, Konan-machi, Koriyama  
<https://www.wens.gr.jp/fukushima/>



Senior Managing Director and Factory Manager Representative Director

## Masayuki Yaginuma, Hirohito Yaginuma Horaiya Honten Co., Ltd.

# 06

“Let’s spread the culture of fermented food nurtured by abundant water both at home and abroad”

Founded in 1906 as a malt shop, Horaiya Honten produces and sells amazake, miso, and other fermented foods made with domestically produced rice and soybeans utilizing the production methods handed down for over 100 years.

While respecting tradition, the brothers who bring a new style to the company are Masayuki Yaginuma, the younger brother who is the managing director and factory manager, and Hirohito Yaginuma, the fourth-generation representative director and older brother. Their company, Horaiya, started simply as one of the many malt shops in the area, where people cultivated the culture of making fermented foods, such as miso, amazake (sweet sake), and doburoku (unrefined sake) at

home. However, the brothers now continue to take on new challenges, such as utilizing malt as a sweetener and seeking ways to arrange amazake (sweet malt sake) in a Western style.

In recent years, their company has actively participated in exhibitions overseas as the demand for their products has increased exponentially. This was because it managed to acquire kosher certification for the safety of food products. Furthermore, it is also focusing on hands-on projects in local communities, such as factory tours and workshops, to offer a variety of opportunities for local residents to try fermented foods, hoping that people will learn and discover the value of these wonderful foods.

〈Horaiya Honten Co., Ltd.〉 54-2 Kanaya Kawakubo, Tamura-machi, Koriyama  
<https://www.e-horaiya.com/>



Chief Priest of the Kaiseizan Grand Shrine

## Takashi Miyamoto Kaiseizan Grand Shrine

# 03

A homegrown music festival organized by the chief priest to bring excitement to the town

Kaiseizan Grand Shrine, located in the center of Koriyama, is a historic shrine built in 1876 as a spiritual hub for people involved in the development of Asaka. Takashi Miyamoto, the chief priest here, has loved rock music since he was a high school student, and in his previous career as a high school teacher, he was an advisor to the marching band club, which competed in a national competition. Music has always been a big part of his life, which saw him enthusiastically involved in the activities of the ensemble club and the choir of local elementary schools. In 2023, Miyamoto launched the Koriyama Canal International Music Festival, to which he invites

performers from Japan and abroad to hold concerts throughout the year at halls in Koriyama and in the precincts of temples and shrines.

Miyamoto says, “My reason for taking action is not only for the sake of the shrine, but also for the sake of my hometown, Koriyama. The shrine is a good location for people to gather at, and music sounds great here. During the day we sell local produce at the marché on the premises, and at night we offer drinks and snacks with which to enjoy the music of a jazz band on the shrine grounds. I believe it’s a great way to spend time at this shrine with a truly unique experience.”

〈Kaiseizan Grand Shrine〉 3-1-38 Kaisei, Koriyama  
<https://www.kaiseizan.jp/>



18th Generation Brewer Proprietress

## Yasuhiko Niida, Maki Niida Niida Honke

# 04

Future-oriented sake making at a brewery established over 300 years ago

In Kanezawa, the town of Tamura, Niida Honke, known for brand names such as Niida Shizenshu and Odayaka, has been brewing Japanese sake for over 300 years.

In the 1960’s, it was the first in the country to adhere to the practice of cultivating natural rice for its sake, with no use of pesticides or chemical fertilizers. In 2011, it was the first to make the move to using only natural rice and water as the only ingredients. The water used in the brewery is pure and fresh and is employed throughout the process from the washing of the rice to the washing of the tanks. However, since the technique takes a great amount of time and labor,

many breweries do not use this process anymore, but here they still employ the traditional Kimoto technique, which was a mainstay in the Edo and Meiji periods. This technique relies on natural processes over an extended period to cultivate lactic bacteria until it turns into lactic acid for use in making Japanese sake.

Niida Honke has been recognized as a special brewery that seeks to preserve the future of Japan’s rice paddies. The owner says, “We want people to feel that by selecting Niida Honke’s sake, they themselves are protecting the rice paddies, and making Japan a better place. We want to convey that to anyone who visits our brewery.”

〈Niida Honke〉 139 Takayashiki, Kanezawa, Tamura-machi, Koriyama  
<https://1711.jp/>



President, Asaka Distillery, Sasanokawa Shuzo Co.

## Tetsuzo Yamaguchi Asaka Distillery

# 07

“Reconnecting with the history of whiskey that has been handed down since his grandfather’s time”

The Asaka Distillery is located on the premises of the Sasanokawa Shuzo, a sake brewery that has been located in Koriyama since the 1760’s. Tetsuzo Yamaguchi, the 10th generation head of the company, is also the 3rd generation head of the whiskey business, whose establishment dates back to 1946 just after World War II. The company’s signature product, Cherry Whiskey, later became known nationally as “Cherry in the North.” However, the whiskey industry subsequently entered a period of stagnation, and like others, the company also stopped producing whiskey. In 2015, after surviving these harsh times, Yamaguchi decided to restart the making of whiskey by opening the Asaka Distillery as a project to

commemorate the 250th anniversary of the Sasanokawa Shuzo. In 2019, it launched its first single malt whiskey: Asaka, The First.

In this distillery, whiskey is aged in barrels at an accelerated rate due to the huge gap between the cold and warm temperatures brought about by a strong wind, called “Bandai Oroshi,” which sweeps down from Mt. Bandai. As fans of the beverage know, the taste of whiskey can vary greatly depending on the type of cask in which it is aged and the length of time given over to the aging process. Yamaguchi says, “The true fans of whiskey are captivated by the endless appeal of the drink, so I will continue to make the best whiskey possible.”

〈Asaka Distillery (Sasanokawa Shuzo)〉 1-178 Sasagawa, Koriyama  
<https://www.sasanokawa.co.jp/asaka-distillery/>



“Shikisai Ichiriki”

“Hotel Hananoyu”

## Kentaro Oguchi, Toyoomi Kanno Bandai Atami Onsen

# 08

“We want to convey the value of the hot spring culture that exists here without embellishment”

Bandai Atami Onsen, a famous hot spring in Koriyama, the gateway to the Tohoku region, has a history of around 800 years. Kanno says, “The water here has been known as the ‘hot spring for beautiful skin’ for many years. It is strongly alkaline-based, with a pH of 9.1, equivalent to that of soap, so it removes dirt easily from the skin and makes it smooth.” In the Toji (hot-spring cure) culture, it is said that it is good to first bathe in acidic water to heal wounds, and then bathe in alkaline water with less irritation in order to condition the skin. As Oguchi says, “The hot water of Bandai Atami Onsen is the finishing touch, so to speak.”

What the two would like to emphasize is the future of the onsen

culture, hoping that the townscape and the life of the hot spring resort itself will be seen as valuable and become the best part of the trip. The tap water of Atami is called “Fukazawa no Meisui (fine water of Fukazawa),” because of its delicious taste. When people come to take a bath and leave, they say gratefully, “It was another nice bath today.” Many people give us heartfelt words of appreciation for our labor, and we are all very proud of this hot spring, and because we have such great customers, we can be a good inn. I want as many people as possible to experience the kind of warm atmosphere that flows through this hot spring resort.”

〈Bandai Atami Onsen Tourist Association〉 4-406 Atami, Atami-machi, Koriyama  
<https://www.bandaiatami.or.jp/>

