

Kikan Kochi



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KIKAN KOCHI

Think & Action Magazine,
Kochi. Autumn 2015 No.58

Giant Interview

Singer, Songwriter, and producer

Tetsuro Oda



Features

**GROWING AND LOVING LOCAL
LIFE & KOCHI**



秋
Autumn



Kenzo Nakajima

Born in 1959 in Kochi City. Lives and works from Misono Town in Kochi City. He is a Photographer for Tourism Posters and Various Advertisements. He lectures a Photography course and conducts overseas photography seminars. He is a graduate of the Photography Department of Osaka University of Arts. A member of the Japanese Advertising Photographer's Association (APA) and The Japanese Society for Arts and History of Photography. http://blogs.yahoo.co.jp/japan_kenzo

Ken-chan's fanciful photo diary No.41

Eurasia Haruka (Distant Eurasia)

Picture: Otoyo Town, Kochi Prefecture

You find central Asia's smallest country, on the Eurasian Continent, "Uranbowa" a simple Tajik word from the Republic of Tajikistan. Travelling on the Silk Road to Japan, the word travelled a long path. Along with Buddhism it spread across the country, the words and traditions. It is said to have arrived at this Town of Otoyo, with its unique shape [Urabone] in Japanese and the meaning of 'Spirit' in Tajik. Even now the people of Tajik, live their lives using the little flame. Collecting the unseen, giving respect and to extol, they pray. Revisiting one's self, walking the earth and connected to those here...



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*This is the English Version of KIKAN KOCHI.
It is revised in order to shorten its length.
We do hope many people will read
this free online magazine.*

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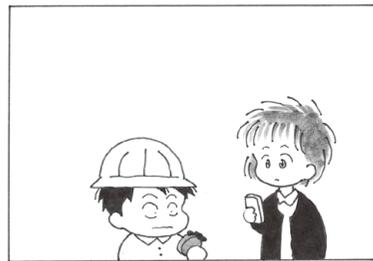
Philosophical Theater "DOKU-SO-GAN" 独走篇

Volume.041 art by **HIDEMI TAIKE**

Something is happening all the time, people are going every which-a-way. No matter which way you look, up or down, somebody is always headed somewhere. Something is happening. That's something I hope you never lose

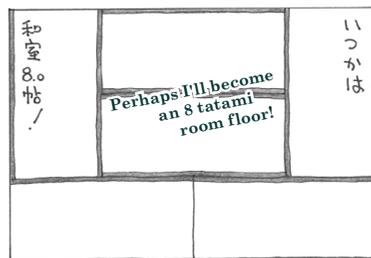
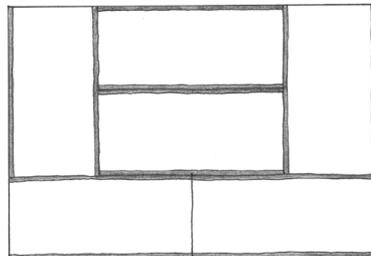
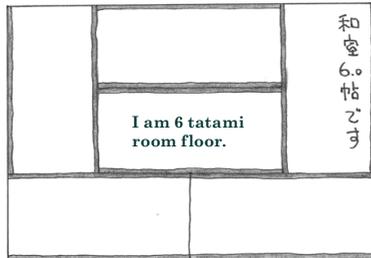
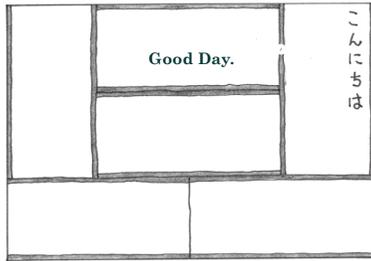
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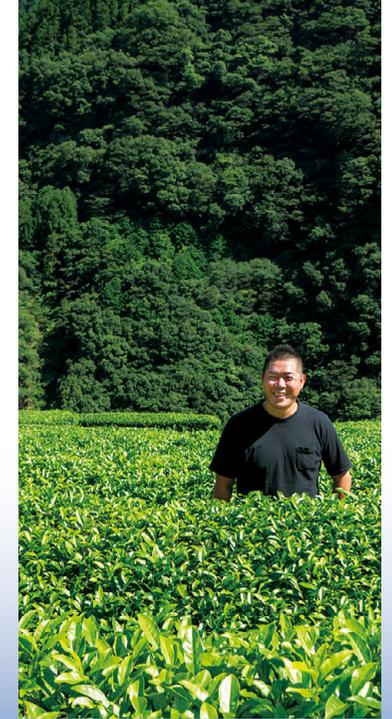
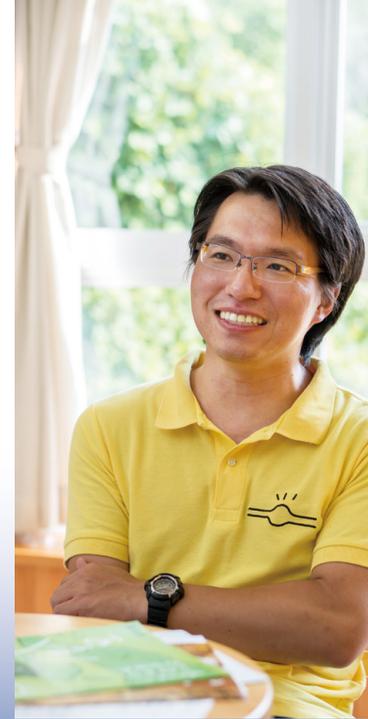
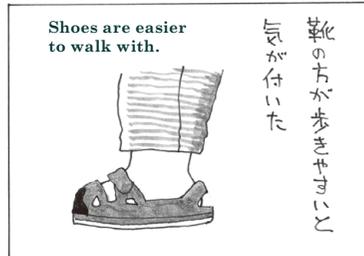
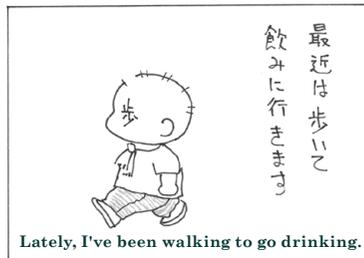
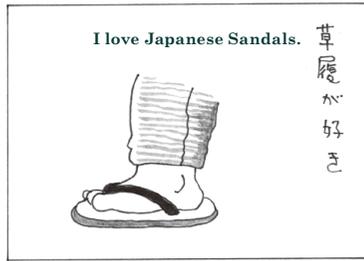
[Being Positive]

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[Walking]

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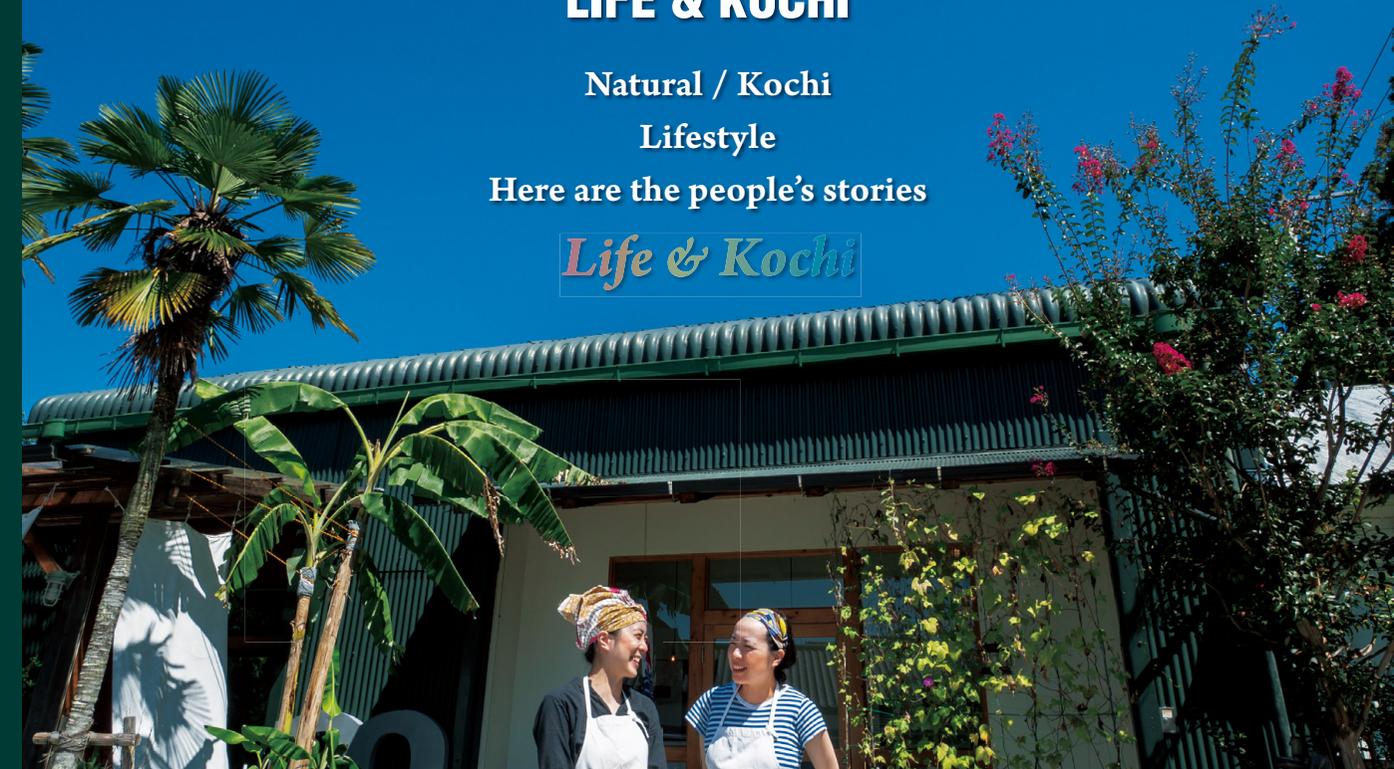


GROWING AND LOVING LOCAL LIFE & KOCHI

Natural / Kochi
Lifestyle

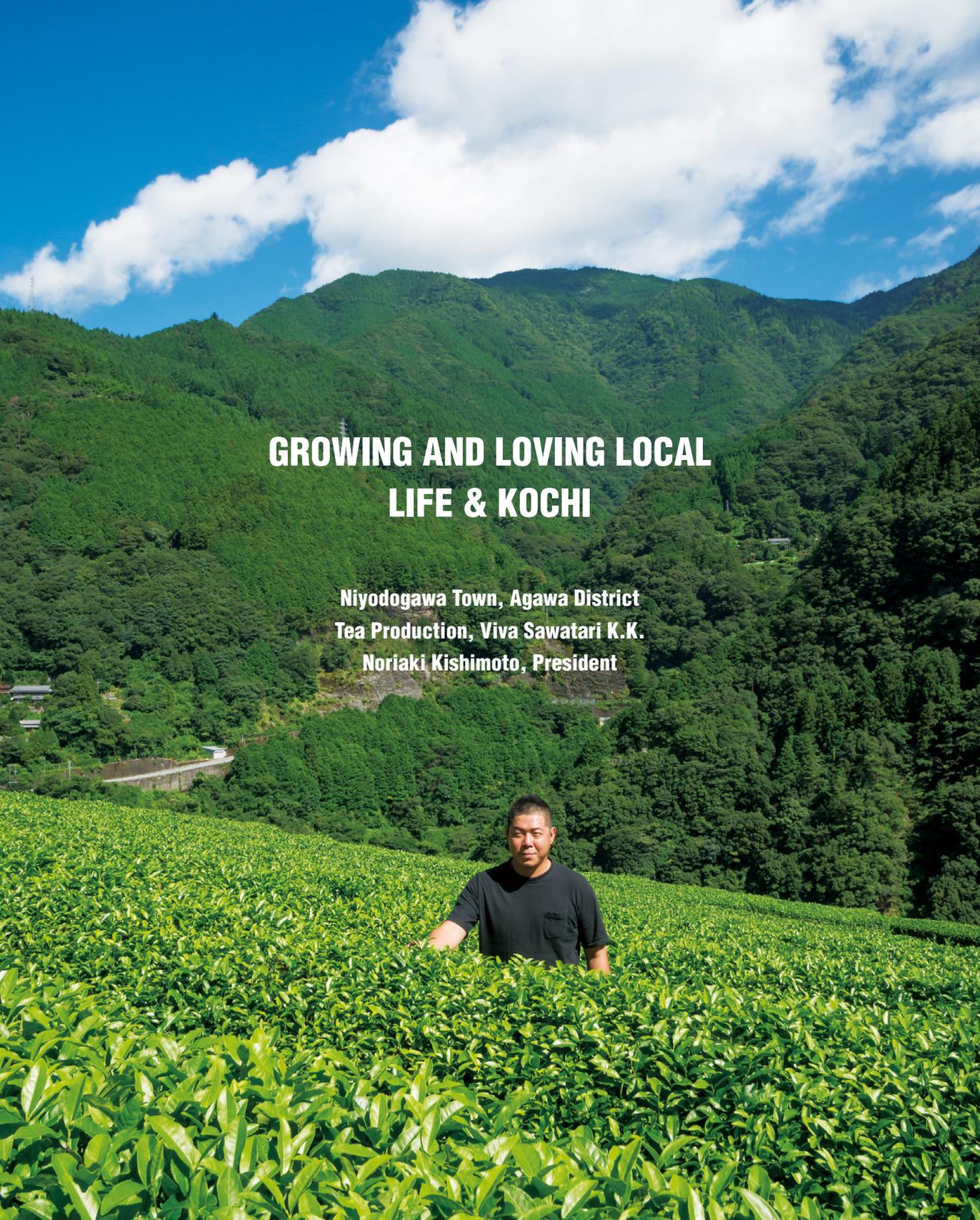
Here are the people's stories

Life & Kochi



GROWING AND LOVING LOCAL LIFE & KOCHI

Niyodogawa Town, Agawa District
Tea Production, Viva Sawatari K.K.
Noriaki Kishimoto, President



With his vigorous spirit and large physique
Noriaki Kishimoto tells of the charm, stories,
and views of the Sawatari Tea.
His charm has moved many to join
in supporting his work.



[Sawatari-no-Cha-daifuku]
A sweet with hidden tea leaves.
The soft yet firm and enjoyable
[White] dough, and the strong
yet smooth and full of tea-leaves
[Green] dough gives double the
enjoyment in taste.

The natural wind and tea fields make the landscape.

“Geographically speaking, this farm has great drainage because of the steep incline of the land, the difference in temperature from day and night, the morning fog rising from Niyodogawa River and other reasons are all great conditions to make wonderful tea. Additionally, from winter to the beginning of spring the area has strong gusts of wind. So even without large electric fans, particularly for tea fields, I can use the natural power of the “Anti-Frost” winds. All of the tea fields look extremely beautiful. I think this place is a rare find. I really love this view. At



times, I have a large worry that my tea fields will be completely destroyed by frost in the April months, however this has not yet occurred.”

Sawatari, Niyodogawa Town, Agawa District is the birthplace of Noriaki Kishimoto’s mother. During the busy period while harvesting the entire Kishimoto family and their relatives would return to Sawatari to help with the tea. This was done every year and was just a natural thing to the family. Just like the beautiful landscape of the tea fields.

After completing high school, aiming to be a carpenter, Noriaki applied and worked for a construction company in Kochi City. After his 20th birthday, he started to often think about the landscape and scenery of the tea fields. His feelings then started to move towards being a tea producer. At 24 he made his decision, “I started to feel a crisis due to the decline in the local area putting it in danger. Even in such a beautiful yet carefree place, I was able to see decline.” Of course his larger family had worries for him, “Will you be alright with your living costs?” With a wife and child in hand he started to help his grandparents with their tea production as a side business whilst also working for a Limestone Mine on Torigata Mountain to help maintain the money for his family.

“Even though it started as a side business, I thought I had knowledge of how to be a tea producer because I picked tea leaves when I was young. In reality, from picking the leaves, preparation and many other processes, I actually felt how little I knew about tea production. Yet, presuming that everything would work out I started to help my grandparents for about 4 years. When they were hospitalised, I made a resolution to take becoming a tea producer seriously. I met with great resistance from my wife (bitter smile).”

Passing on the stories and the landscape of Sawatari.

Since specialising in tea production, this would be the fifth time Noriaki has picked the first buds and harvested the second leaves. The taste of tea is greatly influenced by the climate and natural features of the region; so Noriaki takes on the sole responsibility for the maintenance and care for the fields. Once tea picking is complete, preparation for the next year commences and takes the entire year. From preparing the fertilizer for the next year to be at the right time, to preparing the land and maintaining the quality of the tea leaves by pruning the trees, as well as many other things, he does it all. It is also laborious work to manage the repeated steps in between picking and caring for the land.

“It is extremely busy from April to October. In September there is also the harvest of the Shikibi Trees, or Japanese star anise, which makes it even busier. Once all that is done, I have a little freedom with my time, so I start work on selling and packaging the tea and similar things. I intend to develop it into a brand, so I have been thinking a lot about how to sell it. I think it is really important for me to use my abilities to pass the message on to consumers and show my products. Mainly, because if I were to just work with the agricultural cooperative the price of my tea leaves would be set by the market and I won't be able to expect any gains from each unit. I was greatly influenced by the motivation given to me from attending Tosa Marugoto Business Academy's [Yataro-Akindo Cram School] supervised by the prefectural government. This was the start for [Sawatari-no-Cha-daifuku] and meeting many people with similar mind-sets and goals in the prefecture. My connections have spread by not only focusing on talking about my own products but also spreading the word about the Sawatari region in general when meeting other people. I truly believe that I am standing here now thanks to meeting people.”



[Mizu-dashi Sencha]
Our editor particularly favours this tea. It tastes of a soft yet cool breeze refreshing the entire body from one sip.



**Sawatari Tea Products
(Various places in the
prefecture)**

Nakatsu-Keikoku Yu-no-Mori; Ikegawa 439 Cultural Hall Yosakurabu; Tosa Washi Paper Creative Village QRAUD; Mura-no-Eki Hidaka; TENKOSU; HAMACHOU Restaurant and various other places. Available from the Viva-Sawatari Website as well.

I want to see more Specialist Tea Producers.

[Sawatari Tea (a type of non-powdered tea)] features a soft and friendly taste, with a faint sweetness and bitterness in its aftertaste. It has a strong body to bring forth the “Taste of Tea.” Also the leaves are strong and solid enough that you can brew from them at least 3 times, with each brew having its own taste, before it dissolves and becomes weak. [Ore no Bancha] is a strong fragrant tea that is sun dried and fired in hot pans after withering. You can enjoy fragrance in each sip. Alongside [Mizu-dashi Sencha] perfect to drink in the summer months, Noriaki continues to develop his products. The [Sawatari-no-Cha-daifuku] are served in the First Class of All Nippon Airways (Domestic flights) and many of the products have gained high acclaim. We ask Noriaki about his dreams for the future.

“To continue to protect this beautiful scenery, I want improve my skills as a specialist tea producer. Further, to continue developing products. I’ve also started a small firm with several other tea producers, so I want to connect it to more employment. It really is just beginning now.”

One can see and feel a spark of confidence and gallantry from Noriaki Kishimoto who has over the years managed the business from his grandparents, and his actions to continue to protect this scenery. This young man’s actions are truly magnificent.



**Tea Producers Company
Viva Sawatari K.K.**

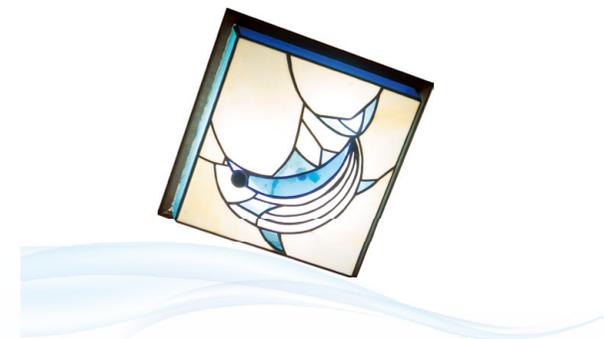
606 BESSHI, NIYODOGAWA TOWN, AGAWA DISTRICT, KOCHI PREFECTURE
TEL: 0889-32-1234
<http://www.viva-sawatari.com/>

GROWING AND LOVING LOCAL LIFE & KOCHI

Hijima Town, Kochi City
KATSUO GUESTHOUSE
Maki Maeda, Manager



Knowing the complete charm of Kochi,
She has opened a guesthouse.
Her aura spreads her love of Kochi,
With her cheerful and playful Concierge.



The world is also interesting, but not lose Kochi!

Personally speaking, I did not think there would be any one else that loves Kochi as much as the editor of “Gekkan Town Magazine”. This person has amazing information gathering skills and enthusiasm in telling others to connect them with what sights to see, where each special restaurant is located, what places to eat, where to find cute little shops and stores, information about each monthly, yearly and even daily events, and who to speak to for fun things to do, in each village, town and city. I became intrigued as to what would happen if such a wonderful person would run an inn or a lodge. So I decided to visit the [Katsuo Guesthouse] located at 4-Chou-me Hijima Town, Kochi City. Here we meet the lovely Maki Maeda and ask her about her love for Kochi.

Maki was previously the managing editor of the local magazine, [Hot Kochi]. She has also started several successful projects such as [Lunch Passport] which is now copied all over the country. During the interview, her “I Love Kochi” spirit overflows in her cheerful, lovely, and charming expression. You will love Kochi just by talking to her. Thanks to her curiosity, Maki had enjoyed travelling extensively overseas during her university days. At each place she would stay at a guesthouse and talk to the local



In the Katsuo Room, there is a hammock you can relax in to sway you to sleep. Move the shoji or sliding doors and the fish seem to be playing and swimming around. You can feel Maki's sense of playful charm through the smart design in the rooms.

staff about hidden charms, such as where would be an amazing place to eat, night out, and places to shop and loved contact with the local people. She also enjoys passing along information with fellow travellers about local buses, trains, finding airplanes to connect to in troubled areas while passing through many countries. She has travelled to more than 30 countries in South East Asia, the Middle East, Africa, Europe, North America and many others. At the end of her journeys, "The world is very interesting but Kochi is even better!"

would be on her mind as she returns home to Kochi.

"Kochi has beautiful rivers, impressive forests, amazing mountains and the food is exquisite. The public transportation is adequately paced and is accessible. Kochi City is compact and easy to manoeuvre and I believe easy to live in. When I travelled around, there were cities that had no nature or, on the other hand, only nature. There were also many places that were dangerous and in constant dispute. Looking at these countries, I truly believe that Kochi hits just the right balance."

[Let me help you with any questions about your adventure.](#)

After her escapades overseas and experiencing the world, Maki came back to Kochi and shortly after joined the editorial staff of [Hot Kochi]. Through her work, she came to understand each village, town, and cities colour, vibrancy and variation. In Ino town, you have Washi Paper and the Niyodogawa River. In Muroto city, you have the Geo-park. In Tsuno Town, you find the source of the Shimantogawa River. Each and every place has its charm and strong attributes that impact the traveller in many ways.

"For around 8 and a half years being part of the editorial team, I've been introduced to and introduced Kochi in a variety of ways. I wanted to feel that response myself. During my university years I travelled to various places, but working for a local magazine I've come to know the charm of Kochi, so I wanted to connect the two things. That's when I thought a guesthouse would best suit my needs. Using my experience from my editing days, I will share with you anything about Kochi! (laughs). My grandfather's house was empty for about 7 years, so I embarked on a project with my friends to remodel and renovate the home. It took us half a year to complete it and from the very start I had decided on the name, [Katsuo Guesthouse]. I imagined the interior to represent a wave and did my best to put the theme all over. I am also indebted to 12 lovely artists that helped provide paintings and other works of art for my guesthouse."

The guesthouse was opened in 2012 and each of the rooms has its own inspiration. On the first floor, you find a big guest room, Okyaku Room, complete with a storable, built in floor Kotatsu (Japanese heated table). Perfect for group travellers. Alongside you will find the Baths, where you can find Ryoma-san (a famous Samurai from Kochi), and the "Murotoilet" inspired by the Muroto cape (a pun with the word toilet). On



Complete with a Fisherman's Banner, the Okyaku Room has an in floor kotatsu or Japanese table heater (it also works as a large storage compartment):The table spreads the many parties held each night.



the second floor, you find the classy Japanese style room with the ocean on the wall, Katsuo Room. Even the veranda has a unique hidden mechanism. The Yuzu-no-Mori room is filled with inspiration from the all but famous Yuzu (a citrus fruit found all around Kochi), and is currently occupied by the helpful staff. In the [Shimantoilet] (another pun with the word toilet), you find a delicately designed motif. It truly is a curiously fun guesthouse filled with Maki's curiosities and you can feel her playful charm filling each room. Indispensable is the

“conciierge” service she has provided for each and every guest to consult with her, since opening the guesthouse. “It’s not uncommon for guests to come to me every day. ‘Where do you recommend to go next?’, ‘Where should I go today?’, ‘What do you recommend to eat?’, ‘Where can I find good Katsuo dishes?’, ‘I want to head to the Shimanto River, how do I get there?’, ‘how much does it cost to get to (place)?’, and many other questions. I gladly answer all of them. I even get the same questions repeatedly in a

day (little laugh). I got asked, ‘where is a good place to eat katsuo in Kochi city?’ 5 times from 5 different people. I answered that it is a race. I explained to my guests that it is popular and at times the good parts of the fish are quickly gone. When customers come back and mention, “It was great! It was exactly as you said, amazing!” I feel relieved and glad. I also recommend guests who are going to Tokushima city as their next destination, to definitely go by Muroto City if time permits. If they are going to Matsuyama city, I would recommend going by the Shimanto River and Ekawasaki areas to enjoy the spectacular views and great landscape.”

I want it to be a much more outstanding place!

Amongst the guests, 10 percent come from within the prefecture, 70 percent from outside the prefecture and 20 percent from overseas. Rather than the image of backpackers or deep travellers, many are families, friends and groups. Maki mentions how happy it is to hear guests talking together about the great and fun places in Kochi. She wants to continue to provide the “Concierge” service to Kochi’s unique charm and beauty to guests from all over.

Also, many times throughout the year she would have helpers from overseas and Japanese nationals who would live in and help her run the guesthouse. Maki is always pleased



that her guesthouse provides new memories and encounters through her staff, herself and her guests. Finally we ask her about her dreams for the future of Kochi. Maki speaks earnestly about Kochi, “I want it to be a much more outstanding (lit blunt) place!”

“I want this town, prefecture and people to care less about what other think about. For example, Kochi people start drinking from the mid-afternoon, and it’s perfectly fine! (laughs). Even if others consider Kochi to be a holiday place, it shouldn’t matter. Topics such as, Low population, the amount of alcohol drunk by the women and all that, we might as well be No. 1! Either good or bad, we should be No. 1 for each point. If our towns, cities, villages were all filled with people like that, we would be Japan’s No. 1 and most interesting prefecture to be in. I have a hunch that there will be an increase of people that speak straight at you with an honest idea and tell you like it is.”

When you stay at Katsuo Guesthouse, meet with Maki, you can’t help but feel the potential and a deep sense that she wants to introduce Kochi to you. You want to know her life and way of life is as beautiful and charming as Kochi, Amazing!



KATSUO GUESTHOUSE

4-7-28 HIJIMA TOWN, KOCHI CITY, KOCHI PREFECTURE
TEL: 070-5352-1167
<http://katuo-gh.com/>
Check in from 4 PM; Check out at 10 AM
Dormitory 2,800 JPY/Person, Private rooms 3,800 JPY/ person (Children under 10 years of age, half price)
Discounts available for stays longer than 3 nights. Parking available on ground: 5 lots.

GROWING AND LOVING LOCAL LIFE & KOCHI

Shimanto Town, Takaoka District

INAKA PIPE Inc. Association

Reo Sasakura, Representative Chair



INAKA PIPE aims to grow the people
connected to this locality
It is up to the local businesses and the
trainees to make use of their experience.
And that is perfect.

**Learning from travelling the world for
6 months.**

“In INAKA PIPE we run several rural lo-
cal business support programmes, such
as the 30-day/29-night [Inaka-Busi-
ness-Osiecharu!-Internship] and the
[Inaka-Venture-Internship]. But our aim
for these programmes is not to encour-
age trainees to move or settle into the
local area. I think there is greater value
in the trainees spreading back out into



A charming company car with a charming and beautiful logo that is easily recognizable. Sasakura uses this car to travel inside and outside the prefecture and build his network of businesses.



the nation after living here for one month. I believe that it is more important and that there is a greater need to increase the number of people connected to this locale. When trainees come back for their holidays, deciding to return here to look for work, or searching for that product that caught their eye when they were living here, bringing back business to their new areas. On the other hand, I think it is up to the local businesses to utilise this opportunity. I want to push the point that local businesses shouldn't be venting that,



'There are no young people in the rural areas' or 'There are no people with concern for the area', but rather they should try to reach out with a 'Look! There is so much here! How do we work together to best use this?' (smile)." The representative chair of INAKA PIPE, Reo Sasakura was born in Otsuki Town, Hata District. After completing his schooling he moved on to tertiary studies in Okinawa. During this time he became inspired to "Be a man who has travelled the world" and took a semester off his studies. He travelled to Egypt, Israel, and



We interviewed Sasakura at the shared rented office created from utilising an old elementary school, Hiroi Elementary School of the Isaki Region of Hirose Shimanto Town. The offices are connected to the Internet by fibre optic. The building's 1st floor is a barrier free structure. Working in a wonderful natural environment looking at the Shimanto River, a short 3 min walk away.

through Eastern Europe. A special experience he had during his travels was in Israel when he volunteered in a Kibbutz society. He met with a young man who had just finished high school and many other people that were also volunteering. Through the discussions and conversations with these people, he realised how little he knew about the world, current affairs and issues, knowledge of farming (even though he was an agricultural major at school), and how overall he was missing something within himself. Upon finishing his



Activities and Operations of INAKA PIPE



travels, he returned back to university and started to study about agricultural engineering projects and the like. From that point he actively participated with NPOs in relation the environment and civil projects.

“For example, even something as simple as building a local park, I heard it was not uncommon to see problems with communication, misunderstandings and differences of opinions between the local government, communities, consultants and builders. I wanted to be the coordinator, the person in between that gets the best understanding of the local community and residents and connects them with the proper people in charge.

May I, use your name?

7 years ago, after Sasakura and friends had established an NPO, they conducted a seminar for young people and invited Rishou Azechi from Shimanto Drama as a guest speaker. Following that seminar, a few years later he decided to return and look for work back in his home town and to his surprise he was duly asked, “You better hurry back home!” It was just after completing a project with the team and also when he had to move due to his home rental term coming to an end. Sasakura thought, “It could be perfect timing” and set off to head back. At the time, he did not think

about working with Shimanto Drama but rather helping local communities as a freelancer.

“After coming back to live here, many 40 year olds and 50 year olds that were working for industry and businesses, all discussed with me similar topics related to the importance of cultivating human resources. I had thought about the same ideas and after participating in several governmental public recruitment programmes, I started to really understand the reason. Coming back to Kochi, Rishou Azechi approached me and asked me if I would like to join his company. I replied simply with, ‘I want to work freely on my own terms; however I may use your name (laughs)?’ And that

was the start of INAKA PIPE.”

INAKA PIPE’s running costs are covered by the participation fees from Trainees, cooperation fees from businesses, funding from the prefectural and national government and various others. Further, it has responsibility to manage a local shared office space. So what has Sasakura seen change in the local area of Shimanto Town in the past 7 years since arriving? “For now, this year we have roughly around 20 people coming for monthly internships. So throughout the year, there are a lot of exchanges and replacements happening with young people coming to the area. Local businesses then connect with young energy to



further expand their business and increase opportunity with employment. I am starting to see a deeper desire from the local businesses to do more willingly.

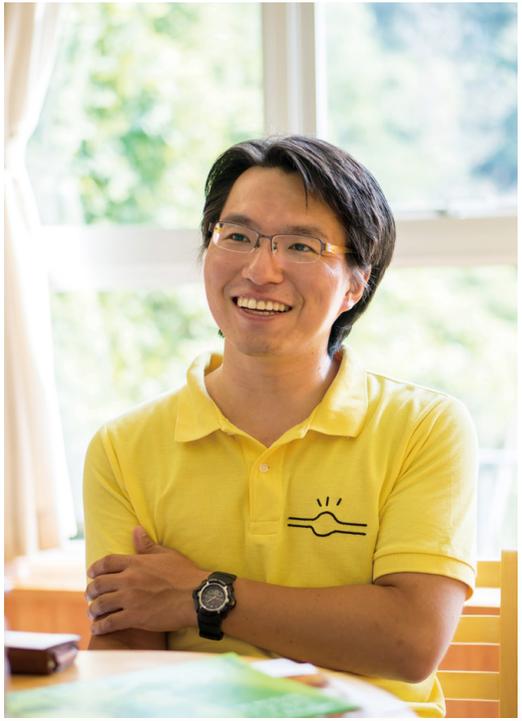
There are businesses that have actually expanded their web services and sales. There are even some farmers that are enthusiastic in increasing their farmland by meeting these young people that participate in farming and that think with such enthusiasm. I believe these businesses had latent potential in their spirit to take action, but there was not any one that they could trust and rely on to pursue the expansion. I think that's the obstacle. I believe it is important and necessary to bal-

ance creating new jobs and continuously and enthusiastically replace people for business in rural Japan to survive. I believe that is my concept here."

To push west and further west from this starting point

Sasakura is working together with the locals to create short and easier to join training programmes for new Trainees. For example, when companies want to increase the workforce during harvest and packaging seasons, they use the web to make it easily accessible for people to see what jobs are available and

Many of the trainees attending are final year graduates coming to investigate their future, 30 year olds that are contemplating on their current experiences and life, and people considering returning to live and work in rural areas or back to their home town.



to match the people coming from outside the prefecture with the right job. As a man born from Otsuki Town, Sasakura laughs and answers with a big smile, "I am thinking of how to use this point and get the western areas to join. I believe that my personality and cultural sphere is that of the west." For Sasakura his method of helping and protecting the local industries is using the vast field of space, Kochi, by creating his own job, calling trainees from outside the prefecture and turning it into a positive for the local businesses and their owners. Inspired by this man's conviction and the path he is walking, I want to hear more from him.

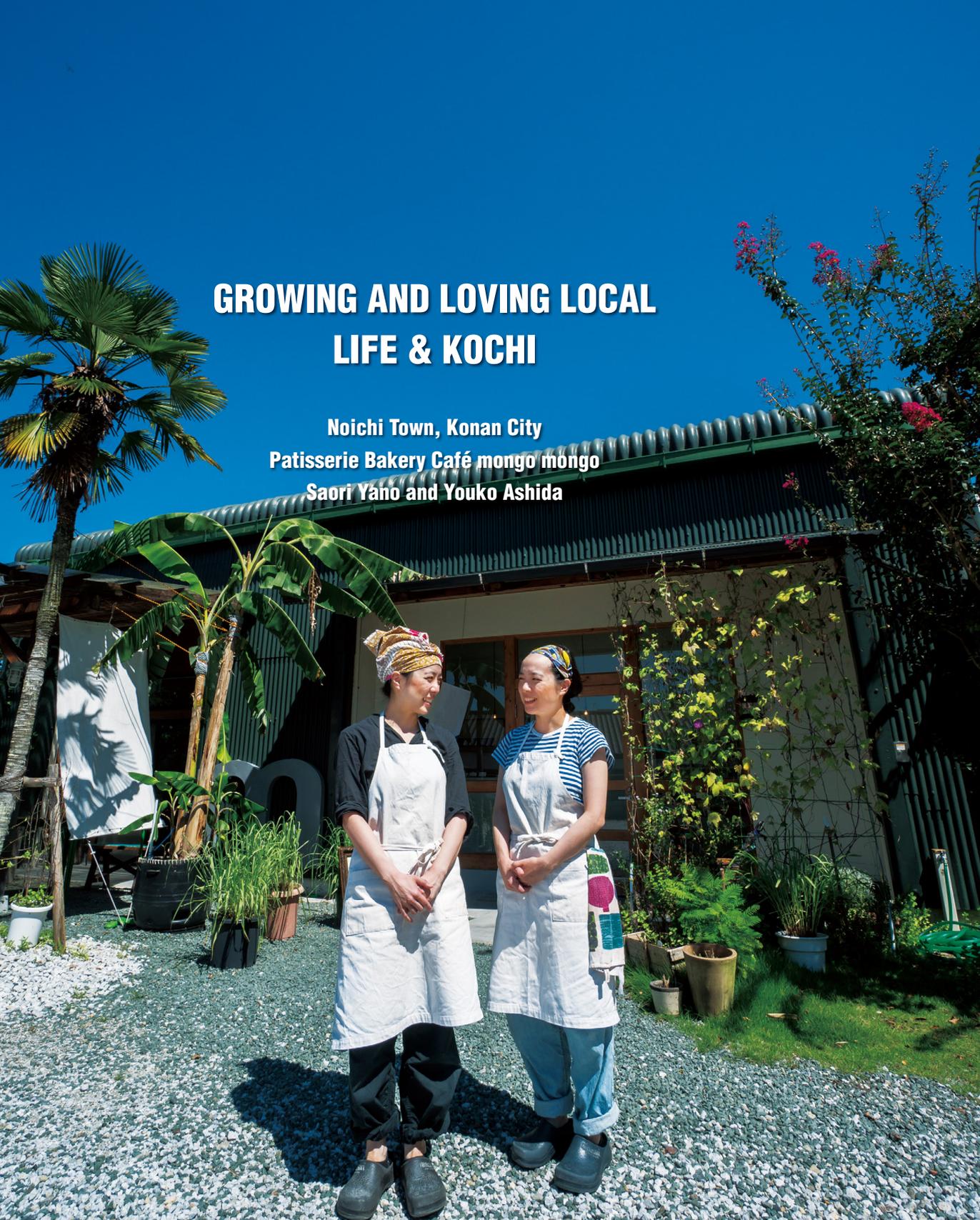


General Incorporated Association, INAKA PIPE

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GROWING AND LOVING LOCAL LIFE & KOCHI

Noichi Town, Konan City
Patisserie Bakery Café mongo mongo
Saori Yano and Youko Ashida



The duo share of their past and what they needed to do to join their experiences together.

After various event stalls and travelling stores finally succeed in opening their Patisserie Bakery Cafe.

A story about twins entwined.



We can do this in Kochi.

Saori began her love with food at a young age watching food programmes. To help her with her dream she took a course in nutrition management at a vocational college in Kyoto. After graduating, she continued on to work at a food establishment, but eventually took a part time position helping with the baking and bread making process at a cute local bakery that she frequented.

The word “mongo mongo” means to “please eat ~ please eat~” in one of the languages of Micronesia. The twins wish as many guests and lovely customers to enjoy and “mongo mongo” their love-filled bread, confections, and cakes.



Hard breads made with natural fermented yeast, to the soft sweet breads, mongo mongo has a wide selection.



Saori Yano, the master Baker.

Youko did not start out in the world of food. Her interest was originally in fashion, where she studied cloth dyeing in Kyoto at a vocational college. After graduation, she began working at a studio in Kyoto as a Yuuzen cloth dye artisan. During her time there a boom in unique, chic and modern cafés opening everywhere. The two of them rode the wave and started to talk about “let’s start our own café” and eventually Youko said, “If that’s the case I will do my best to learn to make cakes.” With

that decision she started to train at a confectioner. A wonderful meeting came through as she was building her experience “I was still training in Kyoto at the time. A lovely café in Yamakita, Konan city, “DEN” agreed to sell our cakes and bread, so we could start building a customer base. It was really fun. This was our start. We can do this in Kochi. We made the decision from there. Thanks to DEN we were introduced to many new people and made many new friends.”

A Choice for “2” by the twins.

The two continued to build their experiences at different bakeries and patisseries. For over a year from December 2008, they garnered their reputation through taking private orders from stalls at events, selling to small shops in various places, and selling at cafes such as DEN, Asian cafeteria – HOYA, DESAMPLE, M2 Café and many others. “When we started looking for a place, this

was the first spot we looked at. It used to be a warehouse and was completely over run with weeds. But it was surrounded by greenery and has a great view. Our family comes from Tosa City, so we did take a look at the possibility of setting up there but, in the end we decided to come back to this spot. We were thinking in a very grand manner, wanting to both open a Patisserie, Bakery and Café together. This place has decent space for a kitchen and café. It also has several parking spaces in a wide-



open lot. If the food was delicious and great, customers would come even though it was a little drive away. Well the fact that it is rather close to DEN was the other important point (laugh).”

Being twins they kept their choice for the number “2”. On February 22nd, 2010 they opened at their location, in a renovated warehouse with the exterior and interior inspired by the surrounding scenery and greenery. From the entrance, on your right you find a variety of bread from the hard bread such as baguettes made using their special fermented yeast to the fluffy soft bread such as bread rolls. On your left, you find a variety of cookies, confectionaries and in the lovely display case many wonderful cakes. Looking through the display of all the food you can truly feel the care and personality of the twins. Deep in the left side of the building you find a wonderful Café space painted in a soft white colour, which shines in the Sun. The twins created the tables, chairs, bookcases and interior goods during their time in Kyoto with the goal of opening this café. There are also a variety of things that they selected from Kochi, such as their lovely cutlery and the light fixtures.



A store filled with the heart of a Family.

Saori mentions about her bread, “Our special fermented yeast uses a variety of ingredients, such as apples and carrots. As a child I loved drinking apple and carrot juice. I think it matches my taste buds (laugh). Working with a natural sugar the flavour of the ingredients is delicious. From our fermented year breads, yeast bread to our soft bread, I want as many people to have a taste. Kochi is blessed with fresh seasonal ingredients and fruit all around the prefecture. I enjoy thinking about new ideas for the bread and cakes together with

You-chan (Youko’s nickname).”

Business for Youko has slowed down a bit, as she recently has given birth to her second child. As such, there is little happening on the summer flavours of her cakes. However from October she will be back with her lovely cheesecakes, tarts, chocolates and seasonal confections. “The most important thing and absolute condition is the delicious taste. Kochi has a wonderful selection of fruit from Konatsu Citrus, Ichijiku Figs, Grapes, Chestnuts, Buntan Citrus and many more seasonal fruits. We have an endless array of fruit to choose from. We also work this into our menus to

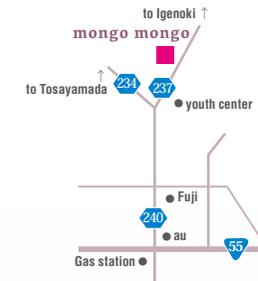


Coconut curry with minced meat (with fresh baked naan, rice and salad, 900JPY) and Eggs Benedict Sandwich (with salad, 900JPY) are popular lunches in their delectable menu. Their drink menu is also impressive with organic coffee from Cuba, Red Bean Coffee (400JPY), their original Grape Soda (500JPY) mixed using their own Jam-syrup made from grapes grown in Nankoku City and many others.

spread the seasonal feel, in our cakes and food. We also make our own Jams and Jam-Syrups. Also we mix the Jam into or use as toppings for our bread. I discuss with Sao-chan (Saori's Nickname) about each ingredient's benefits and usage." During the interview with the two sisters we see an inner shine from their smiles. "We believe it is the trust between us. That keeps us going and moving ahead. Just like the days when we had event stalls, we are always truly happy to hear the voices of our The twin sisters have a truly charming and



wonderful lifestyle, with a wonderful environment in the café and kitchen, trusting each other. While one bakes the bread the other creates the cakes. The strong family bond connects and holds them strong. Even during the morning preparation stages, with the two busy running the store and preparing their bread and cakes, we meet with their mother who holds and cares for Youko's young baby. Here, you find the strength of trust, love and support for each other that fill the air, and the heart of a family.



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Singer, Songwriter, and producer

Tetsuro Oda

Interview by Yoshihiro Nonami

Giant Interview 0041

The man who made countless Hit-Songs and J-pop songs, produced and delivered for Japan's entertainment greats; TUBE, ZARD, 大黒摩季 (Oguro Maki), 相川七瀬 (Aikawa Nanase), Kinki Kids, 中山美穂 (Nakayama Miho) WANDS, AKB48 and various others.

A vibrant interview to flame the love of Kochi with Tetsuro Oda about his parents from Susaki, Kochi and the recent song project with Susaki city, "Susaki-ga-Suki-sa."



Deeper Enjoyment of music after the age of 50.

Oda-san, you seem to have a deep energy in your career as a musician; as a soloist, producer, performer and many other things. With this project you are also starting another project with Diamond Yukai-san, where does your power or energy come from?

Isn't it that the music is fun and enjoyable? It just has been fun things non-stop.

In what way is it fun? How do you think of fun things all the time?

Right. When you really enjoy music your body really enjoys the music. Although no matter how much time passes I feel enjoyment through music, by continuously working with music there are times I also feel a sense of momentum. When I start feeling that, I take a break (laughs).

Is that because you are seeking a stimulus in the work?



Yes, that could be it. For example, if I look back now it would have been great to continue along my own career as an artist. But in the 90s I stopped for a while and started to write songs and produce. During that time I also started experimenting with creating a band. I think it really comes down to me feeling enjoyment at each different moment. It would be a thrill or feeling of excitement that starts the ball rolling.

The visions of fun, do they just pop-up in your head or do you suddenly feel it through your body?

Perhaps, that I instantly take action when an idea comes floating into my head. For example, I had thought about forming the band [Roll-B Dinosaur] a few years back, and now I'm forming it with Yukai-kun. It's run with a similar feel to when I first formed a band in Kochi, other members would be the main vocalist, although at times I would sing or do the chorus. I really enjoyed that time the best, no matter how old I get.

During your high school, was this before you made your debut?

It was a band that I had formed with my friends, but it was also a band where I was not the main vocalist. I wasn't too keen on trying to stand out and being the front-man, even though I didn't dislike singing and it had its own fascination.

I have a lot more experience making music and producing now. I truly feel grateful when customers come to see me at my live-events after passing the age of 40. I have started to feel that I need to ensure that customers go home having enjoyed the event. In that way, I felt more invigorated with my music career after 40. Also, perhaps I am feeling it even more after passing the 50 mark. However, the truth remains that the band's vocalist has to sell the band to the customers. That's why I've always wanted to do be in a band where I am the trouble-shooter for the team of musicians and rely on someone with Charisma to sell the band to the customers.

It seems like a plan that you have been thinking about for a long time.

I really like Yukai-kun and he is a great vocalist, he is really good. In this generation, there is an increase in people who don't know him as a singer, but just the other day during our live set he was the best. I really feel it has to be him or no one else. That's why this vision has taken at least 10 or so years to plan.

Is that right?



**Excitement and Pleasant,
That's the balance for the perfect ubiquity.**

When I was producing for 相川七瀬 (Aikawa Nanase) it took around 5 to 6 years of thinking “wouldn't it be nice to do this” bubbling up in my head before I started. I think it is the way my head accumulates ideas.

The ideas then come out from your mind well thought out before you take action it seems. Your pop songs are fun to listen to and people start humming to them. What is your own theory on pop songs?

Hmm..... If you start asking about theory, it could be a long story (laughs). For example, I think it is the same if it is music, love, or anything. I suppose the charm of anything is the great balance between the sensations of extremely calm, cool, and peacefulness and the extremely excited, stimulated, and thrilling. They all have to be there.

I see, it's the balance isn't it?

Exactly. The establishment of balance is really important. When producers and I create music, we always hope to create a song that would last as long as it can and people would continue to listen to it into the future.

The arrangement of the song is dependent on the materials for production and with the development of the hardware the popular music of each generation has changed. The song and the melody are always the main points and how they are delivered is important and has potential. Lyrics can be a bit tricky (wry smile). When I wrote “SUMMER DREAM” for TUBE, one part starts with the words, [Nagisa no Kasetto] (lit. Waterside cassette) and to be honest, cassette tapes can be hard for many to imagine these days (laugh). The same goes for the lyrics like [Daiyaru mawasu] (lit. to turn the dials) are from the days. So those are the lyrics, however with the melody ever since the times of J.S. Bach, people have not changed, people want something that feels good and is well put together. The balance of the feeling, and improvising with one's own twist, I want to make songs that have an instant shock that would make people turn around and listen. The challenge is exploring for the solution of how to put it together.

**I believe that along the way,
I feel the fun at times and
the excitement pushes me to
keep going.**

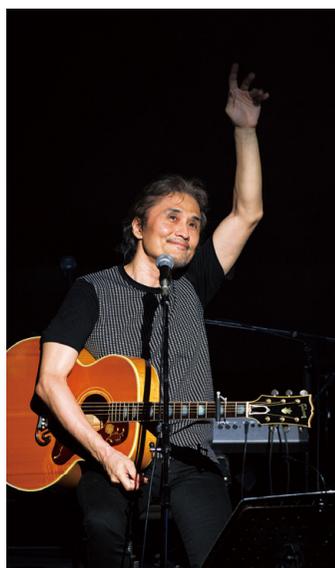
※This interview was conducted on August 8th, at the Susaki City Culture Hall, in co-operation with Susaki City, Susaki Junior High School.



Are there any pointers or tips, for example how to find the thrill, things to watch out, or how to make new things into a positive experience?

You know, I think it is simply to not let your personality go blunt. For that, it's important to [Not do boring things!] and [Only do fun things!]. When you start feeling a habit and have self-control, you'll begin to sacrifice and blunt something for that. Looking over the long term, many tell me of the many things that I vigorously completed in life. But at that moment in time, 'Why should I quit from this band now?' 'Why should I stop this project now?' is what I thought (laugh). It is a very selfish way of doing things as a musician. Whilst throwing away a momentum that will continue; reasoning that it will make money; right before I become stereotyped; I want to live continuously looking for new things, new excitement, and fun things to do. I guess in a way, being healthy and energetic (laugh).

THANK YOU VERY MUCH!



LIVE TOUR 2015 [Kyu-So-Neko-wo COME TOGETHER]

November 20: Osaka, umeda AKASO
November 22: Nagoya, Nagoya BOTTOMLINE
November 23: Tokyo, Tokyo STELLABALL

*Tickets are available for purchase at your local convenience store.

ROLL-B DINOSAUR – One-man Live

December 18: Tokyo, Ginza Yamaha Studio
Tickets on sale from September 16

【教訓】(Kyoukun)

Available on iTunes or Google Music, etc.



Tetsuro Oda – PROFILE

Debuted in 1983 with the album VOICES. Top Selling Hit 'Season in the Sun' with TUBE hit the charts in 1986. The song 'Odooru Ponpokorin' in collaboration with B.B. Queens received the Japanese Awards for Pops and Rock. Continued to create Top selling songs, such as, 'Makenai-de', 'Sekaijyuu-no-Dare-yori-Kitto'. His solo single, "Itsumademo-Kawaranu-Ai-wo" reaches Million Seller ranks. Japan's prolific, Singer-songwriter, Composer, and Producer.

ODA TETSURO SPECIAL LIVE with SUSAKIKE

This concert was to celebrate the song "Susaki-ga-Suki-sa", a song to cheer on Susaki to be the number 1 city in Japan. Students from Susaki Junior High School wrote the lyrics for the song in collaboration with Oda-san. It was performed at the Susaki City Culture Hall with dances from 20 students and alumni. The hall was packed to the door with guests. Following the performance the student body leaders gave Oda-san a bouquet of thanks. Oda-san gave a small speech about his time after he returned from England to Susaki. His memories of two years in Susaki, spending his junior high school and high school days playing with his school friends at Awa-Beach, composing and collaborating a song for the Yosakoi team of Kochi University of Technology and many of his fond memories performing locally. After his speech, he gave a special 90 minute live performance singing, [Itsumademo-Kawaranu-Ai-wo] and [Sekaijyuu-no-Dare-yori-Kitto] to celebrate the 30th year of the album [W Face], charming all the fans and guests.



A Message from a Man Living in the 47th prefecture
Designing Your Way of Thinking

Makoto Umebara

Designer
Musashino Art University, Visiting Lecturer

Episode 12: [GESCHMACK] Product

第12回 「ゲシュマック」のプロダクト

The 3/11 Pigs

I heard of a rumor that Shinohara, a writer from Nikkei Business, had ranted about an amazingly delicious Sausage from Kawaminami Town, Miyazaki Prefecture, but that had a lackluster design for its packaging. At the time, I just ignored it with a slight “hmm...”

Soon after, a writer friend named Shinohara, gave me a call from Kawaminami Town, Miyazaki Prefecture, and asked, “Could I come visit you?”

The day his group came to visit was the day of the Great East Japan Earthquake. Whilst watching in real time the scene of the tsunami coming and smashing into Japan the group arrived clattering into my office, over 2 hours late.

Not even settling in to take a breath, one of them said, “Apologies. Get us some water now, please!” Confused why, I saw them pull out a hot pot, a portable stovetop and pork slices. They wanted me to quickly taste the meat in Shabu-shabu. Because they were late, I was frustrated and wasn’t sure if the pork was delicious or not.

A year later, I received an invitation from Shinohara again, “I’m heading to Mi-



yazaki for data collection, why don’t you come along?” and so I joined him. First, we went to observe a shochuu brewery [Kuroki Honten] where they made the “Hyakunen no Kodoku” (lit. 100 years of solitude). After admiring the philosophy of the president of Kuroki, we went on to a nearby restaurant [GESCHMACK] where they made and served their own pork sausages.

The restaurant and the manufacturing kitchen were joined together. Whilst eating at [GESCHMACK], I realized the quality of the meat was extremely good and all their products were delicious. Following that we went to observe the nearby pig farm.

Oyaji (lit. Father) – Farmed Pigs

Musuko (lit. Son) – Manufacturing

First, there is the Oyaji. In front of the pens grows a Saw tooth Oak tree. They collect the leaves of the tree, and feed it to the bacteria in the soil to cultivate it. Next they mix sawdust into the mixture and let it ferment. After some fermentation the mixture is scattered around the pigpens. As a result the pigpens are always clean as



The approach and attitude towards no colorings or additives, incredibly delectable.

the excrement from the pigs is constantly decomposed by fermentation. During the fattening stage, instead of using corn and fattening protein as the feed, they use Milo (Commercial Sorghum), Barley, and Cassava that is blended with the rough from the brewing of the Shochuu to make a feed that is rich in healthy bacteria. This in turn nourishes the pigs into really healthy pigs. This original style of farming has brought this old man to astonishment.

The sales and manufacturing are all left to the Musuko(s). Not a single food coloring or food preservative or additive is used in the processing of the products.

After seeing their spirit, philosophy and determination in their production, I decided to accept the job offer.

The original logo design that was used almost looked Naziesque and scary. They were a serious victim of their products not being sold due to the design of their packaging.

GESCHMACK was taken from the German word, "GESCHMACK" meaning flavor, but it is difficult for any layman to know that.

I wanted to change the name, but as there were already many locals that knew the product under that name, I kept the name and instead started to re-design the logo, packaging, billboards, and their website.

No preservatives or additives design

How do you know if a design has no preservatives or additives?

An honest design that delivers understanding of an honest pig and by expressing the local area, any layman can approach the product smoothly.

I decided on a simple and meaningful design that would inspire the view and the delicious taste.

On the website, I encouraged a new idea for an [Osusowake-Bin] (lit. Shared Delivery) for customers to "share" the delivery costs. If customers bought 5000JPY and delivered it to their home, they could "share" the delivery and the delivery cost to a friend would be free.

The products are delicious and natural that you will want to "Osusowake" with your friends!

Extra by Yukinori Dehara

デハラユキノリのおまけ〜



Episode 5. [Kochi's Funerals]

高知のお葬式田舎

I think there are a lot more people who drink over vigils and funerals in Kochi than in other prefectures. The first time I went to a funeral service for someone not related to me was for my friend's father. I remember that I felt nervous and lost on how to approach my friend and I was also genuinely sad, his father had always taken us out drinking. I went with my friends to the vigil, at the funeral hall. I was hesitant to drink the first beer given to me but in the end we drank quite a lot. When I visited my friend's home the fridge would always be full of beer. His father would just smile and look at the lot of us getting drunk with a beer in his hand. A weird sense of obligation to drink over the vigil came while listening and reminiscing over our memories as we constantly poured drinks for each other. Why do they prepare so much alcohol? After midnight, we were warned by the hall staff; it had started to become a big party instead of a vigil. We cordially contemplated before parting ways and went home. Lately I've been thinking: "Isn't it fine for friends who loved to drink alcohol together to part ways and go home all drunk and cheerful?"

Following that, 5 years ago was my father's funeral service. My father would be an endless pit of drinking alcohol when he was young. So, on his vigil, I tried to be as good as him. What would I do to be as good as him? I decided to drink all the alcohol he had given to me that I had promised not to touch. The whisky, brandy and what some would call "all the alcohol in the presidential suite". I shared the 10 or so expensive and high quality spirits with friends. We drank and drank but it never seemed to empty. The results were not at all civil, with drunken victims everywhere, some praying their prayers whilst screaming, some just flat out was vomiting, and some sleeping right next to the coffin. And, as expected, the hall staffs were really angry. I thought that it might have gone a bit overboard, but in the end whilst crying and looking at my mother waving to my friends, I thought to them, "Thank you for the lovely song~", "Thanks for drinking with me until you got sick~", "Thanks for sleeping next to my father~" and I came to the conclusion... "The vigil went pretty swell~!"



© DEHARA YUKINORI

Yukinori Dehara

Born in 1974 eating bonitos in Kochi and raised with beer. Yearly consumption of beer = 300 Liters. Designed 「きの山さん」(Kinoyama-san) of popular Japanese candy, 「きのこの山」(Kinoko-no-yama), as well as various others for Nike, NEC, Tower Records Asics Europe etc. Creates about 300 figurines a year and is a Tourism Ambassador for Kochi Prefecture.



Kochi Central City Map

by KIKAN KOCHI



information

Currency ¥ Exchange

Kind of a currency handling

Shikoku Bank : USD, CAD, GBP, HHH, AUD, NZD, HKD, DKK, NOK, SEK, SGD, EUR, KRW
 Kochi Bank : USD
 Ehime Bank : USD
 Mizuho Bank : USD, CAD, GBP, AUD, EUR, SGD, HKD

International ATM Service

Japan Post Bank can use various cards

In Japan, there're more than 26,000 Japan Post Bank ATMs available in local Post Office, shopping center and station. You can draw Japanese Yen in cash by a card published abroad.

"VISA, VISA ELECTRON, PLUS, MasterCard, Maestro, Cirrus, American Express, Diners Club, JCB, China Unionpay, DISCOVER"

http://www.jp-bank.jp/en/ias/en_ias_index.html
 (link at International ATM Service-JAPAN POST BANK)

You can also use any of several Japan bank cards which have partnerships with Japan Post Bank.

http://www.jp-bank.jp/access/access_atmcd.html
 (link at Japan bank institution of partnership POST BANK)

Notice

Some Maestro cards with IC chips are temporarily unable to make withdrawals at all ATMs located in Japan.

Free Wi-fi Spot

How to use it

1. access "DoSPOT-FREE" on device
2. open browser
3. accept "use policy"
4. input your mail-address
5. receive a message
6. input "authentication code"
7. it's available!

Notice
 15 min / once, 4th / day
 Network: IEEE 802.11 a/b/g/n

Rental Car Shop

Requirements

1. Over 18 years old
2. Japanese Driver's License or
3. International Driving Permit (IDP)

Payment

can be made by credit card or sometimes by cash



Kochi Prefectural Police Headquarters

Marunouchi High School

Kochi Castle
 Kochi Prefectural Library
 Kochi Literary Museum

Otemae High School

Joto Park

Kochi Prefectural Government

Kochi Daijingu shrine
 Hirome Market

Otesuji Street

Obiyamachi Street

Obiyamachi Park

Police Box
 Daimaru Department Store
 East Bld.

Otemae Park

Kochi City Hall Main Office

Kochi International Association

Kochi Honmachi Branch Post Office

Mizuho Bank

Ehime Bank Kochi Branch

Kochi Harimaya Branch Post Office

Harimayabashi Elementary School

Kencho-mae Tram Stop

Kochijo-mae Tram Stop

Ohashi-dori Tram Stop

Horizume Tram Stop

Kochi Bank Main Office

Shikoku Bank Main Office

Harimayabashi Tram Stop
 Dentetsu Terminal Bld. Tram Stop

Times Car Rental

Hasuikemachi-dori Tram Stop

Kochibashi Tram Stop

Nippon Rent a Car

Nissan Rent a Car

Kochi Eki-mae Tram Stop

Orix Rent a Car

Kochi Chuo Post Office

Kochi Police Station

Toyota Rent a Car

Kochi Station

ATM

CAR

Kochi

Kyoto

Osaka

Tokyo