Heartwarming Treats Campaign

During the Zenkōji Illumination Event, visitors can receive special Heartwarming Treats like amazake and oyaki at stores on Zenkōji's Nakamise-dori Street!

[Time Period] 12/18 (Sat.) ~ 26 (Sun.)

①Get a coupon ②Choose one of the participating stores **3**Exchange your coupon at the store **4**Receive your heartwarming treat!

[Locations] 15 shops on Zenkōji's Nakamise-dori Street [Where to get the coupons]

At the HQ Booth in front of the Komagaeri-bashi Bridge

*Each store has put aside a certain number of treats each day for the campaign.

*Please understand that the coupons will be accepted only while supplies last. Nagano "Colors of the Four Seasons" Campaign Planning Committee

Nagano City Town Stroll Digital Stamp Rally

[Time Period] 12/18 (Sat.) ~ 3/13,2022 (Sun.)

Download the "Nagano City Sightseeing Tour" App and enjoy the Town Stroll Digital Stamp Rally!

Get points by visiting participating stores in Nagano City.

If you collect 15 points, you can participate in a lottery where you will be in the running to receive original goods and Nagano City products!

Nagano City Sightseeing Tour App



[Questions] Nagano Tourism Convention Bureau TEL 026-223-6050 FAX 026-223-5520 9:00 AM ~ 5:00 PM (Closed on Saturdays and Holidays) https://www.nagano-cvb.or.jp/

19th Nagano Tomyo Festival

Theme: Multicolored Lights of Peace \sim A New Era, Inheritance of the Future \sim [Dates] 2/10, 2022(Thu.)~13 (Sun.) 6:00~9:00 PM (will end at 8:00 PM on the last day)

[Location] Around Zenköji Temple and along the street between the Daimon and Shindenmachi crosswalks

With the cooperation of globally-renowned ilumination designer Ms. ISHII Motoko, this spectacular aerial light show will shine a bright beam on the hopeful future of this city that served as host for the Olympic and Paraylmpic Games.

A path of soft light created by paper-cut lanterns will also illuminate the main street of Omotesando leading to Zenkōji Temple, creating a "Luminous Gallery of Dreams". Contest designs that are displayed will be based on the theme of "Dream".

[Sponsor] Nagano Tomyo Matsuri Executive Committee [Co-sponsor] Junior Chamber International Nagano





Illumination Minami Nagano Festival 2021 Admission

[Dates] Illumination Period 11/27(Sat.) ~ 1/15, 2022(Sat.) 5:00~10:00 PM

*The illumination on Nov. 27 will begin after the light-up ceremony ends around 6:00 PM *The installation will not be lit from Dec. 29 \sim Jan. 3, 2022

[Location] Minami Nagano Sports Park

(Access) Five minutes from the Joshin-etsu Expressway "Nagano IC" by car. There are 800 parking spaces available in the park.

[Sponsor] Minami Nagano Festival Executive Committee





Sponsor: Zenkōji Omotesando Illumination Executive Committee With assistance from: Japan Design Week/ Design Association npo





Production schedule and contents may differ from those pictured here, so please check beforehand regarding any changes.

Contact Information: Zenköji Omotesando Illumination Executive Committee Office (Nagano City Tourism Promotion Section, Inbound Tourism & International Relations Section) TEL-026-224-8316

Zenkoji Gokaicho Event

Spring 2022

Once every seven years, a copy of the hidden Buddha relic housed in Zenkōji Temple (A designated Important Cultural Property from the Kamakura Era) known as the "Maedachi Honzon" is brought to the Main Temple of Zenkōji during the "Zenkōji Maedachi Honzon Gokaicho" Event.

A Grand Ceremony, once every seven years

Apr. 3(Sun.) ∼ Jun. 29(Wed.), 2022



Mar.27(Sun.) Eko-Bashira Pillar Receiving Ceremony

Apr. 2 (Sat.) Maedachi Honzon Welcoming Ceremony

Apr. 3 (Sun.) Kaibyaku Daihoyo Special Services for Unveiling the Statue Apr.23 (Sat.) Chunichi-teigi Daihoyo Special

Services(Jodo Buddh May 7 (Sat.) Chunichi-teigi Daihoyo Special Services(Tendai Buddhis

May15 (Sun.) Shinonoi Lion Dance

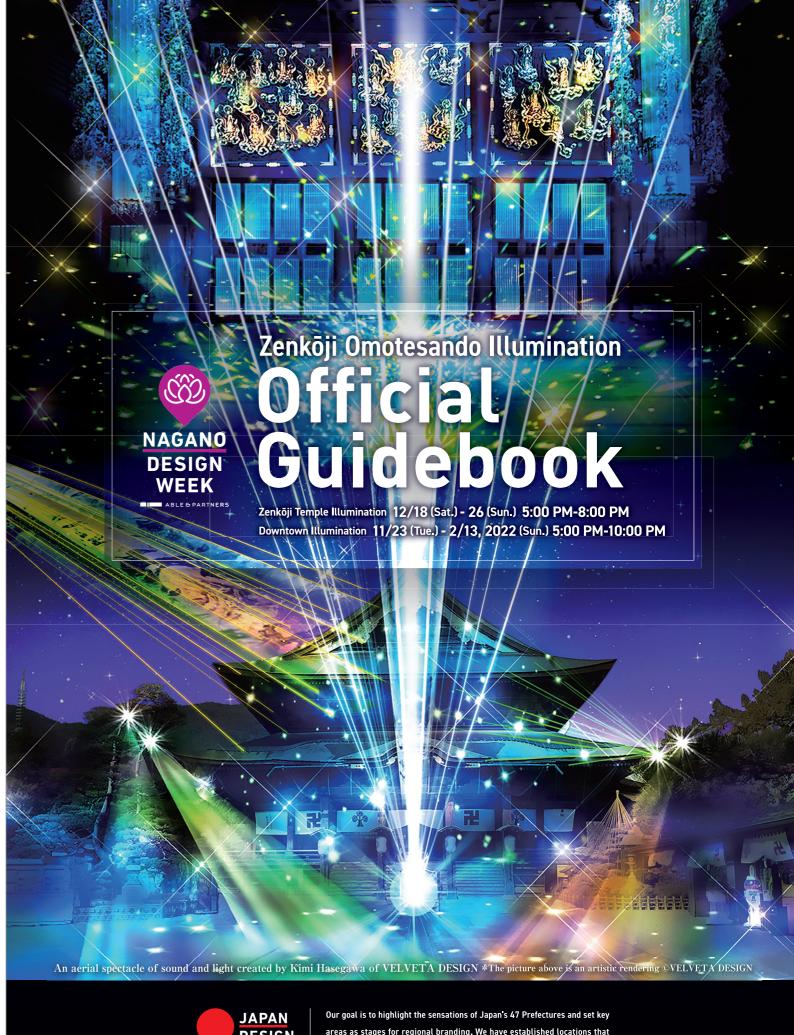
Jun.12 (Sun.) Nagano Gion Festival Parade Jun.29 (Wed.) Kechigan Daihoyo Final Special

Jun.30 (Thu.) Maedachi Honzon Returning Ceremony

Chunichi-teigi Daihoyo Special Services

he most important Buddhist service during the Gokaicho Event. Led by children adorned in advances to the Main Hall, where they conduct a monial ritual in front of the Eko-bashira Pillar. Bright red umbrellas and colorful "sange" papers tive of lotus petals create an image paradise on earth

ながのご縁を 縁 信都・長野市





create sustainable opportunity for domestic and international expression. We work with the aim of breathing life into regions through creativity.

Weave light into the universe

This year of 2021

leads us to welcoming the Maedachi Honzon.

This "sparkling cosmos" shines as we celebrate this year
that we can finally welcome
after overcoming several hardships.

Courage Hope Future

A beauty woven in history connects us to the future in a co-starring of light and sound.

"Zenkōji Omotesando Illumination", a new event that highlights the radiance of Nagano City and Zenkōji Temple. The trees that line the 1.8 km stretch of road between Nagano Station and Zenkōji Temple will be adorned in brilliant lights. Zenkōji Temple's Main Hall and Sanmon Gate will feature a radiant light show created by top designer Kimi Hasegawa that will guide visitors to a fantastic world.

The main venue of Zenkōji Temple will host an art installation using light and music created by spatial designer Kimi Hasegawa, famous for her environment design work throughout the country as a part of JAPAN DESIGN WEEK like the Omotesando Illumination in Tokyo.

A new light emanates from the principale image of Buddha, the honorable Amida Nyorai.



Spatial Designer Kimi Hasegawa

Representative of VELVETA DESIGN. With the theme of "Designing the Air", she has created many fantastic aerial spectacles. Her famous works include the "Grand Front Osaka Christmas", "Marunouchi Bright Christmas 2018", "Sapporo White Illumination", and more. Hasegawa has produced winter decorations and light shows in shopping complexes' shop designs, graphics, films, etc. throughout many regions. She is the recipient of the JACE grand prize and a gold medal from the Société Nationale des Beaux-Arts.



Zenkōji Temple

its radiant light displays.

A temple with around 1,400 years of history, Zenköji is a well-known temple representative of Japanese Buddhism. The Main Hall is a National Treasure, and the Sanmon Gate has been designated as an Important Cultural Property. Since its establishment, Zenköji Temple has welcomed visitors of any age, gender, religion, or denomination. This open-mindedness and promotion of genuine values surely attribute to the significant number of believers who gather at Zenköji. This year only, photography will be allowed in the Main Hall during the Zenköji Omotesando Illumination Event that

expresses this feeling of deep nostalgia for Zenkōji through





Mysterious
and fantastic
illumination colors
Zenkōji in a
dazzlingly
brilliant light.

Elements of light, sound, and sweet fragrances make full use of the space in this installation. Come savor the sight of a Zenkōji that you have never seen before.

Nakamise-dori Street

from the Sanmon Gate balcony



Lanterns made in the image of lotus buds will decorate Zenkōji's Nakamise-dori Street. Planning and design of lanterns by graphic designer Mr. TSUTSUMI Takehiko.

Omotesando (Nagano Chuo-dori Street)



Zenkōji is supported by 108 pillars, and it is said that many of these were made from the wood of Japanese Judas trees. The 1.8 km length of Omotesando is lined with around 160 of those same Japanese Judas trees, which will be illuminated with over 410,000 bulbs of LED lights to create a performance of light on Nagano's main road. Just as they helped Zenkōji flourish, the radiant trees that brighten the temple town area of Nagano City may come to be called "the 109th pillar of Zenkōji."







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2

Events During the Illumination

4 Zenkōji Illumination Opening **Ceremony** (Light up Ceremony)

12/18 (Sat.) from 4:30 PM ■Zenkōji Sanmon Gate

Special Provisional Stage

4:30 PM Tribute Mini Concert

Performer: Kiroro's KINJŌ Avano KINJŌ Avano, creator of the famous song "Miracle Piano", will perform a self-accompanied concert on the Revival Piano.



4:45 PM Opening Remarks 5:00 PM Light up Countdown

> Zenkōji will be illuminated as the quests countdown to the "light up"

4 Zenkōji East Path Light Up

12/18 (Sat.)~26 (Sun.) 5:00~8:00 PM

The path between Zenkōji Temple and the Nagano Prefectural Art Museum, as well as Jōyama Park, will be illuminated by the soft light of lanterns.



[In collaboration with] Shinshu University

3 Central Square

11/23 (Tue. Holiday) ~ 12/25 (Sat.)

This year, you can also enjoy a beautiful Christmas Tree on the grounds of

Central Square! (Sponsor)

Japan's Best Monzen Machi Dai-Ennichi **Executive Committee** (In collaboration with)



🔞 根元八幡屋礒五郎 長野市大門町83 〈善光寺表参道〉

Revival Street Piano

12/18 (Sat.) ~ 26 (Sun.) 5:00~8:00 PM

■South of the Zenkōji Sanmon Gate

Restored after being submerged in floodwaters in the wake of Typhoon Hagibis, this piano will be set up near the Sanmon Gate. It will be used during the Tribute Mini

Concert, and wi also be availabl for anyone to play during the time listed above

Picture features the Street Piano from 2020



Revival Market 12/18 (Sat.), 19 (Sun.) 5:00~8:00 PM

■Specialty Booth near the Komagaeri-bashi Bridge (In collaboration with)

Toyono Onsen Ringo no Yu Hot Spring Farmer's Market Association Toyono Area Residence Associations

2 Night Tour (Zenkōji Omotesando)

12/19 (Sun.), 26 (Sun.) Gather at 6:00 PM - Duration of \sim 1 hour Cost: \pm 500 per person

Representatives from . the Nagano City Guide Association will guide you along twinkling Omotesando while introducing historic temples and other points of interest Experience Buddhis



temples and statues in a new light during this night tour. (Please reserve at least 1 week in advance.)

(Reservations & Questions) Nagano City Guide Association ☎ 026-225-9911 (Reception from 9:00 AM ~ 2:00 PM)

Public Free LAN (Wi-Fi)

Monzen Town Joyama Park

Zenkōii

Aerial

Zone

Performance Zenköj

Gocho Hall

Event Zone

Ionzen Plaza 🌇 <mark>S</mark>hindenchō

Karukayasan-

2

lõvama Park

4 Design Week HQ Booth

Daimon Patio Daimo

3

Central

Square

Illumination

YouTube Live

12/25 (Sat.), 26 (Sun.) 5:00~8:00 PM

The production at Zenkōji will be

Please access livestream from

[In cooperation with]

Docomo CS Nagano Branch

broadcast live on YouTubé.

the QR code below

Rakucha Rengakan

5

Nagano

Art Museum

Zenkōji Sanmon East Public Toilet

Shiyakusho-mae Sta.

Nagano City Hall Sakura Square

Minamichitose-

12/21 (Tue.) ~ 23 (Thu.) 5:00~8:00 PM ■Art Museum Exchange Space

Visitors can enjoy spectacular video effects reflected on the window glass of the Art Museum Exchange Space.

12/18 (Sat.) ~ 26 (Sun.) 5:00~8:00 PM ■Wind Terrace Special Nighttime Opening

From the "Wind Terrace" on the roof of the Art Museum, enjoy a nighttime performance as well as the nightly fireworks display.

12/18 (Sat.) ~ 26 (Sun.) ■Musée Restaurant Zen

Relax for a bit after enjoying the light performance. *12/22 (Wed.) is closed

st12/24 (Fri.) \sim 26 (Sun.) Dinner during this time is limited to the Christmas Course. For details, please visit the restaurant's website

Weekdays

11:30 AM~2:00 PM (L/0) Lunch 5:30~8:00 PM (L/0) Dinner

Weekends& Holidays Lunch

11:30 AM~3:00 PM (L/0) 5:30~8:00 PM (L/0)

1 Welcome Zone

■East Exit Seisen Jogakuin College Campus

11/23 (Tue, Holiday) ~ 12/25 (Sat,)

■Nagano Station Zenkōji Exit Plaza

The area surrounding Nagano Station will be set as the

Welcome Zone, and a Christmas tree will be set up in the

The Nyozehime Statue will be illuminated, and there will also

11/24 (Wed.) ~ 12/25 (Sat.)

5 Nagano Prefectural Art Museum





5 Jōyama Park "Aurora Night Sky"

12/18 (Sat.) ~ 26 (Sun.) 5:00~8:00 PM

Enjoy a performance that "connects the earth to the cosmos' in Jōvama Park. (In cooperation with) Kogakuin University



12/18 (Sat.), 24 (Fri.), 25 (Sat.) Firework Launch 7:00 PM, for about 5 minutes

■ Launch site: Jidzukiyama Disaster Prevention Memorial Park

A spectacular show of fireworks full of wishes for a speedy resolution to th COVID-19 pandemic and hopes for a swift recovery for the local economy, as well as gratitude for medical workers will illuminate the mountains behind Zenkōji Temple.

The enlivening firework light will instill in all who witness it the courage and hope stand up in the face of hardship.

*Visitors may not observe fireworks launch from within Jidzukiyama Disaster Prevention Memo [Sponsors] Zenkōji Omotesando Illumination Executive Committee, Nagano Tourism Convention Bureau

Family LED Class

(Free participation, geared towards elementary ~ high school students) 12/18 (Sat.) from 2:30 PM, 19 (Sun.) from 10:00 AM ■Nagano City Youth Science Center

Limited to 8 groups of parents and children each day A fun LED class hosted by professors and

students of Kogakuin University that families are

Illumination Dinner 12/19 (Sun.), 25 (Sat.) Starting at 6:00 PM ■Zenköji Daikanjin Shiunkaku Building Cost: ¥5,000 per person

Capacity: 16 people each night

injoy a delicious Gibier dinner made hy Chef Kodama while gazing out on the gorgeous illumination of

*Those who wish to participate must reserve their spot in advance. For details, please visit the Nagano Design Week Homepage.

Japan's Best Monzen Machi Dai-Ennichi-100 Day Countdown Event Street Corner Art & Music Christmas Concert

12/25 (Sat.) 10:55 AM~3:10 PM ■Nagano Station Zenkōji Exit Plaza

As we head toward the 2022 Zenkōj Gokaicho and the Japan's Best Monzer Machi Dai-Ennichi event that will take place in Spring 2022 100 days after Christmas, visitors can enjoy this event o song and dance to celebrate.

Performers: Natural Movement 3-2-1 and other (Sponsors)

Nagano City, Japan's Best Monzen Machi Dai-Ennichi Executive Committee



Nagano Station Zenkōii Exit Plaza.

be a lotus artwork display.







Nagano Station Zenkōji Exit Utilities Network, Seisen Jogakuin College, Bunka Gakuen Nagano Junior High School • High School

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Gibier

Nagano City is surrounded by mountains and experiences many incidents in which wild boars and deer badly damage the local agricultural produce. Through the power of design, "NAGANO DESIGN WEEK" has set out to help solve these wildlife problems that threaten Nagano City.



[Illumination Dinner Chef] Chef KODAMA Nobuko (Shinshu Gibier Meister/Owner of Farm Café Rabbit) thef Kodama received her chef's license in Japan, after which she traveled to America. While working as a chef in California, she so helped at a farmer's market and learned firsthand the importance of fresh ingredients.

When she returned to Japan, Chef Kodama moved to Omachi City in Nagano Prefecture, where she cultivated her own farm with western and traditional vegetables, and opened a restaurant featuring these fresh flavors. After xperiencing devastating crop loss from wildlife damage, she obtained her hunter's license and now

orms every step of the hunting process herself; from capturing and preparing the game, to cookin into a well-thought out meal. Chef Kodama holds cooking serminars geared towards international articipants, shares the principles of Gibier through classes, and teaches elementary school children bout the importance of carefully choosing ingredients in her "Taste Lessons". Chef Kodama als rently serves as a councilmember on the Nagano Prefecture Environment Council.

Nagano Prefectural University × Nagano City Original Gibier Cooking Recipe

Minced Venison Meatballs



[Meatballs / 1 ball: 10g, 20 balls]

- 100g Venison mince >
- 25g Onion ≯finely chopped
- 2a Salt
- 0.5g Pepper
- 10g Dry panko breadcrumbs • 1/4 egg
- 50g Chinese yam
- 10g mayonnaise
- 1g Ajinomoto (MSG)

*Thigh meat should be chewy.

If possible, cook at intervals on an 8mm

★If you are aiming for the regularly recommended seasoning, please use the

*For families, add this in to make it easier for children to eat.

[Glaze]

• 50g Cake flour • 1 egg • 250g panko breadcrumbs

• Mix together ingredients for the meatballs, shaping into balls 10g at a time and adding glaze as if you were making normal mince katsu.

2 Fry for $4 \sim 5$ minutes in 170°C oil

[How to Serve] Add any sauces that are to your liking.

Add yuzu pepper or Japanese pepper to create a sophisticated aroma and flavor. Or, you can add curry flavor, etc. to make it more family-friendly.

Venison Curry



You can buy these spices and grated goods

• 200g cut tomato water (1 can = 400g)

at a convenience store or 100 yen shop.

1 Tbsp chicken broth

• 20g curry roux (1 cube)

100cc water

• 1 tsp honey

- 250g Venison Mince (Thigh meat)
- 3 Tbsp Salad oil
- 250g onion
- 1 tsp cumin • 1/2 tsp cardamom
- 1/4 tsp Garam Masala
- 1 tsp grated ginger
- 1 tsp grated garlic

_ a

Black pepper to flavor (can make without)

- Finely chop onion in a food processor
- 2Put salad oil and a spices in a fry pan, and heat up on very low heat to bring out the aroma. It's easy to burn the spices, so be careful! They are fine-powder type spices and will quickly cook through, so mix well once you've added the onion. 3Add in a bit of salt to draw out the onion juices, then heat on medium heat until they
- turn a light brown 4) Once the onions have browned, add in b., black pepper, and the venison mince and heat on medium heat.
- Stir often so the onions and spices don't burn, and heat until the mince is thoroughly cooked throughout.
- 6When the meat turns a golden brown, add the water, cut tomato juice, chicken broth, curry roux, and honey and bring to a light boil. Heat on a low simmer as the flavor permeates the mix, until it reaches the firmness of keema curry.

[Complete] *Add whatever vegetables you like

[Recipe Invention] The University of Nagano Faculty of Health and Human Development Department of Food and Health Sciences Associate Professor KOGISO Kana / Kogiso Seminar students [Planning Support] Nagano City Strategy Manager TSUCHIYAMA Kōhei

「長野県SDGs推進企業」 登録事業者です



- ●地域社会への貢献: 県内企業・団体とパートナーシップの構築と活動
- ●環境保全への取り組み:地域における清掃活動
- ●幅広い選択肢の提供: たばこを吸われる方、吸われない方が共存できる 社会の実現に貢献しうる製品の開発



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郵政創業150年

長野市内郵便局

NAGANO DESIGN WEEK Official Goods

Oka Gakuen Total Design **Academy**

Craft Beer

[Designed by] SASAKI Manaka

To foster a sense of pride and love for Nagano in this city's young people, Nagano Design Week is selling original goods designed by students of Nagano City. The main products are listed below.



🍅 Confiture (Jam)

types of jam made under the theme of nshu's Princess Kaguya", created by Meal Care Corp., using strawberries that were grown on the soil that was devastated in the Typhoon Hagibis disaster of 2019.

[Designed by]UCHIDA Sakurako



Eco Bag

A colorful eco bag designed with an apple

You can fold the whole bag into the small počket inside for easy transportation

[Designed by]URANO Sakuya

™ Neckwarmer

Neck warmers with an original design created in collaboration with the Spanish headwear maker Buff. [Designed by]TAKUMI Haruka

Original design cotton gloves created in collaboration with Shinshu University Department of Textiles students who created the "Hanasaka Cotton Gloves Project

[Designed by]TAKUMI Haruka



Aroma Oil

An original aroma oil with a beautifully delicate boquet made to represent the idea of shuukaheigetsu (a term that describes a beauty so overwhelming that flowers shy away and even the mooon hides in its presence)

[Designed by]SHIOIRI Sae



Pickles

Delicious pickles featuring an original label design, made in collaboration vith Nagano City pickles specialist hinshu Pickles Kitchen. The design vas created with a carrot motif

Nagano

Art & Design

Professional Training

College

[Designed by]OOTAKE Haruka

3 types of deerskin leather accesories

Leather accessories made i collaboration with Nagano City-based Inswirl, a compan that makes deerskin accessories and clothes.

[Designed by] OOTAKE Haruka



⊕ Shera Cup

A foldable shera cun made in ollaboration with Outdoor Station /an Van Takachiho. n original laser-printed design made

o represent the image of tree rings.

[Designed by] SHIMIZU Mahiru

T-shirts created in collaboration with Ogasaka Ski Manufacture Co. Ltd. A colorful design made with a pattern that captures the

image of mountain ranges and the illumination event surrounding a Nagano apple

[Designed by]Design Line Seminar



Polo Shirts

Polo shirts created in collaboration with Ogasaka Ski Manufacture Co. Ltd. A design that uses the mountains of Nagano Prefecture as a motif, with the Ogasaka logo as a focal point.

[Designed by]

Design Line Semina

Novelty Bag

An eco bag made of 100% cotton, featuring a design using the symbol of Nagano Design Week: a blossoming lotus

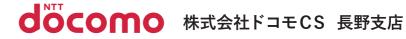
[Designed by] Design Line Seminar

The goods marked with are available for purchase at the HQ Booth.

ドコモスマホ教室

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事前予約必要

お申し込みは こちら



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