

MY TOWN **AKASAKA** 赤坂 **AOYAMA** 青山



Rediscover the charm of your local areas!  
Take a trip to Akasaka and Aoyama  
**Antenna shops & Markets**



Introducing people who are actively involved in the community!

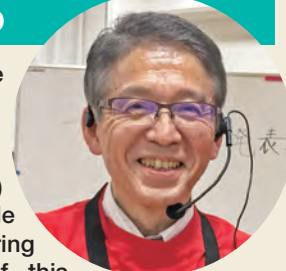
Akasaka / Aoyama

Community Activities

vol. 28

Oracle Volunteer / Oracle Corporation Japan, registered organization of Akasaka-Aoyama Kids-to-Teens Joint Activity (Tomoiku) Information Bureau

OYAMA Tetsushiro



Registered organizations of the Akasaka-Aoyama Kids-to-Teens Joint Activity (Tomoiku) Information Bureau are organizations engaged in the "tomoiku" (collaborative education) project to develop a community-wide environment for protecting and nurturing children. Taking the opportunity of this project, Mr. Oyama has been conducting programming classes since 2019 through cooperation between Oracle Corporation Japan, a registered organization, and Akasaka Elementary School.

Could you tell us about the contents of the programming classes?

Students in the third and fourth grade worked to learn the basics, such as how to move text and characters, and how to compose songs. Fifth graders worked in groups to research issues related to the theme of the environment, created storyboards for the solutions, programmed those storyboards to produce an animation, and finally presented their works to all the students. The overall guidance for these classes was provided by the homeroom teachers, while we provided support for programming.



Scene of a programming class



Funbari-kun Z



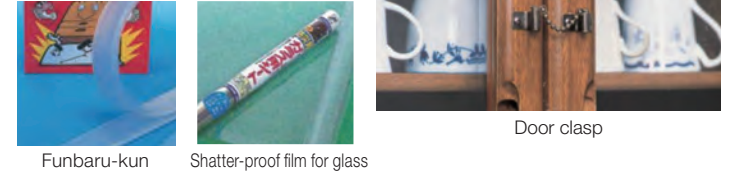
Door clasp

We are supplying anti-toppling devices for furniture.

Minato City is providing registered residents with devices that prevent furniture from toppling, devices that prevent tableware from springing out of cabinets, and other items free of charge. From now on, let's all take the necessary measures to protect ourselves and our families.

- Who is Eligible for Assistance: Households of people who live in and are registered residents of Minato City, and who have not received this assistance in the past. ※ This assistance is one time only per household.
- How to Apply: Enter the necessary items on the Application for Subsidy for Anti-toppling Devices for Furniture, and submit it to the Collaboration Project Subsection of the Collaboration Project Section of your Regional City Office. Applications are being distributed at the Collaboration Project Section and Disaster Prevention Section at each Regional City Office.

We also are providing support to implement installation for the elderly, persons with disabilities, pregnant women and nursing mothers, and single parent households. For details, see the pamphlets distributed at the Collaboration Project Section and Disaster Prevention Section at each Regional City Office.



Funbaru-kun Shatter-proof film for glass

▶ Inquiries: Disaster Prevention Community Support Subsection, Disaster Prevention Section, Disaster Prevention and Crisis Management Department Tel: 03-3578-2510

Local Festival and Bon Odori Festival PR Video Streaming

The Akasaka Regional City Office is streaming videos compiled from interviews and past footage, with the cooperation of the people hosting and operating several of the festivals and Bon Odori festivals that have been canceled.

The videos shed light on the heretofore unknown history of the festivals and Bon Odori events and the work of the people who host and operate them.

List of Streamed Videos

- Akasaka Jodoji Bon Odori Festival** (Hosts: Jodoji Temple, Jodoji Bon Odori Organizers' Group)  
[www.youtube.com/watch?v=ix0GBmREKlg](http://www.youtube.com/watch?v=ix0GBmREKlg)
- Shaon Noryo Bon Odori Festival** (Hosts: Aoyama Omotesando Shopping District)  
[www.youtube.com/watch?v=GGnJLZeH4w&t=6s](http://www.youtube.com/watch?v=GGnJLZeH4w&t=6s)
- Aoyama Kumano Shrine Regular Festival Dedication Bon Odori Festival** (Host: Aoyama Nan Ichi Mutsumi)  
[www.youtube.com/watch?v=0n\\_h1n1e0Pc&t=9s](http://www.youtube.com/watch?v=0n_h1n1e0Pc&t=9s)

News from the Akasaka Regional City Office

"Akasaka and Aoyama—Beautiful Town, Courteous Town" Campaign Schedule FY2022

At the Akasaka Regional City Office, we began the "Akasaka and Aoyama—Beautiful Town, Courteous Town" Campaign, and continuously conducted activities towards the safety of the area and the beautification of the environment. We will be continuing these activities in FY2022 as well, so please come and join in.

Main Activities: Raising awareness of smoking manners and rules (appealing to passers-by, distribution of publicity merchandise), cleaning activities, affixing warning tags to illegally parked bicycles and motorbikes, and removing graffiti.



Date	Time	Activity venue	Assembly point
<b>April</b>			
Apr 21 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka Station	Akasaka Biz Tower Annex 1, on the side of Akasaka-dori St.
Apr 22 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Omotesando Station	♥ In front of Akiba-jinja Shrine
<b>May</b>			
May 26 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Tameike-sanno Station	In front of Akasaka Star Gate Plaza
May 27 (Friday)	9:30 – 10:30 (Registration from 9:10)	Around Aoyama-itcho Station	In front of Honda Building
<b>June</b>			
Jun 23 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka-mitsuke Station	In front of Akasaka-mitsuke Station Koban
Jun 24 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Gaenmae Station	★ Kita-aoyama Yoshikawa Building along Gaenmae walkway
*Not held in July and August due to high temperatures.			
<b>September</b>			
Sep 8 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka Station	Akasaka Biz Tower Annex 1, on the side of Akasaka-dori St.
Sep 9 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Omotesando Station	♥ In front of Akiba-jinja Shrine
<b>October</b>			
Oct 27 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Tameike-sanno Station	In front of Akasaka Star Gate Plaza
Oct 28 (Friday)	9:30 – 10:30 (Registration from 9:10)	Around Aoyama-itcho Station	In front of Honda Building
<b>November</b>			
Nov 24 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka-mitsuke Station	In front of Akasaka-mitsuke Station Koban
Nov 25 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Gaenmae Station	★ Kita-aoyama Yoshikawa Building along Gaenmae walkway
<b>December</b>			
Dec 22 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka Station	Akasaka Biz Tower Annex 1, on the side of Akasaka-dori St.
Dec 23 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Omotesando Station	♥ In front of Akiba-jinja Shrine
<b>January</b>			
Jan 26 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Tameike-sanno Station	In front of Akasaka Star Gate Plaza
Jan 27 (Friday)	9:30 – 10:30 (Registration from 9:10)	Around Aoyama-itcho Station	In front of Honda Building
<b>February</b>			
Feb 16 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka-mitsuke Station	In front of Akasaka-mitsuke Station Koban
Feb 24 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Gaenmae Station	★ Kita-aoyama Yoshikawa Building along Gaenmae walkway
<b>March</b>			
Mar 9 (Thursday)	9:30 – 10:30 (Registration from 9:10)	Around Akasaka Station	Akasaka Biz Tower Annex 1, on the side of Akasaka-dori St.
Mar 10 (Friday)	9:00 – 10:00 (Registration from 8:40)	Around Omotesando Station	♥ In front of Akiba-jinja Shrine

★ Jointly held cleaning activity with the Aoyama Gaenmae Shopping District Promotion Association and Nanboku Aoyama 2-chome Neighborhood Association  
♥ Jointly held cleaning activity with the Aoyama Omotesando Shopping District  
Note 1) The campaign dates are subject to change.  
Note 2) Activities will be cancelled in the event of rain. Cancellation of an activity will be confirmed by 16:00 of the day before the event, and participants will be contacted.  
Note 3) Announcements about the campaign are enclosed in the "Regular Newsletter to Neighborhood Associations" sent out at the end of the month. The information will be sent to shopping districts and corporations, etc., via e-mail or fax.

**The Minato City Akasaka Regional City Office is now on Twitter!**  
Scan the 2D code at right to view the page.

「やさしい日本語」を知っていますか?

「やさしい日本語」は、白茶で生活するみんなの日本語です。日本語が母語じゃない人、子ども、高齢者(おじいさん、おばあさん)、障害のある人にもわかりやすい「優しい(kind)」、「易しい(simple)」日本語です。

●なぜ「やさしい日本語」が必要ですか?  
港区には約130か箇の「が」が住んでいます。すべての言葉に翻訳することはできません。英語よりも「やさしい日本語」のほうがわかる人が多いです。外国人の約60%がわかります。「やさしい日本語」は地域の共通言語です。災害のときも「やさしい日本語」なら情報をすぐに伝えることができます。

●どんなときに「やさしい日本語」を使うことができますか?  
「むずかしい日本語はわかりません…」  
「もう少しゆっくり話してほしいです…」  
「英語で声をかけられました。でも、英語わかりません…」  
「せっかく日本にいたら、日本語で話したいです…」  
→ やさしい日本語なら むずかしい日本語、外国語が苦手でも大丈夫です。

「やさしい日本語」の例  
記入する → 書く  
駐輪場 → 自転車 停める ところ  
セルフサービス → 自分で する  
お召し上がりください → 食べて ください  
高台へ避難してください → 高い ところへ 逃げて ください

●「やさしい日本語」を使うときに気を付けること

書くとき

- ひつ 文を 短く します。
- 漢字やカタカナに ふりがなを つけます。
- 外来語(カタカナ言葉)は できるだけ 使いません。

話すとき

- ゆっくり 短く 話します。
- わかりやすい 言葉で 話します。
- 敬語は 使いません。

「やさしい日本語」なら あなたの 知りたいこと、 伝えたいこと、 話したいことが できるように なります。 やさしい「気持ち」が 大切です。 相手に あわせた 「やさしい日本語」を 使ってみましょう!

●「やさしい日本語」で 情報を 知りたいとき

港区「Minato City Living Guide」>>>>  
「やさしい日本語」で書いたページ

港区国際交流協会(MIA)>>>>  
やさしい にほんご Facebookページ

●「やさしい日本語」で 地域の人と 交流したいとき

「みなとにほんご友だちの会」>>>>  
「やさしい日本語」の 会話パートナーを 紹介します

Click here for information about future try-out classes and performances!

vol. 30

Watching over school commuting routes in the Aoyama area

NAKAMURA Takao



[Main local community activity]  
We watch over elementary school children commuting to school at pedestrian crossings along the commuting routes in the Aoyama area.

Could you tell us about the contents of this activity?

Every morning, I take a traffic control flag to the school commuting routes and watch over children commuting to school to ensure their safety. This is the 30th year that I have been doing this. I also care for the children in other ways, sometimes accompanying those who are late all the way to school, and continuing to speak patiently to children who do not seem to want to attend school in order to ensure that they go.

When engaging in this activity, what do you find fulfilling?

To build a relationship of trust with the children, I speak to the children every day. When I find out that a child is facing problems at home or with friends in school, I put serious effort into conversing with them. When I confront them and understand the underlying problem, and start to work towards a solution, I feel strongly that the adults in the community should protect the children, and I feel truly glad that I have continued to engage in this activity.

I have received many letters of appreciation from the children and parents I have associated with till now, and some are also from children who tell me about their enrollment in a new school or when they get a new job. This makes me very happy.

How do you wish to contribute to the future development of the community through this activity?

As I continued this activity, in addition to the children, adults commuting to work or taking a walk have also started talking to me. I think it would be great if these small encounters and engagements help residents of the local community to become acquainted with one another, and establish better relationships of trust with each other.

Next spring, Mr. Nakamura will be retiring from this activity, and the baton will be passed to Mr. Masuda.

Successor: MASUDA Shohei

We are very grateful to Mr. Nakamura, who has looked after and watched over my two sons on their way to elementary school. I wanted to serve the community in some way even after my children have graduated from school, so I began to participate in the activity from April last year.  
Just like running a marathon, I think it is important to work hard and continue with the activity for a long time.



Kokofuta blog

Rediscover the charm of your local areas!

Take a trip to Akasaka and Aoyama



# Antenna shops & Markets

These days, it's difficult to go on outings in a carefree way. Speaking of which, we haven't been on any trips for a while too...

It's easy to feel a little depressed at times like this, but take a look at the streets and places around you. You will find a wide range of antenna shops, and markets and farmers' markets where you can enjoy various local specialties.

So even while you stay in Akasaka/Aoyama, why not take a little trip to rediscover the charm of the local areas?

Business hours and closed days may be different from regular hours due to the spread of COVID-19. Please check the respective websites for the most up-to-date information.



## All the attractions of Aomori's Tosei area are packed into this space!

AoMoLink AKASAKA

AoMoLink AKASAKA is an antenna shop of the Tosei area of Aomori Prefecture that opened in March 2016. It is operated based on the three concepts of "Great goods = Sale of specialty products," "Great things = Dissemination of information," and "Great people = Interpersonal exchanges."

A popular product from the Tosei area has to be Aomori apples. In autumn every year, freshly picked apples are shipped directly from Tosei to be sold in the shop. Other carefully selected gems available in the shop include seafood, agricultural produce grown with water from the Hakkoda Mountains, local liquor brewed with underground water and quality rice, the glass craft Tsuruga Vidro, and kogin-zashi embroidery yarn. In addition, the shop also actively organizes activities and events such as introductions to the Aomori Nebuta Festival and shamisen classes, with the aim of promoting the Tosei region and facilitating exchanges with the residents of Akasaka and Aoyama.

The shop also introduces stores that are well known and deeply familiar to the local community of the Tosei area. For example, the 9th and 10th of every month have been designated as "Kudopan Days," when bread from Aomori's Kudopan is sold at the shop. Classic items such as English Toast and seasonal items are shipped to Tokyo from Aomori.

This store seems to be mindful of specialty shops when it comes to its product lineup and display. Choice items are set out tastefully with a focus on regional character and design, creating a wonderful shop with a sense of spatial beauty.



The "Nebuta" leaps into view upon entering the shop. The views from outside are also stunning at sunset.



The AoMoLink Harvest Festival is held every autumn, and freshly picked apples and vegetables are available for sale during this time. You may even find some rare produce.

Despite its compact interior, the carefully selected products are displayed beautifully.



The beautiful hues of Tsuruga Vidro



Kudopan's English Toast, the soul food of Aomori citizens. The crunchy texture of sugar and margarine is simply addictive.



3-13-7 Akasaka  
☎ 03-5561-3131  
<http://aomolinkakasaka.com/>



## Making traditional Japanese crafts more familiar

Japan Traditional Crafts Aoyama Square

There are 236 traditional craft items across the whole of Japan that have been accredited by the Minister of Economy, Trade and Industry. Among these, about 150 items can be found at the Japan Traditional Crafts Aoyama Square, located next to the Embassy of Canada to Japan on Aoyama-dori Street.

The spacious interior of the Square is filled with displays of crafts from across the country that exude a strong Japanese spirit, and they are also for sale, including century-old pottery, lacquerware, castings, textiles, Japanese paper ("washi"), dolls, and many more. The number of items is staggering, over 3,000! Visitors can view crafts from all parts of Japan under one roof, so the shop is well worth a visit. Events including demonstrations are also held near the front entrance, so visitors can interact directly with the artisans.

"Edo Kiriko" glassware, "Odate Mage-wappa" wood craft made from Akita cedar, "Yosegi Zaiku" wooden mosaic from Hakone, lacquerware covered in beautiful gold lacquer, Shogi chess pieces from Tendo City in Yamagata Prefecture, and many more—just looking at these works brings to mind the images of the artisan making it, and even the sights and townscapes of the areas they come from.

The representative from the Japan Traditional Crafts Aoyama Square says, "There are many customers who come looking for gifts as well as foreign tourists visiting Japan. The hands-on sessions conducted by traditional artisans are also very popular. Crafts are items that we use in our daily lives, and are familiar to us. Do feel free to visit and examine them for yourself." There are many items that can be used daily, and you may discover a masterpiece that you love. It is a place that you will want to visit again and again.

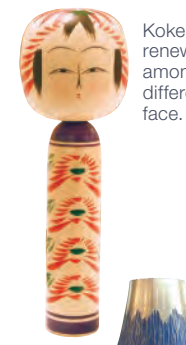
\*As of January 15, 2021



The impressive modern logo marks the entrance facing Aoyama-dori Street.



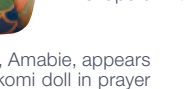
There is a wide range of crafts, from artistic works to items that can be used in your everyday life.



A tin tumbler in the shape of Mt. Fuji



There are many items that you can buy casually for use in daily life, such as envelopes, writing paper, bowls, and mugs.



The mythical monster, Amable, appears in the form of a kimekomi doll in prayer for the end of the COVID-19 pandemic.

1F, 8-1-22 Akasaka  
☎ 03-5785-1301  
<https://kougeihin.jp/>



## The only New Zealand antenna shop in Japan is right here!

New Zealand Gift Shop

New Zealand Gift Shop is located on the second floor of a building along Akasaka-dori Street, close to Akasaka Station. It is the only antenna shop for New Zealand in Japan, and attracts New Zealand fans from all parts of Japan.

Numerous specialty products procured directly from New Zealand are packed into the shop to create a fun and enjoyable space. Most of the items can only be found here; among these, the Manuka honey comes highly recommended. This honey comes from the manuka flower from the myrtle family, which grows naturally in New Zealand, and contains a strong antimicrobial substance known as methylglyoxal (MGO). It is used habitually by many firm fans for its health and beauty benefits.

The wide array of products also includes New Zealand wine, chocolate made from quality cocoa powder, and All Blacks (New Zealand's national rugby team) merchandise, so customers can experience being in New Zealand even while they are in Akasaka! There is also an extensive range of items that add color to your daily life, so why not drop by when you are in the area?

This shop, established with a desire to promote New Zealand's specialty products and information in Japan, has become one with the fashionable streets of Akasaka.



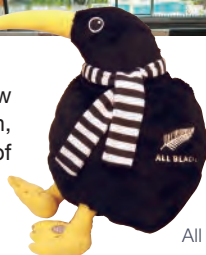
Manuka honey produced in-house is also available for sale.



The interior lined with products associated with New Zealand



A wide range of New Zealand wines



All Blacks merchandise

You can also buy Whittaker's chocolates here, which is a popular souvenir from New Zealand.



2F J-AKASAKA Building,  
6-3-15 Akasaka  
☎ 03-3568-4234  
<https://nzgiftshop.jp/>



## A pioneer among antenna shops in Japan

Fukui Minami Aoyama 291

A "Dinosaur Professor" dressed in a white coat greets customers at the shop entrance, a reference to Fukui Prefecture's history as a dinosaur fossil discovery site, including the famous "Fukuiraptor." It is a set-up that leaves an impression on passersby.

Fukui Minami Aoyama 291 functions as the Fukui Industrial Support Center, and this year marks the 19th year since it opened its doors. It is a pioneer among antenna shops in Japan.

Approximately 60% of the retail space is dedicated to food products, while art and craft products make up the remaining 40%. As befits the shop's location in Minami Aoyama, there is a good range of lacquerware, Japanese paper ("washi"), and Japanese tableware that can be used as decor for home interiors. This is the only place that carries this many art and craft products from Fukui Prefecture.

One of the most popular food products available here are the "abura-age" from Taniguchiya, founded in 1925. We recommend having these roughly 5 cm thick tofu slices with ginger soy sauce. Fukui Prefecture ranks top in Japan for "abura-age" consumption. Fukui Prefecture has also ranked as the happiest prefecture in Japan three times in a row, so you can say its local character has been blessed by delicious food. At the dine-in space, customers can savor Fukui's renowned sauce-katsu bento (meal boxes of pork cutlets covered in sauce), multi-tiered meal boxes of wild eel, and buckwheat ice-cream.

The shop is situated in an alley just off Miyuki-dori Street and Takagicho-dori (Kotto-dori) Street, lined with branded stores, so do drop by while you are out shopping.



"Dinosaur Professor" sitting at the entrance to the premises. He cuts an imposing figure.



They look like "atsuo-age" (thick slices of deep-fried tofu) but are in fact legitimate "abura-age" (thin slices of deep-fried tofu).

GLASSAREA AOYAMA,  
5-4-41 Minami-aoyama  
☎ 03-5778-0291  
<https://fukui.291ma.jp/>



Customers can enjoy shopping comfortably in the bright and spacious shop. There are also customers who enter without realizing that this is an antenna shop.



A characteristic of Fukui Minami Aoyama 291 is the wide array of art and craft products it offers in addition to food products.

## Sabae-branded glasses for a more attractive you!

Glass Gallery 291

Glass Gallery 291, opened in November 2008, is the Tokyo showroom of the Fukui Optical Association. It always holds a collection of more than 3,000 of the latest models from Sabae, which draw the attention of optical stores across Japan. A feature of this showroom is that the items are available not only to retailers, but also to members of the general public. About 70% of Japan's population wear glasses, and many dream of wearing Sabae glasses someday, as they are known for their superb design quality, which is based on aggregated data to suit the frame of Japanese faces.

The store gives us some surprising information—the glasses displayed in the shop are unfinished products. In addition to their functionality and quality, Sabae-branded glasses have significant added value from comprehensive "vision care" and being fitted to match the wearer's face, provided by certified opticians. The glasses are tailor made to ensure that they fit the individual customer's face. Another attractive feature is that, apart from the products displayed in the shop, customers can also get made-to-order, one-of-a-kind glasses here.

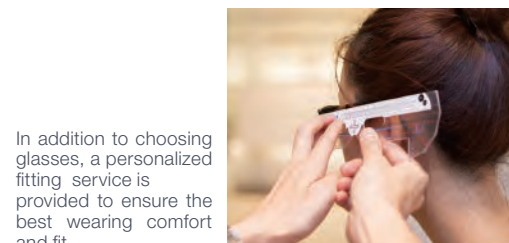
There are so many optical stores in Aoyama, particularly around the Omotesando area, that the area is known as "Megane Street" ("Glasses Street"). It is the origin point for Japan's glasses trends. The next time you need a new pair of glasses, do come to Glass Gallery 291 at the heart of this street, and take a look at a pair of the latest Sabae glasses yourself.



A rich variety of shapes, designs, and colors. Customers can also get made-to-order glasses here.



Numerous pairs of glasses are lined up in an orderly fashion in the store. You may discover your personal favorite amongst them.



In addition to choosing glasses, a personalized fitting service is provided to ensure the best wearing comfort and fit.



Monte Plaza Minami Aoyama,  
3-18-5 Minami-aoyama  
☎ 03-6459-2912  
<https://gg291.com/>

## Even when you are in Omotesando, "it is always Niigata here!"

N'Espa

From its location in trendy Omotesando, N'Espa delivers the latest information from Niigata with a focus on food. This is a popular antenna shop that marks its 24th anniversary this year. Its establishment in Omotesando sprang from a desire for diverse generations of people, including the young, to learn more about Niigata's charms.

Visitors can enjoy all aspects of Niigata here, from its specialty products such as rice, Japanese sake, and "sasa dango," and local dishes made with seasonal ingredients, as well as events held mainly during the weekends. Incidentally, "sasa dango" is the top-selling popular product here. The most recent event is the "New Rice Crops and Autumnal Flavors" Fair, scheduled to be held from October 7 (Thursday) to 10 (Sunday). Rice is a representative product of Niigata, so you will want to enjoy the delicious fresh rice as soon as possible.



The shop interior filled with food products from Niigata



The rice corner, the pride of the shop, has an excellent lineup.



The popular "sasa dango." Choose your favorite of either coarse or fine-grained sweet red bean paste.



4-11-7 Jingumae, Shibuya-ku  
☎ 03-5771-7711  
<https://www.nico.or.jp/nespace/>

## Farmers' markets where locals gather and have a good time

Farmers Market @ UNU



This was launched 12 years ago with a desire to create the farmers' markets of the United States and Europe where locals shop for their everyday needs in Japan. Today, it is more than a place for the buying and selling of products; it has become rooted in this region as a place where local residents help one another.

It is now a place where food culture is created and spread, such as from farmers who set up stalls here to provide the vegetables requested by chefs in the neighborhood, and who share the ways of eating with the visitors. Here, one can also find rare ingredients that will elevate the tastes of your home cooking, as well as make new discoveries that are fun just to look at! According to the operators, "it is thanks to the locals that the market has continued. We want to make this a place where people complete all their shopping there so that more people will visit." We look forward to its future development. Do feel free to drop by on your weekend walks.



Open every weekend at the square in front of the United Nations University in Aoyama.



The square in front of the United Nations University in Aoyama,  
5-53-70 Jingumae, Shibuya-ku  
<http://farmersmarkets.jp/>

## An exchange space that fills the hearts and tummies of the locals

ARK Hills Marche

The Hills Marche is held at Karajan Square in ARK Hills every Saturday. A solid domed roof keeps visitors dry on rainy days.

Colorful flowers and the sweet fragrance of the Casa Blanca welcomes visitors to the square. The cut flowers come mainly from the Kanto region but are also ordered from around the world. Stalls selling fresh vegetables and fruit, food products, and miscellaneous goods are lined up behind the flowers, and the sight fills one with excitement.

When the Marche opens at 10 a.m., enjoyable dialogues blossom between customers and stallholders. Conversations cover topics ranging from the recommended fruit of the day and how to eat vegetables that are not usually found in the supermarket, to idle chitchat. The residents come from many different countries, so one can also hear various languages being spoken.

Hills Marche was launched in 2009 by the Ministry of Agriculture, Forestry and Fisheries as the first Marche under its Marche Japon Project. It has since become an established part of the community and marks its 12th anniversary this year. All the stallholders are either producers themselves or have direct contact with the producers, and have great love and knowledge about their products.

Connecting producers from all parts of Japan directly with consumers in a metropolitan city can create various powerful forces, and may bring about solutions to Japan's agricultural problems.



The atmosphere in the market is reminiscent of Europe. Foreign visitors can also be seen from time to time.



The Marche is covered by a domed roof, so visitors can shop with peace of mind even on rainy days.



"Pure White" corn that can be eaten raw. It is sweet and delicious.



Shining black eggplants. A calyx that is ramrod straight is proof that the eggplant is fresh.



The Marche is decorated with fresh, cut flowers and potted plants.



Karajan Square, ARK Hills,  
ARK Mori Building, 1-12-32 Akasaka  
<https://www.arkhills.com/hillsmarche/>

