

# Take a break in the town of Iwate.

Town of Iwate Sightseeing Guide

Escape the everyday  
to a place of soothing relaxation.

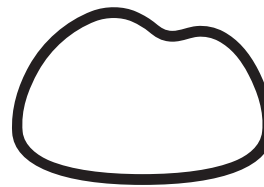


## Get away from the everyday and take a break in the town of Iwate.

Enjoy encounters with sensibility through art, recall what life was like in days past, experience the healing power of nature... and when you get hungry, feast on delicious ingredients from the area's environmentally friendly farms.

Why not relax and take a break by doing what you enjoy?

Whenever you're ready, the town of Iwate awaits.



石神の丘

Ishigami Park

The gentle, sloping hills that fan out from Mt. Ishigami are popularly known as Ishigami Park. The area, which affords visitors picturesque views of the town, is home to a rest area and art museum. We invite you to enjoy an experience that's unique to the town of Iwate.



## Ishigami Museum of Art

An engaging fusion of nature and art.  
An opportunity for tranquil relaxation.



When it opened in July 1993, Ishigami Museum of Art was Iwate Prefecture's first outdoor sculpture museum. In September 2020, the facility reopened after extensive renovations. Attractions such as gallery exhibits, a studio where visitors can participate in hands-on lessons, and outdoor area known as Forest of Art and Flowers, which visitors can enjoy in the spirit of a picnic, ensure this art museum offers an elegant experience for all.

### Exhibit gallery and studio

The museum uses these spaces to host exhibits featuring a variety of works of art and collections. The studio offers workshops, hands-on classes for children, dried flower classes, and other programs that invite participants to lose themselves in a craft-oriented experience. Why not take advantage of these opportunities to create some memories of your own?



- [Hours] 9:00 am to 5:00 pm (last entry at 4:30 pm)
- [Closed] Mondays (when Monday is a public holiday, closed the following day) and New Year's (Dec. 29 to Jan. 3)
- [Cost] Admission fees vary by exhibit.
- [Address] 121-21 Jiwari-10, Itsukaichi, Iwate-machi
- [Getting there] Located about 10 min. on foot from Iwate-Numakunai Station.  
If you plan to come by car, please use the parking lot at the Michinoeki Ishigami Rest Area.
- [Inquiries] Ishigami Museum of Art Phone: 0195-62-1453



HP Scan  
for WWW

## Sky Square “Lavender Garden”

Sky Square, where a world of purple unfolds before your eyes, is the most popular spot in the Forest of Art and Flowers. Around 10,000 “violet memory” lavender plants have been planted in this field. During the rainy season, the beautiful sight of raindrops dripping from lavender is captivating.  
[Peak viewing: Late June through early July]



石神の丘  
美術館  
Ishigami Museum of Art

## Forest of Art and Flowers

Ishigami Museum of Art

Lighten up your mind and body alike with seasonal natural beauty and art.

In this walking area, you can enjoy works of sculpture and design-oriented play equipment while experiencing the natural surroundings of the rural environment. The scenery and flowers, which change with the seasons, will soothe your heart and body alike. Photography is allowed in the forest. Enjoy a picnic in a setting that's surrounded by flowers and art.

[Hours] 9:00 am to 5:00 pm (last entry at 4:30 pm)

[Closed] Mondays (when Monday is a public holiday, closed the following day) and New Year's (Dec. 29 to Jan. 3)

[Cost] Apr. to Oct.: General admission, ¥500; Nov. to Mar.: General admission, ¥300

Youth and children of high-school age and younger are admitted free.

Junior- and senior-high-school students must show their school ID at the reception desk.

■ It takes about 20 to 60 min. to complete one circuit of the walking route.

### A rich variety of flowers

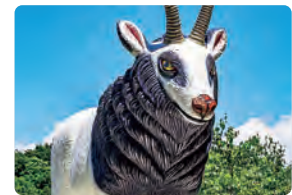
Flowers that blossom from spring to fall are one aspect of the Forest of Art and Flowers' appeal. It's fun to take a stroll while enjoying encounters with the area's flowers.



### Works of art

From animal-shaped objects to intriguing play equipment, the Forest of Art and Flowers has a lot to offer!

Search for your favorite landscape in the forest as it changes with the seasons.



Don't miss this additional destination...

### Sculpture Park

The town of Iwate has held the Iwatemachi International Sculpture Symposium since 1973 in an effort to provide cultural enrichment. The park is home to an array of distinctive works produced by Japanese and foreign sculptors using black granite. It was created out of the hope that sculpture could enrich people's sensibility.



[Address] 44 Jiwari-10, Itsukaichi, Iwate-machi

[Getting there] Located 5 min. on foot from Ishigami Museum of Art (parking available)

# Michinoeki

## Ishigami Rest Area

Surround yourself with delicious flavor as you relax.

With a restaurant where you can enjoy cuisine prepared using local ingredients, a farmer's market-style gift shop, and a 24-hour road information and rest facility, this rest area offers drivers a chance to take a break and relax.

[Address] 121-20 Jiwari-10, Itsukaichi, Iwate-machi  
 [Getting there] Located about 30 min. north on National Route 4 from the Takizawa IC on the Tohoku Expressway, or 10 min. on foot from Iwate-Numakunai Station  
 [Inquiries] Iwatemachi Furusato Development Co., Ltd. Phone: 0195-61-1600



HP Scan for WWW



道の駅  
石神の丘  
Michinoeki Ishigami



This rest area sells delicious products and souvenirs that are proudly produced in the town of Iwate, including fresh locally grown vegetables and specialty blueberries.



### Chayakko (soba noodle)

Enjoy soba noodles and the nostalgic flavor of rice-cake sweets caringly prepared by Iwate's mothers.

[Hours] Apr. to Oct.: 9:30 am to 4:30 pm;  
Nov. to Mar.: 9:30 am to 4:00 pm  
[Closed] Thursdays  
[Inquiries] Phone: 0195-61-1600



There's also a restaurant where you can feast on the natural bounty of the town of Iwate while enjoying scenic views of the surrounding landscape.

[Hours] 10:30 am to 6:00 pm (last order at 5:30 pm)  
[Closed] New Year's  
[Inquiries] Phone: 0195-61-1602  
■ Seats 130  
■ Group reservations are accepted.



### Don't miss this additional destination... Yorijiu Community Rest Area

This facility is a place where people of all ages, from children to senior citizens, can relax. Check out the gigantic panel to learn more about poet and author Kikutaro Takahashi, who had connections to the town of Iwate. The rest area is named after Yorijuhime, the protagonist of a Numakunai legend, and there's a bronze statue of Yorijuhime as well as a mural illustrating the legend.

[Address] 34-7 Jiwari-9, Numakunai, Iwate-machi  
[Getting there] Located about 20 min. on foot from Iwate-Numakunai Station





## Source of the Kitakami River: Yuhazu no Izumi Spring

Scenery including clear-flowing water soothes visitors' hearts.

This area features a number of destinations where you can experience clear-flowing water, including Yuhazu no Izumi Spring, the source of the Kitakami River; the Mido Kannon; the nearby Kawa no Eki Rest Area; and Midoshinden Falls. Why not enjoy some time at these refreshing, pleasant locations?



[Address] 9 Jiwari-3, Mido, Iwate-machi  
[Getting there] Located about 15 min. by car from Iwate-Numakunai Station

### Mido Kannon and Yuhazu no Izumi Spring

Mido Kannon's formal name is Tendaishu Kitakamisan Shintsuhoji Shogakuin Temple. It was founded as a temple by Sakanoue no Tamuramaro at the beginning of the Heian period, and its hall was built by Minamoto no Yoshiie during the second half of the same era. According to legend, Yoshiie offered up a *kannon* figurine that he had hidden in his hair. Yuhazu no Izumi Spring, the source of the Kitakami River, is located at the rear right of the site.

### Iwatemachi Kawa no Eki

This large rest area features soothing scenery. It was created to serve as a departure point for long water journeys in the area where the source of the mighty and eternal Kitakami River is located.



[Address] 14- 4 Jiwari-2, Mido, Iwate-machi  
[Getting there] Located about 15 min. by car from Iwate-Numakunai Station

### Midoshinden Falls



This popular spot is known as a place where you can experience the soothing power of nature. An 8-meter, three-forked waterfall awaits you, along with a beautiful landscape that changes with the seasons.

[Address] 129 Jiwari-30, Numakunai, Iwate-machi  
[Getting there] Located 3 min. by car from Mido Kannon



## Plaza Ai at Iwate-Numakunai Station

The gateway to the town of Iwate, where people, goods, and information gather

Tohoku Shinkansen Iwate-Numakunai Station opened in December 2002. The station, which is accessible directly from Iwate Galaxy Railway (IGR) Iwate-Numakunai Station, also has a wide-area information center known as Plaza Ai where you can find sightseeing information. There's a gift shop selling local products as well.

#### Iwate-Numakunai Station

[Address] 7-9 Ekarinai, Iwate-machi  
[Getting there] Located about 2 hr. 30 min. from Tokyo Station via the Tohoku Shinkansen

#### Plaza Ai Iwate Wide-area Information Center

[Inquiries] Phone: 0195-62-2121

### Gift shop and sightseeing information area



The gift shop features a selection of local products from the four cities and towns that make up northern Morioka: the cities of Morioka and Hachimantai and the towns of Iwate and Kuzumaki. The selection of distinctive products, which embody the climate and terroir of the areas in which they're produced, has proven popular with customers. There's also information about sightseeing destinations in the four cities and towns that make up northern Morioka (the cities of Morioka and Hachimantai and the towns of Iwate and Kuzumaki).

■ 2nd floor, Plaza Ai

Don't miss this additional destination...

### Statue of Keiko Sonoi

Keiko Sonoi, who spent her childhood years in Kawaguchi, performed with the Takarazuka Revue. Her ability to pursue her dream of performing on the big stage still captivates many today. There's also an exhibit area with a graphic panel charting Sonoi's life on the second floor of IGR Iwatekawaguchi Station.

[Address] 12-10 Kawaguchi, Iwate-machi, Iwate-gun  
[Getting there] Located 9 min. by car from Iwate-Numakunai Station





**Iwate Spring  
Midori cabbage**



**Yamato Pork**  
Minamiyooton Co., Ltd.



**Beef from Iwate Menkoi  
Black Cattle raised on  
unpolished rice**  
Kiroso Meat Animal Production  
Center Co., Ltd.

## Iwate Shorthorn Wagyu Cattle Cecina

Introducing Japan's first aged cured meat product made using beef from Iwate Shorthorn Wagyu cattle, a rare breed that makes up less than 1% of all Wagyu cattle. The meat is cured using Noda-shio, a natural sea salt produced in coastal Iwate Prefecture, to seal in the fresh, delicious flavor of Shorthorn Wagyu cattle. Cecina, which is produced using all local ingredients for both the meat and the salt, is distinguished by the savory flavor of aged meat and a mellow, cheese-like aroma. You'll taste Iwate's terroir in each bite.

**Fugane Co., Ltd.** Phone: 0195-62-2403



## Sweet Blueberry Buns

These sweet buns are carefully made from locally grown blueberries and locally produced non-glutinous rice flour.



### Nishida Bun Shop

Phone: 0195-62-2224

\* This product can also be purchased at the Michinoeki Ishigami Rest Area and Plaza Ai.

## Handmade Blueberry Sauce Handmade Apple Sauce

These sauces, which are made by local farmers' wives with just the right amount of sweetness, are extremely popular. Try them as a topping for yogurt or sweets.



### Kinzankai

Phone: 0195-62-9733

\*These products can also be purchased at the Michinoeki Ishigami Rest Area.

## Blueberry Curry

This "heat-and-eat" curry is made using an original receipt from the head chef Takamagi at the Michinoeki Ishigami Rest Area's restaurant. The acidic flavor of the blueberries accents the curry.



### Michinoeki Ishigami Rest Area

Phone: 0195-61-1600

\*This product can also be purchased at Plaza Ai.

## Kyabetarian Declaration

These dressings were developed so that people could enjoy the delicious flavor of cabbage. You'll enjoy the salty flavor sauce made with locally grown garlic and the refreshing taste of citron-seasoned soy sauce.



### Michinoeki Ishigami Rest Area

Phone: 0195-61-1600

\*This product can also be purchased at Plaza Ai.

## Iwatemachi Fruit Wine Ruru-to-Riri

This fruit wine is made with 100% fruit produced in the town of Iwate. The blueberry wine features a balance of acidity and faint, gentle sweetness, while the apple wine offers deep flavor with a juicy sweetness. Both wines have low alcohol content and a mild, enjoyable flavor.

### Michinoeki Ishigami Rest Area

Phone: 0195-61-1600

\* Ruru-to-Riri can also be purchased at Plaza Ai.



## Kyabechu

This *shochu* liquor is made by aging locally grown cabbage. It's popular for the uniquely sweet aroma of cabbage.



### Michinoeki Ishigami Rest Area

Phone: 0195-61-1600

\*This product can also be purchased at Plaza Ai.

## Ishigami Chinese Yam Soba Noodles

These soba noodles are made by diligently kneading raw yams into locally produced soba flour. Yams give the noodles firm texture and a smooth consistency.



### Michinoeki Ishigami Rest Area

\*This product can also be purchased at Plaza Ai.

## Blueberry Juice

The town of Iwate is one of Japan's leading blueberry-producing areas. Producers offer a broad selection of products, including blueberry juice and other foods that have been pickled in blueberry syrup. Foods that contain blueberries are attracting attention as health options that contain ingredients such as anthocyanin and polyphenol. They also make great gifts and souvenirs.

### Iwatemachi Plant, Iwate Canning Co., Ltd.

Phone: 0195-65-2221

\* These products can be purchased at the Michinoeki Ishigami Rest Area, Plaza Ai, and liquor stores in the town of Iwate.



## Gohan no Tomo

Iwatemachi's mothers packed five homemade flavors, including "koji mold and red pepper with kelp" and "Kuronai garlic and miso" into small bottles.



### Power Kohbo

Phone: 0195-61-1600

\*This product can be purchased at the Michinoeki Ishigami Rest Area.

## Happy-san Ice Cream

This premium ice cream is made using 100% fresh milk from the Happy Hill Farm. It's available in four flavors: milk, strawberry, blueberry, and vanilla. Be sure to try them all!



### Happy Hill Farm Co., Ltd.

Phone: 0195-62-4764

\*These products can be purchased at the Michinoeki Ishigami Rest Area.

## Tsuchikawa Soba

These dried soba noodles, which are made using locally grown, high-quality husked buckwheat, have carefully refined flavor and aroma.



**Tsuchikawa Soba Co., Ltd.**

Phone: 0195-62-4763

\*This product can also be purchased at the Michinoeki Ishigami Rest Area and Plaza Ai.

## Kuronai Tofu

Kuronai tofu is made with care by farmers' wives. It's popular for its rich flavor. Try homemade *koji* mold *miso*, *yosetofu*, and tofu refuse, too.



**Kuronai Food Processing Association**

Phone: 0195-62-5263

\*These products can also be purchased at the Michinoeki Ishigami Rest Area.

## Yorijuhime Cheese Crêpes

This product is made by wrapping mixed-flavor cheesecake made with locally produced blueberries and strawberries in crêpe batter. Adorning the package is an illustration of a beautiful young girl who evokes Yorijuhime, the heroine of a Numakunai legend.



**Patisserie Briller**

Phone: 0195-62-2421

## Aged Iki-iki Black Garlic Grown in the Town of Iwate

This product is made by aging fresh garlic under infrared light for about one month. The process eliminates the spice's unique odor and moderates its aftertaste, yielding a rich, sweet flavor. The product is grown and processed by the producer.



**Michinoeki Ishigami Rest Area**

Phone: 0195-61-1600

## Hormone Taki

Hormone Taki brings an old-time favorite, beef innard stew, back in new-and-improved form. The secret to delicious flavor is stewing the innards first by themselves. This dish is sure to bring smiles to all as your family gathers around the pot for a tasty meal.



**Fugane Co., Ltd.**

Phone: 0195-62-2403

\*This product can also be purchased at the Michinoeki Ishigami Rest Area.

## Iwate Beef Innard Hot-pot

The popularity of this dish's homemade flavor, which you wouldn't tire of even if you ate it every day, is growing. A homemade, additive-free sauce accentuates the delicious flavor of the beef innards.



**Sato Meats** Phone: 0195-62-2416

\*This product can also be purchased at the Michinoeki Ishigami Rest Area.

## Yasai Jiman

These cookies contain lots of vegetables grown in the town of Iwate. You'll love their crisp texture and vegetable-rich aroma.



**Marunaka Co., Ltd.**

Phone: 0195-62-2427

## Konamu-no-Yume Bread

This bread is deliciously chewy right down to the crust, even when eaten untoasted. When toasted, its surface becomes crispy even as the inside stays chewy and moist. It contains no trans-fatty acids, so you can give it to children with peace of mind.



**Konamu Co., Ltd.** Phone: 0195-62-2226

\*This product can also be purchased at the Michinoeki Ishigami Rest Area.

## Additive-free Sausages

Fans can't get enough of the flavor of these sausages, which are handmade by a chef who learned the craft in Germany using only ingredients he grows himself.



**Kikuchi Farm**

Phone: 0195-62-2444

\*These products can also be purchased at the Michinoeki Ishigami Rest Area.

## Sausages from IWATE MEAT KOHBO

These sausages are made using pork from pigs fed with feed containing EM bacteria, an approach that's been attracting attention recently. Be sure to try this safe and superbly delicious product, which contains no additives.



**IWATE MEAT KOHBO**

Phone: 0195-61-1129

\*This product can also be purchased at the Michinoeki Ishigami Rest Area.



## Miso Paste (Premium)

This richly flavorful *miso* paste is made with twice the amount of rice fermented with *koji* mold of select *miso*, giving it a deep, rich flavor.



**Omori Shoten**

Phone: 0195-62-2275

\*This product can also be purchased at the Michinoeki Ishigami Rest Area and Plaza Ai.

## Konaya-san Series Wheat

Nanbu ground flour, tempura flour, and dumpling flour all benefit from Iwate's unique terroir.



**Fugane Seifun Co., Ltd.**

Phone: 0195-65-2226

\*These products can also be purchased at the Michinoeki Ishigami Rest Area and Plaza Ai.

## Shin'ichiro Dumplings

This product is the result of a collaboration combining two popular products grown and raised in the town of Iwate: Iwate Spring Midori cabbage and Yamato pork. Try Shin'ichiro Sticky Dumplings, which are made using sticky yams, too.



**Konamu Co., Ltd.**

Phone: 0195-62-2226

\*These products can also be purchased at the Michinoeki Ishigami Rest Area.

## Famous Shinonome Sweets

These handmade confections are made with premium non-glutinous rice, white superior soft sugar, sesame seeds, and walnuts.



**Marunaka Co., Ltd.**

Phone: 0195-62-2427

\*This product can also be purchased at the Michinoeki Ishigami Rest Area and Plaza Ai.

## Select 40° North Latitude Coffee

This original blend of fragrant, house-roasted coffee is a great way to remember your trip to 40° north latitude. "Ishigami no Oka" offers a perfect balance of sweet and bitter flavors.

**Villa Manga Cafe Kanai Coffee**

Phone: 0195-62-1346

\*This product can also be purchased at the Michinoeki Ishigami Rest Area.



## Grains

Various types of millet, including *awa*, *kibi*, and *hie* varieties, are being reevaluated as highly nutritious health foods.



**Takeda Rice and Grains Co., Ltd.**

Phone: 0195-62-2670

\*These products can also be purchased at the Michinoeki Ishigami Rest Area and Plaza Ai.

## Marunaka no Temaemiso

These moist, roasted-style madeleines are made by kneading together specially prepared *miso* and Gankuimame soybeans from Iwate Tamayama, where the poet Takuboku Ishikawa was born.



**Marunaka Co., Ltd.**

Phone: 0195-62-2427

## Famous Akegarasu Sweets

This premium kneaded confection is made with lots of walnuts and sesame seeds. It's the perfect accompaniment for tea.



**Patisserie Briller**

Phone: 0195-62-2421

## Soft-stewed Iwate Shorthorn Beef Bento Lunch Box

This *bento*-style lunch box features Iwate shorthorn beef that's been stewed in a soy sauce seasoned according to a secret recipe until it's so tender it comes apart in your hands atop Hitomebore rice grown in Iwate Prefecture.

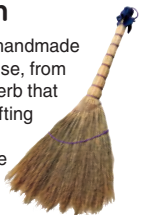


**Fugane Co., Ltd.**

Phone: 0195-62-2403

## Hakihaki Bijin

The shop making these handmade brooms does it all in-house, from growing the goosefoot herb that they're made from to crafting the final product. Each broom communicates the loving care of the maker. (Production is limited.)



**Michinoeki Ishigami Rest Area**

Phone: 0195-61-1600



## Iwate Industrial Festival

This festival is held every year with the goal of promoting agriculture, forestry, livestock farming, commerce, industry, and artistic culture in the town of Iwate. It includes a marching band, a "mochi-toss" (in which people vie to catch rice cakes thrown from a height), a "vegetable-fishing" contest, and other fun events. It's the best way to get a feel for life in the town of Iwate.



■ Held in mid October  
Iwate Industrial Festival Committee (Town of Iwate Planning, Commerce, and Industry Section)  
Phone: 0195-62-2111

## Festival of the town of Iwate

### Iwate Autumn Festival

The Numakunai Inari-jinja Shrine's festival, which is regularly held at the end of the prefecture's Autumn Festival, is popularly known as the Numakunai Festival. It features a procession of gorgeous Nanbu floats and clear-flowing Kitakami River taiko drums, along with the Numakunai Koma-odori dance (a local folk entertainment), the Itsukaichi lion dance, and the Nanat-su-odori dance as the town takes on a festive atmosphere.

■ Numakunai area  
Held on the first Friday, Saturday, and Sunday of October  
Inquiries: Iwate Autumn Festival Executive Committee  
(Iwate Chamber of Commerce and Industry)  
Phone: 0195-62-2760



# 祭

There's lots to do, from traditional festivals that have been passed down since ancient times to events that will put a smile on your face. Gorgeous, bustling festivals let you experience the essence of Iwatemachi.

### Iwatemachi Summer Festival



This classic summer event includes a fireworks display with about 1,600 fireworks. The festival plaza has various stalls, a beer garden, and other attractions, offering an opportunity to enjoy a hometown summer while interacting with others.



■ Held in mid August at the Michinoeki Ishigami Rest Area  
Iwatemachi Summer Festival Executive Committee (Town of Iwate Planning, Commerce, and Industry Section)  
Phone: 0195-62-2111

### Kawaguchi Autumn Festival

Kawaguchi Toyoshiro Inari-jinja Shrine's regularly held festival is famous for its recreation of a procession of the feudal lord Akiura (known as the "Dokko"). The festival also includes the Kawaguchi Kitsune-odori dance, a folk entertainment passed down in Kawaguchi that is unique in all northern Japan, as well as Kawaguchi sacred music and dance, Nohara Sansa-odori dance, and floats. Popularly known as the Kawaguchi Festival, it brings gorgeous splendor and energy to the community.



■ Held in the Kawaguchi area in late September



### Craft Market



This event brings together many appealing crafts from inside and outside the town of Iwate, including accessories, miscellaneous items, leather goods, and pottery. Many restaurants and bars in town set up stalls, and there are also a stamp rally and contests where you can win gift certificates. The Craft Market is a popular event that attracts large crowds.

■ Held at the Omachi Shopping Arcade in late September



# Take a trip back in time.

By learning about the area's deep and rich history, which stretches back many years, you can better enjoy the town of Iwate. Let's take a trip back through time to catch a glimpse of the town of Iwate as it existed long ago.

## Legends of the town of Iwate

### Source of the Kitakami River Legend of Yuhazu no Izumi Spring



This story took place during a time of war known as "Zenkunen no Eki." An ongoing drought had made it difficult to find drinking water that summer, causing soldiers and their horses to become exhausted. The shogun Minamoto no Yoriyoshi and his son Yoshiie, who were attacking towards the north, prayed for guidance and asked Kannon, the goddess of mercy, to bless them with water. When they launched an arrow, it embedded itself in a boulder at the root of a large cedar tree far in the distance. They headed into the forest towards the tree, and when they struck the boulder in which the arrow had lodged with the tip of the bow, a shower of clear water bubbled up from the ground.

The soldiers and their horses gulped down the water, which reinvigorated them and allowed them to emerge victorious from the campaign. The long period of war drew to a close, and Yoshiie visited the spring that had saved them. He then built a temple out of gratitude for the victory in the war. He pulled a statue of the Thousand Armed Kannon from his hair and placed it in the temple.

Yuhazu no Izumi Spring remains active today, quietly producing water at the site of the Mido Kannon to feed the Kitakami River.

### Legend of Numakunai

Long ago, a greedy villager was turned into a serpent by a sudden curse. The serpent rampaged through the village, turning it into a swamp. The serpent said to the villagers, "If you want to save your village, then give me a young maiden on the day of the festival." The villagers decided to draw lots to determine which maiden to give the serpent, and a wealthy man drew the number one. The man desperately searched for someone other than his daughter to present to the serpent, but eventually, unable to find anyone, he almost gave up. His daughter, Yorijuhime, learned of her fate and went to the serpent of her own volition.

Standing before the creature, which was so frightening that all the adults ran away, Yorijuhime single-mindedly chanted the Kannon Sutra without the slightest trace of panic. As she did so, the serpent shed its horns, split into five parts, and danced up into the sky. Then the villager who had turned into the serpent



appeared. He had been returned to his original form by the beautiful heart of Yorijuhime and ascended to heaven.

Later, Yorijuhime entered the Mido Kannon and protected the village by serving the Kannon. The place was renamed Numakunai, and it became a peaceful village.

## Famous people from the town of Iwate's past



1500

**Nobunao Nanbu** (1546-1599)

**Soin Itagaki**  
(1817-1897)



1600

1700

1800

Soin Itagaki was the ruler of the Nanbu domain and, later, an educator. After the Meiji Restoration, he opened a school of Chinese studies in Itsukaichi and dedicated himself to educating area youth. His students became politicians, businessmen, and educators and worked to develop the surrounding region.

**Kikutaro  
Takahashi**  
(1901-1970)



1900

Poet, whose works include "Is Wine a Tear or a Sigh" and "Here is Happiness," left a brilliant legacy in the popular songs of the Showa era. He expressed his love for Numakunai, where his father was from, in "My Other Hometown."

**Keiko Sonoi** (1913-1945)

Actress. After spending her childhood years in Kawaguchi, Keiko Sonoi pursued the dream she had had since she was a child of becoming a star of the Takarazuka Revue. Although she achieved nationwide fame when she played the heroine in the 1943 film "Life of Muhomatsu", the atomic bombing of Hiroshima brought a tragic and premature end to her life.

**Chusei Saito**  
(1926-1985)



The painter Chusei Saito was a core member of the group who founded the art group École de N. His legacy in driving the cultural development of the town of Iwate included planning and realizing the Iwatemachi International Sculpture Symposium (1973-2003).

This military commander, who lived during the Sengoku and Azuchi-Momoyama period, was born in Ikkatai, Iwate-gun. The 26th head of his family, he is said to have rejuvenated the clan's fortunes. He served as a vassal of Hideyoshi Toyotomi, and he began building a castle to serve as his residence in Morioka. In this way, he laid the foundations for the town of Morioka.

**Hyoichiro  
Shibata**  
(1899-1971)



Hyoichiro Shibata served as mayor of the town of Numakunai and as a member of the Japanese Diet. He contributed much to the development of the region's economy, including by promoting tobacco cultivation, building national highways, and founding Tohoku Bank. He became the town of Iwate's first honorary citizen in 1972.

**Koichi Kudo**  
(1901-1971)

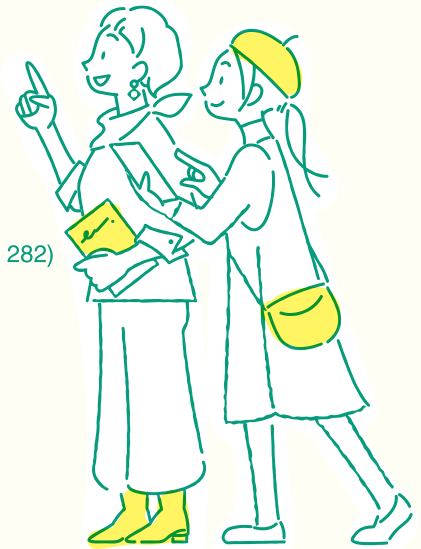
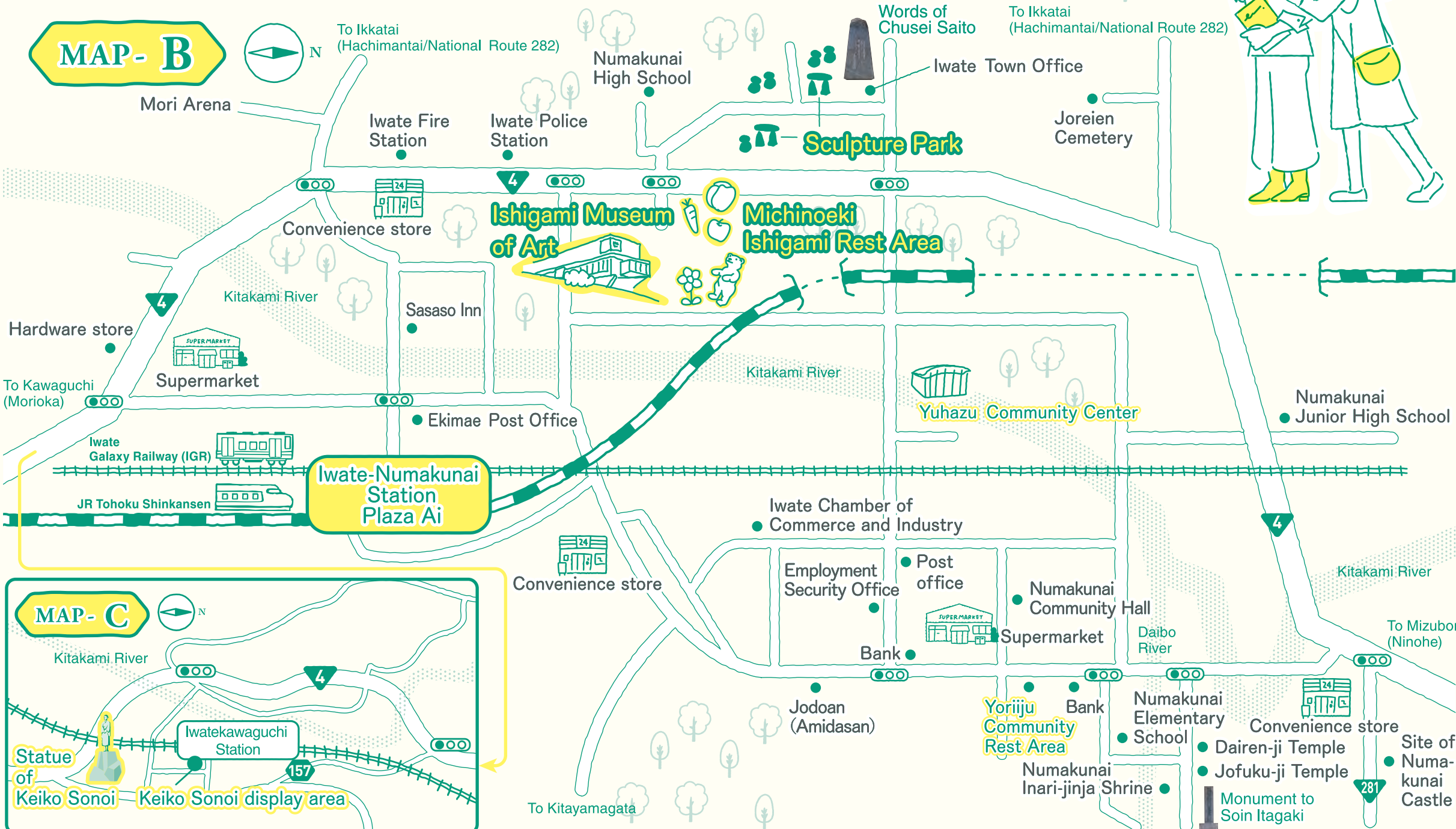


Koichi Kudo coached the soccer club at his alma mater Waseda University before and after World War II. He also coached Japan's national soccer team at the Berlin Olympics in 1936.

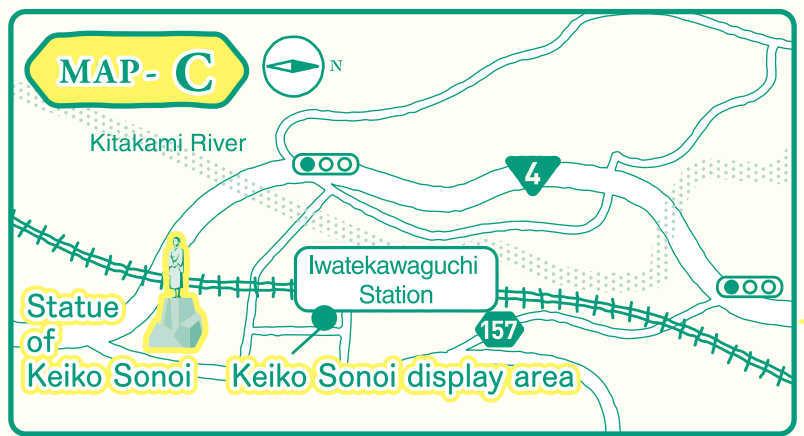


# Map of walking routes in the town of Iwate

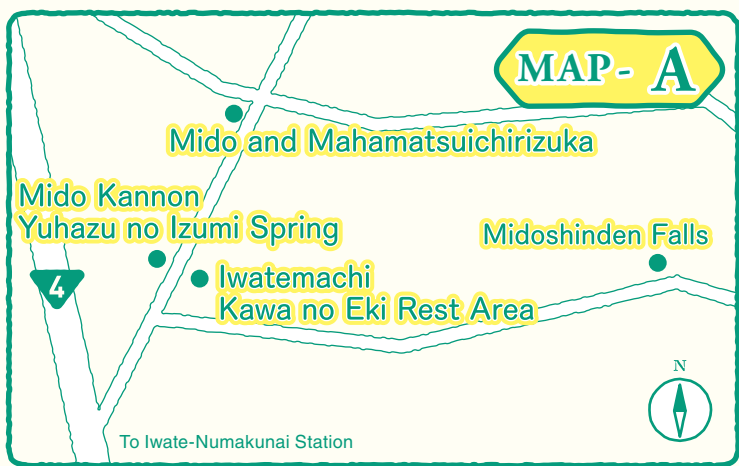
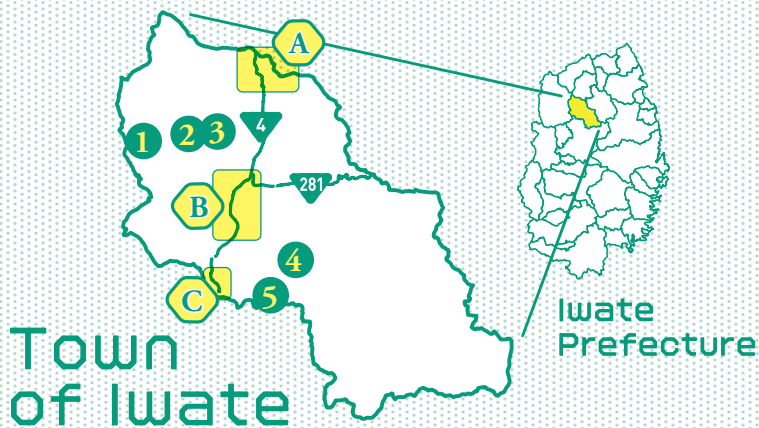
MAP-B



MAP-C



To Daibo (Kuzumaki/Kuji)



- ① Kuroishi Hot Spring    ② Roseland Country Club    ③ Iwate Numakunai Country Club



- ④ Tandogawa Mountain Stream Trail



- ⑤ Akiura Jooku Hut
- A building for purifying oneself before making a pilgrimage to the three great mountains of Dewa



# Iwate-Numakunai Station serves as the gateway to Hachimantai, Appikogen, Hiraniwakogen, and Kitasanriku.



## Getting to Iwate-Numakunai Station

- **By Shinkansen**  
From Tokyo Station: About 2 hr. 30 min.
- **By Iwate Galaxy Railway (IGR)**  
From Morioka Station: About 30 min.
- **By car**  
North on National Route 4 from the Takizawa IC on the Tohoku Expressway: About 30 min.
- **By bus**  
Fixed-route bus from Morioka Station (JR Bus, Northern Iwate Transportation): About 54 min.)
- **By air**  
Sapporo to Iwate Hanamaki Airport: About 55 min.  
Nagoya to Iwate Hanamaki Airport: About 75 min.  
Osaka to Iwate Hanamaki Airport: About 80 min.

## Rental cars

Rental cars are always available. Visit the rental car counter on the second floor of Plaza AI next to Iwate-Numakunai Station.

**[Inquiries]** JR East Rental & Lease Co., Ltd.  
Iwate Numakunai Office  
Phone: 0195-61-1080

## Taxi service

Take a friendly taxi to your destination. Drivers are happy to accommodate your travel plans.

**[Inquiries]** Numakunai Taxi  
Phone: 0195-62-2233

## Travel times to major sightseeing destinations by car



## Lodging in the town of Iwate

Inn name	Phone number	Number of guest rooms	Capacity (number of guests)	Cost
<b>Sasaso Inn</b>	0195-62-2816	7	40	From ¥4,500 (incl. tax)
<b>Kawara Shinden Hotel</b>	0195-62-2534	5	18	From ¥4,300 (incl. tax)
<b>Hotel Kuroishi Hot Spring</b>	0195-62-1166	6	24	From ¥5,980 (incl. tax)

## Inquiries

Sightseeing Desk at the Planning, Commerce, and Industry Section, Iwate Town Office)  
10-44 Itsukaichi, Iwate-machi, Iwate-gun, Iwate Prefecture 020-4395 Phone: 0195-62-2111

Iwate Sightseeing Association (Iwate Chamber of Commerce and Industry)  
9-65-1 Ekarinai, Iwate-machi, Iwate-gun, Iwate Prefecture 028-4303 Phone: 0195-62-2760