

Purpose

Uwajima city has

a risk of disappearing

a decline of the traditional culture

Our city may disappear!?

Save Uwajima with Ushioni!

Result

What we need with Ushioni?

Changeable points

1. Inheritance of the local history
2. Participation of companies
3. Activation of the local service industry

New Ushioni

What is Ushioni?

- Cow demon, a guardian of the city
- The main character in the festival
- 5-6m tall
- 200 years of history



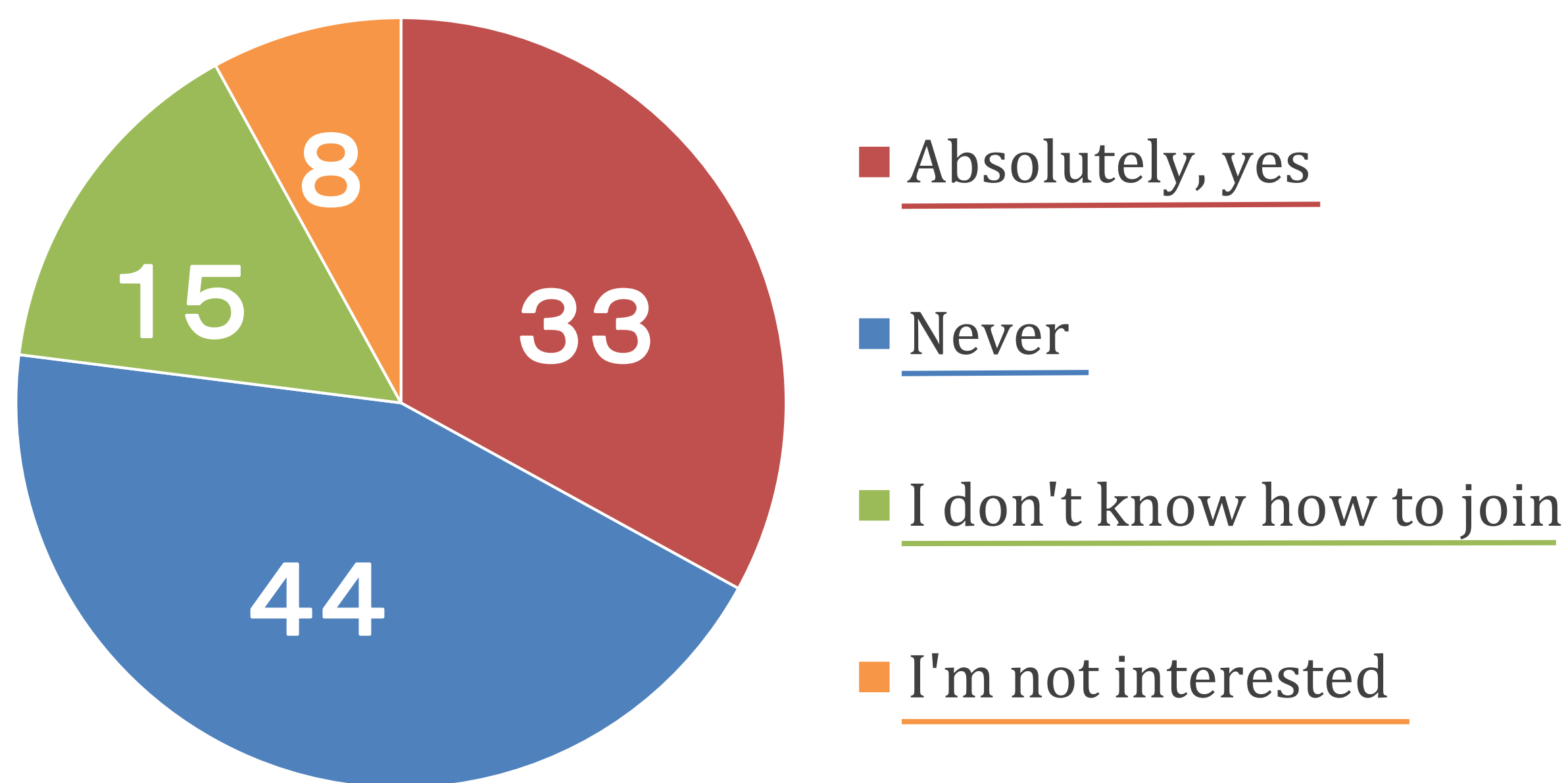
Proposal

1. Ushioni design contest
2. Our friend, Ushioni
3. Carrying Ushioni experience

Study

1. By questionnaire

Would you like to join Ushioni Festival?



2. By the interview

Conventional Ushioni

- Single color
- Heavy weight
- Too big
- Only local people participate

New Ushioni

Changeable points

- No limited color, materials, patterns, or size
- Putting the cooperative company's name on the body of Ushioni
- Approval for Ushioni created by individuals or groups
- Promotion to have schools and companies participate

3. By comparison with other festivals

Host Country: India

Period: for 10 days

from August to September

Contents

- Exorcism with Ganesh, a Hindu god of commerce
- A lot of idols made by families, groups and companies
- Idols are bathed in the sea

Features

- Sponsored by a large number of stores and companies
- The decoration for idols reflects the economic power of each area

The Ganesh Festival

Host Country: China

Features

- Participation of companies, institutions and schools
- Generating positive economic competition

Dragon Dance festival

Host Country: Japan

Features

- Exportation to other countries
- Participation of companies

Yosakoi Festival