

In the spring of 2019, hidden local fermented foods from 47 prefectures of Japan are gathered at Shibuya Hikarie!

Since its opening in 2012, d47 MUSEUM has held a variety of exhibitions showcasing the unique character of Japan's 47 prefectures, with themes like travel, craft authors, and future-way of living. For the museum's latest exhibition, our 24th, we've chosen the theme of "Fermentation." Under the curation of Fermentation Designer Hiraku Ogura, you can rediscover the uniqueness of Japan through the variety of regional fermented foods and the spirituality of people who take care of such products.

【Fermentation Tourism Nippon Project Outline】

- Provide experiences of the hidden fermented products and cultures from 47 prefectures.
- Grouping and systematizing the diversity of regional food cultures from various parts of Japan.
- Sharing the charm of Japanese local cultures and proposing a new trip style from the perspective of fermentation.

Today Japanese food culture draws attention from all over the world.

The secret of its uniqueness lies in the presence of fermented foods making use of the power of microorganisms in the land. In various parts of Japan, there are many unique local fermentation cultures that cannot be categorized with existing daily used classic products such as sake, miso and soy sauce.

In the "Fermentation Tourism Nippon" project, we unveil these hidden local fermented products rooted in various parts of Japan from 47 prefectures. We clarify the importance of fermentation in Japan and the diversity of Japanese food culture not only from the practical aspect of savor and health but from the viewpoint of history and spirituality.

【Fermentation Tourism Nippon

- A journey to rediscover Japan through Fermentation - Supported by CALPIS®】

April 26(Fri)-July 8(Mon) 2019 *No closing day

Venue: d47 MUSEUM (www.d47museum.com)

Organizer: D&DEPARTMENT PROJECT

Time: 11:00-20:00 (Last entry 19:30)

Admission: Free

Sponsorship: CALPIS® by ASAHI SOFT DRINKS CO., LTD.

KANKYO DAIZEN CO.,LTD.,

Bioc CO., LTD., Kojiyasanzaemon CO., LTD.

Cooperation: ALL YOURS

*Details of the exhibition are updated here:

<https://static.d-department.com/jp/fermentation-tourism-nippon>



For general inquiries: <https://www.hikarie8.com/ask/?section=4>

For press inquiries: pr@d-department.jp

●Project Members

【Curator: Hiraku Ogura (Fermentation Designer)】

Born in Tokyo in 1983, after studying fermentation as a research student at Tokyo University of Agriculture, he started a fermentation lab in Koshu City, Yamanashi prefecture. He holds workshops, creates picture books and animations, develops products with brewers across the country in the aim to 'show the functions of invisible microorganisms of fermentation through his design'. His 'Temaemiso no uta (Song of home-made miso)' has won the Good Design Award 2014. He has written 'Fermentation Cultural Anthropology (Kirakusha)'. You can find out his Japan nationwide journey around fermentation of 47 prefectures on his blog. <http://hirakuogura.com>



【Creative Director: Satoshi Fujimoto (Re:S)】

Born in Hyogo Prefecture in 1974. Editor. Representative of Risu Limited Company. After going through the chief editor of magazine "Re: S", he became the chief editor of free magazine Akita Prefecture "Nonbiri" and the web magazine "Nanmo Daigaku". He has written, "Maho wo Kakeru Henshu" (Impress), "Kaze to tsuchi no Akita", "Honto no Nippon ni Deau Tabi" (both Little More), "Rurounihon Kumamotohe" (Wanibooks), "Nippon no Arashi" (KADOKAWA) and many more. <http://re-s.jp/>



【Business Produce: Hiroyuki Ono (greenz.jp/O&G)】

Born in Okayama Prefecture in 1984. After getting a faculty of Policy studies from Chuo University, He started his career at a venture company. After that, he has been in the management of nonprofit organization called Greens for six years which runs a web magazine "greenz.jp" with the theme of social design. In 2018, Greenz separates its functions of social design and business development and regeneration surrounding town planning and create a holding company O&G, and he has become the CEO of this company. Business advisor at greenz.jp, Co-CEO of jewelry brand SIRISIRI, Co-Owner of ANDON which runs Omusubi Stand. <https://greenz.jp/author/ono/>



【Operation: D&DEPARTMENT PROJECT (d47 MUSEUM)】

d47 MUSEUM (D yon nana museum) is the first design museum in Japan with 47 exhibition stands where we can learn 'Today's Monozukuri in Japan' located on the 8th floor in Shibuya Hikarie. 'd' comes from 'design', 47 comes from '47 prefectures'. We aim to showcase various designs and creations across Japan by changing a theme for each project such as foods, fashion, natural environment. We convey the heart of creators to visitors by holding events such as talk events by inviting local keyperson, demonstration of crafts, seminars or workshops in conjunction with the project theme of the museum. The visitors can also enjoy by touching and tasting the products related to exhibition in 'd47 design travel store' and 'd47 Shokudo' next to the museum. By presenting the uniqueness of Japan with several approaches, we aim to enhance the interest of visitors to the prefectures and create many chances for them to visit the regions. <https://www.d47museum.com>

