

Kagamiishi Town

“Let’s Begin Tambo Art (Rice Field Art)!”

Project for Realising the Evolution of Kagamiishi as Part of the Exchange Programme for Reconstruction



Situation

As the main project in the town’s policy “Making This Town a Place where People Want to Get Off the Train, Walk Around, and Live”, this project was started in FY2012, with a multi-faceted approach in mind, including new “Tourism Resource Development”, “Eliminating Reputational Risks” owing to the nuclear power plant accident, “Local Production and Local Consumption”, and “Sixth Industrialization”.



Action

Tambo Art refers to the art of painting various pictures on rice fields, which are regarded as the canvas, using different coloured rice stalks instead of paint. Considering the geographical characteristics of Kagamiishi Town, the Tambo Art starts on the east side of Kagamiishi Station on the JR Tohoku Main Line, and is painted with the concept of “Picture Books Seen from the Window – Another Library” and with the theme of children’s songs and children’s stories (painted like a picture book series) so that everybody, from children to adults, can easily understand at a glance when they see the art from the fourth storey windows of the Kagamiishi Town Library.

Impact

- Rice types used: 7 types (black, yellow, red, white, orange, green, dark green)
- Picture patterns are designed with perspective in such a way that the view from the fourth storey windows is best.
- The number of visitors has been increasing every year from 5,613 visitors in FY2012 (for the first festival) to 22,436 visitors in FY2016. The town is planning to expand the area of Tambo Art and to increase the number of visitors.