

# Kenji's City Development Promotion Project

Hanamaki City, Iwate Prefecture



Dowa Mura (Village of Fairy Tales) at night



Ihatobu Festival

**Situation**  
(background, aims, etc.)

The project is designed to vitalise the city by taking advantage of Kenji Miyazawa and increasing people's interaction, while implementing award activities by citizens concerning Kenji Miyazawa, a famous fairy tale writer from Hanamaki City

**Details**  
(project outline, etc.)

Implement the project from the following four perspectives

**People –Provide opportunities to learn about Kenji (personal development)**

Award great creative activities under the name of Kenji, holding workshops such as "Explore Places Related to Kenji's Works"

**Events –Increase people's interaction by holding events**

Organize events to introduce artists actively involved in artwork relating to Kenji's works

**Townscape –Develop a city where you feel the presence of Kenji**

Exhibit great paintings themed on Kenji's work on monuments placed along a street

**Goods –Products developed as a tool to distribute information and enhance public relations**

Create a calendar including places related to Kenji and event schedules

**Results**  
(features and innovations, future developments, etc.)

- Promote development of a city that utilises Kenji's legacy under the collaboration of citizens and Kenji-related groups
- Increase opportunities for people to enjoy Kenji's attractions by enhancing Kenji-related information distribution and Kenji-related projects