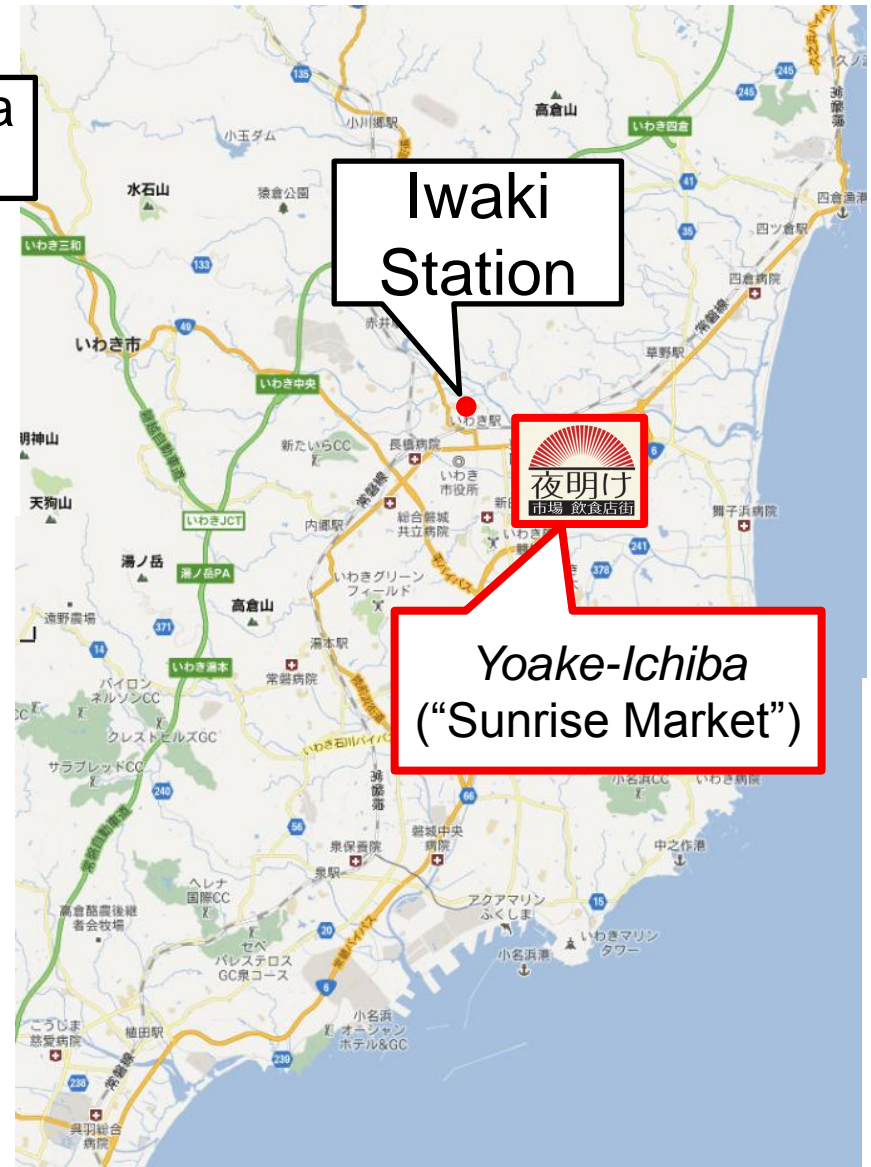
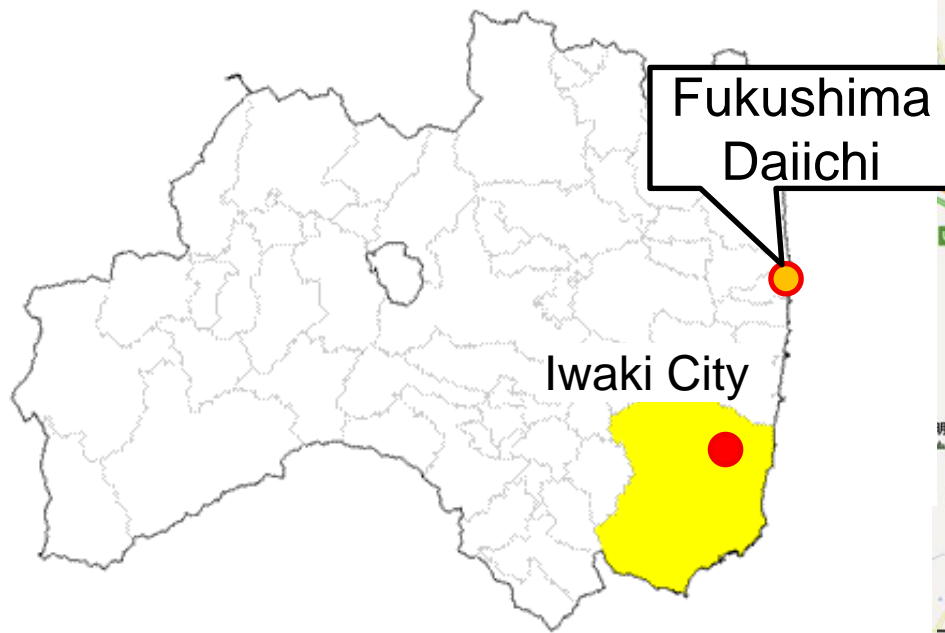


Yoake-Ichiba (“Sunrise Market”)/TATAKIAGE Japan Project Introduction ～Transcending Recovery to build a New Fukushima～

Iwaki City and Project Locations



Takeshi Matsumoto

■ Born Dec. 11, 1982

■ Hometown: Yotsukura Town, Iwaki City

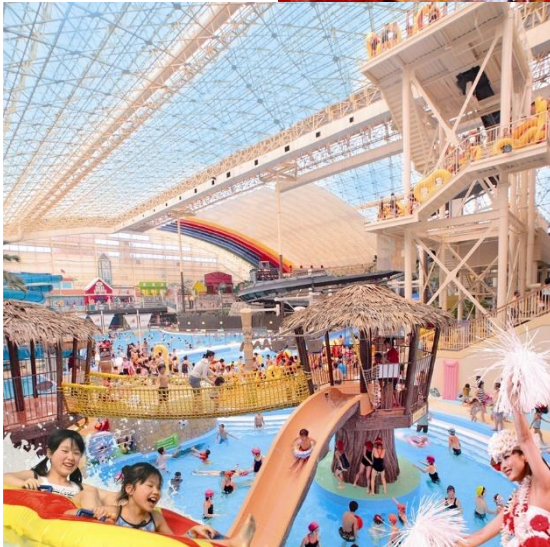
■ Returned to his home town from Tokyo to set up the *Yoake-Ichiba* (“Sunrise Market”)

■ Current Position:
Director/Executive Secretary,
Yoake-Ichiba
Director, TATAKIAGE Japan



Spa Resort Hawaiians (Since 1966)

- Industry shift from coal mining -



About Iwaki City



Prior to the disaster Fukushima Prefecture ranked 5th out of
“Places in the countryside I would like to live”
*From “Inakagurashinohon”

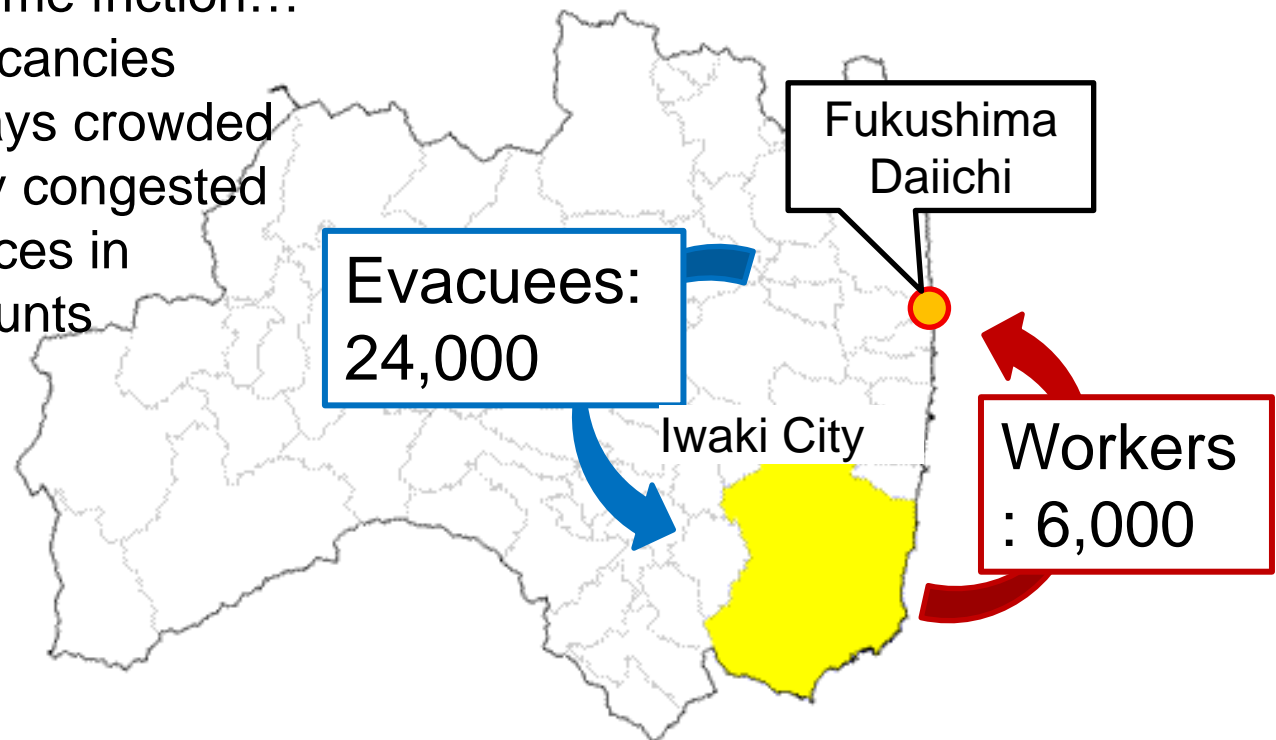
Iwaki is the center of recovery

Population: Approx. 325,000 (as of April 2014)

The population has increased by more than 30,000 (24,000 evacuees + approximately 6,000 workers)

This has caused some friction...

- Hotels have no vacancies
- Hospitals are always crowded
- Traffic is incredibly congested
- There are differences in compensation amounts



2015 Public Announcement of Land Prices

The **top 10** residential areas that have shown the highest increase in housing and land prices throughout Japan are...

...all in Iwaki City

土地の上昇率全国順位		
	住 所	上昇率(%)
1	いわき市 泉もえぎ台1丁目25番8	17.1
2	いわき市 草木台2丁目10番3	14.0
3	いわき市 泉ヶ丘1丁目19番16	13.3
4	いわき市 中央台鹿島1丁目5番3	13.3
5	いわき市 平下平窪3丁目4番5	12.1
6	いわき市 中央台飯野1丁目23-12	12.0
7	いわき市 泉町2丁目5番8	11.7
8	いわき市 洋向台2丁目3番13	11.6
9	いわき市 小島町2丁目10番11	11.4
10	いわき市 佐糖町2丁目9番11	11.3



Bring restaurant owners who lost their businesses in the disaster together and provide them with a place to start over thereby creating a restaurant arcade

- Risk of re-opening in the same location ⇒ Offer prime real estate in front of the station
- Brand the project with the strength of compiled restaurants
- Become a center of consumption of agricultural products that are suffering from rumors
- Become a focal point of recovery from which Fukushima can be inspired
- Create anew rather than rebuild

The best candidate was an old arcade filled with close businesses called the "Hakugin Komichi" ("*Snow Alley*")

After much searching the best candidate turned out to be a 45-year-old rundown arcade with small bars



A retro bar alley used as a film shoot location for the movie "Bayside Shakedown"



Narrow alley about 40 m long



Home to bars that have been open for close to 40 years



Rundown and gloomy

In November 2011, approximately 7 months after 3.11 the rundown alley was renovated and opened for business as the “Yoake-Ichiba”. It started out as just two restaurants but now there are 11. It has become a community for not only returning business owners but also various entrepreneurs who have come to this area on purpose to start a business.

November 4, 2011
Started with two restaurants



Restaurant owners helping to make the Yoake-Ichiba thrive

Restaurant owners who has returned to their hometown

Become a place for not only owners who
Lost their business, but for also people
inspired by Iwaki around the country

Restaurant owners
who decided to move
permanently from
other areas



Japanese bar and cuisine KINKA
Shojiro Oshida (31), Masatoshi Oshida (30)

Born in Iwaki City, moved back from Tokyo in May 2012

Family-run fish store was destroyed by the tsunami.
Motivated by others their age involved in the recovery these
brothers decided to return home to help recovery efforts



Yakitori and Bar SHUN PEI
Junichi Kusano (37)

Born in Iwaki City
Moved back from Tokyo in December
2012

Ran in yakitori restaurant in Tokyo but
returned to his hometown to help
recovery efforts and return vitality to
the city

Fruit Beer Bar gohoubi
Reiji Yamakoshi (39)

Born in Nagano Prefecture
Moved to Iwaki in January 2012
from Kanagawa

Came to Iwaki as a volunteer
after the disaster and decided to
move permanently out of the
desire to help more. Was
introduced to Yoake-Ichiba by a
friend.



SANSA Morioka Ja-Ja Noodle Bar
Koichiro Ishikawa (45)

Born in Tokyo, resides in Morioka,
Tokyo and Iwaki since January 2012.

Decided to join Yoake-Ichiba in order to
spread Ja-Ja noodles and help the
Tohoku region recover.

Some restaurants have now **OUTGROWN** the Yoake-Ichiba

This yakitori restaurant was opened as a restart by former residents of Soso. In December 2011 they opened a nine seat restaurant in Yoake-Ichiba. Due to its popularity the restaurant was always full to capacity and the decision was made in November 2014 to reopen the store in a different location nearby with 25 seats



First restaurant opens in December 2001

Second restaurant opens in November 2014



【Creating new value from recovery】

In July 2014 “L'Ecole de Nice”, a French restaurant run by **Chef Keisuke Matsushima**, the youngest chef ever to earn a star in the Michelin Guide, opened in Yoake-Ichiba. This restaurant transcends recovery and is a connection with the rest of the world.



We want to get as many people as possible to
act and solve regional problems in Iwaki



**Established a new NPO
in February 2013**



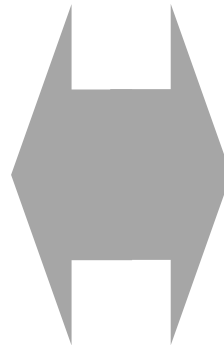
特定非営利活動法人

TATAKIAGE Japan タタキアゲジャパン

Even if you have the desire to help
it is difficult to find a way to be active in the region

New players

- People who want to return to their hometown to contribute to the region
- Entrepreneurs
- Volunteers from outside the prefecture
- High school students
- Support organizations



Region

- Key people in the region
- Local government
- Business owners
- Business associations
- Chamber of Commerce

Serves as a hub and a bridge between networks

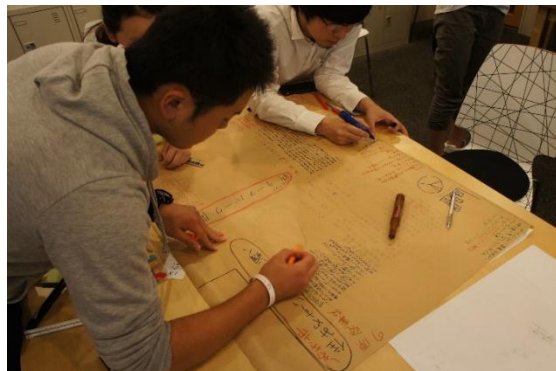


The second floor of the Yoake-Ichiba was renovated into a co-work space in July 2013



Regional junior high/high school students + adults in the region + Keio University students

The FROM PROJECT ("Furo-Puro") is a mid term contest supported by adults within and outside the region in response to the desire of junior high and high school students to "do something for the region."



An organization of producers, cooks, and sellers formed to develop “sixth”* sector products.

These experts are combining their know-how to develop high-quality products that will be loved by region



* Term coined by the Japanese government that refers to the vertical integration of primary, secondary, and tertiary industries (1 x 2 x 3=6) to achieve greater value added in products and services, through cooperation with a spectrum of sectors and industries, while spurring growth in the agricultural, forestry and fisheries industries

Lupe Kitchen Studio: Open kitchen space used for presenting different types of food

In September 19, 2014 this open kitchen space was opened in Ikebukuro WACCA in order to familiarize and let people taste the high-quality products produced in different regions all over the country. It provides a link between Tokyo and rural areas through food.



After feeling a sense of crisis brought on by the disaster, there are many people who seriously want to contribute to the region.

The nuclear accident cannot be erased. And the region will never be the way it was.

But for that, we can make Fukushima even better than it was before.