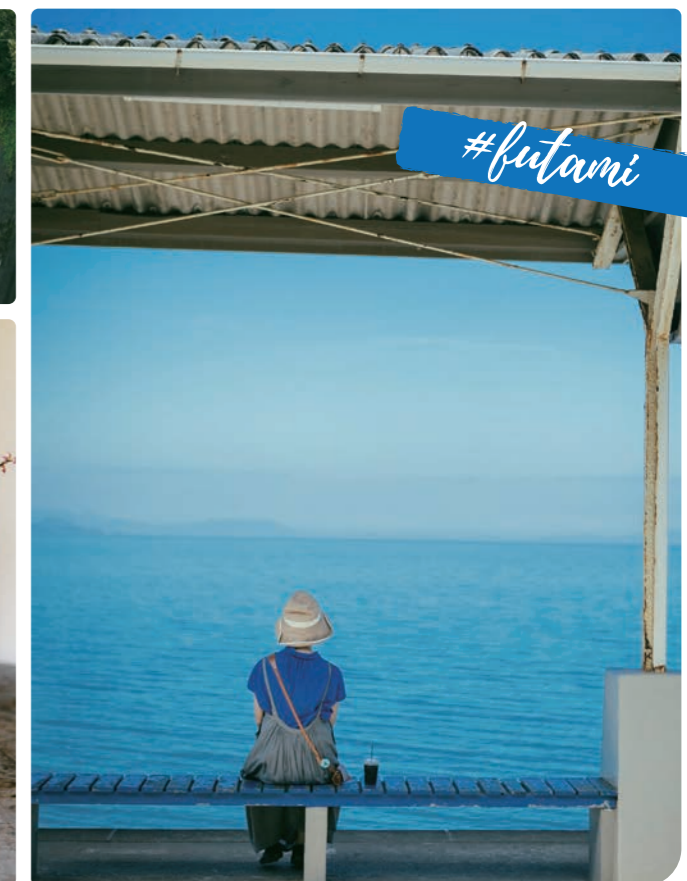
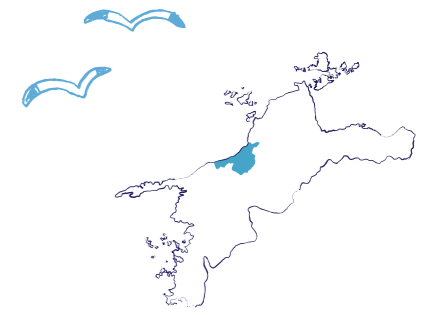


Shops I Encountered Along the Way



1. You can buy wooden toys made mainly with locally sourced, environmentally-friendly Japanese cedar. Visitors can try their hand at making their own toys, too[Mokuyūsha]. 2. A shop filled with desserts and breads. My top recommendation is their cream puffs. The flavor of the soft puff pastry and sweet cream will get you hooked[Shin'oka-seika]. 3. A spot with an antique interior and lots of nature. I recommend getting the "chocolate focaccia cinnamon butter sandwich with whipped cream" and "café latte" [moku]. 4. A retro café that still retains the feel of the Shōwa era. You can read comic books while you wait for your entrée to arrive[do]. 5. A studio where you can make your own Shisa (mythological lion-like creature from Okinawa) while taking in the sea, breeze, and mountains of Futami. They will teach you the basics so children can easily make their own, too[Umikaze-gama kiln]. 6. A husband and wife team who fell in love with Nakayama and set up a pottery studio in the Saredani area 30 years ago. It is well worth a visit to see the dishes created in this rich natural environment[Saredani-gama kiln]. 7. An inn located in an early-Shōwa-era-style mansion, complete with retro tiles, sliding doors decorated with gold and silver leaf, and extravagant ranma (rectangular transoms above sliding doors) [Tsutaya Ryokan]. 8. The bread here is baked by the owner with a huge love of Futami, and they are superb! The tomato muffins branded with a seagull symbol are delicious with just the right amount of saltiness[urusumi]. 9. A place that offers "enzyme baths." you can Soak in a tub of warm rice bran and slowly sweat out the deep "chills" in your body. There is a café, too [Kōso Maru—Rice Bran Enzyme Bath].

IYO-CITY more than ever



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Iyo-shi City official website



English



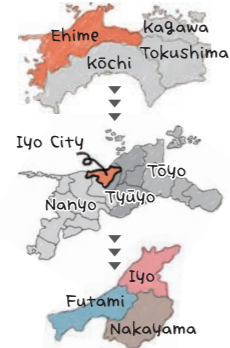
"Iyoshi more than ever" brand



Iyo-City more than ever



more info. ▶



I will be your guide through Iyo-City!

Seikatsu Editing Room

Ōki Haruna

Born in Nagahama-Town, currently living in Matsuyama City. Based on my motto, "create fans through the power of editing," I do "editorials" related to people, shops, and towns. My hobbies include drawing "laid back" illustrations and making picture diary entries. In this pamphlet, I share, from my own personal perspective, the attractive features of Iyo-shi City!



I took the photos!

Photographer

mame

Living in Iyo-City. After a stint as a wedding photographer, I began working as an independent freelance photographer. I shoot various types of photos while also keeping busy as a photography instructor.



Iyo area

The Iyo area has so many places I can recommend, but today, I will introduce you to Gunchū, a district where there is still a shopping street that is reminiscent of the good old days.

The shops here are very lively, and many of them are long-established specialty stores. By walking down this street, you will find pretty much everything you'll need.

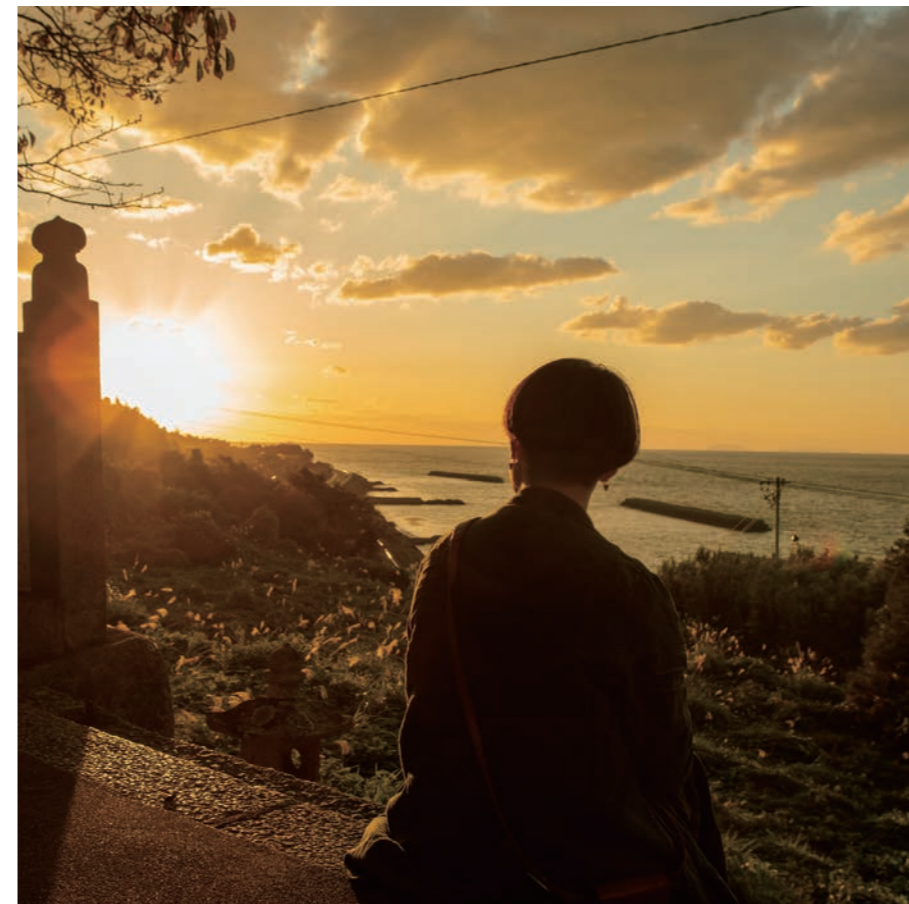
Convenient supermarkets are great, but this is the kind of place with stores that make you want to visit because you want to see the people there. It is a place where you still find heart-warming interactions among people.



Nakayama area

Nakayama is a town with a peaceful atmosphere conducive to the concentration needed by locals to diligently hone their crafts. They do the work that calls to them.

These people's focus and sincerity are palpable just by visiting this area. Here, you will not find any sentiments of competition or desires to be number one. There is only the wish to bring joy to people. You will encounter many people and things that will show you that, "All we need to do is follow our passions at our own pace." The more I visit Nakayama, the more I discover its hidden beauty.



Futami area

"A town where the sun takes a pause as it sets." Futami, which became famous for this catchphrase, is a place of healing energy where I can connect with the landscape.

If you bring some delicious take-out food like fresh-baked snacks or bread, *jakoten* fish cake, or *hamo-katsu* (fried eel) and find a spot to sit down, you have yourself an instant picnic whether you are on a mountain or by the sea. A perfect natural landscape awaits, no matter where you go.

Many lovely places await discovery down every detour in Futami.

