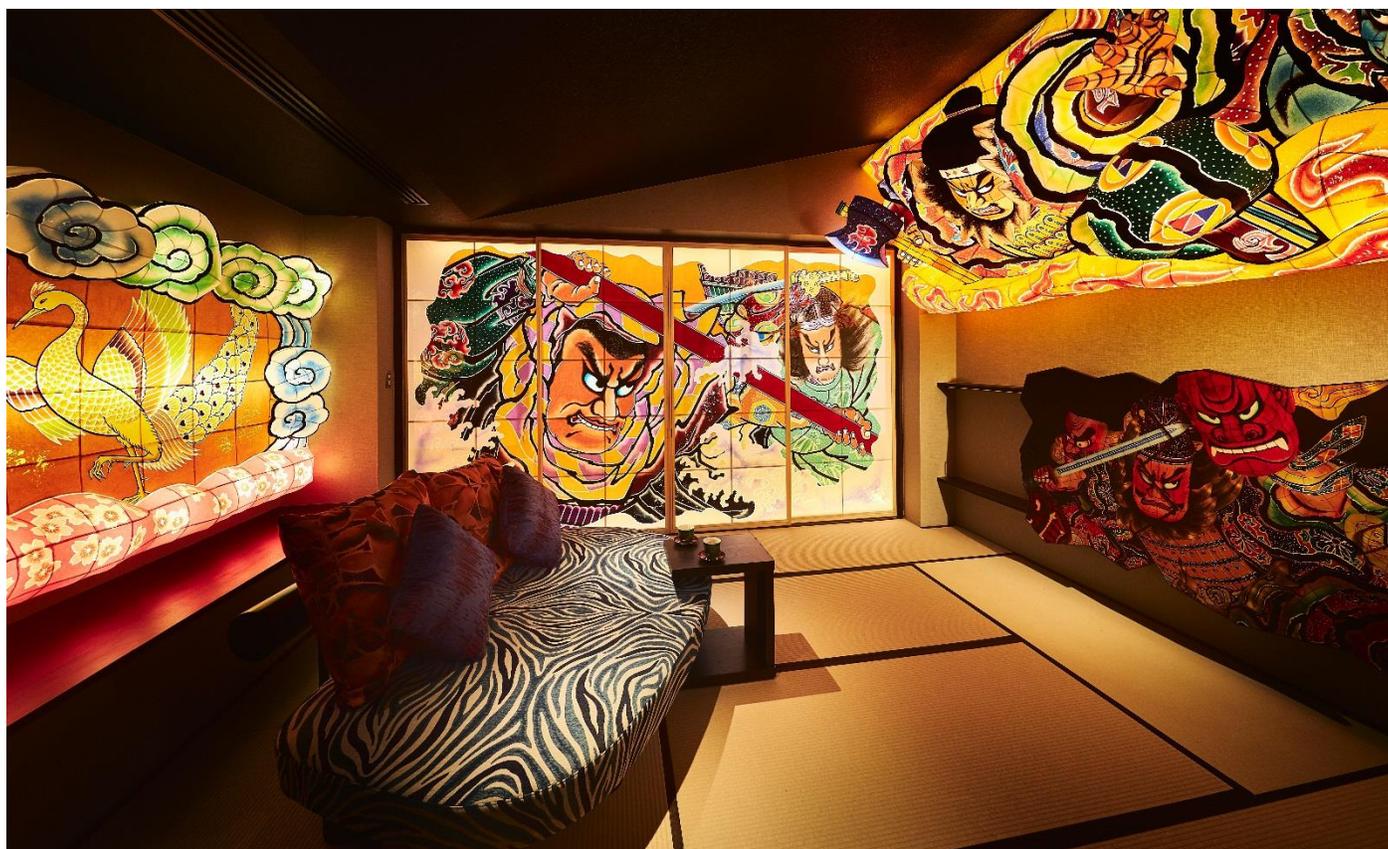


Aomori Nebuta Room Keeps Guests Awake with Energy of Nebuta Festival

(Hoshino Resorts Aomoriya)

Hoshino Resorts Aomoriya, the place where guests can fully enjoy the culture of Aomori, completed the installation of the Aomori Nebuta Festival-themed “Aomori Nebuta Room”. The theme of the Nebuta festival derives from a legend of three heroes told in the Tohoku region. Nebuta lanterns for the entire space of the Aomori Nebuta Room, including the entrance, the main room, and the bedroom were created with the help of Hiroo Takenami, a Nebuta lantern artist. The room emanates so much energy as to almost leave the guest unable to sleep.



The goal

Hoshino Resorts aims for a resort where guests can fully enjoy the culture of Aomori, such as the festivals, the dialect, and the food, with the concept of Aomoriya being “Noresore Aomori (Full Experience of Aomori Culture)”. The Aomori Nebuta Festival, which represents Aomori's festivals, was chosen as the theme this time, in order to provide an unforgettable experience not only with the meals and the hot springs, but with the rooms as well.

About one year from conception to completion

In April 2018, the staff of Aomoriya proposed the idea of an Aomori Nebuta Festival-themed room. The concept of a new room was conceived through discussions about various aspects of design, such as the placement of the lanterns, Nebuta-themed mechanics and furniture. In August, a meeting was held with Hiroo Takenami, a Nebuta lantern artist, and the theme was decided at the end of October. Aomori Nebuta Room was completed after about two months of construction, and two and a half months for making the Nebuta lanterns.

Concept 1: A Nebuta-themed arrangement which depicts the legend of the three heroes

The overall theme of the room is the history of ancient Tohoku. The theme is a legend of three heroes told in the Tohoku region.

Entrance: The Welcome Nebuta

It is said that when Sakanoue no Tamuramaro, a general tasked with conquering the indigenous people of the Tohoku region, prayed for good luck, the bodhisattva Myoken appeared and gave him seven demon masks, instructing him to put them on in battle. When the front door is opened, the brave expression of Tamuramaro depicted on a lantern about 2 meters high can be seen.



Main room: The Three-dimensional Nebuta Ornament

Early in the Heian period (around 800 AD), Aterui, the leader of the indigenous people in the Tohoku region, is thought to have continued to sustain without hesitation the repeated invasions of the court army. The Nebuta in the main room represents his heroic figure in the midst of a struggle, having received the blessings of Vaisravana, one of the guardian deities in Buddhism and commanding gods. It is about 3.2 meters wide and 1.4 meters high. The guest can take a break from reality and spend their time sitting on the sofa and gazing at the powerful Nebuta, which seems as if it's about to start moving.

Main room: Nebuta Shoji Panel

It has been told since ancient times in the Aomori Prefecture and parts of Iwate Prefecture that Minamoto no Yoshitsune actually survived and went north. It represents a scene where Yoshitsune is trying to cross the raging waters of the Tsugaru Strait.

Concept 2 : Mechanics which enable the guest to enjoy the Aomori Nebuta Room

(1) The Nebuta Dance Hallway

A "haneto" is a dancer in the Aomori Nebuta Festival. Together with the "Rassera!" shout, the festival is enlivened with steps appearing on which the guest dances twice on each side. The footsteps a dancer follows are marked on the floor leading from the front door to the main room, and the guest can naturally learn where to step if they move along in the rhythm. The guest can put on the dancer outfit which can be found in the room and dance whenever they want.



(2) The bedroom ceiling with changing Nebuta pictures

The Nebuta pictures on the bedroom ceiling change depending on the angle from which the guest looks at them. When going from the main room to the bedroom and looking at the ceiling from a standing position, Yoshitsune's courageous portrait can be seen. On the other hand, when the guest lies down on the bed, they see the scene where Yoshitsune is crossing the Tsugaru Strait.

**(3) The Nebuta TV Case which the guest opens only when they want to watch TV**

A Nebuta picture panel is set up to conceal the TV in order to enable the guest to take a break from reality and spend time peacefully. When guests are not watching TV, they can appreciate the Nebuta picture. The TV set appears when the panel is slid on both sides.

**Concept 3: The Nebuta collaboration with Hiroo Takenami, a Nebuta lantern artist**

The Nebuta set up for Aomori Nebuta Room were created with the help of Hiroo Takenami, a Nebuta lantern maker. Since creating his first large Nebuta in 1989, he has received numerous awards, including the Nebuta Grand Prize. At the 2018 Aomori Nebuta Festival, he received the "Best Artist Award". The legend of the three heroes from ancient Tohoku was chosen as the theme for the Aomori Nebuta Room creations with the wishes and prayers for the revival of Tohoku.

**A showcase video of the "Aomori Nebuta Room", an Aomori Nebuta Festival-themed room**

Video URL: <https://youtu.be/GOP8R7HL8tQ>

QR code:

**"Aomori Nebuta Room" outline**

Lodging fee: 32,000 yen for 1 night, 2 meals for 2 guests per room (tax and service included)

Number of rooms: 1 room

Capacity: 3 guests

Size: 71.5m²

Lodging start date: April 17, 2019

Reservations: official website (<https://noresoreaomoriya.jp/en/>)

Nebuta production: Hiroo Takenami Nebuta Research Institute (<http://takenami-nebuken.com/>)

Room number is 8287 since the Aomori Nebuta Festival is held from August 2nd to 7th.

The Aomori Nebuta Room Floor Plan

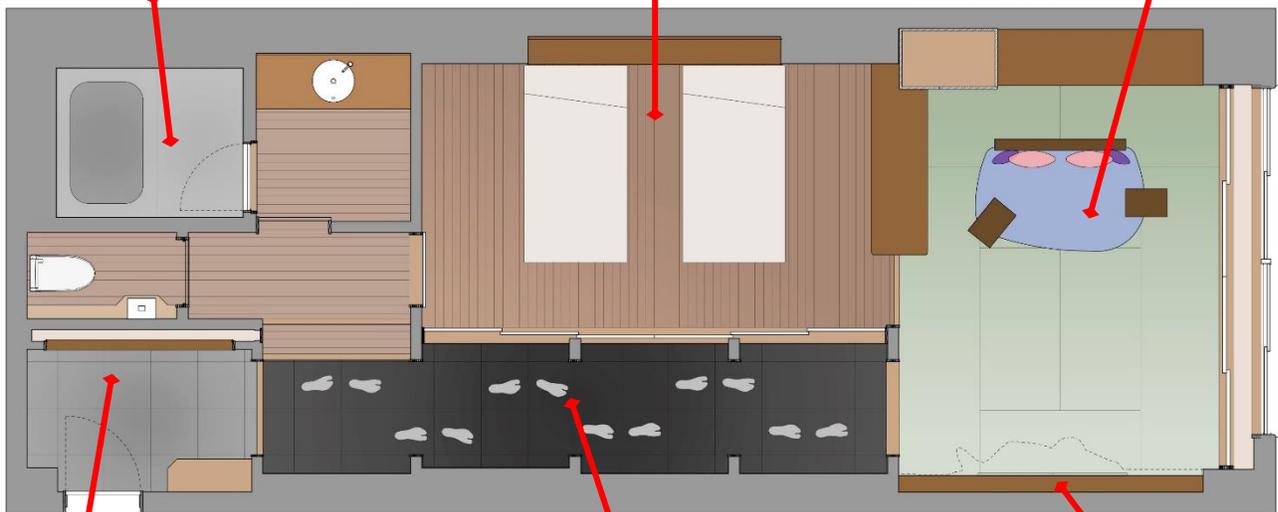
Bathroom (Aterui)



Bedroom (Minamoto no Yoshitsune)



Main room



Welcome Nebuta (Sakanoue no Tamuramaro)



Nebuta Dance Hallway



Nebuta TV Case (Sakanoue no Tamuramaro)

Hoshino Resorts Aomoriya

Based on the concept “*Noresore Aomori* (Full Experience of Aomori Culture),” guests enjoy cultural experience while staying at Aomoriya.

■Reservation: +81-570-073-022 (Hoshino Resorts Reservation Center/Intl. Call)

■Address: 56, Furumagiyama, Misawa, Aomori

■Access: 10 mins by walk from Aomori Railway Misawa St. Free shuttle bus is available from Misawa St. (no reservation required),

Misawa A.P., Aomori A.P., and JR Hachinohe St. (reservation required)

■Rooms: 236 ■Check In 15:00/Check Out 12:00

■Rate: starting from ¥17,000/person ■URL: <https://noresoreaomoriya.jp/en/>