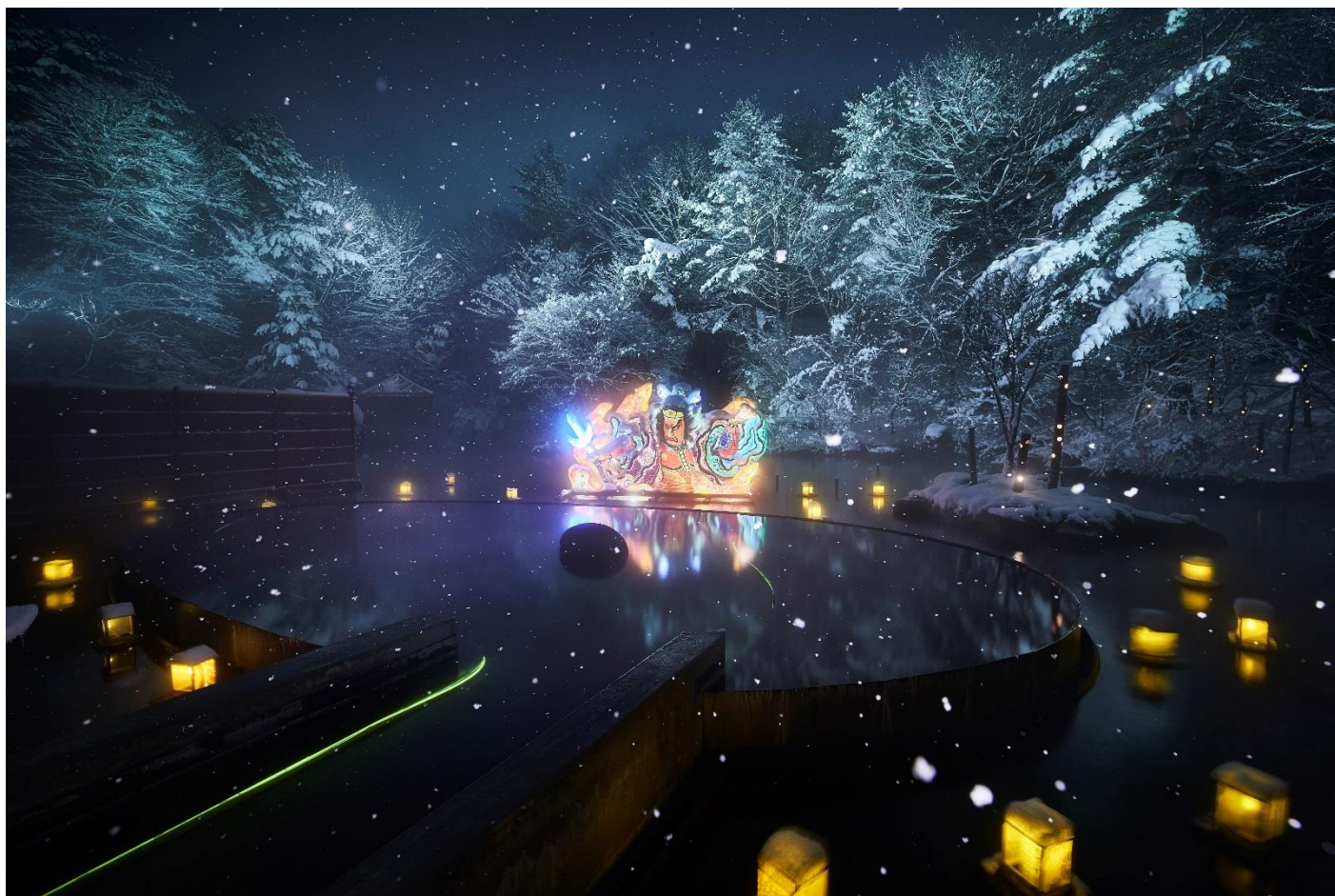


Hoshino Resorts Aomoriya (Misawa, Aomori Prefecture)

Winter Illumination of “Neburi Nagashi Toro” Celebrates 9th Year of Aomoriya’s Seasonal Scenery

Dates: December 1st, 2019 – March 31st, 2020

From December 1st, 2019 to March 31st, 2020, Hoshino Resorts Aomoriya, the hotel where guests can fully enjoy the culture of Aomori, will hold the annual Neburi Nagashi Toro, a breathtaking winter event where small lanterns and Nebuta floats will be floating on the ponds around the open-air bath *Ukiyu*.



Open-air bath takes guests back in time to the age of Neburi Nagashi, the origin of the Aomori Nebuta Festival

Toro Nagashi---a ritual that banishes the demons of drowsiness, and washes impurities into the river and the sea---is called *Neburi Nagashi* in the Tohoku region, and is claimed to be the origin of Aomori Nebuta Festival. Hoshino Resorts Aomoriya will reproduce *Neburi Nagashi* by floating Nebuta floats and small lanterns that carry people’s wishes on the ponds around *Ukiyu*. Guests can enjoy the event claimed to be the origin of Aomori’s most famous summer festival from an open-air bath in midwinter.



Aomoriya's original Nebuta float "Vaisravana"

The motif of Nebuta float is Vaisravana, a deity worshiped as the guardian of the north and the one who brings wisdom and good fortune. It is specially created for Neburi Nagashi Toro by Hiroo Takenami, a Nebuta artist. Vaisravana wields a spear in his right hand and a pagoda in his left, and his expression glares at the demons.



Profile of Hiroo Takenami, the renowned Nebuta artist

Hiroo Takenami is a Nebuta artist who received the Best Artist Award at the 2018 Aomori Nebuta Festival, the highest award that an artist can receive. Nebuta floats are rated based on factors like the liveliness of their expressions and colors, and the composition of the float. Like the floats parade in the real festival, the Vaisravana float that is used in Aomoriya's Neburi Nagashi Toro begins as a rough sketch, and is created with a focus on vivid colors and the composition of the float.

Perspective for the future

With the guiding principle of "*Noresore Aomori* (Full Experience of Aomori Culture)," Hoshino Resorts Aomoriya has strived to build facilities that can share the festivals, food, and traditional crafts of Aomori with people from other places. Neburi Nagashi Toro is coming up to its 9th year, and at this point is a seasonal scenery at Aomoriya during winter. Aomoriya will keep holding the event every year in the future, so that people who have experienced Aomori Nebuta Festival, as well as those who haven't, will be able to learn about the origins and history of the festival.

Neburi Nagashi Toro at a glance

- Dates: December 1st, 2019 – March 31st, 2020
- Venue: Open-air bath *Ukiyu*
- Open hours: 6:00 pm – 0:00 am
- Fee: Free
- Participants: Hotel guests only
- Wish lantern: guests can write down and submit their wishes between 3:00 to 9:00 pm
- Source of a hot spring: Komaki Onsen
- Type: Alkaline simple hot spring
- Indications: Relief of nerve pain, muscle pain, joint pain, stiff shoulders, sensitivity to cold, recovery from fatigue, improved health, etc.
- Notes: May be canceled in case of bad weather.

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 including two meals (Tax separate)
- URL: <https://noresoreaomoriya.jp/en/>

