

食

Food

今週の展示

## 食の未来をつむぐ

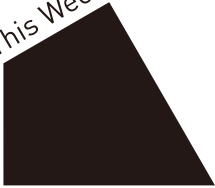
京都が育んできた食文化を

未来へつむぐために、

京漬物や京都の和牛、京都のお菓子など、

京都から食の新たな取り組みを紹介しています。

This Week's Exhibition



## Weaving the future of food

To carry forward the food culture nurtured in Kyoto into the future, we introduce new culinary initiatives from Kyoto, including Kyoto pickles, Kyoto wagyu beef, and traditional Kyoto sweets.

# 1-1 New Products Fermented with the Power of Kyo-Tsukemono

## Exhibit

During the production of Senmai-zuke (thinly sliced pickled turnips) from Shogoin turnips, parts that were perfectly edible were being discarded because they couldn't be used in the final product. Embodying Kyoto's traditional "shimatsu no kokoro" (a philosophy of using everything without waste), we embarked on an upcycling process. After much trial and error, we succeeded in extracting an essence to create a fermented cosmetic product. Additionally, we are introducing a line of foods made with *Lactobacillus brevis*, a lactic acid bacteria derived from suguki pickles. The line includes soup, dressing, bread, and financiers.

### **Kyoto pickles are a traditional culture passed down through the ages.**

The three great Kyoto pickles—shiba-zuke, suguki, and senmai-zuke—are a testament to a long-standing tradition. Shiba-zuke dates back to the late Heian period, suguki to the Momoyama period, and senmai-zuke to the late Edo period. These pickles were treasured as a way to preserve food in an era before refrigeration.

### **The Kyoto pickles of today are very healthy.**

Historically, pickles had a high salt content to prevent spoilage. However, with the widespread use of refrigeration today, salt levels have been significantly reduced. Additionally, the lactic acid bacteria they contain are now gaining attention for their contribution to gut health.



Kyoto Prefecture Food Industry Association

Kyoto Prefecture Tsukemono Cooperative Association

41 Yase Hanajiri-cho, Sakyo-ku, Kyoto-City Doi Shibazuke Honpo Co., Ltd.

# 1-2 **Kyoto-style Bento" - No Microwave Needed, Delicious After Thawing in the Refrigerator**

## **Exhibit**

"Kyoto's Frozen Bento" expands the possibilities of traditional catering by using rice that remains delicious even when thawed in the refrigerator. This technology, which allows the rice to be enjoyed without microwave heating, is currently patent pending.

### **The Issue with Thawing Rice**

Shidashi bento (catered boxed meals) are traditionally made to order and delivered to customers. Freezing them would be a convenient way to handle large orders, but it causes the rice starch to degrade, making microwave heating essential. This makes it difficult to heat a large volume of meals at once.

### **Bringing traditional Kyoto cuisine to a wider, more accessible audience.**

"Kyoto's Frozen Bento" delivers the delicious taste and convenience of traditional Kyoto cuisine to people across Japan and around the world, as well as to disaster-stricken areas. This is a form of catering that delivers a better future by helping to solve social issues such as food waste and disaster relief.



**Kyoto Prefecture Food Industry Association**

**NOMURAFOODS Co., LTD.**

66 Shimotoba Nishiserikawa-cho, Fushimi-ku, Kyoto-City

# 1-3 "Mochiinari," a sweet snack made by stuffing mochi into a pouch of fried tofu.

## Exhibit

Mochiinari is a snack that combines sweet and savory Kyoto-style fried tofu with mochi, a staple of Japanese cuisine. We offer four varieties: plain, chocolate, matcha, and kinako, each with a seasoned fried tofu wrapper. The gentle flavor comes from mochi made with Japanese glutinous rice and fried tofu processed domestically.

To solve the inconvenience of getting your hands sticky while stuffing the mochi, we developed this as a pre-filled, finished product. Unlike traditional mochi kinchaku, its appeal lies in its sweet and savory flavor, similar to mitarashi dango.

### **An easy-to-enjoy Japanese treat.**

You can keep them in your freezer and easily prepare them in the microwave. They can also be customized with toppings like cheese or sweet bean paste.

### **A new way to eat abura-age.**

From the specialty Kyoto fried tofu shop, Kyotouan, we are proposing a new way to enjoy abura-age (fried tofu), a traditional Japanese ingredient.



Kyoto Prefecture Food Industry Association

Kyotoan Co., LTD.

37-4 Shimokawai Miwa-cho, Fukuchiyama-City

# 1-4 New Japanese Sweets for Athletes: "anpower"

## Exhibit

This is an energy-boosting yokan that uses anko (sweet bean paste) prepared by our confectioners in our own facility. The anko is made from the same high-quality azuki beans used for jogashi (high-grade Japanese sweets), so you can enjoy a refined and rich flavor.

As the annual consumption of Japanese sweets decreases and consumers move away from wagashi, we are pursuing new possibilities. We've taken on the challenge of developing Japanese sweets that can be used in sports.

## Functional Benefits as an Energy Food

"anpower" can be used as a source of nutrition during exercise. It contains BCAAs (Branched-Chain Amino Acids), which help to reduce fatigue, as well as salt (sodium) and other ingredients.

## New forms of wagashi to the world.

During the TOKYO 2025 DEAFLYMPICS, an international sports event for people with hearing impairments, we will be providing "anpower" to athletes and staff from around the world participating in the athletics events.



Kyoto Prefecture Food Industry Association

KOGETSU Co., LTD.

11-1 Shimomisu Higashinokuchi, Yokooji, Fushimi-ku, Kyoto-City

# 2

## Environmentally and people-friendly food, "Tango's Akamoku."

### Exhibit

Akamoku, a type of seaweed, has recently been gaining attention as a health food. In the Tango region, with its vast, rich seas, a patented technology was developed to mass-produce Akamoku seedlings in tanks.

Full-scale cultivation has been underway since fiscal year 2019, with the aim of establishing it as a new local specialty.

### Various health-promoting components

It contains active ingredients such as fucoxanthin, which has been shown to reduce visceral fat, and soluble dietary fiber, which is said to be effective in improving the intestinal environment.

### By consuming it, we support the richness of the ocean.

Akamoku farms not only serve as a nursery for numerous young fish but also absorb carbon dioxide, helping to combat global warming.



Kyoto Prefectural Government Fisheries Division  
Shinmachi, Shimodachiuri, Kamigyo-Ku, Kyoto-City

# 3-1 Sharing the allure of wagyu from Kyoto with the world. Kyoto Beef Miyabi

## Exhibit

Kyoto's wagyu is raised with meticulous care, one by one, in an environment blessed with pure water and the rich nature of the four seasons, and by the hands of master craftsmen. Among these, the most rigorously selected in terms of quality is designated as "Kyoto Beef." Ginkakuji Onishi exports this premium beef overseas under the brand name "Kyoto Beef Miyabi."

### **A breeding environment we are extremely particular about.**

By raising them for over 30 months on a "Kyoto-certified livestock farm," the natural aging process is enhanced, creating a rich umami flavor and exceptional tenderness. A particularly appealing characteristic is the high oleic acid content, which results in a melt-in-your-mouth texture and a refined aroma.

### **Moving the wagyu tradition into the future.**

Through "Kyoto Beef Miyabi," we aim to share the appeal of wagyu from Kyoto along with Japan's food culture. In doing so, we will contribute to a cross-border exchange of deliciousness and the creation of a rich food culture for the future.



Ginkakuji Onishi Co., Ltd.

53 Jodoji Higashida-cho, Sakyo-ku, Kyoto-City



# 3-2 "Kokugyu Jūzu," a painting depicting the native cattle of the ancient capital.

## Exhibit

The history of beef fattening and distribution in Kyoto is old, and in a book called "Kokugyu Jūzu" you can see the figure of "Tanba-gyu," named after a place from that time.

"Kawato Bokudō-Ningōnao-maro (written in the 3rd year of Enkei [1310]), preface by Fujiwara Sadamoto, transcript from the 7th year of An'ei [1778]."

## Beef culture that connects to the modern era.

Even during a period when eating meat was forbidden, beef was treasured in Kyoto as a form of "yakugui" (medicinal eating) for health and vitality. When the Meiji era began, sukiyaki and amiyaki (grilling) developed alongside the skills of Kyoto's chefs, and today, Kyoto has become one of the top beef-consuming regions in Japan.

Ginkakuji Onishi has walked alongside this tradition of Japanese beef, and is a long-established butcher shop that protects and nurtures Kyoto's beef culture. We deliver a supreme, unique taste of Kyoto with the discerning eye and techniques passed down from our predecessors.



Ginkakuji Onishi Co., Ltd.

53 Jodoji Higashida-cho, Sakyo-ku, Kyoto-City

# 4-1 Hospitality with tatami products from Kyoto. Tatami Rush Grass Cup Sleeve

## Exhibit

Crafted from "igusa"—the rush grass used in traditional tatami mats—this cup sleeve is a testament to natural functionality. It harnesses the material's excellent thermal insulation and moisture-wicking properties, offering a smooth, dry feel that breathes with the humidity.

This innovative cup sleeve is adjustable to fit various cup sizes and comes in a range of colors to suit your personal style.

## Body-friendly materials

The aroma of "igusa" (rush grass) is said to have a calming effect, helping to reduce stress and improve concentration.

This unique material complements your coffee experience by adding a subtle, natural fragrance that doesn't interfere with the taste or aroma of your brew.

## Tatami store x Manufacturer x Junior college students

This is a product of an industry-academia collaboration, born from the combined ideas of a tatami shop in Kyoto, a group of junior college students, and the manufacturing expertise of a partner company.



Kyoto Koka Women's University, Kyoto Koka Women's College  
38 Kadono-cho, Nishikyogoku, Ukyo-ku, Kyoto-City

# 4-2 Upcycled from Kimono: Ornate Items to Brighten Your Dining Table

## Exhibit

This is a product created through a special collaboration between students from Kyoto Koka Women's University and the Kanon Saikyogoku Workshop, an NPO that provides support for people with disabilities.

Under the theme of "Connecting Thoughts," these partners have upcycled used kimonos into beautiful, new items.

### **Changing lifestyles and the decline of kimono culture.**

Kyoto is home to traditional industries like Nishijin-ori and Kyo-yuzen, creating delicate and beautiful kimonos that have been passed down for generations. However, modern lifestyles offer fewer opportunities to wear them, leading to a growing distance from kimono culture.

### **A chance to shine once more.**

We upcycled cherished, heirloom kimonos that had finished their role to create elegant dresses for sake bottles and stylish table mats.



Kyoto Koka Women's University, Kyoto Koka Women's College  
38 Kadono-cho, Nishikyogoku, Ukyo-ku, Kyoto-City

# 4-3

## **A Proposal from Kyoto for "Food Barrier-Free." Texture-modified Japanese Sweets and Care Tableware Made with Traditional Craftsmanship.**

### **Exhibit**

This project combines soft Japanese "wagashi"—specially formulated for those with chewing or swallowing difficulties—with care tableware made from traditional Kyoto crafts, all designed to bring back the pleasure of eating.

### **Wagashi, a soft type of Japanese confectionery**

We offer seven items: soft yokan, shiso mochi, awase mochi, mizu yokan, sakura mochi, warabi mochi, and mitarashi dango.

### **Care tableware crafted from Kiyomizu ware and Kyoto lacquerware.**

We offer beautiful, functional care tableware made from traditional crafts, along with a lacquer-style tray treated with an anti-slip finish.

These pieces are designed to be visually beautiful and gentle to use, enriching mealtimes even for those who find regular tableware difficult to handle. The lacquer spoons are meticulously balanced to feel light and comfortable, no matter how they are held.



Kyoto Koka Women's University, Kyoto Koka Women's College  
38 Kadono-cho, Nishikyogoku, Ukyo-ku, Kyoto-City

# 4-4 **Crafted from a female college student's perspective, this is a sake collection named "HIKARI" and "HANA."**

## **Exhibit**

We have developed two types of sake, "Hikari" and "Hana," both named after our university. Drawing on the unique perspective of female college students, we have repeatedly refined the flavor to appeal specifically to young women.

We have crafted it to be sweet and easy to drink, with a smooth, velvety texture.

## **Kyoto's Sake Brewing and the Younger Generation's Disinterest in Sake**

Fushimi in Kyoto, one of Japan's three major sake-producing regions, is facing a modern challenge: a decline in sake consumption, especially among young people. Many in the younger generation tend to dislike the taste and smell of traditional sake.

## **Collaborating with a sake brewery to tackle a challenge.**

To expand their fanbase among young people and ensure the future of sake brewing as a traditional industry, a Fushimi sake brewery has teamed up with female college students.

Together, they've developed a sake crafted specifically to appeal to young women and are also creating sake-based cocktails.



**Kyoto Koka Women's University, Kyoto Koka Women's College**  
38 Kadono-cho, Nishikyogoku, Ukyo-ku, Kyoto-City

# 4-5 **Wellness Wagashi. Rare Sugar Yokan**

## **Exhibit**

This yokan is made with rare sugars as part of its sweeteners, which help gently moderate the rise in blood glucose and insulin levels after a meal.

### **Sugars that exist in nature.**

The rare sugar used is allulose, a type of sugar that belongs to the same family as glucose and fructose. It exists naturally, though only in very small amounts.

### **Energy: 0 Kcal**

The energy content of allulose itself is 0 kcal per gram. Additionally, it has been reported to help promote fat metabolism.



Kyoto Koka Women's University, Kyoto Koka Women's College  
38 Kadono-cho, Nishikyogoku, Ukyo-ku, Kyoto-City

# 4-6 Using the leaves of the medicinal plant kihada, we've created wellness sweets like canelés.

## Exhibit

Kihada is a tree in the citrus family, and its inner bark has long been used as a medicinal ingredient called Obaku. The leaves are rich in various functional components like dietary fiber, calcium, folic acid, beta-carotene, and lutein.

We've developed a line of sweets using these beneficial leaves.

### Expecting Oral Care Benefits from Kihada Leaves

Kihada leaves contain properties that suppress the growth of cavity-causing bacteria and periodontal pathogens, making them a useful ingredient for oral care.

### Because it is caffeine-free, it's safe for pregnant women and the elderly.

Since kihada leaves contain no caffeine, this can be safely enjoyed by pregnant women and the elderly who need to limit their caffeine intake.



Kyoto Koka Women's University, Kyoto Koka Women's College  
38 Kadono-cho, Nishikyogoku, Ukyo-ku, Kyoto-City

## **A Spatial Design Covered in Kyo-Kawara “Kimono Tiles” & Featuring Non-Verbal Expression through Images and Music**

This experience enables visitors to deeply engage with Kyoto’s future and past through a minimalist and serene environment unified by original Kyo-Kawara “Kimono Tiles.”

Non-verbal images and audio are also integrated in harmony with the environment, expressing its multifaceted appeal.





## Video introduction



### Harayama Tea Farm

Location: Harayama Tea Farm  
(Circular Tea Fields) (Wazuka-cho)



### Handmade Bread

Location: Yasakagama (Kyotango-City)  
Cooperator: Yasakagama



### Ishidera Tea Farm

Location: Ishidera Tea Farm (Wazuka-cho)



### Kyoto Vegetable Fields

Location: Katamoto Organic Farm (Kameoka-City)  
Cooperator: Katamoto Organic Farm



### Kyoto Vegetable Fields

Location: Katamoto Organic Farm  
(Kameoka-City)  
Cooperator: Katamoto Organic Farm



### Kyoto Vegetable Fields

Location: Katamoto Organic Farm (Kameoka-City)  
Cooperator: Katamoto Organic Farm



### Kyoto Chicken

Location: Okamoto Farm (Fukuchiyama-City)  
Cooperator: Okamoto Farm Co., Ltd.



### Shogoin Radishes

Location: Studio



### Shrimp-Shaped Taro

Location: Studio (Kameoka-City, etc.)



### Mackerel Sushi

Location: Studio (Kyoto-City)

## Video introduction



### Soup

Location: So Kawahigashi  
(Sakyo-ku, Kyoto-City)  
Cooperator: One Rice One Soup INC.



### Sake

Location: Studio (Fushimi-ku, Kyoto-City)



### Knife Skills

Location: So Kawahigashi  
(Sakyo-ku, Kyoto-City)  
Cooperator: One Rice One Soup INC.



### Light Soy Sauce

Location: Matsuno Soy Sauce (Kita-ku, Kyoto-City)  
Cooperator: Matsuno Soy Sauce



### Oyster

Location: Studio (Maizuru-City)



### Chestnut Rice Made Using Tamba Chestnuts

Location: Studio (Kyotanba-City)



### Fishing Boats off the Coast of Kyoto

Location: Kyotango (Kyotango-City)



### Syphon Coffee

Location: Hanafusa Coffee East Shop (Sakyo-ku, Kyoto-City)  
Cooperator: Hanafusa Coffee East Shop



### The Process of Making Kyoto Tofu

Location: Iriyama Tofu  
(Kamigyo-ku, Kyoto-City)  
Cooperator: Iriyama Tofu



### Yasakagama

Location: Yasakagama (Kyotango-City)  
Cooperator: Yasakagama

## Video introduction



### The Process of Making Kyoto Tofu (Grilled Tofu)

Location: Iriyama Tofu  
(Kamigyo-ku, Kyoto-City)  
Cooperator: Iriyama Tofu



### People Enjoying a Meal Together

Location: So Kawahigashi (Sakyo-ku, Kyoto-City)  
Cooperator: One Rice One Soup INC.



### Syphon Coffee

Location: Hanafusa Coffee East Shop  
(Sakyo-ku, Kyoto-City)  
Cooperator: Hanafusa Coffee East Shop



### Pouring Sencha Tea

Location: Studio (Uji-City)



### The Process of Making Japanese Sweets

Location: Kyogashitsukasa Suetomi  
(Shimogyo-ku, Kyoto-City)  
Cooperator: Kyogashitsukasa Suetomi



### Soup

Location: So Kawahigashi  
(Sakyo-ku, Kyoto-City)  
Cooperator: One Rice One Soup INC.



### Selections from Miyako Meisho Zue ("Pictorial Guide to Scenic Spots in Kyoto")

Cooperator: 「Shuui Miyakomeishozue」  
Kyoto Institute, Library and Archives

## The Concept of Jun'on Haikai

**Jun'on Haikai is a collection of the sounds of present-day Kyoto Prefecture, in combination with sounds documented in historical records and other sources, that has been enhanced with other compositions to create a unique soundscape.**

In 1996, the Ministry of the Environment (known as the Environment Agency at the time) designated the “100 Soundscapes of Japan”—a collection of sounds recognized for their particular significance in maintaining Japan’s unique acoustic environment. The Ministry accepted submissions of a broad range of environments (soundscapes) featuring sounds that communities across the country cherish as local symbols and wish to preserve for future generations. Nearly 30 years have passed since then, and it is time to revisit the sounds of Kyoto Prefecture. Today, we are witnessing the acceleration of global warming and the seasons are gradually blending together. Under these circumstances, mountains, forests, and other elements of nature are becoming more important and precious than ever. Kyoto Prefecture is blessed with a rich natural environment, where beautiful sounds can still be found. Field recordings have been made to preserve them, with the hope that no more of the environment will be lost. This collection also contains newly recorded sounds beyond those already recognized in the previously mentioned “100 Soundscapes of Japan.”

Works of literature also contain many descriptions of sounds. Before the invention of recording technology, people had been preserving sounds through verbal descriptions since ancient times. Preserving sounds through language in this way is also a form of field recording.

# Field Recording List

**Part-1** Rurikei stream (Nantan City) Wharf (Ine Town) Maizuru Port (Maizuru City) Miyazu Bay (Miyazu City) Iwashimizu Hachimangu Shrine (Yawata City)

**Part-2** Kyoto Imperial Palace gravel (Kyoto City) Kiyomizu Temple (Kyoto City) Deer (Kyoto City) Mount Oe (Fukuchiyama City) Chirimen Kaido Tenmangu Shrine (Yosano Town)

**Part-3** Kotohiki Beach (Kyotango City) Kototaki Falls (Kyotamba Town) Uji River (Uji City) Shinpukuji Temple water harp (Kameoka City) Myoshinji Temple (Taizo-in) water harp (Kyoto City)

**Part-4** Ayabe-Ohashi Bridge, Yura River (Ayabe City) Minoyama Bamboo Grove (Yawata City) Koshoji Temple (Uji City) Kosei Water Park (Kameoka City) Shisendo Temple Deer Dance (Kyoto City) Gokonomiya Shrine (Kyoto City) Thunderstorm (Kyoto City)

# Written Description Field Recordings List

Ohara, The Tale of the Heike: The sounds of bells, deer, and insects

Nonomiya, The Tale of Genji: The sounds of insects, wind through the pine trees, and court music instruments

Uji, Man' yoshu, two poems (1699 and 1700) composed on the Uji River: the sounds of geese and the river

Hoji Temple, Eiga Monogatari, Vol. 17, Omugaku: Court music performances

Tango, Tango no Kuni Fudoki: Voices lamenting lost works and singing

Fukuchiyama, Oeyama Ekotoba: The sounds of thunder and ritual music

Iwashimizu Hachimangu Shrine, Noh Playwright Zeami, Yumiyawata &

Hojogawa: Mysterious music and the sounds of nighttime ritual music

Hoshoji Temple, Ben no Naishi Nikki: The sounds of sarugaku theater performances in the back of the temple and bells

Junichiro Tanizaki, Senkantei, Yume no Ukihashi: The sounds of bamboo tubes filling with water and clacking against stone

Kotohiki Beach, Kiuchi Sekitei, Unkonshi: The sounds of the sandy beach

Kagero Nikki: The sounds of carts

Rakuyo Dengakuki: The sounds of a grand ritual music performance held in the Eicho era

Composition & Arrangement: Marihiko Hara

Guitar: PolarM

Field Recording Assistance: Masumi Muranaka

Research Assistance: Rurihiko Hara

Sound Design: Raku Nakahara (KARABINERinc.)

/ Ohshiro Sound Office Inc.

Production: MHStudioInc. / TSUYURI

空間デザイン協力	Space design cooperation
Sandwich	Sandwich
京瓦タイル「キモノタイル」製作協力	Kyoto tile "Kimono tile" production cooperation
株式会社京瓦 浅田製瓦工場	ASADA KAWARA FACTORY
テーマ映像制作	Theme video production
株式会社 青空	AOZORA,LTD
テーマ音楽制作	Theme music production
原 摩利彦	Marihiko Hara

大阪・関西万博きょうと推進委員会