

Sendai NOW!

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Overview of Sendai City



Sendai, located within Miyagi prefecture, is a city with a population of one million, and is the political and economic center of Japan's Tohoku (northeast) Region. Although Sendai is a big city, it is known throughout Japan as a modern city in harmony with nature.

Upcoming Events

Miyagi St Baldrick's Kids Cancer Fundraising Event. March 20. 6pm to 9pm at Club Shaft. 3000 yen. Live music and head shaving in support of kids cancer charity, St Baldricks. Contact Miyagistbaldricks@gmail.com.

Sendai Artisans' Summit. March 26 – 28. Museum of History and Folklore. 200 yen. Tel (022) 295-3956

Suzume Odori (Sparrow Dance Workshop). Mar. 27, Apr. 8, Apr. 22, May 12, 7pm to 8.30pm. Free. Aoba-ku Chuo Shimin Center. Contact suzume@aoba-matsuri.com

Sakura Season in Sendai

Hanami, or flower viewing, is one of the most popular events of spring in Japan.

In Sendai, the Sakura cherry blossom trees are in full bloom around mid April. Fortunately, there is no shortage of parks or places to see cherry blossom trees in Sendai. In the evenings, parks usually take on a festival like atmosphere with food stalls run by locals selling traditional festival fare, drink vendors, as well as colourful lanterns adorning the parks.



Illuminated trees in Nishi Park



Popular Places for Hanami

Nishi Park – One of the most popular places to view hanami in Sendai. Take the Sendai Loope bus from Sendai Station and get off at "Sendai City Museum" bus stop.

Tsutsujigaoka Park (see picture above) – View 360 cherry blossom trees at Tsutsujigaoka park. 5 minutes walk from JR Tsutsujigaoka station (one stop from JR Sendai Station)

Osaki Hachimangu Shrine - Take the Sendai Loope bus from Sendai Station and get off at "Osaki Hachimangu-mae"

Sendai's Sweet Souvenir

Red, plump and juicy strawberries are one of the many things to look forward to during spring in Sendai. Miyagi prefecture is one of Japan's major strawberry producers and strawberries grown in Miyagi are branded "Sendai Strawberries." Visitors to downtown Sendai can sample various cakes and sweets baked using Sendai Strawberries at one of the many local patisseries. One of the most popular souvenirs to bring home from Sendai is a box of *manju* (traditional Japanese confectionary) filled with ripe Sendai Strawberries.



Strawberry Picking

During strawberry season, numerous visitors travel to Watari in southern Miyagi to pick fresh strawberries. To get there, take a train from JR Sendai Station to Watari Station (approx. 30 minutes), then take a taxi out to the strawberry fields. Enquiries: Watari Town Tourist Association (022) 334-0513.

Season: mid-Jan to mid-Jun

Adults (4th grade and over) ¥1,300-1,500,
Children (over 4 years of age) ¥600-700
All-you-can-eat in 30min



Snapshot of March



The “Hinamatsuri” or Japanese Doll Festival is traditionally celebrated in Japan on March 3rd. It is a custom dating back more than 1000 years where people would pray for the health and happiness of young girls. Many families display a tiered doll stand with dolls representing the imperial family. The dolls wear traditional court dress from the Heian period.

The Sendai International Relations Association held a Doll Festival on February 14th at the International Center, aimed towards foreigners who live in Sendai who want to experience traditional Japanese culture.

A beautiful set of *Hina* (Japanese dolls) were on display and visitors were able to learn traditional

Japanese arts such as tea ceremony, origami, calligraphy, *ikebana* and Taisho harp.



UNESCO in Sendai

The world's first UNESCO cooperative association was launched in Sendai in July, 1947 and in 1984 the World Convention of the Non-governmental UNESCO movement was held in Sendai.

Visitors to Tsutsujigaoka park can view a commemorative monument created by world famous sculptor Sato Churyou, who was born in Miyagi prefecture.



Marche Japon Sendai



Around 30 stalls selling vegetables and food produced in the Tohoku area are on display every Friday, Saturday and Sunday (hours: 11:00-16:00) at the Sun Mall in the Ichibancho Arcade.

Spotlight on Sendai

Aside from being a superb spot to view the cherry blossoms in spring, Tsutsujigaoka park is also home to the Sendai City Museum of History and Folklore. The building has been in existence since 1874 and is the oldest western style wooden building in Miyagi.

The museum has various displays, interactive exhibitions, and other items of interest related to Sendai's history. General Admission is 200 yen. Museum is 5 minutes walk from JR Tsutsujigaoka Station. Hours are from 9am to 4.45pm, closed on Mondays. Tel (022) 295-3956.



Ask the Locals! Q&As

Question: When can I see sakura trees in bloom?

Answer: This varies every year depending on the temperature. If it is cold the blossoms will open later. The Japan Weather Association recently announced their forecast for when the cherry blossoms will begin to bloom.

	Start	Full Bloom
Fukuoka	March 14	March 25
Osaka	March 23	April 1
Tokyo	March 21	March 29
Sendai	April 6	April 11
Sapporo	May 3	May 7

For the most up to date information about when the sakura will blossom, please visit the Japan Weather Associations URL, <http://tenki.jp/sakura/expectation>