

# サモライ

(サムライ:アラビア語で「侍」)

みなさん、こんにちは!

インバウンド観光対応の地域おこし協力隊、田川奈美です。

2023年2月11日(土)~3月5日(日)まで「雛めぐり」が行なわれている秋月。筑前の小京都として観光客に人気の城下町は、今年、秋月藩立藩400周年を迎えます。

元々外国人観光客が訪れている観光地ですが、より主体的かつ効果的にPRしていけたらと思い、地元の方々にお話を伺いながら作ったのが「Akizuki Samurai (秋月サムライ)」というPRコンセプトです。

手始めにロゴを作り、鎧揃えや雛めぐり期間中に行なわれる「春のワークショップ」のPRに使用してみました。

ロゴは基本形の外、特産品PR用のものやマナー啓発用など、バリエーションを増やしていきける形になっています。

**Sunday, November 13, 2022**  
In Akizuki, Fukuoka's Little Kyoto

See a variety of demonstrations of the 400-year Akizuki Samurai Tradition!

12:00 Start of Samurai March at Akizuki Megane Bridge At Akizuki Museum  
12:30 Demonstration of Hayashi-Style Hand Cannon  
1:30 Demonstrations of Kogetsu-Style Taiko Drumming, etc.

Strong and sturdy armored samurai march through the castle town of Akizuki.  
The largest type of hand cannon, which were used in actual combat.  
Traditional taiko drumming passed down in samurai families and is now carried on by the local women and junior high school students.

Yorozoyoro  
Hayashi-Style Hand Cannon  
Kogetsu-Style Taiko Drumming

**Spring Workshop**  
Make your own Washi Hina Dolls!

Sunday, February 19, 2023  
① 10:30 am - ② 2 pm -  
@ Akizuki Museum  
2,000 yen per person  
Reservation is required.  
TEL: 0946-22-2715

Dolls made of blank Washi (Japanese paper) will be provided and you can paint them yourself! Due to the pandemic, masks are required. Participants will get "Kawatake" and "Kuzuyu" as souvenirs!

**Specialty Products**  
related to Akizuki Samurai

**Akizuki Washi:** Recommended by the Kuroda Clan, it developed as a cottage industry for samurai families. The cold and clear mountain streams give it its strength, suppleness, and unique texture.

**Kyusuke Kuzu:** It was a tribute to the Kuroda clan and the shogunate. It is made of starch of the kuzu plant's root and has been popular for its high nutritional value as a purely natural food.

**Kawatake:** It is a natural freshwater seaweed with a unique jelly-like texture. As a rare luxury delicacy found only in Asakura, it was presented to the Kuroda clan and the shogunate.

マナー啓発用は、ロゴに加えて、侍の教えに基づく望ましい立ち居振る舞いについての説明文も用意しました。実際に木製の高札を設置し、秋月さるきマップなど観光情報のQRコードも一緒に掲示できれば、観光客が気軽に観光情報やマナーについて知ることができる上に、街並みに雰囲気が出ていいのではないかと思います。

秋月を訪れる観光客が、400年という重みを感じながら、そこに息づく侍文化を体感できるようなPRを考えていけたらと思います♪

**AKIZUKI SAMURAIANNERS**

礼 Respect  
Honor the locals, their culture, and their customs.  
e.g. Please refrain from entering private property or taking photos without permission there.

義 Righteousness  
Behave on the basis of morality and justice.  
e.g. Please carefully learn and follow the local rules.

仁 Benevolence  
Be considerate and mindful in your words and actions.  
e.g. Help keep Akizuki beautiful and clean: please dispose of trash properly, or take it back with you.