

"Wear the Landscape"

Fashion Show in Paddy Field

Farmers make the landscape. Farmers make you smile.

We have been, and will always be shining like the sun.

Just because we are farmers. We are the one to keep the world peace.

October 10, 2015 Ryohei Area, Minamiaso Village, Aso County, Kumamoto Prefecture, Japan



『風景を着る』

tambo ファッションショー

農家がいるこそある風景。農家がいるこそある笑顔。

私たちは太陽のように輝いていたい。

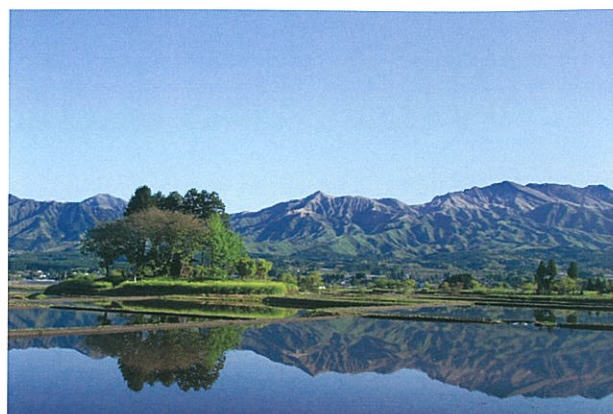
だって農家だから。これまでも。これからも。農家がいるこそある平和。

2015.10.10. 熊本県阿蘇郡南阿蘇村両併地区

Message

Eri Otsu,
President,
Heroines for Environment and Rural Support (HERS),
a non-profit organization

If we lose healthy rural areas, we will lose not only our daily healthy foods, but also biodiversity, culture, and next generations which have been grown in rural areas. Apart from those serious reasons, I wanted to plan a lively event in a rural area, especially in Aso, where has been nominated as GIAHS (Globally Important Agricultural Heritage System). I wanted to realize the day with loads of laughter. As a result, the fashion show was ended with a big success. But this is just a beginning. We'll create our future with ourselves, because we're farmers, and want to be farmers in the future, too!



Message

NPO 法人田舎のヒロインズ 理事長 大津 愛梨

農山村が正常に機能しなくなるということは、安心して食べられる国産の農産物がなくなるばかりでなく、農村の田園風景、そこで育まれてきた文化や生態系、次世代までなくなります。そんな理屈はさておき、関わるすべての人が笑顔になれるようなイベントをしたいと思ってこの

ファッションショーを企画しました。結果は大成功！たくさんの方々の笑顔から、農山村の未来を感じました。これをきっかけに、「風景を着る」の次のステージに進んで、農家や農村を明るくしていきたいと思います。だって農家だから。農家でい続けたいから！





October 2015

□ Timeline Photos - October 13th, 2015 at 7:00 AM



□ Timeline Photos - October 13th, 2015 at 7:20 AM

Akari Akiyama, one of the professional fashion models who participated as a guest model.



□ Timeline Photos

October 13th, 2015 at 7:10 AM



Mayumi, one of the professional fashion models who participated as a guest model.

Timeline Photos



October 13th, 2015 at 7:30 AM

Nahoko Niwa, who is a farmer as well as one of the professional fashion models who participated as a guest model.



Timeline Photos - October 13th, 2015 at 7:40 AM



Timeline Photos



October 13th, 2015 at 7:50 AM

Straw houses made in front of the shrine.



Timeline Photos - October 13th, 2015 at 8:00 AM
Active volcano of Aso.



Timeline Photos - October 13th, 2015 at 8:20 AM
Izumi Otani, a professional moderator of TV-KUMAMOTO Co.,Ltd.



Timeline Photos
October 13th, 2015 at 8:10 AM

Burning fields of grass to maintain meadows.



Timeline Photos
October 13th, 2015 at 8:30 AM



More than 100 audiences gathered to enjoy the fashion show.

Timeline Photos - October 13th, 2015 at 8:40 AM

End of the opening session.



Timeline Photos - October 13th, 2015 at 12:00 PM

High five with big smiles!



3

Timeline Photos

October 13th, 2015 at 12:00 PM



Wearing a dress printed with pictures of the shrine in different seasons.

Timeline Photos

October 13th, 2015 at 12:00 PM



1

Professional models were all amazed by the outside runway.

Timeline Photos - October 13th, 2015 at 12:00 PM

Local resident who has been keeping this landscape.



Timeline Photos - October 13th, 2015 at 12:00 PM

Local resident who still grow rice.



3

Timeline Photos

October 13th, 2015 at 12:00 PM

Local resident who was a teacher at elementary school.



5

Timeline Photos

October 13th, 2015 at 12:00 PM

Local resident who still grows vegetables in her garden.

3



1

Timeline Photos

October 13th, 2015 at 12:00 PM



3

Local resident who has been living in this area over half a century.

Timeline Photos - October 13th, 2015 at 12:00 PM



Freshman trainee who wants to be a farmer.

Timeline Photos - October 13th, 2015 at 12:00 PM

Fresh guys with fresh smiles!



Timeline Photos - October 13th, 2015 at 12:00 PM



4

Timeline Photos

4

October 13th, 2015 at 12:00 PM



Freshman trainee who wants to be a farmer in Japan.

Timeline Photos

5

October 13th, 2015 at 12:00 PM

Farmer family who grows tomatoes.

3



3

Wearing Lee jeans for field works.

Timeline Photos - October 13th, 2015 at 12:00 PM

Local residents wearing Lee aprons.



3

Timeline Photos

October 13th, 2015 at 12:00 PM

4



Farmer family who grows tomatoes.

3

Timeline Photos - October 13th, 2015 at 12:00 PM

Students who will be farmers in the near future.



Timeline Photos

October 13th, 2015 at 12:00 PM

1

Local high school student wearing a dress printed with a picture of their winery.



Timeline Photos - October 13th, 2015 at 12:00 PM



Local high school student wearing a dress printed with a picture of their sheep.

Timeline Photos - October 13th, 2015 at 12:00 PM

Wearing a dress printed with one of the rare species "Higotai", the regional flower.



Timeline Photos

Timeline Photos

October 13th, 2015 at 12:00 PM



Local high school student wearing a dress with a picture of local festival.

Timeline Photos

October 13th, 2015 at 4:30 PM



Kids can hardly wait to be on stage!

Timeline Photos - October 13th, 2015 at 4:36 PM

Kids are wearing T-shirts printed with photos of kids.



Timeline Photos

October 13th, 2015 at 4:36 PM

7-year boy who lives right in front of the shrine.



Timeline Photos - October 13th, 2015 at 4:37 PM



Kids participated in the interview. They love to play with straw!

Timeline Photos

October 13th, 2015 at 4:37 PM

Girls are more active than boys in the interview.



Timeline Photos - October 13th, 2015 at 4:37 PM



9-year boy with 2-month old sister.

4

Timeline Photos

October 13th, 2015 at 4:38 PM

Wearing a dress designed by a student.

3



Timeline Photos - October 13th, 2015 at 5:03 PM



Timeline Photos - October 13th, 2015 at 5:03 PM



Timeline Photos - October 13th, 2015 at 5:05 PM



Farmer who grows rice and tabac.

Timeline Photos - October 13th, 2015 at 5:07 PM



Farmer who grows asparagus.

Timeline Photos
October 13th, 2015 at 5:07 PM

Pictures of T-shirts were taken by themselves.



4

Timeline Photos

October 13th, 2015 at 5:06 PM

Farmer who grows red cattle, the local species



3

2

Timeline Photos - October 13th, 2015 at 5:23 PM



Timeline Photos

October 13th, 2015 at 5:24 PM



Farmer who grows asparagus.

Timeline Photos - October 13th, 2015 at 5:24 PM

Three active farmers with work pants.



Timeline Photos - October 13th, 2015 at 5:25 PM



☐ Timeline Photos - October 13th, 2015 at 5:25 PM



☐ Timeline Photos - October 13th, 2015 at 5:36 PM



☐ Timeline Photos - October 13th, 2015 at 5:37 PM



☐ Timeline Photos - October 13th, 2015 at 5:37 PM



Timeline Photos - October 13th, 2015 at 5:48 PM



Timeline Photos - October 13th, 2015 at 5:49 PM



Timeline Photos - October 13th, 2015 at 5:49 PM



Timeline Photos - October 13th, 2015 at 5:49 PM



Timeline Photos - October 13th, 2015 at 5:50 PM



Timeline Photos October 13th, 2015 at 5:50 PM



Timeline Photos - October 13th, 2015 at 5:52 PM



Timeline Photos - October 13th, 2015 at 6:02 PM



Timeline Photos - October 13th, 2015 at 6:02 PM



Timeline Photos - October 13th, 2015 at 6:03 PM



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Timeline Photos - October 13th, 2015 at 6:03 PM



☐ Timeline Photos - October 13th, 2015 at 6:03 PM



☐ Timeline Photos - October 13th, 2015 at 6:04 PM



☐ Timeline Photos - October 13th, 2015 at 6:07 PM



☐ Timeline Photos - October 13th, 2015 at 6:07 PM



☐ Timeline Photos - October 13th, 2015 at 6:08 PM



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☐ Timeline Photos - October 13th, 2015 at 6:09 PM



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☐ Timeline Photos - October 13th, 2015 at 6:10 PM



☐ Timeline Photos - October 13th, 2015 at 6:10 PM



☐ Timeline Photos - October 13th, 2015 at 6:10 PM



☐ Timeline Photos - October 13th, 2015 at 6:11 PM



☐ Timeline Photos - October 13th, 2015 at 6:11 PM



☐ Timeline Photos - October 13th, 2015 at 6:13 PM



☐ Timeline Photos - October 13th, 2015 at 6:12 PM



Special thanks

[Guest Starring]

Fashion models: Akari Akiyama, Mayumi, and Nahoko Niwa
MC: Izumi Otani, Announcer, TV-KUMAMOTO Co.,Ltd. (TKU)

[Models]

Local residents of the Ryohei Area,
'JA Aso Fresh Ms' and their children, students of Tokai University (Aso Campus) and students of Aso Chuo High School (Agriculture & Food Course)

[Co-sponsored by]

Kumamoto Prefecture (Kumamoto Satomon Project),
Fuji Xerox Kumamoto Co., Ltd., Sojo University, The Higo Bank, Ltd,
Japan Agricultural Cooperatives 'JA Kumamoto Chuuoukai',
Kumamoto Nichinichi Shinbun, Minamiaso Village Tourist Association and
The Japan Fund for Global Environment of the Environmental Restoration and Conservation Agency

[Supported by]

Dress design: Students of Kyoto University of Art and Design
Dress photos: Ryoichi Nagano and Eiichi Yukino
Dress printing and design: MARKS Co., Ltd and KONOLiNE
Workwear collection: Lee Japan Co., Ltd.
Planning: HAKUHODO Inc., Fuji Xerox Co., Ltd. and TKU
Posters and fliers: Fuji Xerox Kumamoto Co., Ltd. and Fuji Xerox Kyushu Co., Ltd.
Graphic Design: Yasuyuki Saegusa, Professor, Sojo University
Stage and sound management: TKU
Music: eypher (RightRightRight)
And all other participants who have contributed to the event.

[Hosted by]

Heroines for Environment and Rural Support (HERS), a non-profit organization
and Japan Agricultural Cooperatives 'JA Aso Fresh Ms'

This photo book was created by Fuji Xerox Co., Ltd. and HappyLogue Inc.
with photos taken by Team Aerial Kyushu. INC., Akiko Yamaguchi,
Ryoichi Nagano, Eiichi Yukino and Yasuyuki Kinoshita





To be continued...

