



「かがやき」、「はくたか」、「つるぎ」、「ひゃくまんさん」。
これらは石川県に関わる4つの新しい名称です。何の名称かお判りでしょうか？
前者3つは、待望の北陸新幹線の名称です。主要駅にのみ停車する速達型は「かがやき」、停車駅が多い停車型は「はくたか」、金沢ー富山を往復するシャトル型は「つるぎ」となります。新幹線の名称も決定し、いよいよ2015年春の金沢開業に向けて準備が整ってきました！

一方、「ひゃくまんさん」は北陸新幹線金沢開業をPRする石川県のマスコット・キャラクターです。「加賀八幡起き上がり」をモチーフにしたデザインで、背中には「石川県」の文字を背負っています。これからどんどん石川県のPRに活躍する予定です。

さて、続いて取り上げるのは、受賞に関する2つのニュースです。
奥能登で取り組まれている地域振興「奥のとエリア活性化」が今年度のグッドデザイン賞を受賞しました。廃線となった「のと鉄道能登線」。かつては住民の足であった鉄道を活用し、新たな観光スポットをつくったことが受賞の理由です。

また、金沢海みらい図書館は、建物に取り付けられた約6000個の採光窓など、斬新なデザインが国際的に高い評価を受けてきましたが、今回、国際インテリアデザイン協会の「アジア太平洋デザイン・建築賞」の文化・芸術・教育分野で最優秀賞にかがやきました。

国内外からたくさんの方の高い評価を受けている石川県。新たに生まれたマスコットキャラクターの「ひゃくまんさん」同様、みなさまも周囲の方に石川県のPRをPRしてください。



“Kagayaki”, “Hakutaka”, “Tsurugi”, “Hyakuman-san”.

These are four new names that are related to Ishikawa Prefecture. Do you have any idea what they could be?

The first 3 names will be for the long awaited Hokuriku Shinkansen bullet trains. The “Kagayaki” will be an express train that stops only at the major stations, the “Hakutaka” will stop at most stations and the “Tsurugi” will be a shuttle train between Kanazawa and Toyama. The names of the bullet trains have been decided and preparations are underway for the service from Kanazawa that will commence in spring 2015! As for “Hyakuman-san”, this will be the name given to the mascot character from Ishikawa to help with the PR for the Hokuriku Shinkansen Kanazawa service. The mascot is a “Kaga Yawata Okiagari” (self-righting doll) that will have a motif design with Ishikawa Prefecture written on its back in Japanese (石川県). There will be many more PR activities to come.

In other news, we have two awards related announcements.

This year’s Good Design Award has been given to the “Revitalising the Okunoto Area” for its regional promotion in Okunoto. The award was given for the newly created tourist spots using the discontinued “Noto Railway Noto Line” and the railway near the locals. Elsewhere the Kanazawa Umimirai Library with its 6000 lighting windows received the Best of Asia Pacific Design Award from the International Interior Design Association. The building has been highly regarded on an international level for its audacious design and the library scooped the award for the Cultural / Institutional / Educational category.

Ishikawa Prefecture is being received well both domestically and internationally for its many splendors. We hope that you can all give the new-born Hyakuman-san mascot a hand in promoting the prefecture to the people around you.

Recent News

(1) On 10th November, JR East and JR West announced the four names for the Hokuriku Shinkansen bullet trains that will be going to Kanazawa from March 2015. The “Kagayaki” will be an express train that stops only at the major stations, the “Hakutaku” will stop at most stations and the “Tsurugi” will be a shuttle train between Kanazawa and Toyama. Service for the “Asama” train that is currently operating between Tokyo and Nagano will continue.

(2) His name is “Hyakuman-san” – Ishikawa Prefecture’s Shinkansen mascot character. The mascot character that will be used for promoting the Hokuriku Shinkansen Kanazawa service (spring 2015) has been named “Hyakuman-san”. The name was chosen from 1738 applications from Ishikawa Prefecture and 3227 applications from outside.

(3) 10 from Ishikawa Prefecture for the Good Design Awards – Sake brewery tourism and others. On 1st October, the Japan

Design and Promotion announced the Good Design Awards of which Ishikawa Prefecture was selected for 10. “Revitalising the Okunoto Area” received the award for the “Urban development or regional community development” category. The “Noto Trolley Railroad” and tunnels which are being reused for sake brewery tourism were highly regarded for the development of the region.

(4) Kanazawa Umimirai Library gaining world recognition. Kanazawa Umimirai Library was the only Asian library to feature in the BBC program that showed libraries from around the world including the Seattle Public Library (USA), Vasconcelos Library (Mexico) and Book Mountain (The Netherlands). The library received the prize for architecture and the top award from the International Interior Design Association (USA) and the building is gaining recognition as one of the top architectural designs around the world.

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詳しい情報のアクセス先 For more information, please access the following links:

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| (1) 公益財団法人石川県国際交流協会 IFIE (Ishikawa Foundation for International Exchange) | http://www.ifie.or.jp/index.php |
| (2) ほっと石川旅ねっと Hot Ishikawa Tabi-Net (Ishikawa Prefecture Tourism Guide) | http://www.hot-ishikawa.jp/ |
| (3) 石川県 Ishikawa Prefectural Government Official Website | http://www.pref.ishikawa.lg.jp/ |
| (4) 首相官邸 Prime Minister of JAPAN (Countermeasures for the Great East Japan Earthquake) | http://www.kantei.go.jp/ |

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IFIE (Ishikawa Foundation for International Exchange)

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