

Revitalization project of vacant shops in Hatonomachi

Hatonomachi shopping street was formed before the WWII. It was a most advanced shopping street at that time.

It has history of 90 years since 1928.Hatonomachi were not air-raided in the war, so streetscape and narrow alleys that show the prosperity of the old entertainment area have been preserved.

Using those as foundation of recent tourism, support for new business and events with artists are done, initiated by the local merchants.Among those activities, "100 TEN project" that calls for citizen participation is drawing attention.



Terashima Shopping Street, later became Hatonomachi, has been here since 1928



"Challenge Spot Suzuki House" is managed by the merchants association and 7 groups of creators live here.

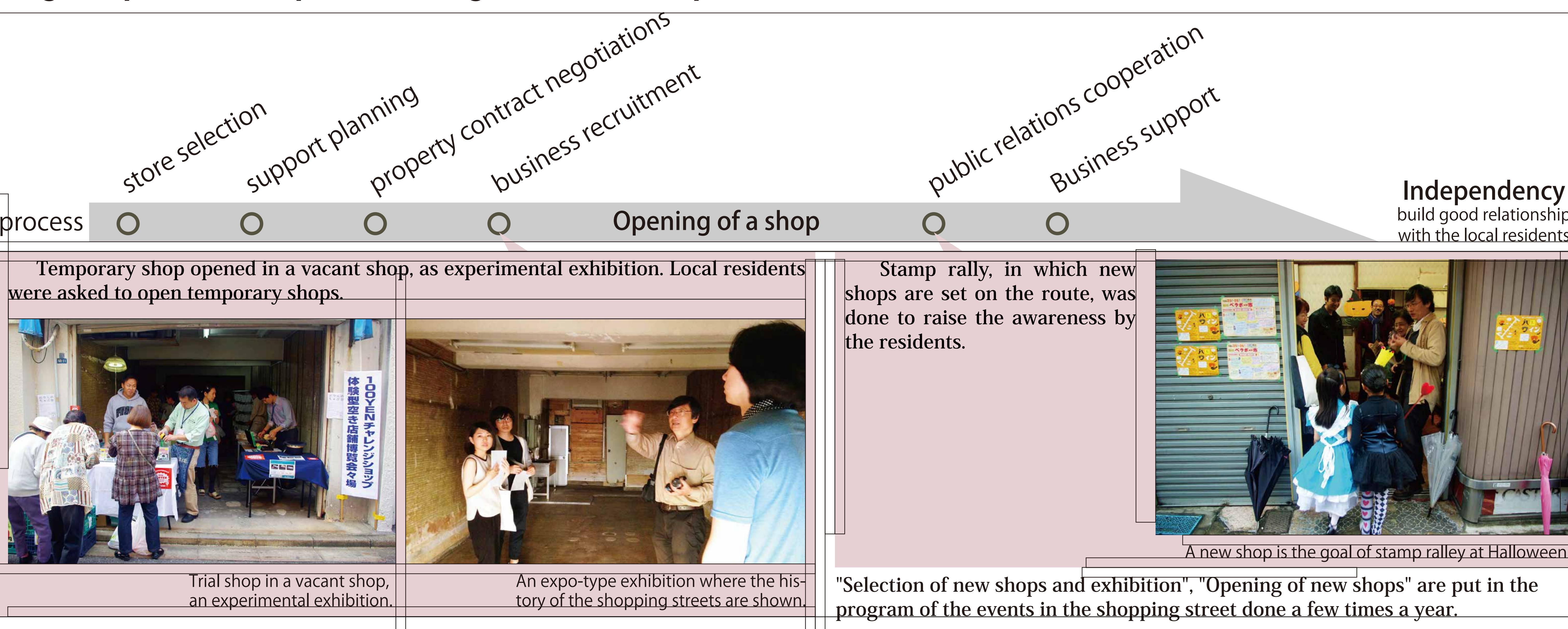


"The Sweets Yatai (stalls) Street" where sweets are sold on the stalls at the front of vacant shops.



Photo exhibition was done in collaboration with "Alternative Space AWOBA" where seven planners belong to.

"100 TEN project" that calls for 100 new members. Target: Open new shops and build good relationship with the local residents.



Change of demand for the shopping street

The resident's character of the area has changed, from employees and their families of local small industries, to more generic types. Local residents buy more things in the supermarket near the train stations or convenience stores, rather than in the shopping street. There are many vacant shops in the shopping street. New function is needed there.

Residents in neighborhood condos have begun to participate in the events in the shopping street. 100 TEN project is seeking to create new relationship between the merchants and residents, not just consumption.



New relationship is getting born

Collaboration of neighborhood association and new shop owner.



The Master of Hatowin Photo Studio, taking a photo. The background is the shopping street.

Master of local-long time on business flower shop and young people living in the neighborhood in communication.



Activities to revitalize the shopping street by the residents.



Local residents getting connected by the new refreshment stand in the shopping street.

They have just started to take such actions. It takes time to find new functions. This project needs to be continued. The name "100 TEN (shops) project" has merchants will, to keep creating new shops in the area where actually has capacity for only 60 shops.