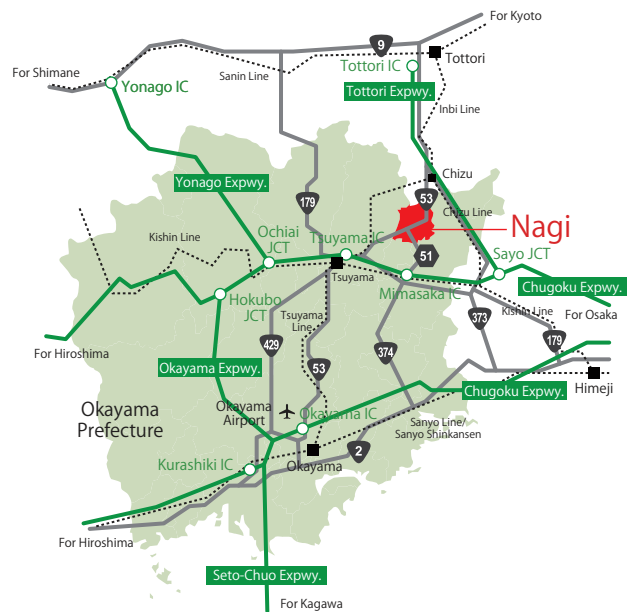


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Nagi のいいとこ
All About Nagi

岡山県奈義町 町勢要覧
Outline of Nagi Town, Okayama Prefecture



A C C E S S

From Okayama	Train/Bus	Okayama Stn. (JR Tsuyama Line) ~90 min. ▶ Tsuyama Stn. ▶ Chutetsu Bus ~40 min. ▶ Nagi
	Car	National Route 53 ~2 hrs. ▶ Nagi
From Osaka	Bus	Osaka Stn. (Chugoku Highway Bus) ~3 hrs. ▶ Mimasaka IC ▶ Nagi Bus ~25 min. ▶ Nagi
	Car	Chugoku Suita IC (Chugoku Expressway) ~2 hrs. ▶ Mimasaka IC ▶ Route 51 ~15min. ▶ Nagi

town.nagi.okayama.jp



YouTube



Facebook



LINE@



Instagram



Published by Nagi Town Office
Katsuta District, Okayama Prefecture

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In this town you will find
Magnificent nature and modern art
A long history and culture.
With time flowing calmly
From children to the elderly
And a peaceful lifestyle
There are many great things
In Nagi.

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Introduction to Nagi Town

Nagi is located in northern Okayama Prefecture, with Mimasaka to its east, Tsuyama to its west, Shioya to its south, and quasi-national park Mount Nagi and Mount Taki along with a series of other mountains connecting it with Chizu Town in Tottori Prefecture to its north. It is blessed with beautiful nature that changes by the season, and feels open despite being in a mountainous area. The climate is pleasant throughout the year, with little snowfall. It is easy to move in and out of Nagi, with National Route 53 running through the town, a bus service to Tsuyama and Mimasaka, and a bus service by demand to get around town. With the Nagi Museum of Contemporary Art and Yokozen Kabuki, Nagi has developed a unique charm. It is a town that breathes art and culture as if blended with nature.





A stimulating art museum
One with its works
Evoking the five senses

Experience
Nagi by video



Nagi のいいとこ
All About Nagi

Nagi Museum Of Contemporary Art

Nagi MOCA (Museum of Contemporary Art)

Established in 1994 as an entirely new type of museum for the 21st century, this museum has fused architecture and artwork, along with its surrounding environment. Art lovers come from all over Japan to visit Nagi MOCA, a name that people have fondly become familiar with.

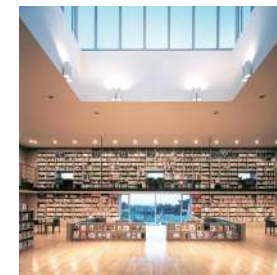
It was created by Isozaki Arata, who was awarded the 2019 Pritzker Prize which is said to be the Nobel Prize of the architecture world. The main feature of this museum is its use of space to construct semipermanent exhibitions for the works of three internationally-engaged artists.

These artists of completely different character designed artworks based on their own interpretations of Japan, garnering attention from around the world for pioneering the sensory art museum.

There are also a wide variety of artists whose works are introduced in the special artist exhibition and events held each month, attracting people through their unique ways of viewing the world.

Nagi Town Library

A combined facility with Nagi Museum of Contemporary Art. Serving locals by creating a library perfect for everyday use with the motto "a library that is everyone's box of knowledge to connect and expand."



Mount Nagi (Nagisan) <Elevation 1255m>

A famous mountain of Okayama Prefecture and quasi-national park, Mt. Nagi.

Through hiking trails, experience firsthand the charms of the grand nature of Mt. Nagi, from a precious natural forest with an abundant ecosystem to the overflowing sense of purity from Jabuchi Falls.

The face of the mountain changes with the shifting seasons, with many beautiful flowers such as white enkianthus in bloom from spring to the beginning of summer, and trees gaining the autumn colors in the fall. You can visit many times and still be surprised at the new scenery, which attracts many eager trekkers from in and outside of town, who are granted a sense of completeness deep in the heart of the mountain.

From Yama no Eki to Bodaiji Temple, the remains of mountain castles from the Middle Ages and waterfalls, there are many places you can visit while taking a leisurely stroll via the walking trails.

A special existence, everlasting...

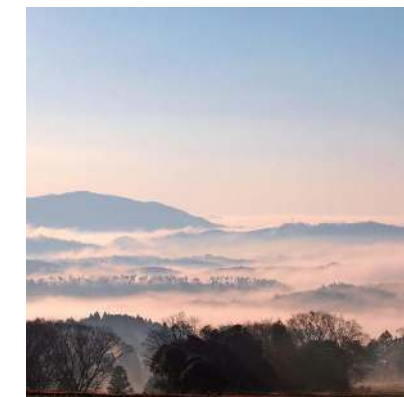
Experience
Nagi by video



1



2



3



4

The foot of the mountain
Yama no Eki
[mountain stop]

At the foot of the mountain at an elevation of 400m sits a resort spot with joint cottages and workshop rooms. You can buy local food products and handicrafts, as well as dine in a restaurant where you can try the brand-name Nagi Beef, Okayama Kurobuta [black pig] and seasonal vegetables.

The view from the second floor lookout veranda, such as the early morning sea of clouds is truly a sight to behold.

1. Yama no Eki
2. Tenkubashi [Sky Bridge] from Sanyaso Park
3. Sea of clouds from the lawn
4. Cottages



Five year anniversary show since being listed as Intangible Cultural Heritage (1971)

Yokozen Kabuki

Important Intangible Cultural Heritage of Okayama Prefecture

Yokozen comes from an old name for the area around Nagi, meaning "next to the mountain". In this region, a different character, "sen" was used for the word mountain, pronounced "zen" when combined with the word "yoko". Yokozen Kabuki is a traditional artform passed down from the Edo Period. As one of the few forms of entertainment in rural areas and as an event deepening local ties throughout the year, these traditional local plays continue to be passed down by many people today.

In addition to the regular public shows in spring and autumn, there are also extra performances held positively around and outside the prefecture.

Show Information

Spring	Late April
	Matsugami Shrine
Autumn	Yokozen Kabuki Main Show
	Late November (across two days)
	Nagi Town Culture Center

Yokozen Kabuki



Important Tangible Cultural Heritage of Okayama Prefecture

Matsugami Shrine Kabuki Stage

Kabuki stage built in 1846 during the latter half of the Edo Period.

The last remaining shrine stage out of dozens that used to exist in town.

As an actively used stage, it is a nationally invaluable building.



Experience Nagi by video



Bringing to the present traditional local plays continued from the Edo Period [1603-1868]

Building a liveable and long-lasting town

Passing over with kindness and consideration

An easy-to-live town for everyone

A town where you can feel secure even while becoming older or ill

A town that can support young people who are able to tackle challenges head on

Aiming to be a town with attractive education and child-rearing

A town where people yearn to talk to one another

And working towards building a long-lasting town that can be handed over to the next generation



| Child-rearing Generation Group Chat |

Nagi

A child-rearing town

Kind environment and town initiatives
for the child-rearing generation.

Local mothers currently raising children
share with us what is so special about life
and child-rearing in Nagi.



Experience
Nagi by video



Child-rearing supported by the whole community

Ninomiya: I came here from Kurashiki, but Nagi is full of nature. I'm raising cattle and horses, and there are many opportunities to be in contact with living nature. The night sky is beautiful and that alone keeps the kids in high spirits (laughs). I think it's great for the kids to be raised in this kind of environment.

Takatori: Even just when going for a walk, nature is right there and there isn't any noise from traffic. It's because we live in Nagi that we can have this peace of mind.

Kunitake: The people in town are friendly too. People greet you open-heartedly when walking on the street, and occasionally people will even pick up your children and hold them for you. Feeling close to the community is one of the great things about Nagi.

Shibata: I was born and raised in Nagi, so I understand that pretty well. There are things going on in each area of town, and people are close to the people in their neighborhood. With education, people are together from kindergarten all the way to junior high school, so there is a feeling of unity. The "strength of local connections" is a great thing about Nagi, isn't it.

Takatori: Definitely. I come to Nagi Child Home five times a week and everyone who comes here knows each other. If we have any problems with parenting, we can go straight to the staff for help. I don't know what I'd do without this place (laughs).

Kunitake: Me too! Now that I think about it, I come here almost every day (laughs).



Ninomiya: There's also a group here called Takenoko [bamboo shoots/bamboo kids]. Parents and children get together and do things like pick potatoes and cooking. You can't get involved with these things if the kids go to nursery school, so it's a pretty special space where children and their parents can experience them together.

Shibata: It's also nice that it's an environment that anyone from children to adults is free to use.

Takatori: Elementary school students come to play during the summer and winter breaks, and my boys absolutely love it. It's great that people of all ages can come here and interact with each other.

Kunitake: The kids also grow by watching the boys and girls from the elementary school, and those boys and girls also help to look after our children. There are times when they fight, but the staff give us clear advice on what to do. Child-rearing by the whole community instead of just parent and child. I really felt that after coming to Nagi.

Supported by a caring system unique to Nagi

Kunitake: I began raising my children while living in Nagi, so I don't have anywhere else to compare it to, but I always hear people saying how caring the system in Nagi is.

Takatori: There are a lot of free vaccinations and even some that aren't technically covered such as mumps are still paid in full. There's also financial support for those raising children at home. We're really well looked after from the money side of things, aren't we.

Shibata: Medical expenses are free until high school, and there's also financial aid to help get



kids to school during those final three years. Having endless support from before birth until high school graduation is a huge help!

Takatori: Also, something you feel while living in Nagi is that there are many large families. I know a lot of people with three kids.

Ninomiya: Fees for nursery school and after-hours care for the second child are half the cost, and completely waived for the third child onwards. It's very reassuring to have an environment which is easy to have children in. It's because we live in Nagi that we have this kind of strong support from the administration that allows people to raise children without worry.

Easy to work environments positively in place

Shibata: What's everyone doing for work?

Takatori: I registered at Nagi Shigoto-en [p.19] and have been getting work from there. There's the flexibility to use a little bit of spare time for work, and it's amazing that it's flexible enough for me to use it at my own pace. They also have some work which you can do from home, so I was able to work even while looking after my kids.

Ninomiya: I'm registered at Nagi Shigoto-en too! I was cleaning temple grounds. It was refreshing to be working again. More than anything, it was a nice break from looking after my children. When your kids are constantly with you, you definitely want a bit of alone time (laughs).

Takatori: I know, right! Even just one hour of your own time can help you feel refreshed. Even if that happens to be while working (laughs).



Kunitake-san
2 children
4 years in Nagi



Shibata-san
1 child
27 years in Nagi



Takatori-san
2 children
6 years in Nagi



Ninomiya-san
2 children
1 year in Nagi

Shibata: It's also nice that Nagi Shigoto-en has a service called Komorin where members are able to look after other member's children so they can concentrate on their work.

Kunitake: When I moved here from Tottori, I didn't have my parents or relatives that I can rely on closeby, but it's very reassuring knowing that there are lots of initiatives and systems in place where you have support from the whole community. I'm really glad that Nagi is the place where we decided to have our first child.

Facility for child-rearing support

Nagi Child Home

A former nursery school building reopened as a facility for child-rearing support. There are many types of activities and support offered at this facility, including Chukushinbo, a place for people to get together and discuss things with each other, Takenoko, a place for children and their parents to enjoy together, and Smile, a one-time day-care system. Because everyone is welcome, the social activities for locals are quite popular.



Pokkapoka

Pokkapoka was opened in May 2017 as a place for youth with disabilities. Every Sunday from 10am to 4pm, people have fun together, and while there are regular events, there is also time for people to relax. It is a comfortable home for everyone, regardless of whether they have a disability or not.



[Child-rearing]

Supporting happy families

Nagi Town is fully equipped with sports facilities that support children's growth and play and support systems for child-rearing



Sports facilities	● Multipurpose grounds	● Ground golf course	● Gymnasium
	● Baseball field	● Skate park	● Boat house
	● Tennis courts	● Indoor pool	● Playground

Nagi Sports Park/B&G Marine Center

Various user-friendly sports facilities are open to everyone in town - anyone, anytime, anywhere.

- 1 Playground (Tongari World)
- 2 Skate park
- 3 Indoor pool



Nagi Vicarya Museum

Roughly 16 million years ago, Nagi was a tropical ocean. Many fossil seashells have been found around this museum, and there are a large number of Japanese vicarya inside too. The preservation and display of fossils in this museum also serves as a place for children to learn about natural science. You can also complete your visit with an excavation experience in the open space in front of the museum.

Hear from the Locals



It's an easy place to raise children and there's a strong sense of community! (Toyosawa area, 20s)



I think that although as a child it's hard to notice all the good things like the abundance nature and culture, even if it takes a bit of time for things to work out, it's a town with many precious things. (Hisatsune area, 40s)

Child-rearing Support System

Pregnancy to birth

- Subsidised infertility-related expenses
- Subsidised miscarriage-related expenses
- Provision of monetary gift upon birth
- Issuance of marriage and birth certificates
- Nagikko Kizuna Mail (receive timely information and advice by email about your baby's growth)

Subsidised infertility-related expenses

Infertility related medical expenses are subsidised for those who have resided in Nagi for over one year and have received special infertility treatment at a medical facility designated by the Prefecture.

- Up to half of the subsidy amount received from Okayama Prefecture.
- Annual subsidy limit of 200,000 yen (total of five years)

Subsidised miscarriage-related expenses

Miscarriage-related medical expenses are subsidised for those who have resided in Nagi for over one year and have received specific miscarriage treatment at a medical facility recognised by the Japan Society for Reproductive Medicine.

- Annual subsidy of up to 300,000 yen (total of five years)

Provision of monetary gift upon birth

Congratulatory monetary gift provided upon childbirth.

- Standard payment of 100,000 yen

Infancy to early childhood

- Free medical until high school
- Supporting homes with multiple children
- Subsidised vaccinations
- Allowance for raising children at home
- After-hours care
- One-time daycare
- One-time care - Smile
- Looking after sick children - Koala Doctor
- Nagi Child Home (p.13)
- Takenoko independent childcare

Free medical until high school

All out-of-pocket medical expenses at medical facilities are covered by Nagi Town until high school graduation.

Allowance for raising children at home

Support system for homes with young children (7 months to 4 years) who are not in care such as nursery school.

- Monthly allowance of 15,000 yen per child

After-hours care

After-hours care at local kindergartens after they have closed for the day.

- For those with difficulties caring for children after hours (checks prior to use)
- Usage fee (per person): free
- Close of kindergarten to 6pm
- Excludes Sundays, national holidays, and days such as obon period and end of year holiday.
- Place: local Kindergartens

One-time daycare

A system for local parents/guardians looking after children at home who need sudden or one-time assistance.

- Age: 1-3 years old
- Usage fee (per person): 1,800 yen per day
- 7:30-18:30
- Monday to Saturday, up to 3 days
- Place: Nagi Nursery School

One-time care - Smile

Local mothers with experience and others who provide child-rearing support looking after children.

- Age: 6 months to first year elementary
- Usage fee (per person): 300 yen per hour
※ Second child onwards per household 200 yen per hour
- Yearly membership fee: 100 yen per household
- 8:30-17:00
- Monday to Friday
- Place: Nagi Child Home

School age

- After-school Kids Club
- Provision of social welfare for peace of mind
- Provision of financial assistance for students travelling to high school
- Financial loans for education
- School librarian

After-school Kids Club

Looking after elementary students from close of school until 6 PM (checks prior to use)

- Usage fee (per child)
• 6,000 yen per month (300 yen per day if less than 10 days per month)
※ Counting first child as a child until high school graduation, the cost for a second child is half and the third child onwards free.
- 500 yen per day for care on Saturdays



Financial assistance for high school students

For guardians of students travelling to high school, financial support is provided for the three

- Annual allowance of 135,000 yen

Hear from the Locals



It's amazing that medical expenses are free until finishing high school. There's a lot of nature and the air is clean. (Takimoto area, teen)



It's a town with many systems and facilities that make it easy to raise children. (Toyosawa area, 30s)



From the magnificent Mt. Nagi to the beautiful greenery of the rice fields, I'm very grateful that I was born and raised in this town! (Koen area, 60s)

Experience Nagi by video



Nagi Kids Growing together

In the middle of abundant nature

Immersed in play without fear of injury or failure

Growing more and more

and manifesting the ability

to create things of their own.

Experience
Nagi by video



Children's Kabuki Class

For passing down and developing successors for the town's traditional artform Yokozen Kabuki (Intangible Folk Culture Asset of Okayama Prefecture). Under the leadership of the Yokozen Kabuki Preservation Society, children practice hard for the Yokozen Kabuki main performance held each November.



Children's Taiko Class

Under the leadership of the Nagi Town Taiko Promotion group, Kabuki Onza, children practice playing the Japanese drum to perform at the Lifelong Learning Festival every November.



Educational Support

Supplementary lessons before tests, etc. after school, on Saturdays, and during long holidays.

Math Temple School: Math for junior high school students
We Love Arithmetic: Math for elementary school students
Global Kids: English for elementary school students

Nagi Kids Juku

Connecting by experience-based learning, discovering how fun it is to learn and interact with people in the community and learn about career education and the importance of the activities of different organisations.

Who: Elementary and junior high school students
When: Year round, particularly on weekends, national holidays and summer holidays
What: The natural environment and fundamental science, with a focus on content connected to local learning

Places for children's creativity

By creating opportunities to interact with cultural artforms that bring the artists and creators out of children, children learn to value various things while also learning the importance of trying new things, with the aim that they develop the skills needed to live in Nagi independently.



Hear from HIRATA

HIRATA Oriza

Hirata Oriza, an international playwright and performer. He has been involved with various activities for the development of education and art in Nagi since 2014.

Fostering cooperation in children through education by using methods from theater

I started visiting Nagi in 2014 to carry out communication workshops that make use of theater techniques. With only one elementary school and one junior high school in Nagi, the children grow up with the same group. Before they know it, their roles and places in life are decided, and their contact with others becomes limited, which is typical of small towns and remote islands. In this workshop, through theater, children take on various roles with the aim of developing and learning independence, diversity and cooperation. These strengths are essential going forward in society, but must be hard to nurture under current educational systems which focus primarily on scores and test results. With things like the Museum of Contemporary Art and Yokozen Kabuki, Nagi is a cultural breeding ground. There is abundant nature, with the town expanding to the south from Mt. Nagi, enveloped in a sea of clouds in the early morning. With real art and nature closeby, there are no gaps left in the education of children, and that strength is a given in Nagi. Nagi is an innovative town, having chosen to maintain the population through culture and education. I would like to continue my work here to aid the development of a town pride with culture and education as its pillars.



Hear from the Locals



It's full of nature, the night sky is beautiful and there are lots of rainbows!
(Toyosawa area, 30s)



It's a town with a high level of culture, from traditional artforms to modern art.
(Working in Nagi, 40s)



I went to Nagi Kids Juku during elementary school. It's fantastic that, thanks to Nagi's educational support, people can experience all kinds of things from a young age!
(Nishibara area, 20s)



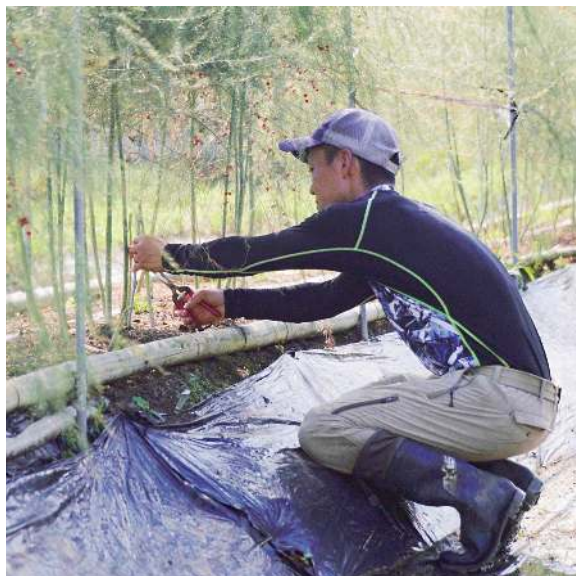
When I realised how amazing it is to have a library, a place that children often go to, combined with an art museum, which children often don't have many opportunities to visit, and to also be able to enjoy concerts inside the library, I thought that Nagi sure is an interesting place. It's also nice that parents and children can casually participate in workshops from people who are active around the whole country.
(Gyoho area, 30s)

[Work]

Creating new ways to work

With support for job hunting and agricultural work a given in Nagi, so is the creation of new ways to work. From a small town, reforms are being made to the way we work.

Experience Nagi by video



Support for job hunting and agricultural work

Each of the following types of support are provided for the promotion of the agriculture and forestry industry and the development of entrepreneurs, the encouragement of permanent local residency, and the vitalisation of the local economy.

[Investment in the next generation of agricultural workers]

An annual amount of up to 1.5 million yen provided to independent local farmers under the age of 45.

[Incentives to work]

100,000 yen per person is provided to those under 40 who commence agricultural work. (50,000 yen for those aged 40-59)

[Grants to support local entrepreneurs]

Half of the total cost will be subsidised for the construction of facilities, the purchase of equipment and furnishing, advertising, and legal personality registration. (Up to 500,000 yen is provided for private businesses or from private to incorporation, and up to one million yen for incorporated bodies). However, this subsidy will not be granted if the total related expenses amounts to less than 500,000 yen, or if the equipment purchased is deemed to be too high in general use.



Higashiyama Industrial Complex

The Higashiyama Industrial Complex, completed in 1992, was developed for the purpose of local revitalisation by permanent residency by securing employment opportunities for young people. There are currently 16 companies operating, a result of positive efforts made to attract companies. At the Higashiyama Industrial Complex, products processed by semiconductors and metal press, adhesives, consumable medicines, and goods processed from agricultural products, a wide variety of products are manufactured and shipped nationwide and internationally.

Hear from the Locals



Let's all work hard for agriculture that is profitable for everyone so that local agriculture stays strong even 10 years from now. (Kaki area, 70s)



I'm a producer of Nagi Beef. You've gotta try it! (Nakashimahigashi area, 40s)



Nagi Shigoto-en

A place that connects local offices and residents who would like some help with local residents who would like some work. Shigoto-en receives job information from local businesses and residents and is then entrusted to relay this to its registered members. Work is carried out by those wishing to take it on, and the reward is divided up between them. Because work is carried out under a registration system rather than employment relationship, members are able to choose work that suits their own skills and schedules.

Example duties

- Bagging
- Sticking
- Shipping
- Sorting
- Sewing
- Data entry
- Cleaning
- Surveys
- Register
- Mowing
- Weeding

1 [Sorting/Filling]

Inserting leaflets into the local newsletter which is delivered to all local residents.

2 [Sewing]

Putting sewing experience to work by attaching labels to clothing

3 [Skills Development Seminar (PC/smartphone classes)]

Computer and smartphone classes are held several times a month. Participants are instructed according to their level and can learn at their own pace. We are working hard to develop the skills of people from their 30s to 70s while having a good time.

Hear from the Locals



It's my first day at Shigoto-en, but I can feel that it's going to be really worthwhile. (Toyosawa area, 40s)



I use it once a month and really enjoy being able to interact with people of all different generations. (Toyosawa area, 70s)



After thinking about working for the first time in 15 years since becoming a stay-at-home housewife, by using Shigoto-en, I now have the confidence to return to work. (Toyosawa area, 40s)



Hear from KUWAMURA

Nagi Shigoto-en (General Incorporated Association)

KUWAMURA Yoshikazu

Town development means creating jobs: A small town creating new ways to work

Nagi Town has a large goal of maintaining the population, and work is essential in making that a reality. Those who want some work and business owners who want some help. Focusing on two observations from responses to a questionnaire, a local form of worksharing was born in 2018 where people can casually work when it suits them. At present, there are approximately 210 registered workers from their 20s to 80s. We will soon be reaching over 1000 cases of work annually. This not only connects people with work, but also workers with the town, contributing to the cycle of the local economy and local residents' career development. Job creation develops people, and by extension the town as well. Moving forward I would like to also take on cultural projects and telework, contributing to diverse ways to work and activities in the local community.



The town of Nagi made by the people

New initiatives and useful systems for living.

Striving together to build a liveable town.

Experience
Nagi by video



Nagi Terrace: a place for all

Opened in April 2019 as a gateway station to Nagi, people from in and out of town use this cross-generational exchange facility as a place to gather or rest.



Disaster Prevention

In order to reduce victims of disasters and crime, preventative measures and structures are in place across the community with voluntary disaster prevention groups established in each local area and the coordination of related organisations valuing the self help, cooperation, and rescue and assistance.



Satomaru Bus

A bus by demand that local residents can use to get around town without worry. After booking, this system will get you anywhere in town or drop you home for 300 yen per ride. It also helps with the reduction of driver's licenses and assisting those in transit.



Nagi Bus

A town-run bus that came about from the suspension of a vital bus route for high school students. The route expands to Katsumada in Sho-o Town, with three return services a day. Passing Mimasaka Interchange, which has highway buses to Osaka and Kyoto, as well as Mimasaka city center, this bus is useful for getting to school, hospitals, shopping, etc.



Japan Ground Self-Defense Force Camp Nihonbara

Camp Nihonbara is home to the 13th Artillery Unit, 13th Anti-aircraft Artillery Company, 13th Tank Company, and 13th Rear Support Unit, each serving under the direct control of the 13th Brigade. It is also adjacent to the sole medium-scale training grounds in both the Chugoku and Shikoku regions for artillery firing practice with live ammunition.



Financial support for the use of vacant houses

To promote settlement in Nagi, financial support is provided to those who purchase a vacant home and owners who in order to sell their properties register them in the vacant house bank and tidy up their belongings.

Buyer: up to 1,000,000 yen
Seller: up to 200,000 yen

Example of vacant house use: Uchi no 'Cha no Ma'

'Uchi no Cha no Ma' was chosen by the Town as a project to help promote the use of vacant houses and was repaired by locals themselves. The Town is entrusted with supporting people who move to Nagi and measures for vacant houses while making use of the ideas and flexibility of locals, cooperating with locals and those involved in local projects for the purpose of local vitalisation, with locals becoming the foundation of support for those wishing to move to Nagi, building local facilities and activities to support life in town.



Housing for Young People

Housing constructed for younger, child-rearing families to help create a town with a lively younger population. There are a total of 21 houses, including wooden two-storey detached houses using ample locally produced timber from Mimasaka which is both healthy and good for the environment.



Hear from ISODA

NaGift Card Member Store
Isoda Studio

ISODA Takushi

Bringing locals and the administration together for an economic cycle and local vitalisation

Differing from the usual point card that encourages return customers, the concept for the NaGift Card is supporting and giving to one another. Nagi is a small town. Instead of being strong individually, we are working towards a system where stores, businesses and the administration can become one and where local residents can earn points by being engaged in town, becoming the grease that keeps the local economy going, leading to local vitalisation. Currently, there are approximately 60 businesses and stores listed, and there are approximately 50 types of administrative points that can be earned. Although cards have been distributed to all local residents, this system is the first of its kind nationwide. Bringing the power of local residents and the administration together and managing shared ideas, the NaGift Card holds unlimited potential.

NaGift System

A Nagi town-wide point system initiative begun in 2018. Points earned from participating in health and volunteer activities, etc. can be used at any of the local stores under this system, supported by tying the vitalisation of the local economy with government initiatives.



NaGift Cards
(top) locals, (bottom) non-locals

Hear from the Locals



If you lived here, you'd definitely know what's good about Nagi!
(Takimoto area, 40s)



There's a lot of nature and a clear night sky.
(Nakashimanishi area, 50s)

Hear from the Locals



I think Nagi is a wonderful place to live. I moved here from Osaka.
(Koen area, 70s)



A big welcome to all the new people in town! Nagi is such an incredibly easy place to live!
(Nakashimahigashi area, 50s)



I'm glad that I've saved up so many NaGift points! I use my card all the time!
(Toyosawa area, 30s)

Live in Nagi the way you want

Unique nursing/care and leading family practice.
Striving to build the health of locals
with initiatives that are possible because of Nagi.

Experience
Nagi by video



Nagi Family Clinic

Constructed in 1994 and opened in April 1995 as a clinic to improve the local medical care in Nagi. From April 2007, the clinic has been run by the Seifukai Social Medical Care Cooperation as its designated administrator. Equipped with an easy-to-use environment and family doctors who people can freely discuss their concerns with at any time.

1 [Koala Doctor]

One-time care provided for Nagi children (6 months to elementary year 3) when they are ill and their guardians can't care for them at home due to work or other reasons.

2 [Local care meetings]

All staff working in insurance, medical and care cooperate by meeting monthly to discuss topics such as local medical and care, get feedback on difficult cases, and have meetings which clinical staff also participate in to measure policy and solutions.



Hear from the Locals



Families with children are grateful to have free medical care until high school! It's a huge help.
(Koen area, 30s)



With the art museum and galleries in Nagi, there is a real sense of art in town.
(Nakashimanishi area, 60s)



Nonoue Clinic

Dr Nonoue Tadahiko, originally from Nagi, opened Nonoue Clinic in the Takimoto area with a strong desire to provide family practice for locals. Even today, he continues to be someone understanding of the locals, devoted to local medical care such as outpatient services and visiting care.



Ogawa Dental Clinic

Since May 1990, Ogawa Teruaki has been providing treatment to locals and contributing to local medical care such as specific health checkups. The clinic has also been contributing to the health of local school children by conducting health checkups since 2011.



Nagi Toyofuku Dental Clinic

Since December 1992, Toyofuku Eiichi has been providing treatment to locals and contributing to local medical care such as specific health checkups. The clinic has also been contributing to the health of local school children by conducting health checkups since 2009.

Hear from the Locals



Nagi is an easy-going town!
(Koen area, 40s)



There are many things in Nagi that we are proud of, such as kabuki and Nagi Beef.
(Miyauchi area, 70s)



It's full of nature!
(Toyosawa area, teen)



Hear from MATSUSHITA

Head of Nagi Family Clinic
MATSUSHITA Akira

Leading the nation in prompt family practice and
constructing a system that looks over the whole community

The main challenge for local medical care is understanding how to create an environment where patients can receive care without hassle. In order to solve that problem in Nagi, we have introduced the nation to prompt family practice. Family practice involves being able to look after the whole family, regardless of gender, age or symptoms, and be readily available for health consultations. We conduct short home visits or fixed term care most days, and are currently capable of visiting up to one hundred homes. By supporting our patients with the cooperation of carers and visiting nurses, the rate of at home care has reached 45%, so it's almost as if the town itself is a hospital. Our clinic has also taken up



being a place for teaching family practice. Due to strong-willed doctors from all around Japan who are stationed in Nagi, there are no worries about a shortage of doctors. Medical care is about infrastructure. We want to continue building an environment capable of delivering medical care to many people.



Choiwaru Jisan (Lil' Naughty Grandpas) Project

Elderly men who need support or care tend to isolate themselves at home more than women, increasing the amount of people who are bed-bound or have dementia. We have been developing a space for those elderly men that helps to improve their health and well-being. The nine Choiwaru Jisan who get together to participate in this project meet once a month and discuss plans for events and other activities. Aiming to create a town where elderly men can be childish until the end.

1 [92-year-old Bassist Concert]
Concert held at 92-year-old Choiwaru member's home with his grandson on drums. It was a wonderful performance.

2 [Hot spring care day trip]
Members went on a day trip to Yunogo Bishunkaku. Everyone got really into the karaoke and picture-story shows and had a fantastic time.



Nagi Town Care Prevention Facility (Walking Pool)

In addition to a 25m heated circular walking pool, this facility is also equipped with rooms for community groups, lecture rooms and washrooms. Exercising in the water, which eases the burden on the legs, helps to support a healthy lifestyle. Chatting with peers is also part of the fun.



Support for getting around town - Nagi Sapo

With the cooperation of local supporters, this drop off and pick up service, primarily to local community groups, helps to prevent people from isolating themselves in town such as elderly who live alone and struggle with things such as bathing.



Community Groups for the Elderly

At community houses in all 19 areas of town, community salons are open by the cooperation of the elderly and local organisations with care-related volunteer associations and public welfare officers. Members get together at scheduled times, laugh together, enjoy simple games and exercise, and come up with their own plans while interacting with one another.



Lively 100-Year-Olds Exercise

Don't we all get weaker and require care as we age? In Nagi, our goal is to get more and more people to come along to Lively 100-Year-Olds Exercise so they can build stamina and live healthy lives, no matter how old they get.



Mitsubachi [Honey Bee] Lifestyle Support Center

Lifestyle supporters helping the elderly with troubles in their everyday lives. Responding to various requests with a focus on those living alone.

[Lifestyle supporters]
All supporters who have completed the Lifestyle Support Training Course (compensated volunteers)



Hear from SUGAWARA

Chairman of OiBokkeShi - elderly theater group

SUGAWARA Naoki

Actor and care worker. Began working as a carer in 2010 and moved to Okayama in 2012. Feeling the compatibility of care and theater, founded OiBokkeShi "Elderly and Theater." He has been based in Nagi since 2014, where he is currently active.

Creating a culture that accepts OiBokkeShi

(growing old, cognitive decline, and death) through theater

While working as a carer, I felt that care and theater had something in common. By observing an elderly person walking away slowly at a retirement home, I was sure that with each person's individuality and life seeping through, just by being they could be great performers. On the other hand, I think it is better when the carers do some acting. For example, people with dementia sometimes speak to you having completely mistaken you for another person. At those times, instead of correcting them, I think it can be good to just play along. I would like more people to know about the compatibility of care and theater. From that idea, I decided to start the Elderly and Theater Workshop.

I want other carers to know the fun in acting, which can be used as a means for carers to simulate the experience of dementia patients, where carers can naturally catch things by acting instead of trying to correct cognitive issues.

Most people have a tendency to think negatively toward Oi, Bokke and Shi, but from working as carer, I believe there is also something of great value and importance. Instead of keeping Oi, Bokke and Shi separate, I would like to make care more interesting and deeper by crossing these themes with art, and create a culture that is more accepting of them.



Hear from the Locals



Nagi is just the right level of rural! When I moved here 40 years ago, I felt that it was an extremely good place as an environment where I can still go out of town as needed while still living in the peaceful countryside. (Gyoho area, 60s)



The town is full of very kind and welcoming people. (Toyosawa area, 20s)



Nagi Beef tastes so good! (TN: said in local dialect) (Koen area, 40s)



The child-rearing support is good. The town is full of greenery and nature! (Hisatsune area, 30s)



You can't help but feel sad if you leave Nagi! (Hirooka area, 30s)



The town office and the people are close, and the town always puts the people first, so everyone from children to the elderly can live here peacefully! (Nishibara area, 50s)



Bodaiji Temple Ginkgo Tree

Nationally designated natural monument

Height 40m
Eye-level circumference 13m
Age ~900 years

A giant tree and symbol of Okayama Prefecture located by Bodaiji Temple in the Mount Nagi Quasi-National Park. It is said that Honen Shonin, founder of the Jodo sect of Buddhism had his Buddhist beginnings at Bodaiji Temple during his youth. Honen took a branch from the Amidado Ginkgo Tree at the foot of the mountain and planted it,

asserting that "learning begins from the roots," becoming the root of what is now the Bodaiji Ginkgo Tree. Selected as one of the Yomiuri Shimbun's Top 100 Famous Tree of Japan once again in 2019, in autumn the leaves all around turn yellow, and many people pay a visit during the light up period.

Approximately 900-year-old nationally-designated natural monument!



Cherry Blossoms by Nagi River

Nagi River runs close to the center of town. The cherry blossoms lined on each side fully bloom from late-March to April, with the new greenery of Mt. Nagi in the background creating breathtaking spring scenery.

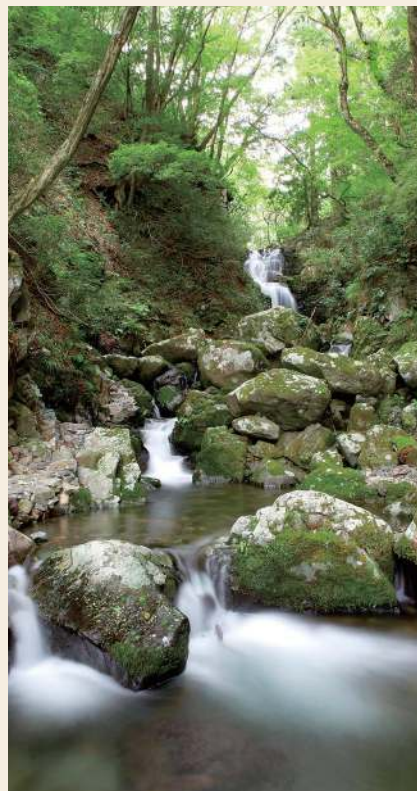


Nagi Canola Flower Fields

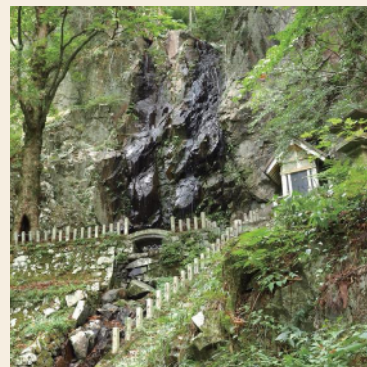
Heading to full bloom in mid to late April at the foot of Mt. Nagi is an open expanse of yellow carpet with a pleasing contrast to the green of the mountain.



1



2



3



4

- 1. Yashiki Falls**
The source of Maguwa River, the water is very cold and clear. Named Yashiki Falls after the remains of the Sengoku period [Age of Warring States, 1232-1603] military commander Nobuhara Danjo's estate, the water falls from a height of approximately 40m, surrounded by deep greenery.
- 2. Jabuchi Falls**
The Jabuchi ravine at the Mt. Nagi trekking starting point is sounded by primeval forest with echoing roars. It is believed that the serpent who was the mother of the legendary giant Sanbutaro from the local tale was from this deep pool.
- 3. Taki Shrine**
Taki Shrine lays tucked away in the middle of the forest halfway up Mt. Taki. The winter scenery is spectacular too, with icicles forming on the magnificent waterfall that has frozen over in the background.
- 4. Nishibara Dam**
In the valley of the northern part of Nishibara is a rock-filled dam capable of storing up to 1.8 million litres of water. On calm days when there is no wind and the dam is full of water, the surrounding mountains can be seen reflected in the water's surface with a spectacular view capable of healing the soul.



Events

Experience Nagi by video



Yearly events in Nagi

APR	Canola Flower Festival Yokozen Kabuki (Spring Show) Mt. Nagi Trekking Event	SEP	Art de Meat Nagi	DEC	Exhibition of prize-winning and other selected works from the prefectural exhibition
MAY	Mt. Nagi Flower Viewing Trekking Event	OCT	Nagi Town Sports Day Nagi Town Agriculture and Forestry Festival Japan Self-Defense Force Anniversary Event	JAN	Coming of Age Ceremony
JUL	Family Concert	NOV	Mt. Nagi Hiking Event Bodaiji Ginkgo Tree Light Up Nagi Lifelong Learning Festival Yokozen Kabuki Main Show	FEB	Yokozen Kabuki (Winter Show) One-work-per-household Exhibition
AUG	Nagi Town Summer Festival Self-Defense Force Evening Festival	MAR	Vicarya Spring Event		



Canola Flower Festival (Apr)

The canola flowers start to bloom from mid to late April. At the main event, held around Nagi Museum of Contemporary Art in late April, there is something for the whole family to enjoy, from food stalls, displays of handicrafts, other market goods, as well as the chance to take a ride on a Self-Defense Force truck around the canola flower area.



Nagi Town Agriculture and Forestry Festival (Oct)

A gourmet competition is held every year using the local specialty product of satoimo (taro). Each group puts forward their best tasting imoni (taro-root stew) and visitors then vote to decide the winner.



Nagi Town Summer Festival (Aug)

Held at Nagi Central Park, there are many stage events, including performances on a local stage by local bands and dancers, in addition to Japanese drum performances and group dances to local dancing songs. For the finale, a spectacular display of fireworks in night sky about Nagi, representing the beauty of each of the four seasons in Nagi.



Self-Defense Force Anniversary Event (Oct)

This anniversary event begins with an opening ceremony, followed by a review of troops, march in review, exercise display, equipment display, the chance to ride a tank, etc. Established in 1965, there is also support for exchange with locals, such as cool evening summer festivals and sports festivals under the principle of mutual prosperity.



Art de Meat Nagi (Sep)

Making use of the Nagi Museum of Contemporary Art is an unusual atmosphere created from the collaboration of art (projections/music) and meat-based meals where you can taste the locally produced Nagi Beef and Okayama Kurobuta.



Mount Nagi Hiking Event (Nov)

Enjoy the beautiful Mt. Nagi autumn leaves by the 4km and 6km trekking courses where you can enjoy walking trails, castle ruins, and Jabuchi Falls.



Nagi Town Sports Day (Oct)

Held every October for over 50 years to improve the health and fitness of locals. There are many thrilling contests, such as kibasen, fire fighter relays, tug-of-war, obstacle courses and relays by age group. Many loud cheers can be heard from the grounds.



Yokozen Kabuki Main Show (Nov)

Various performances over two days from groups such as the Yokozen Kabuki Preservation Society, Children's Kabuki Class and Nakashimahigashi Matsugami Troupe, with grand applause and wrapped offerings [of money] sent flying from the audience.



Specialty Foods

Experience Nagi by video



Nagisanroku Nanohana Rice

Delicious rice blessed with nature by using nanohana [canola flowers] from the base of Mt. Nagi as green manure and reducing chemical fertiliser and pesticides.



Sakushuguro

Large black beans from the Shoei region are named Sakushu [northern third of Okayama Prefecture]-guro [black]. While the soft and full edamame from large grains in particular are delicious, sakushuguro are also strongly recommended steamed, as beer snacks, or as a snack on their own.



Kuroboko Satoimo

Satoimo [taro] made from kuroboko [volcanic ash soil] is sticky and delicious. While loved by many families, it is also served at local events steamed or deep-fried.



Kuromame soft-serve ice cream

Ice cream made using roasted black bean powder from the local specialty Sakushuguro



Nagi Beef

Made from cattle raised in a calm climate on fertile green land, moderately marbled Nagi Beef gives an abundance of flavor, with the sweet taste of juices melting in your mouth.



Asparagus

Asparagus made from pure water from Mt. Nagi and soil abundant with nutrients. Popular for its sweet flavor, large size, and crunchy texture.



Okayama Kurobuta [black pig]

High-quality brand-name pork with thin fibres and soft to chew. The juices in particular taste exceptional, and its refreshing and rich taste will spread all around your mouth.



White Spring Onion

Nagi is one of few producing areas for white spring onions in the prefecture to increase the overall cultivation area. Good grilled or boiled, it has a moderate and unique sweetness that makes it a perfect ingredient for sukiyaki or mizutaki [boiled].

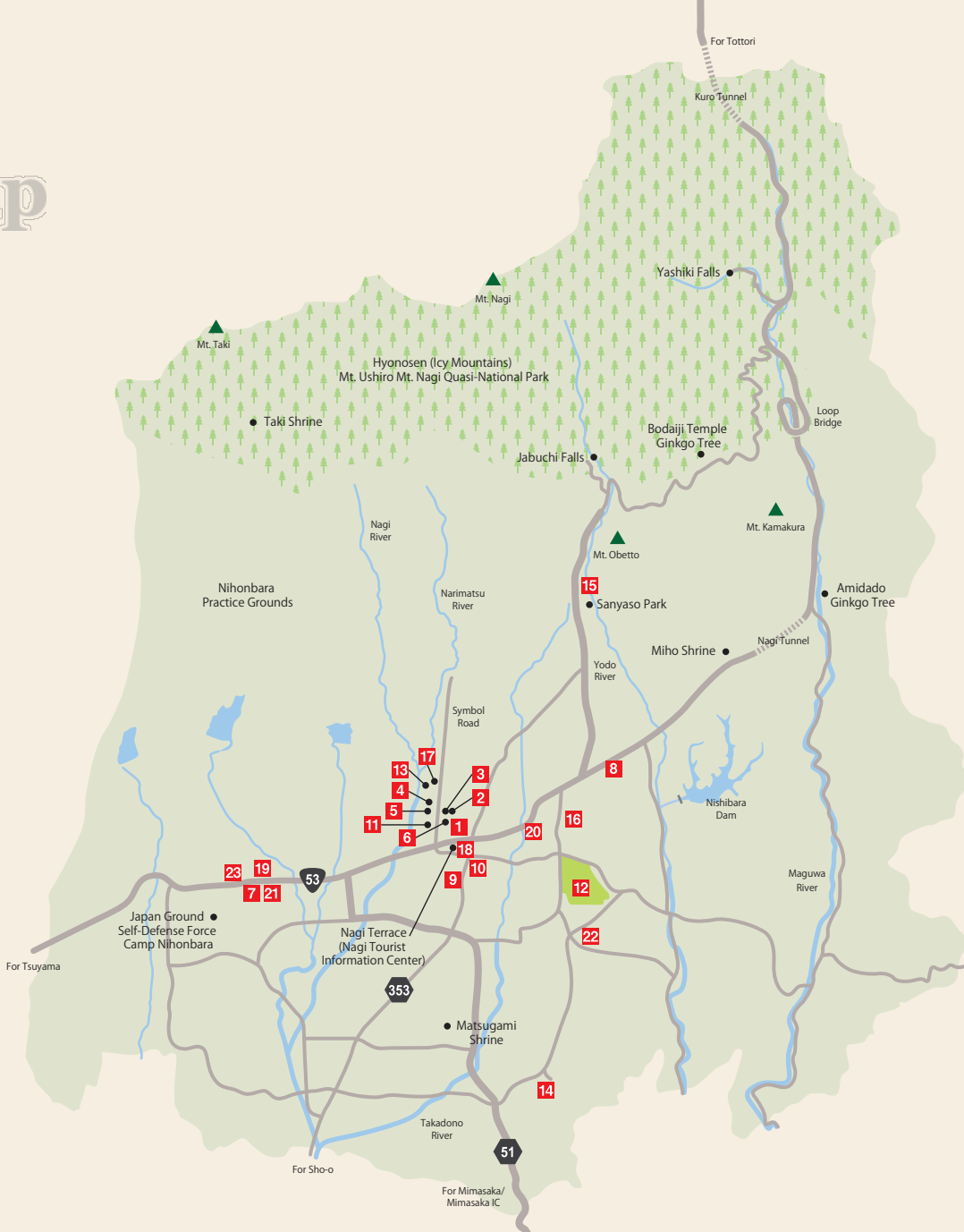
Nagi Town Map



Come see us at Nagi Terrace
for sightseeing
information!



Nagi Terrace: a place for everyone (Nagi Tourist Information Center)
Address: 314 Toyosawa, Nagi-cho
Inquiries: 0868-36-7311



List of Facilities



Nagi Town Office



Nagi Culture Center



Nagi Health
Consultation Center



Nagi MOCA (Museum
of Contemporary Art)



Nagi Town Library



Nagi Town Nursery School



Nagi Takigawa
Tsukushi Kindergarten



Nagi Chuo
Higashi Kindergarten



Nagi Elementary School



Nagi Junior High School



Nagi Child Home



Sports Park
B&G Marine Center



Care Prevention Facility
Nagi Walking Pool



Nagi Vicarya Museum



Nagi Sanroku
Yama no Eki



Housing for young people
Green Village Nagi



Housing to promote settlement
Center Village Nagi



Nagi Family Clinic



Nonoue Clinic



Ogawa Dental Clinic



Nagi Toyofuku
Dental Clinic



Higashiyama
Industrial Complex



Nagi Shigoto-en

Passing on local charms to the future in a livable town where anyone can shine.

Nagi Town was born from the merging of three villages in 1955, and for approximately 65 years, it has made some great leaps despite being a small town. Beginning with the arrival of the Self-Defense Force, the town continues to develop high quality infrastructure similar to that in urban areas with the development of the industrial complex and public sewerage systems, in addition to light fiber cables to each home, and progress with unique care measures that keep the people closely and delicately in mind.

Declaring support for child-rearing support in 2012 with the words "building people who will bear the future," various measures for child-rearing support unique to this town were implemented, achieving a Total Fertility Rate of 2.88 in 2019. It is a 'sense of security' with the child-rearing generation has that maintaining this high standard to this day, and I am deeply grateful for the efforts of all involved from previous administrations.

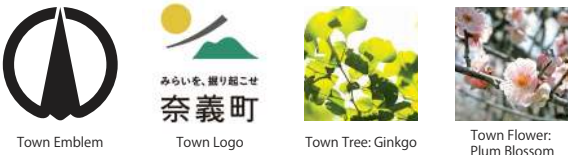
Two environments in particular for child-rearing support measures, Nagi Child Home and Nagi Shigoto-en have received high praise both domestic and abroad for their efforts, with various media covering their story.

Moving forward, I am striving to "pass on local charms to the future in a livable town where anyone can shine," and for ever-lasting town development that can be passed to future generations with kindness and consideration. Also, to protect the scenery and natural environment blessed upon this town while also deepening our town pride, we are also working to include a high level of culture in our town planning under the theme of Art and Nature, such as Nagi Museum of Contemporary Art and Yokozen Kabuki.

I would like to continue working with everyone in town to leave a story which continues long into the future so that looking forward 50 or 100 years from now, Nagi Town would have continued to develop sustainably and be a place where anyone living here can shine brightly. Lastly, I hope this overview of our town helps the local charms of Nagi to reach many more people who may love Nagi as we do.



奈義町長 OKU Masachika



Population	5,851
Households	2,491
Area	69.52km ²

1/1/2020

Long ago, the lord who governed these lands was in the mountains heading toward Bodaiji Temple when he encoured a beautiful woman. Before long, the two fell in love and were married, giving birth to a son, who they named "Taro." However, the wife was the embodiment of a serpent, and got rid of anyone who knew of her true form. The lord, who was in despair, took Taro and wandered around the place in the mountains where he had first met the woman. The serpent emerged from the basin of a nearby waterfall. After the serpent handed over a 'five-colored treasure,' it was never to be seen again.

Upon putting in his mouth the treasure given by the serpent, Taro grew rapidly and before long became a man bigger than a house, bigger than the largest tree in the village, and even bigger than Mount Nagi, until finally he broke through the clouds. It would take Taro only three steps to get to Kyoto, and before long he was called "Sanbutaro" [meaning 'Three Step Taro' in the local dialect].

One day, while sat atop Mount Nagi eating a riceball, Taro found a stone inside of it. That stone, which he blew halfway down the mountain, became known as Okami-iwa [large divine rock].

Soon after, poisonous needles were placed in his sandals by the jealousy of women, resulting in his death and his body scattered.

His final breath became the "Great Northern Wind," or 'Hirotokaze' as it is known today.

His head landed at Miho Shrine in the Sekimoto area of Nagi, and his right hand landed in the three great shrines in the Ute [right hand] area of Mimasaka.

His arms and shoulders landed at Kono Shrine in Chizu Town, Tottori Prefecture.

His torso landed at Sugi Shrine in the Nishibara area of Nagi.

And his legs at Nagi Shrine.

Each remains enshrined to this day.

The Legend of SANBUTARO The Living Giant



Miho Shrine

Jabuchi Falls

The story of Sanbutaro is said to be inspired by Sugahara "Sanbutaro" Mitsusuke, who belonged to a powerful family during the Kamakura period [1185-1333]. Sanbutaro continues to be idolized today, such as by the erection of a bronze statue at Miho Shrine, where the head is enshrined, by descendants of the Suga Family.

In the Ichien area of nearby Mimasaka, the story continues to be passed down with many historical sites, such as the large stone in the riceball and Sanbutaro's footsteps. In 2017, Nagi published "The Legend of Sanbutaro: The Living Giant" with its second edition published in 2019, continuing to gather information about the story so that it can be passed on to future generations.



"The Legend of Sanbutaro: The Living Giant" 2nd ed. cover
(illustration by Seishi Kishimoto)