

Obu 50th Anniversary City Guide 2020

FUN! OBU

Big Dreams for Obu's Future

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Big Dreams for Obu's Future

Obu celebrates its 50th anniversary

FUN! OBU

Abundant nature. Industries and culture.

As Obu celebrates its 50th anniversary, the city makes further progress as a fantastic place to live.

FUN! OBU

At Obu, everyone feels the joy of getting involved in the community as they dream and work toward a better future.

Let's be proud of Obu.

Let's make Obu the city of people's dreams.

Let's get to love Obu more.

Healthy City Obu, is taking a new step toward its next 50 years.



Cherry blossoms are best viewed while strolling along the river.
(Ishigase River trail)

PR ambassador

Actress Miss **Miki Yanagi**, the 50th Anniversary Exclusive Supporter.

Born on August 24, 1997 in Obu City. Represented by Oscar Promotions. Miss Yanagi works extensively in movies, TV dramas, and commercials, including Dobutsu Sentai Zyuohger and Kakegurui.



Scan to see the movies posted
by the official Obu City site.



Special Talk in OBU

PR ambassador Takezawa Kyoko

Miss Takezawa is an alumnus of Obu elementary and junior high schools. She took up the violin at age three and performed at the Obu City Music Festival when she was a sixth-grader. She achieved an outstanding victory at the Second International Violin Competition of Indianapolis in 1986 and rose to global stardom.

PR ambassador Mizuno Saki

Miss Mizuno is an alumnus of Kitayama Elementary School and Aichi Shukutoku Junior High School. She was a member of Takashima Chisako's 12 Violinists during her university years. She is the composer of Obu City's official theme tunes, HABATAKI and FUN! OBU.

PR ambassador Yoshida Hidehiko

Mr. Yoshida is an alumnus of Kyocho Elementary School. He transferred to Kodo Gakusha in Tokyo in his third year of junior high. He won a gold medal at the Barcelona Olympics in men's judo half-middleweight category (78kg). He also competed in the Atlanta and Sydney Olympics. Today, he is the general director of Park 24 Judo Club.

Mayor of Obu

Hideto
Okamura

Violinist

Kyoko
Takezawa

Violinist

Saki
Mizuno

Judo expert

Hidehiko
Yoshida

An Exclusive Discussion about Obu

**Obu City's past and future.
Love for our hometown that is
full of charms.**

Mayor Okamura held an exclusive discussion about Obu with the city's PR ambassadors to celebrate the city's 50th anniversary.

They talked about their memories of Obu and their wishes for the city's future.

**Obu
Special
Talk**

Obu, a place of memories richly endowed with nature.

Mayor Thank you for coming today. Let's dive straight in. I'd like to hear about your memories of Obu. Mr. Yoshida, you were with Oishi Dojo, weren't you?

Yoshida I was a typical rascal back then and my father started taking me to a judo dojo. I gradually started to empathize with people, and I began to calm down at school. I was in Obu until my second year of junior high, but I made friends who I still see today.

Takezawa I clearly remember the row of cherry trees at school. You could hear Vivaldi's Four Seasons playing in the morning, so we listened to it as we arrived at school. Cherry blossom petals fluttering in the air was pretty to see.

Mayor Obu Junior High's row of cherry trees is still there. It's one of the things I hope they'll keep.

Mizuno What's memorable for me is the violin school in front of Obu Station. I remember my mother driving me there every Sunday from when I was four. I took all sorts of lessons, but I never wanted to quit the violin.



Through judo, I want to tell the world that Obu is the city of gold medals and wellness.

Mr. Hidehiko Yoshida

Mayor You're referring to the Suzuki Method school, aren't you? The founder of the Suzuki Method, Mr. Masakichi Suzuki, the father of Mr. Shinichi Suzuki, built a violin factory in Obu City and conducted studies there. I feel a close tie the city has with violin as it produced violinists like Mses. Takezawa and Mizuno.

Yoshida Looking back on my childhood, we had more nature. I got into all sorts of mischiefs, such as digging up all the bamboo shoots on the hill behind my house, but I think nature made me strong.

Takezawa You're right. The city has changed. Even when I lived here, so many farmlands were turned into housing sites, and you could see the population increasing.

Mayor The population of Obu City is still increasing slowly. I think the city is well-balanced because it has retained a lot of nature, including farms that grow grapes and spacious parks.

Takezawa The parks are beautifully maintained. I think my mother takes walks in Aichi Kenko no Mori Park and shops at Genki no Sato that sells locally-made products.

Mizuno I sometimes go to Aichi Kenko no Mori Park, too, when I come home. Friends have told me that they take their children there on their days off. People from Nagoya also go there.

Spreading the word about Obu's charms

Mayor In terms of health, sports build our bodies. We have many Olympic athletes, including Mr. Yoshida. In the arts, we have Miss Takezawa, followed by Miss Mizuno. As our PR ambassadors, you are the beacons of our hopes and dreams.



I perform with the wish to give back to everyone in Obu who supported me.

Miss Kyoko Takezawa

Yoshida When I won a gold medal at the Olympics, I was taken aback by the huge reaction. So many people had gathered at the parade between Obu Station and the city hall that the convertible couldn't move forward. So, what I can do as a PR ambassador would be to tell people that I'm a gold medallist from Obu.

Takezawa When my life became hectic with the violin when I was in junior high, my teachers and friends gave me so much support. My classmates came to my first concert, and I feel that the people of Obu City have nurtured me. That's why I have a strong desire to give

back, and I want to talk about my hometown, Obu, whenever I get a chance.

Mizuno Obu's grapes are very delicious, so I used to send them as the End of Year and Mid-Summer gifts even before I became a PR ambassador. It's impressive that the city has produced a gold medallist like Mr. Yoshida, so I want to spread the word about Obu's charms to people outside of the prefecture.

Legacies for the future

Mayor I wish everyone further success and that the children of Obu will grow by following your examples.

Takezawa People tend to think of classical music as something serious, but I want us to give children and young people the chance to experience music. I've been holding live music events at junior high schools in Obu, but my dream is to open a music festival in the city.

Mizuno I agree. I also thought about a music festival. There are classical music concerts overseas that are held outdoors where people listen to music while having a picnic on the grass and enjoying a beer. It'll be wonderful to have opportunities to enjoy classical music more casually.

Yoshida Speaking of enjoying things casually, Park 24 gives free judo lessons to elementary school children. I hope to spread judo by making more opportunities for children to enjoy it. It'll also provide them with a chance to use their bodies, so It'll be fantastic if it helps them get into the habit of exercising.

Mayor Obu City has become a very comfortable place to live, thanks to our predecessors. We must create new legacies while cherishing such assets. Thank you very much for coming today.

It'll be wonderful to have music festivals that you can enjoy casually outdoors.

Miss Saki Mizuno





1 An alumnus of Shigakkan University Women's Wrestling Club: Miss Risako Kawai (Japan Beverage)/Shone to victory in the Asia Wrestling Championships Women's 57kg class in February 2020.

2 Oishi Dojo: The dojo has turned out Olympic judo gold medallists such as Mr. Hidehiko Yoshida and Miss Ayumi Tanimoto. Children up to junior high school-age practice daily, following the examples of their great seniors.

3 Shigakkan University Women's Wrestling Club: The club has turned out many Olympic medallists and enjoys worldwide renown. Four wrestlers associated with the university are unofficially set to compete at the Tokyo Olympics.

4 An alumnus of Shigakkan University Women's Wrestling Club: Miss Saori Yoshida/She has achieved many brilliant feats, including 16 consecutive wins in world championships, and three Olympics. She received the Obu City Citizens Honor Award in 2019.

[Check out more photos here!](#)



Obu's competitive sports take leaps and bounds on a world/Japan scale, providing dreams and inspiration.

There are altogether 14 gold medals won at the Olympics by athletes associated with Obu, including Mr. Hidehiko Yoshida in judo and Miss Saori Yoshida in wrestling. Corporate-sponsored sports are also active, and athletes give sports lessons, providing dreams to children.

Sports





5 Tokai Kogyo Badminton Club: The men's division is part of Japan's top league S/J and came in sixth place in 2019. The women's club is part of S/J League II. Obu's children adore them as badminton is popular in the city.

6 Aisan Industry Athletics Club: The club is proud to have competed in all the New Year's Day Ekiden Race for 19 years consecutively. It made rapid strides in 2020, making its first win in sixth place.

7 Aisan Kogyo Racing Team: The bicycle road race team competes on the world stage. It registered with the JBCF pro tours in 2020 and is competing in Japan and abroad.

8 APEX Holly Knights: The team's name comes from Hiiragiyaama, Obu City (Hiiragi is Japanese for holly), the team's birthplace, and the company's location. It is a member of the Japan Society Basketball Federation Regional League.

9 Obu High School Baseball Club: The formidable school has turned out professional baseball players, including Messrs., Hiromi Makihara (ex-Giants), Norihiro Akahoshi (ex-Hanshin), and Yuki Koyama (ex-Giants). It has played in four spring and three summer Koshien games.





1 Kyoho grapes: Obu is synonymous with Kyoho grapes. The city is famous for producing grapes and grow many varieties, including Kyoho. Many farmers' shops open in the city from late July to mid-September.

2 Shine Muscat: The cultivar popular among consumers can be eaten with the skin on and is very sweet. Superior in eating quality, it has the distinctive aroma of muscat.

3 Niitaka: AKA Jumbo Asian Pear. It is three to four times larger than ordinary pears and has a juicy flesh and clean sweetness. It is harvested between mid-September and early October.

4 Ki no Yamaimo (yam): It is prized for its glueyness and earthy flavor. It is picked from November to December and is attracting attention as a health food for being low in calories and high in nutrients.

5 JA Aguri Town Genki no Sato: The commercial complex centers around a farmers' market selling a wide range of locally-sourced fresh produce. Besides selling bread, ready-made side dishes, and desserts, it has a restaurant and a natural hot spring spa and serves as community's hub for exchange, visited by over 2.3 million people a year from the city and externally.

6 Genki no Sato Hanamaru City: The shop is packed with customers looking to buy freshly-picked fruits and vegetables.

7 Genki no Sato Sukesukugaoka: With a café serving original sweet creations made with seasonal fruits and a food court, the establishment offers families a place to relax and have fun. It is also popular for its toddler-friendly water park and open space laid with artificial turf.

[Check out more photos here!](#)



Obu's farm produce grows thanks to the area's temperate climate and abundant water from the Aichi Waterworks.

Rice, fruit, vegetable, and cattle farms, including grape orchards that boast the highest agricultural output in the prefecture, operate in the suburbs. They benefit from the steady supply of farming water from the Aichi Waterworks and locations that border on Nagoya, a major consumer area.

Agriculture



1 Toyota Industries Corporation Nagakusa Plant: The plant runs the assembly line for the compact SUV, RAV 4. It produces all the RAV 4s driven around the world.

2 3 KUROTO Obu: The establishment opened in April 2018. It has a café themed on health and tourism and a local specialty shop. It specializes in parfaits made with oodles of seasonal fruits.

4 Hatakezoku: The farm café serves dishes made with vegetables grown as nature intended by young farmers. Utilizing Kenko Toshi Obu Doburoku's special zone status, the café produces and sells distinctive doburokus (unrefined sake).

5 Sandaime Shimomuragyu: A local cattle farm started the yakiniku restaurant based on Obu City's strategy for promoting agricultural diversification. It serves Shimomura Beef, a grade A5 Kuroge Wagyu bred and raised at the farm.

6 Sugi Holdings Co., Ltd.: With the head offices in Yokone, the company has drug stores in Chubu, Kanto, and Kansai. It actively engages in activities that benefit the region and has collaborated with the city in many projects.

[Check out more photos here!](#)



Obu's commerce and industry exhibit energy and life with a focus on manufacturing.

Obu has a concentration of manufacturers that revolve around the automobile industry. The vitalization of local businesses is creating employment and boosting the region's economy. The constant efforts companies are making in creating new technologies and services are bringing prosperity to the city.

Commerce and Industry



4



2



3



5

1 Aichi Kenko-no-Mori Park: Besides tennis courts and ballpark, the expansive park has the Kenko Road, where you can measure your physical fitness, and large playground equipment.

2 Okura Park: The park hosts the Tsutsuji Festival during the azalea season. The park's symbolic thatched-roof gate that gives a glimpse into the good old days was thatched by craftsmen from Tono, a friendship city in Iwate Prefecture.

3 Obu Midori Park: The park is 9.8 hectares in size. The vast land is full of playground equipment that children love. It has a BBQ area that bustles with many city residents on the weekends.

4 Kuranagase River Path Stepping-Stones: The stepping-stones connect the trails along the left and right banks of the river. Children cannot help but skip on them.



6

5 6 Yatsuya Oike Park: The park offers a wide variety of playground equipment for keeping children engaged, including a rope climbing frame and jungle gym. Artificial turf is laid under a large shelter where families with small children can take a break in the shade.

[Check out more photos here!](#)



Children can't help but break into a run in the verdant parks of Obu.

It is up to the individual how they enjoy the parks and pedestrian paths. Children can dash around grassy fields, seniors can take a walk while appreciating the seasonal blooms, and young people can jog surrounded by greenery. The choices are infinite. Obu has many places that symbolize the liveable city for its citizens to enjoy.

**Parks &
Pedestrian
Paths**



2

1 Kenko Choju Juku: The center offers stretching and muscle training classes, including Cognicize, developed by the National Center for Geriatrics and Gerontology, to prevent dementia through the simultaneous use of body and brain.

2 Alzheimer's Awareness Light-up: On September 21st to commemorate Alzheimer's day and promote a city supportive of people with the disease, Obu City Hall will light up orange.

3 The National Center for Geriatrics and Gerontology: The world-class research institute for geriatric medicine is working with the city in the prevention of dementia.

4 MRI equipment: The National Center for Geriatrics and Gerontology installed the equipment with a subsidy from the city in 2017.

5 Dementia Care Research and Training Obu Center: The Obu Center is one of Japan's three research and training centers dedicated to dementia care.

6 Dementia Supporters Training Course: The course covers basic knowledge about dementia and how to communicate with dementia sufferers. The city actively promotes the course and has taken on the challenge of training 20,000 dementia supporters.

7 OBU Orange Ring monument: The monument was installed in December 2018 at Obu Station West Gate. The letter O in OBU represents the Orange Ring, the symbol for dementia supporters.

[Check out more photos here!](#)



Obu's measures for dementia aim to create a city where people can enjoy safe living even if they become afflicted with the illness.

In December 2017, Obu enacted Japan's first-ever local bylaw to promote the development of communities that live without fear of dementia. The city is sparing no effort to become a place where everyone can live worry-free by relieving dementia concerns through various anti-dementia measures.

A city free of dementia concerns



1



Profile

Masakichi Suzuki Bio

The founder of Suzuki Violin Co., Ltd. Born in 1895 in Nagoya. Suzuki began helping his father's samisen-making from the age of 16. At age 28, he felt the decline of Japanese musical instruments and aspired to become an elementary school singing teacher. He then discovered and became enamored by the violin and founded the Suzuki Violin manufacturing business. After retiring as president in 1934, Suzuki continued to study the violin's timbre at the Sai'in Research Center he built in Obu and died in 1944 at the age of 84.

Photo credit: Suzuki Violin Co., Ltd.

Japan's violin king, Masakichi Suzuki Immersed himself in his study in Obu

Masakichi Suzuki founded the Suzuki Violin manufacturing business in 1887 in Nagoya and turned it into a world-class musical instrument manufacturer by the Taisho Era. The company, however, was affected by the Great Depression and went bankrupt in 1933. Suzuki's eldest son Umeo scrambled to rebuild the business. Umeo followed the example of Markneukirchen, a German village that produces musical instruments, and built the branch factory of Suzuki Violin in Yokone-machi, Obu. He also created the Sai'in Research Center next to the plant for Masakichi to study the violin's timbre.

The violins made by Masakichi has won many awards at expositions in Japan and abroad. One was gifted to the physicist Albert Einstein. A record of the thank you note he wrote to Masakichi survives to this day.

Masakichi's third son, Shinichi, studied the violin in Germany and formed a society in 1946, which later founded the Suzuki Method. The Suzuki Method is a world-renown music teaching technique for nurturing spiritually rich human beings through music from an early age. Obu violinists Mses. Kyoko Takezawa and Saki Mizuno also studied the method as children.



The Sai'in Research Center built near the Obu branch factory

Kyoko Takezawa School concert

A world-class violinist Miss Kyoko Takezawa gives a concert once every three years at a city junior high school to expand children's interest in arts and culture. It has an excellent reputation for providing a valuable chance for listening to a world-class performer, Miss Takezawa. It allows children to think about their future as they listen to Miss Takezawa's memories of her school days and why she aspired to become a professional musician.



Lecture and concert

The lecture and concert are held to convey Masakichi Suzuki's achievements and his associations with Obu and pass down his legacy. The audience learns that Obu had Suzuki's violin branch factory and the Sai'in Research Center, where Suzuki dedicatedly studied the violin, Suzuki's third son Shinichi established the Suzuki Method, and how Mses. Kyoko Takezawa and Saki Mizuno had studied the method and became world-class violinists. The concert explains Obu's relationship with the violin.



Tradition inherited with passion
Elegant dance is offered for peace
and bountiful harvest

The festival is held on the second Sunday of October each year at Yokone Fujii Shrine in Sosaku, Yokone-machi, Obu. Children dance elegantly, a Sanbaso dance for peace and bountiful crops is performed, and antique floats carefully preserved by various groups are offered at the shrine. They are all from the Edo Period, and the Sanbaso dance is Obu's intangible cultural heritage. The floats are the city's tangible cultural heritage. The floats are about six meters high, three meters wide, and four meters deep, and they are decorated with intricate carvings and gold leaf.

Dance in gratitude to bumper crops

Sanbaso dance is the festival's highlight. On the stage set up in front of the floats, three children, one from each team, perform the Shikisanbaso. One of them elegantly presents the Sanbaso. The adults of each group pass down the movement and bearing to the children.



Sanbaso

Yokone Fujii Shrine Festival

Oct. *October*



Sanbaso of Yokone Fujii Shrine Festival

The elegant performance of children's Sanbaso and splendid floats are alluring. The festival is held to pray for world peace and bountiful harvest.



Industry and Culture Festival

The festival is held in the area around Medias Gymnasium. Events related to trade, industry, agriculture, and culture attract many visitors.



Feb. *February*



Plum bonsai show

About 70 expertly cultivated plum bonsai trees are exhibited at a venue in Okura Park. There is one that is 300 years old.



Nagakusa Tenjin Shrine Doburoku Festival

The unique festival of Nagakusa Tenjin Shrine goes back over 500 years. Visitors to the shrine are treated to Doburoku, unrefined sake.



March *Mar.*



Cherry Blossom Festival

About 200 Someiyoshino trees add vibrancy to the area around Momoyama Park. The lights at night are also popular.

Culture Obu's Festivals

Obu's festivals and events remain etched in people's minds as cherished memories.

Obu hosts festivals and events throughout the year that remain etched in the mind of each city resident as cherished memories.

From traditional festivals that have been passed down through generations to events for families and friends to enjoy, they liven up people's faces.

The colors of nature give peace of mind to people, and the bustle of festivals tells us of the start or end of seasons.



Obu Higashiura Fireworks

The event is held at Aichi Kenko-no-Mori Park. About 2,000 fireworks, including skyrockets and arm-held add dazzle to the summer sky.

August *Aug.*



Obu Summer Festival

The festival is held in front of JR Obu Station. It opens with the Bon Odori dance parade, and people dance the summer night away.

July *July*



Kyochō Summer Festival

The festival is held around JR Kyowa Station. It involves a festival music parade and Bon Odori dance.



Okura Park Azalea Festival

The festival hosts many events such as a sketch competition and bazaar in Okura Park, a renowned spot for azalea.

April *Apr.*



Hangetsu Nanasha Shrine Omanto Festival

The ritual held to pray for bumper crops and family safety at Nanasha Shrine involves horses. Young local men jump onto horses and gallop gallantly.

A city that supports children and childcare

OBU 50th Anniversary
City Guidebook

Obu is liveable as it makes raising children straightforward. It has an environment that lets moms and dads raise kids with a sense of security.

The city's elementary and junior high schools have introduced ICT education ahead of other municipalities, and school-cooked lunch fills the tummies of growing children. These are the reasons why Obu's children thrive.

ICT Education

The city promotes ICT education as it takes advantage of the teachers' know-how and introducing electronic blackboards and tablets to all elementary and junior high schools to enable children to learn how to use ICT correctly and effectively. ICT support staff are also sent to give detailed lessons. The humanoid robot, Pepper, was introduced to four junior high schools in the first year of Reiwa, and each school is engaged in new and creative efforts.



Kids Station

The Kids Station has many networking groups for parents with similar-age children, including the New-Born Baby Parents Club, Pre-Mommy Club, and Multiple Birth Club. Parents can talk about their child-raising concerns and anxieties with others who are experiencing similar issues. They can also seek advice from the station's on-site nursery staff. The station also has a support system in place, including the Family Support Center, for families facing issues raising children.



Lunch prepared in schools

Every elementary, junior high, and nursery school has a kitchen where lunch is prepared on-site. Children can enjoy delicious and hygienically cooked lunch, whether it is a hot or cold dish, as everything is served immediately after cooking. The city also promotes food and nutrition education. The schools offer distinctive menus prepared with local ingredients and ones that follow observances. They also have cooks trained in dealing with food allergies who provide individualized care.



A fitness boosting project

The project encourages pre-school children to increase their fitness through exercise and play to build their bodies so they can lead healthy lives. Children get excited by the simple activities and games, including running, jumping, and ball-throwing. The sessions are held at the Children's Center (Senior Welfare) and nursery schools. They are to be introduced at some elementary schools from 2020.



Pediatric medicine

Just as the city implemented free healthcare for children up to junior high school age from 2007, ahead of the rest of Japan, Obu provides full support to parents in raising children. It offers various assistance, including prenatal health checks, postnatal and baby health checks for mothers and babies, shouldering part of the expenses for new-born hearing tests, and so on. The city also has the prefecture's only health clinic for children, the Aichi Children's Health and Medical Center.



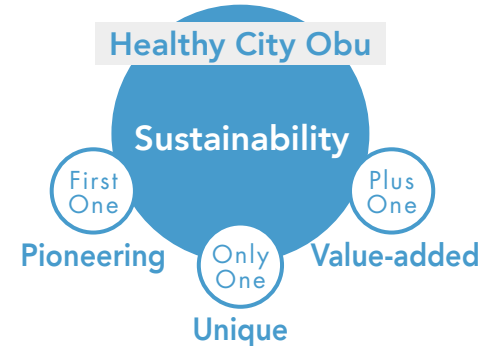
Nursery schools

As of April 2020, the city had 12 public and 18 private nursery schools. Since the city foresaw an increase in pre-school childcare needs, as more women joined the workforce, it worked on attracting private businesses by developing a unique subsidy system besides increasing public nurseries' enrolment capacity. The schools are actively engaged in interacting with local residents, and entire communities are supporting childcare.



Guiding Principles

Develop a sustainable city through new ideas



Become a Healthy City



Achieving a Healthy City

The city's future

Obu, a sustainable city of well-being you want to inhabit forever.

Live in the city forever

In expanding social connections and the network of support as well as enhancing the city's function and appeal, the city is becoming a place where residents feel its charms and warmth and wish to live here forever.

Obu, a sustainable city of well-being

The city's sustainability perspective is based on a future-minded concept where it continues to make progress through repeated improvements and reforms. It is endeavoring to become a sustainable and highly spirited place where the people who live, work, gather, and study in the city can thrive and enjoy healthy lives.

centered on five areas

Future Wellness

A city where children shine



A city full of energy and activity



People's Health

A city where people can live with a sound body and mind



A city where communities offer support



Healthy Living

A city where people support each other and learn together



An eco-friendly and sustainable city



City's Wellness

A city where people can live safely and securely



A city with pleasant and convenient urban infrastructure



Healthy City Management

Sustainable local administration that supports community renovation



Obu's Half a Century

OBU 50th Anniversary
City Guidebook

On that day, that time, that place. The fifty years with the city's citizens.

Obu City celebrated its 50th anniversary on September 1, 2020. We can thrive now because of the many riches that our predecessors have created. Let us look back on our fifty years.

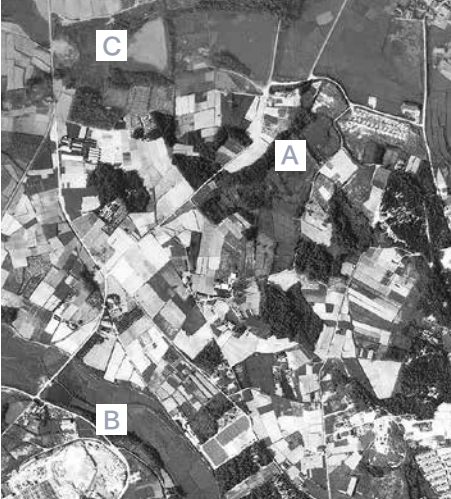
The city chamber



Photographed in 2019



Photographed in 1968



AObu Culture Exchange Allobu BToyota Industries Nagakusa Plant CObu City Nishi Junior High

AD	Era	Anniversary	Month	Event in Obu
1970	Showa 45		Sep.	Municipal organization Takeo Oshima is appointed the first mayor. Round leaf holly is chosen as the city's symbolic tree.
			Nov.	The first Industry and Culture Festival is held
1971	Showa 46	1st	Sep.	The citizen's charter is established
1974	Showa 49	4th	Apr.	The 1st Obu City Comprehensive Plan is initiated
1975	Showa 50	5th	Sep.	Gardenia is chosen as the city's flower
1976	Showa 51	6th	Mar.	Okura Park opens to the public
			Apr.	Ishigase Elementary School opens
			Nov.	The making of the Obu Bayashi and song is announced
1977	Showa 52	7th	Apr.	The first Okura Park Azalea Festival is held
1978	Showa 53	8th	Sep.	The new Obu Station building is completed. The plaza in front of the new Obu Station opens.



▲Parade celebrating the municipal organization



▲City Hall opening ceremony



▲The 1st Industry and Culture Festival



▲The 1st Okura Park Azalea Festival (Children's drawing event)



▲Obu Station/plaza inaugural ceremony

AD	Era	Anniversary	Month	Event in Obu
1979	Showa 54	9th	Apr.	Kyowa Nishi Elementary School opens The Yokone Ground opens
1980	Showa 55	10th	Apr.	Mr. Misao Takaha is appointed mayor
			July	The Chuo Library opens
			Nov.	The History and Folklore Museum opens
1982	Showa 57	12th	Apr.	Obu Kita Junior High opens
1983	Showa 58	13th	Apr.	The second Obu City comprehensive plan is initiated Obu Higashi High opens
1984	Showa 59	14th	Sep.	The Public Health Center is relocated
1985	Showa 60	15th	Sep.	The City Gymnasium opens
1986	Showa 61	16th	Nov.	The 1st Obu City Keep Fit Marathon opens
1987	Showa 62	17th	Mar.	Healthy City is declared
1989	The first year of Heisei	19th	Apr.	Higashiyama Elementary School opens Ishigase Hall opens
1991	Heisei 3	21st	Mar.	Obu Midori Park opens Kinro Bunka Hall opens The Momoyama Park windmill monument is completed
			Apr.	The 3rd Obu City Comprehensive Plan is initiated.
1992	Heisei 4	22nd	Feb.	The 1st Obu Shichifukujin Festival (Obu Shichifukujin Meguri) is held. The 1st Obu Bon Plum Show is held.
			Mar.	The Fire Station building opens
			Apr.	Mr. Tsutomu Fukushima is appointed mayor.
			July	Mr. Hidehiko Yoshida wins gold at the Barcelona Olympics.
			Oct.	The International Exchange Association is established.
1993	Heisei 5	23rd	Nov.	Sister City alliance is formed with Saint Kilda, Australia.
1994	Heisei 6	24th	Oct.	The 49th National Sports Festival badminton games are held.
1995	Heisei 7	25th	Jan.	The Great Hanshin-Awaji Earthquake.
			July	The National Center for Geriatrics and Gerontology opens.
1996	Heisei 8	26th	Apr.	Obu Minami Junior High School opens.



▲Okura Hall (central library and history and folklore museum) is completed



▲The 1st Obu City Keep fit Marathon



▲The Healthy City declaration



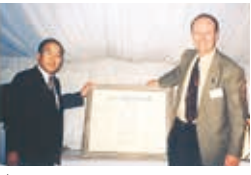
▲Kinro Bunka Hall opens



▲Obu Midori Park's opening



▲Momoyama Park Windmill monument is completed.



▲The sister city alliance signing ceremony with Saint Kilda.



▲The 49th National Sports Festival badminton.

AD	Era	Anniversary	Month	Event in Obu	
1997	Heisei 9	27th	Oct.	Aichi Kenko-no-Mori Park opens Aichi Kenko Plaza opens	
1999	Heisei 11	29th	Apr.	The 4th Obu city Comprehensive Plan is initiated	
			Dec.	The city's official website goes live	
2000	Heisei 12	30th	Sep.	<div> <div> The Tokai region floods occur. </div> </div>	
				<div> <div> The new City Hall building opens for business </div> </div>	
			Nov.	The loop buses begin service	
2001	Heisei 13	31st	Apr.	The city hall office hours are extended	
2003	Heisei 15	33rd	Apr.	The Children's Station opens	
2004	Heisei 16	34th	Apr.	Futatsuike Seletona opens Mr. Takayasu Hisano is appointed mayor	
	The Athens Olympics		Aug.	Ms. Saori Yoshida and Kaori Icho win gold and Miss Chiharu Icho wins silver at the Athens Olympics	
2005	Heisei 17	35th	Feb.	<div> <div> Chubu International Airport opens </div> </div>	
			Mar.	<div> <div> Expo 2005 Aichi, Japan, is held </div> </div>	
2006	Heisei 18	36th	Mar.	Fitness Mascot Obu-chan is born	
			July	The city joins the WHO's Alliance for Healthy Cities	
			Aug.	Concludes a mutual disaster support agreement with Nagahama, Shiga Prefecture.	
2007	Heisei 19	37th	Oct.	Free healthcare for children up to junior high school is launched	
2008	Heisei 20	38th	Feb.	Concludes a mutual disaster support agreement with Iwate Prefecture	
	Beijing Olympics		Aug.	Ms. Saori Yoshida and Kaori Icho win gold for the second time, and Miss Chiharu Icho wins silver at the Beijing Olympics.	
2009	Heisei 21	39th.	Apr.	Citizens Action Center Korapia opens	
			Aug.	WHO Alliance for Health Cities Japan hosts the 5th general conference/event	
2010	Heisei 22	40th	Apr.	The 5th Obu City Comprehensive Plan is initiated	
			Oct.	Concludes a friendship city alliance with Tono City, Iwate Prefecture	
2011	Heisei 23	41st	Mar.	<div> <div> The Great East Japan Earthquake </div> </div>	
			Nov.	Wellness Valley Promotion Council is established	
2012	Heisei 24	42nd	Apr.	Daito Elementary School opens	
	The London Olympics		Aug.	Ms. Saori Yoshida and Kaori Icho win gold for the third time, and Miss Hitomi Obara wins silver at the London Olympics	
2013	Heisei 25	43rd	Nov.	The 20th anniversary of the sister city alliance with Port Phillip, Australia	
2014	Heisei 26	44th	Feb.	Concludes a mutual disaster support agreement with Oyabe City, Toyama Prefecture	

AD	Era	Anniversary	Month	Event in Obu	
			July	Obu Cultural Exchange Allobu opens	
				<div> <div> </div> </div>	
				<div> <div> Obu Cultural Exchange Allobu opens </div> </div>	
2015	Heisei 27	45th	Apr.	The University of Human Environments Obu Campus opens	
			Aug.	Okura Park's Recess Wing and thatched-roof gate are registered as the nation's tangible cultural heritages	
2016	Heisei 28	46th	Apr.	Mr. Hideo Okamura is appointed mayor	
	The Rio de Janeiro Olympics		Aug.	Miss Kaori Icho wins gold for the fourth time, Ms. Eri Tosaka, Risako Kawai, and Sara Dosho win silver, and Miss Saori Yoshida wins silver at the Rio de Janeiro Olympics.	
			Sep.	Peace City is declared	
2017	Heisei 29	47th	Aug.	Obu-chan becomes the city's official mascot	
			Sep.	Mr. Hidehiko Yoshida is appointed Obu City's PR ambassador	
			Oct.	Miss Saori Yoshida is appointed Obu City's PR ambassador	
			Dec.	The nation's first ordinance promoting a city without fear of dementia is enacted in Obu City	
2018	Heisei 30	48th	Apr.	Obu City Kenko Nigiwai Station KUROTO Obu opens	
			Jun.	Obu shines in 6th place in the nation's liveable ratings	
			Sep.	Development Support Center Minori opens	
			Nov.	Concludes intercity exchange agreement with Niihama City, Ehime Prefecture Obu-chan enters sixth place in the Yuruchara Grand Prix 2018	
			Dec.	OBU Orange Ring monument is installed	
2019	Heisei 31	49th	Feb.	Miss Kyoko Takezawa is appointed Obu City's PR ambassador	
			Apr.	East Chita Clean Center begins service at its waste treatment facility Ecori	
			May.	The city awards the Medal of Honor to Miss Saori Yoshida	
			Nov.	The city's official theme tunes are completed Miss Saki Mizuno is appointed Obu's PR ambassador	
			Apr.	<div> <div> COVID-19 pandemic </div> </div>	
				The 6th Obu City Comprehensive Plan is initiated	
			July	<div> <div> The Tokyo Olympics are postponed </div> </div>	
			Sep.	<div> <div> The 50th anniversary of municipal organization (celebrations are postponed) The Fire Station Kyocho Satellite Disaster Prevention Learning Center opens The cherry tree and azalea flower are added as the city's symbolic wood and bloom </div> </div>	
				<div> <div> </div> </div>	
				<div> <div> The Fire Station Kyocho Satellite Disaster Prevention Learning Center opens </div> </div>	

Obu's Profile

Obu 50th Anniversary
City Guidebook

The city's symbolic trees



Cherry tree
Designated in September 2020



Round leaf holly

The city's symbolic flowers



Azalea
Designated in September 2020



Gardenia

City Emblem



Obu City

Gross area: 33.66km²

Population: 92,988 (As of late June 2020)

Number of households: 39,773 (As of late June 2020)



Obu City Citizens Charter

We, the citizens of Obu, establish this Citizens Charter with a wish that the city will make limitless progress.

- One Let us cherish nature and create a beautiful hometown.
- Two Let us enrich our knowledge and nurture a rich spirit.
- Three Let us build healthy and happy homes.
- Four Let us be proud of our jobs and become outstanding citizens.
- Five Let us follow the rules and create a bright and peaceful city.

Obu is a crucial junction of traffic that connects Nagoya with Chita and Mikawa. It is a liveable place that is attractive for its convenience, enhanced by its proximity to JR Tokaido Nagoya Station (15 min.) and a network of expressways, and a rich natural environment. Obu Village came into being as seven villages merged in 1906, establishing the city's present area. The grant of town status was implemented in 1915. On September 1, 1970, the town became the 24th city of Aichi. For half a century, the city has worked with its citizens, organizations, and businesses in making Obu a Healthy City. It will continue to grow as a mature city.

Exchange Cities



Niihama City,
Ehime Prefecture



Nagahama City,
Shiga Prefecture



Shinshiro City,
Aichi Prefecture
(Tsukude District)



Otaki Village,
Nagano Prefecture



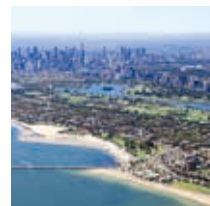
Oyabe City,
Toyama Prefecture

Friendship City



Tono City, Iwate
Prefecture

Sister City



Port Phillip, Australia

Obu's official mascot

The mascot is shaped like the city of Obu. The vibrant yellow color symbolizes its vitality. The city's flower, gardenia, is its charming feature. She rolls up her sleeves to help make everyone healthy.



Obu-chan

Obu City's official theme tunes

Song title: HABATAKI

Song title: FUNIOBU

The CD contains two pieces; Habataki, which represents Obu, a welcoming city rich in nature, and Fun! Obu, an uplifting tune that expresses the aspirations for the next 50 years. They were composed by the PR ambassador, Miss Saki Mizuno.



Sample the
theme tunes
here.



An Obu Higashi High School student produced the CD jacket



In front of the Rest Stop in Okura Park.
It became Obu's first national tangible cultural property in 2015.

A Message from the Mayor

**We are doing all we can to make Obu a sustainable
Healthy City that people will want to live all their lives.**

Mayor Hideto Okamura

Obu, which became the Prefecture's 24th city on September 1, 1970, has been steadily progressing in becoming a Healthy City, a guiding principle, since its municipal organization. The city's population exceeded 92,000, surpassing the original 49,000 short, in the commemorative year of its 50th anniversary. I am sincerely thankful that it is all due to our predecessors' ceaseless efforts and everyone's generosity.

The second year of Reiwa is the year Obu City has embarked on the 6th Comprehensive Plan, our road map for developing the new generation. Our future vision is set on Obu to become a sustainable and healthy city, where people will want to continue to inhabit. We will advance with creating a sustainable city where our citizens feel the city's charms and warmth and thrive and enjoy healthy lives. As the whole world faces unprecedented crises due to the Covid-19 pandemic, our citizens' lives have been completely transformed. Obu City has had no choice but to postpone or cancel some events, including the city's 50th-anniversary project. We must advance toward a brighter future without giving up, no matter the circumstances. Even the darkest night will end. Let us venture into the next 50 years.

September 2020

Obu 50th Anniversary City Guide 2020

FUN! OBU
Big Dreams for Obu's Future

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