Japan SPOTLIGHT

Subscriptions can be ordered through our website:

http://www.jef.or.jp/journal/index.html

You can order annual subscriptions and purchase back issues from our website. We will give you a password that will enable you to access back numbers dating back to 1995. You can order from anywhere in the world and we accept payment by all major credit cards.

Subscription:
One Year (6 issues)

¥ 6,000 ¥ 1.200

Single Copy ¥ 1,200 (postage included)
*Consumption tax is also included

Residents of Japan can also order by FAX or E-mail.

Payment is only available by bank transfer, and we will bill you later.

(Please let us know your name, address, the starting issue number & the subscription period and the number of copies you wish to purchase)

Japan Economic Foundation

Editorial Section

Japan SPOTLIGHT

11th fl. Jiji Press Bldg. 5-15-8 Ginza, Chuo-ku Tokyo 104-0061 JAPAN

Fax: 03-5565-4828

E-mail: subscribe@jef.or.jp

JAPAN SPOTLIGHT SALES AGENT: Maruzen Co., Ltd.

Overseas Subscription:

One Year (6 issues)
Single Copy

US \$ 65 US \$ 11

(postage included)

Maruzen Co., Ltd. International Division P.O. Box 5050

Tokyo International 100-3191 Japan

Tel: 81-3-3273-3234 Fax: 81-3-3273-1044

E-mail: export@maruzen.co.jp

Domestic Subscription:

One Year (6 issues)
Single Copy

¥ 6,000 ¥ 1,200

(postage and tax included)

Available at Maruzen Internet Shopping: http://www.maruzen.co.jp Or contact Maruzen Co., Ltd. Booknet Service Center Washobu Group Tel: 03 - 3273 - 1042 Fax: 03 - 3273 - 1043 E-mail: wazasshi@maruzen.co.jp **SPOTLIGHT**

Hanabi (fireworks):

an awesome, gorgeous feature of summer in Japan

Foreign visitors to Japan around the end of July to the middle of August are very lucky. Although Japan's hot and humid summer may distract some, including the author of *Asian View* from Malaysia, *hanabi* (fireworks) are a major attraction because there are many fireworks festivals all over Japan at this time of the year.

Fireworks were first introduced by a merchant from the Ming dynasty of China in 1613. He showed Tokugawa Ieyasu, founder of the Tokugawa shogunate, a simple fireworks demonstration. As Ieyasu unified the country after a long warring period, many pyrotechnics started producing fireworks in lieu of guns and bombs and sought new technology for it. The import of new chemical technologies from the West in the Meiji era also led to the development of brand-new fireworks.

Japan's most time-honored fireworks festa is known as the Sumida River Fireworks Festival in downtown Tokyo. It began on the opening day of the river season of 1732; a total of 20 fireworks were set off to comfort the spirits of famine victims a year earlier. The festa has continued since then except on unquiet days such as the Meiji Restoration and World War II. Only peace has helped nurture the fireworks industry – to the benefit of the Japanese people, too.

Like the author of the VIEWPOINT column, or of the report on wedding business in China, "Made in Japan" still catches the fancy of people around the world and Japanese fireworks are no exception.

If you want to see fireworks in comfort, please make sure to go to any of the local fireworks festivals where you will find a smaller crowd. JS



Fireworks: fusion of East-West technology & culture
"Fireworks festival on the opening day of Sumida River at Ryogoku Bridge, Tokyo" (1890)
by Nagashima Syungyo (Sumida Heritage Museum)