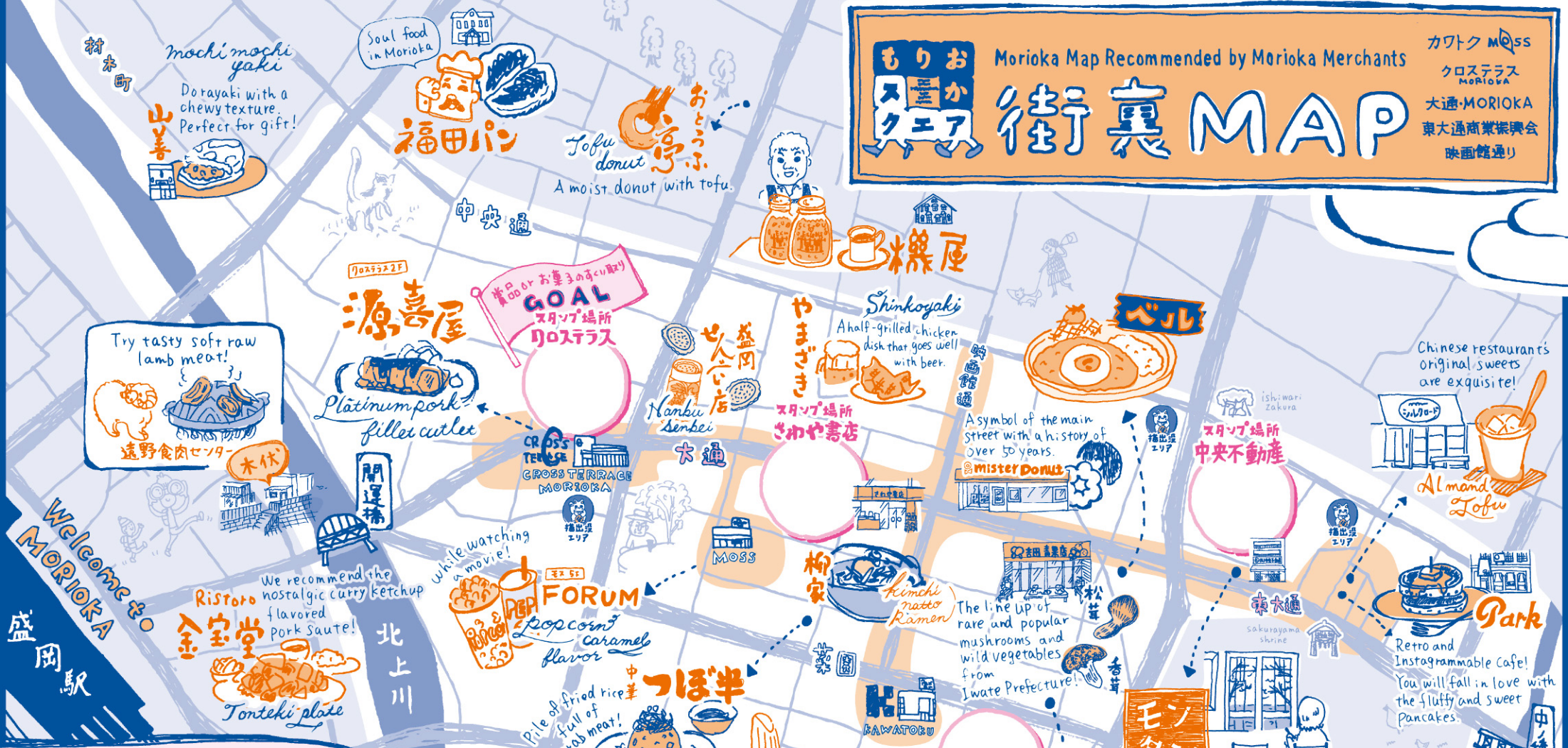




Morioka Map Recommended by Morioka Merchants

街裏MAP

カワクMOSS
クロステラス
MORIOKA
大通・MORIOKA
東大通商業振興会
映画館通り



もりおかスクエア STAMP RALLY 2023

春咲きフェスタ

スタンプラリー

2023年4月22日(土)～5月7日(日)

期間中、スタンプを4つ集めるとゴール地点で
嬉しい賞品またはお子様にはお菓子のすくい取りをプレゼント!

GOAL クロステラス盛岡2階インフォメーション

※マップ1枚につき、お一人様1回限り有効



詳しくは
もりおかスクエア
事務局
(大通商店街組合)
ホームページへ

このMAPを持参すると
うれしいサービスあります!

They will draw a beautiful art on the cake plate if you eat inside!

モリボウ
Nori bou

Delicious soup with lots of ingredients!

One dish plate

MORIOKA

Let's walk through the vestiges of the castle town "Morioka"

まちうら新 ぼなし

Started from the movie theater urban development

In the Meiji period, the center of Morioka, where the station had just opened, had only the rice fields owned by the Nanbu lords family and the Morioka Agricultural College. In the midst of this, the three men (Tobei and Sanjiro Ikeno of Kizuya, and Yoshimasa Mita of Mita Shoten) who were concerned about the development of Morioka negotiated directly with the head of the Nanbu family. They organized a company and invested their own money and succeeded in selling over 20,000 tsubo of paddy fields. After that, land reclamation was carried out, and Odori Vegetable Garden, was transformed into the center of Morioka. However, due to the financial crisis at the time, development did not proceed smoothly.

Therefore, Mita came up with the idea of setting up a movie theater as an entertainment facility that act as trigger for attracting townspeople. This captured their hearts and became the impetus for the creation of a city bustling with people. After the war, movie theaters were opened one after another, competing with Nikkatsu, Toei, and Shochiku. And today's "Morioka Cinema Street" was completed.



The first "Kaion Bridge" and the surrounding scenery

Visit the remnants of 100 years ago

Walking around Morioka, you will often see buildings with a nostalgic appearance. Mita Norin Co., Ltd., which operates Cross Terrace, renovated an old wooden house owned by the company using wood from Iwate Prefecture* and rents it out again. Some of the buildings are over 100 years old, and they are blended gently into the city of Morioka, where history and nature coexist. Please find out them while walking around the city.

* Renovation aims to restore the performance to the original construction by refurbishing a dilapidated building, and but especially full renovation involves fundamental works such as changing the inside layout of the dilapidated building and plumbing, and adding new functions. The purpose is to add and improve value.



inside the precincts shopping street

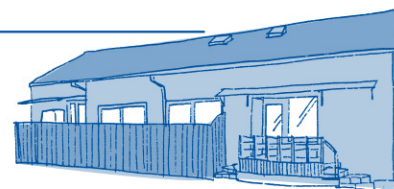
During World War II, the part of the precincts of Sakurayama Shrine was opened to the public for the people of the burned-out town. It is said to be the origin of Higashi Odori (Sakurayama neighborhood).

After the war, people selling daily necessities and stalls serving food appeared, gradually transforming into a bustling street like a market. In the latter half of the 1950s, the streets became what they are today, with narrow frontages and deep buildings clustered together. Higashi Odori has grown along with the reconstruction of Japan after the war, but the torii gate enshrined in the shopping district reminds us of the remnants of the precincts of Sakurayama Shrine, making it a town loved by people of all ages.



Where is the river of illusion?

The castle town of Morioka has a triple moat with the Kitakami River and Nakatsu River flowing into it, and you can still trace its history on the slopes and back alleys that you can still see in the city. For example, "Kitakamigawa Furukawa" has water flowing across the main street, and you can feel the remnants of that in the mysterious slopes and elevation differences you see in the city. In addition, if you look at the the guide map of Morioka Castle Ruins Park, you can see the location of the old waterway. Why don't you look for and enjoy them?



Renovation property 1
Clearce (Jewelry)

The building was built in 1915 (Taisho period). Lumber dealers were thriving in this area, and many people who handled lumber lived in the town. The thick and strong beams that still remind us of those days may have been made from lumber transported from the nearby Kitakami River.



Renovated Property 2
Rita
(food, body, special exhibition)

The building was built in 1906 (Meiji period). It is a valuable building where you can get a glimpse of the life of citizens at that time, such as fittings, pillars and beams.