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# PRESS RELEASE

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## TRAVELS IN IYA ~IN THE WORDS OF ALEX KERR~

Miyoshi City is happy to announce a new tourism promotional video featuring Alex Kerr. Introducing the hidden charms of the Iya Valley!

In recent years, the secluded Iya Valley of Tokushima Prefecture has become increasingly visited by intrepid travelers from around the world and its allure is presented by East Asian culture researcher Alex Kerr.

In the video, Alex journeys through the valley to detail Iya's history and still-living traditional culture, including many aspects and experiences which are relatively unknown and undiscovered.

Please enjoy these intimately revealing "Travels in Iya".

TRAVELS in IYA ~in the words of Alex Kerr~ Short ver

公開 URL : <https://youtu.be/2UfWppZqvP8>



### Profile

Alex Kerr | East Asian Culture Researcher / Author

Born in the United States in 1952, Alex first came to Japan in 1964. He went on to major in Japanese Studies and Chinese Studies at both Yale and Oxford Universities. In 1973 he purchased a thatched-roof farmhouse (named "Chiiori") in Higashi-Iya, Tokushima Prefecture, Japan, and since then has made efforts to revitalize the area's vanishing traditional architecture. In 2005 he co-founded the NPO Chiiori Trust in the Iya Valley, Miyoshi City, Tokushima Prefecture. Among the collection of works he has authored, his book "Lost Japan" (1993 Japanese, 1996 English) has garnered widespread acclaim, and recounts his initial experiences in the Iya Valley. Presently, Alex provides consulting across Japan to aid in regional revitalization.

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in the words of Alex Kerr

