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# Tenku no Fuyajo has received one of the top honors at the 30th Furusato Event Awards. — Entering a New Phase with Digital Innovation

Noshiro City, Akita Prefecture — One of northern Japan’s most visually striking summer festivals, *Tenku no Fuyajo*, was honored with the Minister of Internal Affairs and Communications Award, one of the highest honors at the Furusato Event Awards.

In 2026, the festival will feature its 12th lantern parade. The festival is known for its massive castle-shaped lantern floats—“Chikasue” and “Karoku”—which parade through the city along National Route 101. Combining historical reconstruction with contemporary creativity, the event stands out as one of Japan’s most unique Tanabata celebrations.

## [About Tenku no Fuyajo Festival](#)

### Event Overview

The festival’s centerpiece floats are among the largest of their kind in Japan.

“Chikasue” reaches a height of 24.1 meters, while “Karoku” stands at 17.6 meters. These towering lanterns were reconstructed based on historical records and photographs from the late Edo to Meiji periods, reviving a once-lost cultural tradition.

Illuminated against the night sky, the floats create a breathtaking spectacle that leaves a lasting impression on visitors.



## A Community-Driven Festival

*Tenku no Fuyajo* is deeply rooted in local participation. Junior high and high school students take part in the lantern processions, with some schools incorporating the festival into their “hometown education” programs.



Local nursing students also support the event by assisting with safety management and hydration services, highlighting a strong sense of community collaboration and intergenerational cultural transmission.

## Growing International Attention

In recent years, the festival has gained increasing recognition overseas. A promotional post by the Japan National Tourism Organization (JNTO) achieved one of the highest engagement levels among Japanese summer festivals, with over 35,000 likes and 229 comments (as of April 29, 2026). Its dramatic visual impact continues to attract strong interest from international travelers seeking unique cultural experiences in Japan.

## New Challenge: Digital Integration

In 2026, the festival will introduce new digital elements, including projection mapping. As part of the festival’s new digital initiatives, lantern designs submitted in advance by participants are planned to be projected onto miniature lanterns during the event. This interactive approach transforms the festival from a purely visual experience into a participatory one.

In addition, projection mapping is planned for the large-scale lantern “Chikasue” prior to the final illumination ceremony, offering an enhanced and immersive finale for audiences.



## Looking Ahead

Noshiro City is actively exploring new ways to preserve and evolve its cultural heritage through digital innovation.

In addition to on-site visual enhancements such as CG projections, the city has developed a virtual “Tenku no Fuyajo Museum” in the metaverse. The platform features 3D models of the lanterns and historical materials, allowing users to experience the festival regardless of time or location. This initiative also enables the preservation of intricate lantern designs and structures in digital form without physical deterioration. From its origins as a cultural revival project to its current evolution through community engagement and technology, *Tenku no Fuyajo* continues to redefine the possibilities of traditional festivals.

Noshiro City aims to further expand its global outreach and increase visitor engagement by presenting a new model of cultural events that seamlessly blend tradition and innovation.



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