

VOICES From THE NEW YORKERS

“How Would a Japanese Spin on N.Y.’s Street Advertising Fare?”

By Ashley Matarama

Picture this: you’re walking in crowded Times Square. Up ahead, a woman in a bowler hat and black tights hands you a flyer for Chicago on Broadway. This is just my guess, but 90% of pedestrians might walk away without taking the flyer, while only 10% will sympathize and take the flyer to help her do her job. It must suck to be ignored by thousands of people a day, but New Yorkers learn to grow a thick skin.



Like a shower thought, an idea popped into my head while walking with friends in Times Square one day. You know what might be helpful for people handing out flyers in N.Y.? Instead of trying to hand out a flyer that either won’t get picked up or will get thrown away, why not try a Japanese way of advertising? One could hand out pocket tissues (tissu kubari) with a small ad sheet on the bottom of the pack. In theory, it seems to me like New Yorkers with a cold or pollen fever would be more receptive of free pocket tissues with an ad than just a paper flyer.

Granted, it’s not as if people handing out pocket tissues on the streets of Shibuya, Tokyo fare any better than their N.Y. counterparts. In 2017, Buzzfeed Japan conducted an experiment to see how many additional followers on Twitter they could get with the power of pocket tissue distribution. After being ignored by many city folk, four staffers managed to hand out 1000 packs in one hour. Unfortunately, they only got five additional followers at the end of the experiment (for every 200 tissues handed out, they gained one follower on Twitter).

Nevertheless, the naive side of me wants to believe that pocket tissues could be a more effective way of advertising than regular flyers in N.Y. Apparently it’s been done once before in 2011 by Uniqlo when their Fifth Avenue store first opened. How would the Chicago ladies on flyer duty fare, I wonder? Would you take free pocket tissues?

THE JAPAN VOICE

COOL JAPAN from New Yorkers’ Viewpoints



The New Era “Reiwa” : Signing of the Greeting Book for the Enthronement of His Majesty the Emperor

The Emperor’s abdication ceremony was held on April 30 and His Imperial Highness the Crown Prince acceded to the Imperial throne on May 1. Now the gengo, used alongside the Western calendar to mark the years in Japan, has been changed from Heisei to Reiwa.



On the occasion of the Enthronement of His Majesty the Emperor, a signing of the greeting book was opened for well-wishers at the Consulate General of Japan in New York from 9:30 a.m. on May 1.

General services were closed that day due to the Japanese public holiday,

but the signing of the greeting book was made available. Thus, many Japanese who live in the United States and ambassadors came to the signing from early in the morning. Hatsue Tamura, who lives in Upstate New York, said, “I came here to express my gratitude to the Emperor who became a symbol of peace for the Heisei era, and I’m wishing for another peaceful era during Reiwa and a bright future for Japan with the new Emperor. It took me two and a half hours to get here.”

The signing of the greeting book remained open until May 7 at the Japan Information Center Gallery, which is in the Public Relations section of the Consulate General of Japan in New York.

(Ryoichi Miura/Translated by Chikako Iwasaki)

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Akihito: His Majesty the Emperor’s Address

Remarks by His Majesty the Emperor on the Occasion of the Ceremony of His Abdication at the Seiden (State Hall), April 30, 31st Year of Heisei (2019)

Today, I am concluding my duties as the Emperor.

I would like to offer my deep gratitude to the words just spoken by Prime Minister Shinzo Abe on behalf of the people of Japan.

Since ascending the throne 30 years ago, I have performed my duties as the Emperor with a deep sense of trust in and respect for the people, and I consider myself most fortunate to have been able to do so. I sincerely thank the people who accepted and supported me in my role as the symbol of the State.

I sincerely wish, together with the Empress, that the Reiwa era, which begins tomorrow, will be a stable and fruitful one, and I pray, with all my heart, for peace and happiness for all the people in Japan and around the world.

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Address by His Majesty the Emperor on the Occasion of the Sokui-go-Choken-no-gi (First Audience after the Accession to the Throne) at the Seiden (State Hall), May 1, 1st Year of Reiwa (2019)



Naruhito: His Majesty the Emperor’s Address

I have hereby succeeded to the Throne pursuant to the Constitution of Japan and the Special Measures Law on the Imperial House Law.

When I think about the important responsibility I have assumed, I am filled with a sense of solemnity.

Looking back, His Majesty the Emperor Emeritus, since acceding to the Throne, performed each of his duties in earnest for more than 30 years, while praying for world peace and the happiness of the people, and at all times sharing in the joys and sorrows of the people. He showed profound compassion through his own bearing. I would like to express my heartfelt respect and appreciation of the comportment shown by His Majesty the Emperor Emeritus as the symbol of the State and of the unity of the people of Japan.

In acceding to the Throne, I swear that I will reflect deeply on the course followed by His Majesty the Emperor Emeritus and bear in mind the path trodden by past emperors, and will devote myself to self-improvement. I also swear that I will act according to the Constitution and fulfill my responsibility as the symbol of the State and of the unity of the people of Japan, while always turning my thoughts to the people and standing with them. I sincerely pray for the happiness of the people and the further development of the nation as well as the peace of the world.

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Advertisement for Maekake aprons. Text includes: 'Now is the time to spread Japanese traditional craftsman’s skill', 'Art apron since Edo period', 'Maekake aprons have been used since 19th century for the purposes of advertisement and guarding hips. It is made of 100% cotton, thick fabric.', 'You can enjoy traditional craftsman’s handmade aprons.', '前掛けは19世紀から、広告宣伝と腰を守る目的で使われてきました。綿100%の厚手の生地が特徴です。ハンドメイドで作られる伝統の技をお楽しみください。', 'Directly shipped from Japan!', 'Website for overseas mail order only', 'URL http://www.anything.ne.jp/newyork/'. Product list: MAEKAKE 'YUME' \$59.00-, MAEKAKE 'Kotobuki' \$59.00-, MAEKAKE 'Daruma' \$49.00-, MAEKAKE Tote 'Kokorozashi' \$59.00-, MAEKAKE Tote Bag 'MAKOTO' \$85.00-. Footer: Charity for East Japan Earthquake Disaster, 5% of profit through your purchase will be donated for recovery from Earthquake disaster in Tohoku (directly donated to Ishinomaki City in Miyagi Prefecture). Anything logo.

Advertisement for Haiku Contest. Text includes: 'Apply for HAIKU Contest!', 'Haiku is a poem following the syllabic pattern of 5-7-5.', 'Haiku in English may consider the following as a model: Across the still lake through upcurls of morning mist The cry of a loon - O. Mabson Southard', 'HOW to APPLY Website: http://www.artofhaiku.org E-mail: HaikuGrandPrix@gmail.com 7 Japanese, 7 English and 7 "Under 18 Div." haiku will be selected each month. For more detail, go to http://www.artofhaiku.org', 'PROMOTER: New York Seikatsu Press INC.', 'SPONSOR: ITO EN (North America) INC.'.

Advertisement for the newspaper website. Text includes: 'You can read the whole layout of the newspaper on the website!', 'www.nyseikatsu.com', 'And the back numbers, too!!', 'New York Seikatsu Press, Inc.'