

September 5, 2012

Hakuhodo DY Media Partners, Inc.

## **HDYMP Launches “Dining Out Project” to Promote the Revitalization of Regional Economies**

Hakuhodo DY Media Partners Incorporated (HDYMP) is pleased to announce the launch of “the Dining Out Project” to revitalize regional economies. Dining Out uses food as a medium for reorganizing and bringing out new value in the surviving natural beauty, traditional culture, history, goods and other assets of local communities. HDYMP is based in Minato-ku, Tokyo and is headed by president and CEO Hisao Omori.

The Dining Out Project harnesses HDYMP’s editing and planning value creation expertise and close partnerships with media content holders and creators to permanently reenergize regional economies. In order to discover new charm and create new value unique to a particular region, famous creators will be invited to become partners in regional projects that work with regional governments, NPOs, and other organizations to identify original concepts from the region’s unique natural beauty, traditional culture, history, goods, and the like that will become new regional values.

In addition, the creator personally leads project participants on tours and other activities that embody the concept. What’s more, a restaurant is opened for a limited time at the location that best symbolizes the project concept where a chef creates a unique presentation of new local dishes using local ingredients based on the concept.

In addition to a region’s fundamental appeal, introducing the outside perspective of creator and chef uncovers and reconstructs new regional values, and publicizing the effort through the media taps into new tourist demand and delivers new added value for regional foods. Moreover, organizing Dining Out in the same region over the seasons contributes to regional economies that stay energetic year round.

The project’s first undertaking is Dining Out Sado, which opens in October in Sado City, Niigata Prefecture. East Asia scholar Alex Kerr, renowned for his profound knowledge of traditional Japanese culture, and chef Chikara Yamada, who trained at Spain’s famous elBulli restaurant and who has developed his own unique style, collaborate on appreciating the regional culture of Sado in a new way.

There are places all over Japan that still have the same alluring natural beauty as in ancient times and with unique local cultures and histories. With the Dining Out Project, HDYMP will both reinterpret universal Japanese traditional cultural values that transcend time and regional character and contribute to the permanent revitalization of regional economies.

What's more, by raising the brand value of the Dining Out Project itself we will endeavor to create even greater social value by fusing the revitalization of regional economies with corporate marketing communication.

#### ■ Dining Out Sado Overview

Date: 1. October 13 (Sat) to 14 (Sun); 2. October 14 (Sun) to 15 (Mon)

Location: Daizen Shrine of Sado City, Niigata Prefecture

\*For transportation, lodging, cost, and other details, go to: [www.diningout.jp](http://www.diningout.jp)

Hosts: Alex Kerr

Alex Kerr was born in the United States in 1952 and made his first trip to Japan in 1962. He specialized in Japan Studies at Yale University and China Studies at Oxford University. In 1993, Mr. Kerr became the first foreigner to be awarded the Shincho Gakugei Literature Prize for his book *Utsukushiki Nihon no Zanzō (Last Glimpse of Beautiful Japan)*. Since 1997, when he established a second residence in Bangkok, he divides his time between Bangkok and Kyoto as he engages in various cultural pursuits. In Kyoto, Mr. Kerr started Kyoto Machiya Stay, which is dedicated to preserving traditional Kyoto townhouses and does work related to the practice of and training in traditional Japanese culture. Currently, he is active as a regional tourism promotion consultant all over Japan, including Ojika-machi, Nagasaki Prefecture and Miyoshi City in Tokushima Prefecture.

Chikara Yamada

After training at the French restaurant La Lune at the Atami Otsuki Hotel, Mr. Yamada went to Europe. After stints at various restaurants, he trained at the Spanish Michelin three-star restaurant elBulli under chef Ferran Adria. After returning to Japan he was made head chef at Shunkotei Grill de Mercado in Akasaka. In 2007, he opened Yamada Chikara, which features a unique fusion style menu that is not bounded by a specific genre.

Content: At an outdoor Noh theatre, while watching Takigi Noh, Noh performed at night by a fire, Chikara Yamada interprets Alex Kerr's concept with newly created Sado traditional cuisine. The event is entitled *Shojo* (literally, "orangutan's"). Legend tells of an orangutan fond of distilled spirits that lives in the sea who repays the kindness of a sake salesman.

Producer: Hakuodo DY Media Partners

Host: Dining Out Project Committee

Sponsors: Niigata Nipposha, NPO Sado, Ryokan Urashima

Supporters: Sado City Sado Tourism Association

■ Logo

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S A D O

■ Reference images



Alex Kerr (L), Yamada Chikara (R)



Daizen Shrine Noh stage

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