



Let all your senses bask in the magic of Onomichi, a Japan Heritage site at the crossroads of the Inland Sea, at the premium outdoor restaurant
DINING OUT ONOMICHI with LEXUS

Dining Out, a premium outdoor restaurant that materializes for only a few days somewhere in Japan, will visit the city of Onomichi in Hiroshima Prefecture on Saturday, March 26 and Sunday, March 27, 2016, for its eighth iteration, DINING OUT ONOMICHI with LEXUS.

DINING OUT is a premium outdoor restaurant that opens for a few days only, where cuisine prepared in novel ways by a master chef using local ingredients is served in a spot carefully selected and stage-managed to best capture the charm of the locale. It's an experience sure to delight not just your taste buds but all your senses.

DINING OUT ONOMICHI with LEXUS will take place in the harbor town of Onomichi, which has been designated a Japan Heritage site under the title "A Miniature Garden City from the Middle Ages Built Around the Onomichi Channel." Onomichi presents a unique spectacle that still preserves something of medieval Japan. On one side it is bordered by the Onomichi Channel, or the "Saltwater River" as it is known, a vital transportation route oft plied by merchants since the Middle Ages. On the other side it is hemmed in by the three sacred peaks of Onomichi – Mounts Taiho, Mani, and Ruri. Within those narrow confines are steep roads and winding alleyways lined with many historic Shinto shrines, Buddhist temples, and traditional Japanese homes. A flourishing port, Onomichi has since olden times welcomed people from elsewhere and the products and cultural influences they have brought. Over the centuries it has blended those heterogeneous elements into a magnificent amalgam distinctively its own. The wondrous feeling of having entered another world experienced by anyone who walks the streets of Onomichi is the product of the time-honored tradition of receptivity and harmonization that is in this town's very DNA.

This openness to outside influences and ability to meld them into something new and wonderful – in a word, fusion – may be exactly what the modern age needs. Inspired by Onomichi's heritage in that regard, DINING OUT ONOMICHI with LEXUS will showcase the cutting edge in fusion by bringing chefs of different cuisines together in the precincts of the Jodoji, Onomichi's most ancient Buddhist temple and a designated National Treasure, which has welcomed countless visitors through the centuries and been a crucible of culture. Your meal will be orchestrated by restaurant producer Naotaka Ohashi, founder of TIRPSE, where local and traditional dishes are transformed into something utterly new. Naotaka's brainchild, the Tokyo restaurant TIRPSE, has attracted worldwide attention with its innovative culinary creations and new take on dining; just imagine what amazing treats Mr. Ohashi will devise for your gastronomic pleasure. Your host will be renowned Asia scholar Alex Kerr, already a familiar face to DINING OUT patrons, having hosted past events in Sado and Iya. Alex's erudition and sense of beauty make him an incisive observer of things Japanese; so what hidden charms will he reveal to you at this Japan Heritage site? Never again will there be an opportunity to experience such a thing: creative pioneers converging on Onomichi to produce the ultimate in fusion. You won't want to miss it.

DINING OUT ONOMICHI with LEXUS will take place for two days only, on Saturday, March 26 and Sunday, March 27, 2016. On the day after the dinner – the 27th and 28th respectively – there will be an optional tour of Onomichi's attractions. Tickets go on sale from Friday, February 5. Only sixty places are available.

Lexus will again act as official partner. Dining Out sets itself the creative challenge of stimulating all the senses and engendering an experience that surprises and delights; and as a Japanese luxury brand Lexus can certainly identify with that, hence its support. To add to the enjoyment of the event, participants will have the opportunity to experience the Lexus driving program.

DINING OUT ONOMICHI with LEXUS: Factsheet



- Event title: DINING OUT ONOMICHI with LEXUS
- Dates: Two nights only, Saturday, March 26 and Sunday, March 27, 2016
- Place available: 30 per evening for a total of 60
- Venue: Jodoji Temple, Onomichi, Hiroshima Prefecture
- Featuring: Dinner coordinator...Restaurant producer Naotaka Ohashi
Host...Asia scholar Alex Kerr
- Description: At an outdoor restaurant in Onomichi at the crossroads of the Inland Sea, experience the ultimate in fusion with all your senses: an exquisite dinner made with succulent local ingredients, accompanied by Alex Kerr's insights into Onomichi's history and culture. Naotaka Ohashi, founder of TIRPSE, the restaurant bringing a breath of fresh air to the world of gastronomy, will gather a team of chefs and orchestrate the meal himself. It will truly be the cutting edge in fusion, inspired by the tradition of receptivity and harmonization that is in Onomichi's very DNA.
*Please check the official Dining Out website for more information.
- Price: From ¥107,000 for the dinner plus overnight accommodation with breakfast
Optional tours are available on the day after the dinner.
- Organizer: Project Dining Out (Hakuhodo DY Media Partners Inc.)
- Official partners: Lexus (<http://lexus.jp>)
Yebisu Beer (<http://www.sapporobeer.jp/yebisu/>)
- Official supporter: Hiroshima Prefecture
- With the cooperation of: Onomichi City, Onomichi Film Commission, Ittoku
- Tickets go on sale Friday, February 5 through the Hiroshima Office of JTB Chugoku Shikoku Corp. etc. They are also available through the website. • Official website: <http://www.diningout.jp/>

Please see the official Dining Out website for details.

Featured personalities

Dinner coordinator: Restaurant producer **Naotaka Ohashi**



After graduating from cooking school, Naotaka Ohashi joined Tokyo's Restaurant Hiramatsu as a chef. The following year he was certified as a sommelier and switched to serving customers. He traveled to France in 2011, where he was sommelier at the two-star Bordeaux restaurant Château Cordeillan-Bages. Upon returning to Japan he worked at the three-star Quintessence in the Shirokanedai district of Tokyo. When the restaurant moved, he opened his own establishment TIRPSE in the same location, which earned a Michelin star in just two and a half months, a world record. In July 2015 he launched a dessert-tasting restaurant, Kiriko Nakamura, for one year only.

TIRPSE website: <http://tirpse.com/>

Comment: "Onomichi is a port where many different cultures have crossed paths and left their mark over time. As someone who isn't a chef, I look forward to sharing with you the clash and fusion of new cultures in the form of this restaurant. Onomichi is a wonderful place with its own ambience, stories, and people, and with their help I hope to show you different traditions and cultures interwoven in a new DINING OUT like none before."

Host: Asia scholar **Alex Kerr**



Born in the United States in 1952, Alex Kerr first came to Japan in 1964. He majored in Japanese studies at Yale and Chinese studies at Oxford. In 1973 he bought a thatched farmhouse in East Iya on the island of Shikoku, which he named Chiiori or "House of the Flute," and since then he has worked to reinvigorate Japanese communities by rethatching homes and undertaking similar projects. He has lived in Kameoka near Kyoto since 1977, where he founded Chiiori Ltd. and began writing, lecturing, and consulting. In 1993 he became the first non-Japanese to win the Shincho Literature Prize, for his book *Lost Japan* (originally written in Japanese). In 2001 he published *Dogs and Demons*, an examination of Japan's cultural malaise that has attracted international attention. In 2005 he joined with several others to found

the NPO Chiiori Trust in Iya, which by then had become part of Miyoshi City. In 2014 he wrote *On Japanese Scenery* (in Japanese).

Currently he provides consulting services on community redevelopment all over Japan.

Website: <http://www.chiiori.com/>

Comment: "It's truly wonderful that this event, DINING OUT, is coming to Onomichi with its rich cultural heritage at the heart of the Inland Sea. This will be my third DINING OUT after Sado and Iya, and I'm looking forward to it more than ever. I'm excited by this year's novel approach, with multiple chefs working under Mr. Ohashi's direction."

To learn more, please contact:

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