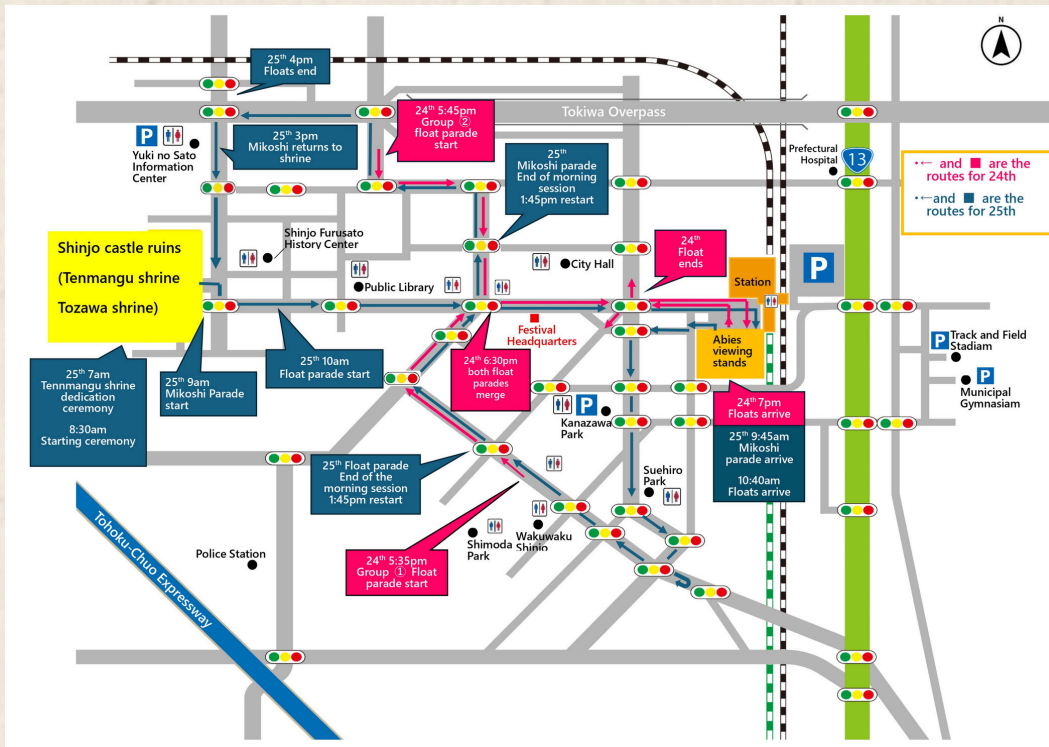


Event Schedule and Map



*Please note that some seats at the Abies viewing stands require a ticket purchase.

*You can follow the float's location on 8/24 to 8/26 with the Shinjo digital tourist map.



Shinjo digital tourist map

<https://platinumaps.jp/d/shinjo?culture=en&c=matsuri>



Shinjo festival

<https://www.instagram.com/shinjomatsuri/>



Shinjo Festival

One of Japan's traditional float parade festivals!

General inquiries about guided tours or festivals:

[Shinjo Omotenashi Ladies]

-Shinjo Tourism Association-

Email: shinjo.omotenashi.ladies@gmail.com

*During the festival, our staff will be engaged in on-site duties, so we may not be able to respond immediately. For urgent matters, please contact or visit the Mogami Information Center.

*Omotenashi Ladies do not handle ticket sales for Abies viewing seats, but we are happy to assist you with any inquiries.



[Mogami Information Centre]

Opening Hours:

9AM - 6 PM

Open Every Day

Location:

Inside the Shinjo station
1-2 Tamoncho, Shinjo City,
Yamagata 996-0024, Japan
Phone: 0233-28-8881



Produced by Shinjo Omotenashi Ladies
in cooperation with Shinjo City Hall

August
24th Night parade
25th Main festival
26th Winding down festival

Shinjo City,
Yamagata Prefecture, Japan

Origin

The Shinjo Festival began in 1756, when the feudal lord Masanobu Tozawa organized a new festival for the Shinjo clan deity Tennmangu in order to lift the morale of local people who had been devastated by a severe famine and poor harvest the previous year, and to pray for bountiful crops. Ever since, the Shinjo Festival has continued as a cherished traditional event that brings pride, unity, and joy to the citizens. Shinjo warmly welcomes visitors from all over the world.

Event schedule

24th Night parade

- Float Parade
6:30pm~8:30pm

25th Main festival

- Tennmangu shrine dedication ceremony
7am
- Starting ceremony
8:30am
- Mikoshi Parade
9am~3:45pm
- Float Parade
10am~4pm

26th Winding down festival

- Antelope dance
①10am~11am
②1pm~
- Float display
10am~4pm



Must see

Festival Floats -Yatai-

At the Shinjo Festival, yatai are considered offerings to the gods. Each year, neighborhood groups design and build floats based on chosen themes from Noh, Kabuki, historical legends, or folktales.

These floats are funded through local donations, reflecting a strong community spirit. A total of 20 floats are created annually, but only the top three award-winning floats are preserved for one year. The rest are dismantled after the festival—so don't miss your chance to see these incredible works of art during the event!



Festival Music -Ohayashi-

At the rear of each float, musical groups perform with drums, flutes, gongs, and shamisen. Among the four traditional pieces, the melancholic Sukuwatari and the lively Kakko are most commonly played. Each group's style varies slightly, as the musical traditions are passed down orally within the community.



Mikoshi Procession

This sacred procession carries the deity of Tennmangu Shrine through the city to bless and protect the people. Starting from the site of Shinjo Castle, around 200 participants parade through the streets. Highlights include the synchronized steps of foot soldiers (Ashigaru), appearances by mythical figures like Tengu, and the grand Mikoshi (portable shrine) itself.