



**lrankarapte**

Let's begin with "Hello"

## Come Together

*Irankarapte* is the Ainu greeting for hello and it conveys a warm, sincere message of “Allow me to softly touch your heart.” This word will come to represent the hospitality of Hokkaido. Let *Irankarapte* allow you to come into contact with the Ainu culture and

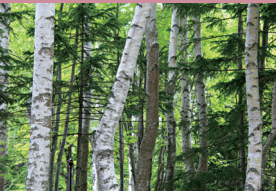
## Through Irankarapte.

spirit. A hint toward symbiosis with nature, coexistence of various cultures and creation of an affluent society – a link to inheriting the future.

From Hokkaido, from you. Let's begin with *Irankarapte*.



What we need now  
surely lies  
somewhere  
in Ainu culture.



## Language

Ainu language is the unique language of the Ainu people. We can find familiar connections to the Ainu language in place names. Ainu-language place names exist everywhere from Hokkaido to Sakhalin, the Kuril Islands, and the Tohoku region.

Place names derived from the Ainu language  
◎Sapporo — Sat (dry), poro (large), pet (river)  
◎Shiretoko — Sir (of the ground), etuk (protruding point, cape)



## Food

Seeking their food supply in nature, the Ainu people spent considerable time getting their food. But they never took everything all at once, always leaving roots for vegetables and fruits to grow and be harvested in the next season. Migrant growth from the mainland (Honshu) had brought changes to their environment since the Meiji period, and new customs such as the use of spices had greatly altered their food culture.



## Clothing

The Ainu have both casual clothing and formal clothing for ceremonies. Some clothing is made with the endodermis of trees such as the Lobed Elm, or woven with nettle fibers. Still others use the skin of animals and fish, or cloth made from cotton or silk acquired through interactions with other peoples. Material variety is rich, with a multitude of patterns that express the characteristics of each region.



# Let's make for a richer future under the catchword *Irankarapte*.

There is much that we in our society can learn and make use of from Ainu culture. The *Irankarapte* campaign seeks to further popularize the Ainu greeting of *Irankarapte*, aiming to raise interest in Ainu culture first and foremost. This initiative represents a collaboration among individuals, companies, organizations, and the national and local governments. So what do you say – interested in taking part as an *Irankarapte* Campaign supporter?



## Ainu Craftwork

The Ainu people have put unique patterns on ceremonial tools and tools used in daily life using embroidery and sculpture. The beauty of these patterns and shapes is passed on to this day in not only traditional folk crafts but also new forms of art.



## Faith

Whether animals, plants, fire, or water, tools used in daily life or things required for life to proceed, or things such as illness that are beyond the ability of humans to affect, the Ainu people have always revered these things as “kamuy” deities. They have also believed that our world turns through the relationship between humankind and kamuy, and on how the two influence each other.



## Dwelling

For the locations to build their houses and villages, the Ainu people chose places along rivers and the sea where food and water was plentiful and natural disasters were rare. In the village (kotan), there have been anywhere from several to a few dozen houses. Here, village chiefs led efforts to hunt, fish, grow crops, and collect plants as the village residents enjoyed the bounties of, and their life in harmony with, nature.



## Performing Arts

The Ainu people always sing and dance in their ceremonies and meetings with close acquaintances. Dancers dance not to instruments, but with others' singing and dapping. Performances are held today in Hokkaido and around the country.

●The “Ainu Koshim Buri” (Ainu Traditional Dance) were designated Important Intangible Folk Cultural Properties of Japan in 1984, and were registered in the UNESCO Intangible Cultural Heritage List in 2009.



To the future, together with the Ainu culture.

# Let's begin with "Hello"

Corporate and individual participation welcome.

- Expand the campaign with our catchword for hospitality, "*Irankarapte*"
- Participate in the campaign using the campaign logo and PR tools
- Participate in Ainu culture workshops, exhibits, and other events
- Participate in social media that spreads Ainu culture, and more

▼ Special campaign website

<http://www.irankarapte.com/>

▼ Ainu culture information online – "Pirkakanpi"

<http://www.facebook.com/pirkakanpi>

See our video and sing along to  
the traditional Ainu song  
"Upopo"!

For questions about the "Irankarapte" campaign:

## ***Irankarapte* Campaign Promotion Consortium, Cabinet Secretariat**

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