

Introduction of Yonezawa

“ABC” of Yonezawa Food



A : Apple

Yonezawa has a long history of growing apples – dozens of apple orchards reside in the city and grow a variety of apples – especially the sour-sweet flavor of Jonathan apple has a high reputation in its quality.



B : Beef

Yonezawa beef is generally considered one of the three finest beef brands in Japan. The meat is renowned for its flavor, tenderness, and well-marbled texture. Yonezawa beef can be prepared as not only steak or BBQ but also sukiyaki and shabu shabu.



C : Carp

Carp is one of the most traditional cooking ingredients in Yonezawa – it has been widely appreciated by the local citizens for over 200 years. It is rich in nutrition and has a number of great health benefits. A variety of carp cuisines are served throughout the year, especially in special occasions such as in the New Year celebrations.

Castle town of the Uesugi



Uesugi Shrine

The shrine was built to honor Kenshin Uesugi, one of the greatest and bravest warriors in the age of provincial wars. The current building was designed in 1923 by Mr. Chuta Ito, who is the leading expert of shrine architecture.



Yonezawa Uesugi Festival

The city's biggest event, a spring festival that takes place at Uesugi Shrine, is held from April 29th to May 3rd every year. Highlights include a samurai parade and the “battles of Kawanakajima”, a huge recreation of the historical battle between Uesugi Kenshin and Takeda Shingen, the two major generals of the warring states period in Japan.



Uesugi Snow Lantern Festival

A festival that takes place in Uesugi Shrine. Each year over 3,000 snow lanterns are built and when candles are lit inside these lanterns it creates a magical atmosphere. This astounding world of beautiful light is available only for a couple of days in mid-February.

Industrial changes in Yonezawa



1884



The textile industry had been the dominating industry in Yonezawa. It was originated from the weaving industry which was driven by the feudal lord, Yozan Uesugi.



1913



The first artificial silk (rayon fiber) in Japan was produced at the Faculty of Engineering, Yamagata University.



1915

The artificial silk manufacturing company (current TEIJIN LIMITED) was established within the Faculty of Engineering, Yamagata University.

TEIJIN



1984

The world's first notebook-sized PC was developed and manufactured at “NEC Yonezawa”.

NEC



1997

“Tohoku Pioneer” became the world's first manufacturer to mass-produce OLED displays.

Pioneer



2008

“Lumiotech” became the world's first manufacturer to mass-produce OLED lighting panels.

Lumiotech



Organic LEDs

Organic Transistors



Organic Solar Cells

Battery materials

2018

The world's leading research and development centers in fields related to Organic Electronics were established: (1) Organic LEDs (converting electricity into light), (2) Organic Solar Cells (converting light into electricity), (3) Organic Transistors (controlling electricity), and (4) Battery materials (storing electricity)