

PAYSAGE MORIGUCHI

A new hotel, a renovated private house built in 1881 on a street known as Udatsu Streetscape in Mima City, Tokushima will be open on September 4, 2020.



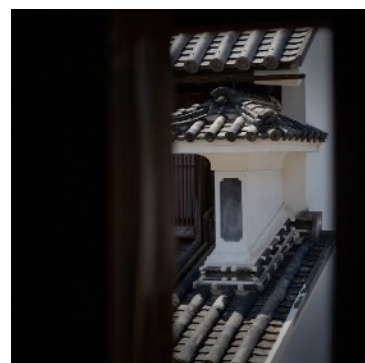
MIMA Challenge Co., Ltd (Head Office: Wakimachi, Mima City, Tokushima Prefecture, Representative Director: Hisanori Kataoka) will open **PAYSAGE MORIGUCHI**, a new hotel in a renovated private house built in 1881 in Wakimachi, Mima City, Tokushima.



During the Edo period, *udatsu* were widely used as decorative fire walls on the roofs of merchant houses in the Kinki (west-central Honshu) area. To have fine *udatsu* was a demonstration of prosperity and wealth for the family. Wakimachi, prospered as a merchant town and has survived through the ages with various historical transitions since its origins is known for the former residences of families who thrived in indigo and sericulture; kimono merchants and various other forms of commerce.

In 1988, the Udatsu Streetscape was designated as a National Preservation District for Traditional Buildings, and in 2007, it was selected as one of "100 Beautiful Japanese Historical Landscapes". "**PAYSAGE MORIGUCHI**" will be open at this place where the history and culture of Nishi-awa transmitted to the present.

PAYSAGE MORIGUCHI comes from the word "paysage" in French, which means "landscape." The etymology is a combination of the word Pay, which means the region and village with the word sage where a person's hands have intervened. Unlike the English landscape (natural scenery), the scenery of Wakimachi, Mima city with a long history, is created by the skillful human hands.



Concept of “PAYSAGE MORIGUCHI”

Wakimachi, where **PAYSAGE MORIGUCHI** is located, prospered as a merchant town, and has survived through the ages with various historical transitions since its origins as the home of a warlord, Nagayoshi Miyoshi’s Waki Castle.

PAYSAGE MORIGUCHI is a historic building that conveys the prosperity of Moriguchi family, renovated as a hotel with only 5 rooms. Based on the concept of "proposing an experience that makes the guests feel local," the hotel is equipped with collages and artworks by contemporary artists, high-quality bedding, simple amenity selection, and an intelligent library.

We aim to propose Culture Tourism by creating new value for people who visit this area by deepening their contact with the culture of the land through staying this hotel.



“PAYSAGE MORIGUCHI” facility overview

Address: 148-4A Oaza Wakimachi, Wakimachi,
Mima City, Tokushima Prefecture

Telephone: 0883-52-1578 (5/25~)

HP: <https://www.mima-moriguchi.jp>

Number of guest room:

5 rooms (3 rooms for 2 persons: 2 rooms for 4 persons,)

ROOM 1 Capacity: 2 people, 31㎡

ROOM 2 Capacity: 2 people, 32㎡

ROOM 3 Capacity: 2 people, 39㎡



ROOM 5 Capacity: 4 people, 41㎡

ROOM 6 Japanese-Western room, Capacity: 4 people, 41㎡

All rooms are equipped with bathroom (with a bathtub) / toilet (with a bidet)
/ Terrace / Wi-Fi available. All rooms are non-smoking.

Room rates: from 15,000 yen per person (tentative)

About MIMA Challenge Co., Ltd.

108, Oaza Wakimachi, Wakimachi, Mima City,
Tokushima Prefecture 〒779-3610

Representative Director: Hisanori Kataoka

Established May 22, 2018

Company capitalized at 2,000,000 yen

Press contact

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