



ほうしょうやま

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ひらいのやすまさ

今から約千年前の平安時代、武勇に秀で大江山の鬼退治にも参加した平井保昌は、恋する和泉式部に京で最も美しい紅梅を手折ってきてほしいと頼まれ、苦労を重ね、ようやく一枝の紅梅を手折ることができました。その梅を和泉式部に手渡し、恋を成就させることができたといわれています。この故事にちなみ、保昌山は祇園祭の数ある山鉦のなかでもロマンスあふれる、縁結びゆかりの山として有名で、宵山ではその故事にちなんだ梅の花をあしらった縁結びのお守りなどが授与されます。ホテル玄関を出て、左の交差点を右折されるとすぐに保昌山がございます。祇園祭の情緒を是非、ご堪能ください。



Gion Festival

Gion Festival, the festival of Yasaka Shrine, is one of the most famous festivals in Japan. The festival actually lasts the entire month of July, but the highlight of the festival is Yamahoko-junko on 17th July (Former or Saki Matsuri Festival) and the 24th (Latter or Ato Matsuri Festival).

It is a procession of large Yama and Hoko floats which are adorned with exquisite craftwork such as woven fabric, textiles and sculptures, these floats are gorgeous that they are sometimes even described as "mobile art museums".

Hosho-yama the LOVE GOD

Hosho-yama depicts the story of Yasumasa Fujiwara. He loved a court lady, Izumi-Shikibu who asked him to get plum blossoms, which were blooming at the Imperial palace. Therefore, this Yama float is worshipped as the God of love. Hosho-yama is located across the street from the hotel. During the Yoiyama evenings, Chimaki (inedible), charm and talisman for love are sold in front of the float and also at our Kyoto specialties shop.

