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The 17 Sustainable Development Goals

By Gakushi Hana

Sustainable Development Goals (SDG) are a set of 17 goals that should be achieved over the 15-year period from 2016 to 2030, including poverty, health and sanitation, energy, environment, and peace.

The goals were adopted by all 193 member countries of the United Nations at the UN Summit on Sustainable Development held in September 2015. Almost nine years have passed since the SDG was formulated, but how far have the goals of the SDG been achieved?

According to a report by the UN Sustainable Development Solutions Network (SDSN), due to the impact of pandemics and other factors, the global achievement rate for the SDGs is just under 67 percent as of 2022, with an average of less than 20 percent of targets being achieved as planned.

What is Japan's achievement rate for the SDG alone? This is the first time since 2016, when the achievement ranking was first published, that Japan has fallen into the 20th position, its lowest result ever.



Although the ranking seems favorable when compared to other countries, Japan has achieved only two goals; Goal 4: Quality Education and Goal 9: Industry, Innovation, and Infrastructure and there are still many important and serious issues to be addressed.

At this rate, the SDG goals will seriously derail the plan and it will be almost impossible to achieve them by 2030. To create a sustainable world and leave a livable environment for future generations, it is necessary for us as individuals to make efforts to achieve the goals, rather than relying solely on governments.

So, what can we as individuals do to help achieve the SDG? As mentioned earlier, Japan has been rated as "achieved" in only two of the 17 items. The other 15 items were rated as having issues that remain to be addressed, have significant challenges, or have serious challenges, indicating that the SDGs are not being addressed in a progressive manner. One of the items rated as having serious challenges is Goal 12: Responsible Production and Consumption.



Responsible Production and Consumption is a goal that encourages producers as well as consumers to act responsibly to protect the global environment and human health.

In Japan, approximately 4,000 tons of garbage is generated annually, and it cannot be said that we are creating a good environment for the earth and people's lives.

One concrete and effective measure is to bring your own bag or bottle when shopping, and to avoid receiving things that become garbage as much as possible.

In Japan, plastic bags are no longer free from July 1, 2020, and the rate of declining plastic bags at major convenience stores has increased to about three times the rate before the fee was imposed.

At the same time, however, research shows that sales of plastic bags, which are like plastic shopping bags, have also more than doubled. Pollution of the oceans by plastic waste is more serious than ever before.

We need to rethink how we interact not only with plastic bags but also with convenient and inexpensive plastic products.

Finally, it is also important to choose products with simple packaging. Containers and packaging waste accounts for approximately 60 percent of the volume of garbage generated by households. To reduce the amount of plastic waste, it is important to be aware at the purchase stage that you will not take home anything that will become waste.

Another effective measure is not to buy more than you need. There are still more SDG measures we can take in our daily lives. Let's start with what we can do to realize a sustainable society.

DEGREE OF UNDERSTANDING OF SDGs



Amusement Parks in Japan

By Koyuki Yokoyama

There are more than one hundred amusement parks in Japan, including Disneyland, Universal Studio Japan, Fuji-Q Highland, and so on.

However, most people do not know how different these are exactly. The most popular amusement park is Tokyo Disneyland.

There are a lot of Disney theme parks around the world, and Walt Disney World Resort is the largest in the world.

Tokyo Disneyland is the Disney theme park with the most visitors a day in the world.



Tokyo Disneyland's attractions are based on literature and original Disney films, so their areas are separated by different kinds of stories.

For instance, attractions related to space like Space Mountain, Star tours: the adventures continue, and Buzz Lightyear's Astro Blasters are in the area named Tomorrow Land.

It is attractive for people who really love Disney stories.

In addition, Tokyo Disneyland sells a lot of cute souvenirs compared to other amusement parks, and Japanese peo-

ple have the habit of giving souvenirs to their friends or family.

For these reasons, Tokyo Disneyland is loved by Japanese.

Universal Studios Japan (USJ) is also popular among Japanese people.

While the theme areas of Tokyo Disneyland are designed around literature, the theme areas of USJ relate to different movies.

There is The Wizarding World of Harry Potter based on the Harry Potter series, Amity Village based on

JAWS, and Minion Park based on Minion.

All of them look real, so when you visit USJ, you can experience the world of movies.

USJ also has limited edition attractions. Before, there were the attractions of Doraemon and Spy×Family.

Now, you can currently enjoy attractions based on Demon Slayer and Detective Conan.

Both are loved by Japanese people and foreigners as well, especially Demon Slayer, which is very popular,



so you might have to wait at least one hundred minutes or more to get in.

If you really love roller coasters, you should visit Fuji-Q Highland. It has about ten roller coasters.

For example, there is the Takabisha roller coaster where you fall at an angle of 121 degrees, and the E-janaika roller coaster that turns fast on curves.

There are many other scary roller coasters at Fuji-Q Highland. Fuji-Q Highland also makes efforts to be the best in the world.

One roller coaster was recorded as the fastest at that time, and another one is famous for the longest haunted house courses.

An amusement park that is popular among young girls is Sanrio Puroland.

You can meet Sanrio's characters and buy cute

goods and foods in this amusement park.

These characters have been loved for sixty-four years, but why are they still so popular?

One reason is that its company sells goods that relate to *Oshikatsu*, which means the act of enthusiastically supporting your favorite idol group, or anime characters that you have a sense of devotion towards.

Many young girls buy such Sanrio goods for *Oshikatsu*, and they take them to Sanrio Puroland to enjoy taking photos with them.

If you want to enjoy a movie, or an animation story, why don't you go to Disneyland or USJ?

Also, you can enjoy scary roller coasters in Fuji-Q Highland, and you can enjoy *Ohikatsu* in Sanrio Puroland.



The Art and Legacy of Keith Haring

By Koutaro Mori

Have you ever heard of Keith Haring? He was one of the leading street graffiti artists in the 1980s. His artwork is comical and simple. His work consists of murals and objects in various countries. He was also involved in many social activities for the eradication of AIDS and for helping poor children. However, he died of AIDS at the age of 31.



Why did Haring become famous as an artist? He painted his graffiti in the New York city train station. This activity is called “subway drawing,” and through this activity he appealed to people about various social issues. His artwork was popular with commuters.

The most famous work at that time was *Radiant Baby*. The meaning of the work is that the baby is the perfect image of humanity and a symbol of the future. His artwork made him famous throughout the world.

Haring started his solo exhibition at the Westbeth Gallery. This exhibition was a success, and he got many offers from various industries. His activities include not only the art industry, but also the music and fashion industries. He designed many music album covers and he also designed one of Madonna’s costumes.

He was also involved in many social activities for nuclear disarmament, LGBT awareness and eradication of AIDS. Haring was openly gay. In those days, AIDS patients were more likely to be gay, so some people said AIDS is a gay disease.

He created the artwork *Safe Sex* to raise awareness for AIDS. He was also active in Japan. In 1983, he held his first solo exhibition at the Watari Museum in Tokyo. He also opened the first Pop Shop in New York City.

In 1988, Haring got AIDS. The following year, he established The Keith Haring Foundation. The purpose of the foundation is to raise awareness of poor children and AIDS. He created the artwork to raise awareness for AIDS to the government. *Fear* is the artwork he created before he passed away. The work is based on three wise monkeys. The meaning of the three wise monkeys comes from the proverb “see no evil, hear no evil, speak no evil.” His art is still influential to this day.

The Mysterious Banksy

By Hazuki Kinoshita

Have you ever heard of the artist Banksy? In January 2019, some “graffiti” caused a stir in Japan. Banksy is a UK-based artist of unknown identity who began his career around 1990.

His art first became a hot topic in 2005. He focuses on graffiti using stencil patterns.

Famously, Banksy’s work *Girl with Balloon* fell into the shredder hidden at the bottom of the frame the moment it was sold for more than £18.5 million at Sotheby’s in the 2018.

The piece was later rewritten as *Love is in the Bin*. At the October 15, 2021, auction, the price was much higher than the reference price of 4 to 6 million pounds.

This is not a story of Banksy’s fame. At the 2006 trade show *Barely Legal* in Los Angeles, he sold a limited edition of 100 prints with the message, “I can’t believe there are fools like you who actually buy this trash.”

It seems like an insensitive message to those who like his artwork.

Banksy’s most popular masterpiece is *Love is in the Air*, a mural painted in 2005 with a message critical of the Palestinian problem. The work is meant to show that conflict is not solved by violence.

The most popular work is *Napalm*, which shows Mickey Mouse and Ronald McDonald holding hands with a girl injured by a napalm bomb during the war in Vietnam.

Another work is *Bomb Love*. This painting depicts a girl smiling as if she is hugging a stuffed animal.

It is also known as *Bomb Hugger*. The message in this work is that what is needed to maintain peace in the world is not weapons but Love.

Another is *Burning the stars and stripes*. The painting depicts a shadow black body, a flower bouquet, the American Stars and Stripes, and a light candle that burns the Stars and Stripes.

On May 25, 2020, police killed George Floyd in Minneapolis, Minnesota, which led to protests against racism. The above work is meant to show that racism is the beginning of the breakdown of the US.

You may be surprised to know that there is a hotel where anyone can stay and see Banksy’s work. The Walled Off Hotel is in Bethlehem, Palestine and was opened by Banksy in 2017 in front of the separation wall.

There are only 8 guest rooms. Room prices start at about 6,500 yen a night, with Banksy Rooms priced at about 20,000 to 30,000 yen (as of March 2020, booking from Japan is also possible).

A chimpanzee doll playing the bellboy role welcomes you at the entrance of the hotel. The chimpanzee smiles as he smashes up guests’ suitcases and is said to be a Banksy-style warning: “This is not a normal hotel.”

There are a few Banksy works in Japan. On January 17, 2019, Japanese politician Yuriko Koike posted a tweet, “I found a work in Tokyo that could be a Banksy!” which drew great attention. The name of the work is *Painting of a Rat*. It is in Minato Ward, Tokyo.

Banksy’s work stretches the limits of modern art and started important discussions on social, political, and monetary issues.

The mystery of Banksy’s identity makes his art even more interesting.

Myers-Briggs Type Indicator

By Taichi Oba

MBTI is a free personality test. It's starting to become popular recently. MBTI is especially popular in South Korea for learning about oneself and others. MBTI evaluates four different personality types: Introversiion-Extraversiion, Sensation-Intuition, Thinking-Feeling, and Judging-Perceiving. It then classifies one's own personality into 16 different subtypes by answering about 90 questions.



The types are Extraversion (E) – Introversiion (I), Sensing (S) – Intuition (N), Thinking (T) – Feeling (F) and Judging (J) – Perceiving (P). Each type is then expressed by its four-letter code.

Thirteen percent of Japanese are in the INFP category, (The Mediator – Idealistic with high values, they strive to make the world a better place), which is the highest percentage for all categories in Japan. INFP people are good at creating new ideas, and they have deep compassion. Most people may accept their personality types.

How Each MBTI Views Life	
Lives for themselves, tends to their own needs before others	ENTJ, ESTJ, INTJ, ISTJ
Lives for others, wants to help everyone and reduce suffering	ENFJ, ESFJ, INFJ, ISFJ
Lives for the fun and enjoyment, might as well right?	ESFP, ESTP, ENFP, ISFP
Life doesn't have any meaning, they believe in nothing	INTP, ISTP, INFP, ENTP

However, they are not compatible with ESTJ in terms of difference in values. ESTJ is called the Executive type. They have responsibility and are realistic people, but often feel that they don't understand other people's intentions and are callous.

One type is INTJ. INTJ people are good at having strong strategic thinking skills and can generate logical solutions. INTJ is compatible with ESFJ and they can approach naturality and mutually supportive and complementary relationships.

Korean Idol Group Tomorrow X Together

By Ryoma Tate

In recent years, Korean idols have become widely known around the world.

Last year BTS, who are considered to be the top Kpop group, went into military service and are currently on hiatus.

Another widely popular Korean group is TOMORROW X TOGETHER, which belongs to the same agency as BTS.

They made their debut on March 4, 2019. Their fans are called MOA.

TOMORROW X TOGETHER consists of 5 members, Choi Yeon-Jun, Choi Soo-Bin, Choi Beom-Gyu, Kang Tae-Hyun, Kai K Huening.



Their charm is that they are good dancers. Their dance synchronization rate is said to be 96 percent.

And what's more, their dance moves are very difficult. In the debut song, "CROWN," four members lift one person.

They did their first live tour in Japan in September 2022.

They performed a lot of Japanese songs as well as Korean songs. That's why they are loved even in Japan.

They also speak Japanese on-stage for MOA. So Japanese fans have a good impression that they are practicing Japanese.

In this live performance, a song called "Ring" was performed for the first time.

This song was written by

Kang Tae-Hyung.

He wrote this song after watching the Japanese movie *We Made a Beautiful Bouquet*.

Their most popular song is "0×1=LOVESONG." RM, a member of BTS, wrote this song.

The song is always sung at live concerts. The song features a rock sound, powerful melodies and intense voices.

The lyrics are a love song about a boy being attracted to a girl in an empty, dark world.

There is also a Japanese version of this song, and it became a hot topic in Japan with the participation of Rira Ikuta of YOASOBI.

There are many other popular songs. The song "Blue Hour" has been played about 200 million times on YouTube.

This song expresses a boy's desire to be connected to others at any time. The song "CROWN" is also very popular, and it was the first song they released after their debut.

This song expresses the boys' acceptance of each other's worries.

They continue to bring new songs to the world and fascinate fans.

Wouldn't you like to go to their live concert someday? You will surely become a fan of their music.

Idol Group Nogizaka 46

By Yuto Okachi

There are many Japanese female idol groups these days that are popular not only in Japan, but around the world. One of these groups is Nogizaka 46. Nogizaka 46 was formed in 2011 consisting of 16 active members. Nogizaka 46 released their first single in 2012. This single sold approximately 210,000 copies.

Nogizaka 46 has released 35 singles so far. One of their popular songs is "Actually." This song was first released on Nogizaka 46's hour long show on their YouTube channel. Another popular song is "I See." This song is performed by the 4th generation members only. The Music Video on YouTube for this song has about 30 million views. Nogizaka 46 has 353 songs in total.

Nogizaka 46 members are active in a wide range of various fields, such as variety shows, magazine shoots and live performances. Some members are also exclusive models. For example, the third leader, Minami Umezawa, has served as an exclusive model in two magazines. Nogizaka 46 also holds birthday live performances every spring.

Also, even in summer, they hold national tours. Last year's national tour was held in Hokkaido on July 1 and 2. They will also hold a national tour from July to September in Nagoya, Osaka and Tokyo. Also, on June 28, they will hold a one-day-only live performance in Hong Kong.



Nogizaka 46 members are appearing in dramas and on stage. One of them, Mizuki Yamashita who appeared in popular dramas, left the group and gave her final performances on May 11 and 12, 2024. Last year, she appeared in the morning drama "Maiagare." She also appeared in a popular drama in January of this year and will appear in another drama in July.

In 2021, Erika Ikuta, who was a 1st generation member, retired from the group. She appeared in the popular musical "Romeo and Juliet" in the role of Juliet in 2017 and 2019. She was also in another popular musical "Les Miserables" as the character Cosette in 2017, 2019 and 2021.

Nogizaka 46 appeared nine times in the "Red and White Singing Contest." The group was also nominated for the Japan Record Awards four times, and won record awards in two consecutive years, 2017 and 2018. The costumes were made according to each song. When some members were absent due to poor health, replacement members sometimes took their place. Nogizaka 46 strives to become the most popular group in the world.

Hip Hop Crew Fla\$hbacks

By Kenshin Azuma

Fla\$hbacks was a hip-hop crew formed in 2011. The members are JJJ, KID FRESINO and Febb as Young Mason.

They are MCs, DJs, and trackmakers. JJJ (35) is from Kawasaki City, Kanagawa Prefecture. KID FRESINO (30) is from Tokorozawa City, Saitama Prefecture.

Febb passed away in 2018 due to a freak accident. KID FRESINO left the crew in 2017.



Currently, only JJJ is enrolled but he is no longer active under the name Fla\$hbacks. They focus on individual activities. They often write lyrics about Febb.

In November 2014, JJJ released his first solo album *Yacht Club*. The second album *HIKARI* released in February 2017 was selected as the best album of the year, and it was praised from many aspects. From 2019 to 2021, "flame," "loops," "SATRAND feat. KEIJU," and "Cyberpunk feat Benjazzy" were released and distributed as singles.

In January 2023, "Jiga" was co-produced by SCRATCH NICE and JJJ and was released as a single with 12 INCH.

There are currently a wide range of activities such as many productions, guest performances, and music productions such as commercials. JJJ recently announced a concert tour to Tokyo, Osaka, Sapporo, and Takamatsu.

KID FRESINO made his solo debut in 2013 with *Horseman's Scheme*. The album *àì qíng* released in 2018 has been receiving a lot of attention from the music scene.



After that, he released the album *20, stop it.* in 2021. He is scheduled to perform at the 2024 Rising Sun Rock Festival in 2024. Even though Febb has passed away, JJJ and KID FRESINO are both active.

Kandy Town Hip Hop

By Daisuke Sasaki

Kandy Town is a HIP HOP group that was active from 2012 to 2023. The members are BSC, Dony Joint, IO, MASATO, Ryohu, YUSHI, Gottz, DIAN, Holly Q, DJ Weelow, KEIJU, DJ Minnesotah, MUD, Neetz.

Former members included MIKI and KIKUMARU. YUSHI passed away on February 14th, 2015, at the age of 23.

In 2005, BSC, Dony Joint, IO, MASATO, Ryohu and YUSHI formed a group called BANKROLL, and five years later, in 2010, they formed YaBasta with Gottz, DIAN, Holly Q. MIKI, DJ Weelow and KEIJU and Dony Joint.

The two groups were joined by MUD's Neetz and DJ Minnesotah, who went on to form Kandy Town in 2012.



There are several members who are doing other activities while rapping. Dony Joints produces and designs apparel and jewelry brand GOOD ¥ELLA. IO is a member of the group The TAXi FILMS, and also works as an Art Director.

As a model, he appears in shows and advertisements of various brands at home and abroad. He is the creative director of RAYDBACK, a jewelry brand that uses 18 carat gold made in Japan. Ryohu made his acting debut in 2016 with the short film *Street Brothers* under the name of Ryohei Nakayama. Holly Q is also acting under the name of Shuhei Uesugi.

They performed their last live performance at Nippon Budokan on March 8th, 2023, and continued to fascinate their fans until the end.

Mrs. Green Apple

By Yuka Ogata

Mrs. Green Apple is a rock band that attracts people with catchy melodies and deeply affecting lyrics. They are popular among young people, and they listen to their songs wherever they go.

Mrs. Green Apple was formed in 2013. The major debut was in 2015. The group consisted of six people at the beginning (now there are only 3 members).

The original members are Motoki Ohmori (vocals/guitar), Hiroto Wakai (guitar), Ryouka Hujisawa (keyboard), Kiyokazu Takano (bass guitar), Ayaka Yamanaka (drums) and Takumi Matsuo (bass guitar).

Three of them left the band. Before their major debut, Takumi Matsuo left on July 5, 2014. Kiyokazu Takano and Ayaka Yamanaka left on December 30, 2021.

This band was first formed by Ohmori. He formed the band for his elementary school graduation to stand out.

This is when he decided to make a living as a musician. He began composing music in the sixth grade of elementary school.

After graduating from elementary school, Ohmori and Wakai formed the band Mrs. Green Apple in the third grade of middle school.

When they were high school students, Mrs. Green Apple was composed of six people. Ohmori considered the band's name good for being a food everyone likes and for being gender neutral. Also, he chose the members based on their personality.

In 2015, they made their major debut with their mini album *Variety*. Their first national arena tour Eden Garden, which started in December 2019, sold out the same day for the To-mei-Osaka performance with 80,000 fans in attendance.

In July 2020, the 5th anniversary of their major debut, they released their first best album *5* and won first place on the Oricon weekly album ranking and Billboard album chart.



At the same time, Ohmori declared the completion of Phase 1, and suddenly announced a suspension of their activities.

After a suspension period of about one year and eight months, the current membership was organized and resumed in March 2022 with the opening of Phase 2.

In July of the same year, they released their mini album *Unity* and held a one-night revival live show called Utopia. The song "Dance Hall" has exceeded 400 million views.

In addition, the movie *One Piece Film: Red* provided the song "I am the Strongest." Ohmori wrote the theme song "Soranjii" for the movie *From Siberia With Love*, and received



the Excellent Work Award at the 64th Japan Record Awards for the song "Dance Hall."

Every Japanese person knows Mrs. Green Apple.

Their music gives energy and courage, and their musical activities will continue into the foreseeable future.

The Blue Lake Shikotsu

By Aiko Kita

Have you ever been to Lake Shikotsu? Lake Shikotsu is a freshwater lake located in Chitose, Hokkaido and is the northernmost ice-free lake in Japan.

Lake Shikotsu is a caldera lake formed about 40,000 years ago when water accumulated in a depression created by the eruption of Shikotsu Volcano.

The name is said to come from the Ainu word “shi-kot,” meaning “large depression,” and it has long been considered a valuable source of water for the Chitose people.

It is the northernmost ice-free lake in Japan, with a circumference of about 40 km, a maximum depth of about 360 m, and an average depth of about 265 m. It is the second deepest in Japan after Lake Tazawa in Akita Prefecture.

The clarity of the water is extremely high due to low nutrient content and low plankton blooms, and it has been ranked No. 1 in Japan 20 times by the Ministry of the Environment in its water quality measurements of public water bodies.

Lake Shikotsu boasts this clarity and water quality, and when illuminated by light, the clear waters of Lake Shikotsu shine with a blue glow known as “Lake

Shikotsu Blue.”

There are many places around Lake Shikotsu where you can experience the magnificent nature and deep history.

Lake Okotanpe, Moss Cave, Mt. Kazafushidake, Mt. Eniwa, and Mt. Tarumae, which are over 1,000 meters high, nurture beautiful and magnificent nature and offer fresh green, autumn leaves and snowy landscapes.

The colors of the forest change with the seasons and fascinates people with its new appearance every time they visit.

One highlight of Lake Shikotsu is its hot springs. At hot spring inns located in the wide natural surroundings by Lake Shikotsu, you can get away from the hustle and bustle of everyday life and enjoy a quiet and relaxing time.

The spring quality is melting, and it has effects such as neuralgia, muscle pain, and recovery from fatigue. It is also famous as a hot spring for beautiful women.

Outdoor activities that make use of the beautiful water and rich nature can be enjoyed around Lake Shikotsu, and you can touch the nature of Lake Shikotsu through not only watching, but also experiencing it.



When diving in the highly transparent lake, you can observe the unique and diverse ecosystem of Lake Shikotsu, such as the appearance of fish and aquatic plants that cannot be seen from above ground.

If you take a canoe on the lake, you will see a different view from the ground. In addition, you can enjoy activities regardless of the season, such as camping, fishing, cycling, and trekking on the lakeside.

Various events are held throughout the year at Lake Shikotsu. Among them, Chitose Lake Shikotsu Ice Festival is one of the representative events of Hokkaido in winter.

Ice sculptures of various sizes, made by freezing lake water from Lake Shikotsu by sprinklers, stand in a row. During the day, it glows a natural blue called “Lake Shikotsu Blue,” and at night it is illuminated by multicolored lights, creating a magical world.

Laoshan Resort

By Chou Keishi

Laoshan District is an urban area of the city Qingdao in the eastern Province of Shandong with a population of about 500,000.

Laoshan, Qingdao was part of the German empire between 1898 and 1914. It was the only German colony in the Far East.

You can still see traces of the German colonial period today.

The city was occupied by the Japanese from 1938-1945. Laoshan's Sister City in Japan is Shimonoseki



The cultural customs of Laoshan area are rich and colorful, with both traditional folk culture and unique Taoist culture.

sacrifices to the sea, and tea performances.

Fishermen's sacrifice to the sea is a traditional activity in the coastal fishing village of Laoshan.

Every year, when the rain and spring flood comes, fishermen set up a sacrifice to pray for the wind and rain and go to the sea safely.

Tea art performance is a traditional skill in the Laoshan area, which integrates Laoshan Taoist culture and Song Dynasty court tea performance, forming a unique tea ceremony and customs with Laoshan characteristics.

Every year, when the rain and spring flood comes, fishermen make a sacrifice and



pray for the wind and rain and go to the sea safely.

Laoshan Resort is easy to get to from Japan, so if you ever get a chance to visit China, be sure to go to Laoshan Resort.

Sanrio Popular with Gen Z

By Kirari Kudo

Sanrio is very popular and famous all over the world. In Japan, it is especially popular among Generation Z. Gen Z is the generation born from the mid-1990s to the early 2010s. Why is Sanrio popular among this generation?

Sanrio is riding a wave of a promotion boom, and it is developing many goods to be used for promotion, such as cases with acrylic stands with characters, holders to put photos in, fan covers, handmade name tags, and so on.

In addition, it is collaborating with idol groups and developing goods that assign a character to each member.

Sanrio has created over 10 X (formerly Twitter) accounts for each character. Each character's tweet is in the first person, and it looks like the characters themselves are tweeting.

There are many simple tweets along with cute illustrations, but all generations can empathize with them.

Sanrio Puroland values individuals. The character Cinnamoroll has the nature of being a man, but he values what he wants to do and what he likes by



wearing a ribbon.

Regardless of their gender, people can value things they like without worrying about what other people around them think.

As for young people, they see Sanrio everywhere and on many kinds of SNS. Recently, Sanrio's characters are also popular with overseas singers.

Kim-Jisoo, a member of the popular Korean girl group "BLACK PINK," and Ariana Grande, a U.S. diva, also profess to like Hello Kitty.

Even if you openly admit that you like Sanrio characters, you will not be considered childish, but rather, it fosters an atmosphere that can be seen as an adult hobby.

As a 50th anniversary product of Sanrio's popular character Hello Kitty, Kitty's stereo radio cassette, which was designed by Kitty, was released sequentially at Sanrio shops since the end of May.

There are a series of nostalgic and cute voices on SNS, but why did they decide to sell radio cassettes now?

Commenting on the reason why he chose the radio cassette, the spokesperson from Doshisha said, "It goes with the Showa era retro boom. Kitty, a character representing the Showa era, has a high affinity with the booming economy of the 1980s."

Gen Z has a great influence on the creation of new trends and values and is developing various consumption behaviors as digital natives.

Sanrio characters have received a lot of support from overseas. Characters have gained support not only from children, but also from adults in accordance with the changes of the times. Sanrio characters will continue to hold a special place in the hearts of many in the future.

F1 and Rally Car Races

By Ibuki Shibata

The first Formula One World Championship was held in 1950 at the Silverstone Circuit in England.

In Japan, the Japanese Grand Prix was held at the Suzuka Circuit in 1976.

The first winner was Alfa Romeo, followed by Ferrari, Maserati, Mercedes, and more the next year.

F1 tires do not have grooves, so they have more contact with the ground, allowing them to run faster and turn without losing much speed.

However, there is a possibility of melting the tires due to the heavy load on the tires.

The rules limit the number of tires that can be used, so if a long race is expected, reusing them must be considered.

Furthermore, F1 races are run on special courses, not on average roads.

F1 race cars brake about 800 times during a race, which puts a lot of G-force on their necks.

They train their neck muscles to avoid fainting.

It takes approximately 15 kilograms of force to turn a steering wheel, but while driving, the driver must endure a load of approximately 80 kilograms due to the G-forces involved.

There are other types of rallies besides F1.

The concept of rally is said to have originated in medieval Europe, where knights competed as they rallied from different parts of the country to join their lords.

Because rallies are held on public roads, traffic signals and speed limits must be obeyed. There is a place called "Special Stage" where you can drive without worrying about traffic lights and speed limits.

A navigator sits in the passenger seat at the rally to help guide the drivers. For example, the navigator tells the driver how to adjust speed, when the road is slippery, and the direction of the next curve, among other things.

The cars used in the rally

are different for the higher and lower levels. Cars used at the higher levels are very different from production cars, both in appearance and performance.

However, at the lower levels, some cars are based on production cars. Among Japanese cars, the Toyota Yaris is famous for rallies.

F1 and rally are the same race, but with different rules and different ways of winning. Of all the circuit tracks in the world, Suzuka Circuit is one of the most popular for racers.

However, neither is as popular in Japan today as it used to be. In Japan, young people are increasingly turning away from cars, and with it, their interest in racing is waning.

The Evolution of Dogs

By Tsubasa Kumagai

Dogs are said to have originally evolved from wolves. However, this is only a hypothesis, and it has been studied around the world with different conclusions depending on the region and school of thought. Let's look at a wide perspective about dogs.

The oldest dog in the world is called the Saluki, and its history is said to date back to 6,000-7,000 B.C., when the Sumerian culture existed.

Evidence of the Saluki's existence has been found in ancient Egyptian tombs, and it is believed to be the oldest

dog breed in the world with a history of being kept by humans.

It is estimated that there are 700 to 800 dog breeds in the world, including indigenous and unrecognized breeds that are not well known in other parts of the world.

Of the 343 breeds recognized by the International Federation of Faithful Cattle Dogs (FCI), 194 are registered with the Japan Kennel Club (JKC).

According to Professor Stanley Coren of the University of British Columbia, the Border Collie is the most intelligent of all dog breeds.

Professor Stanley says that dog intelligence can be divided into three cat-

egories: adaptive intelligence, instinctive intelligence, and obedience intelligence.

He surveyed trainers and made a ranking based on two criteria for judging a dog's intelligence:

How many times does a dog understand a new command when it is repeated and does the dog obey the first command?

As a result, the Border Collie was ranked No. 1 in terms of intelligence. That's why they are best suited as sheepdogs.

In Japan, the poodle is the most popular, but worldwide, the French bulldog is the most popular, which most Japanese would find surprising. Conversely, the poodle is the fifth most popular dog in the world.

Manga *HUNTER X HUNTER*

By Yo Mori

HUNTER X HUNTER is an ongoing manga series in the Weekly Shonen Jump magazine. *HUNTER X HUNTER* was created in 1998 by the famous Japanese manga artist Yoshihiro Togashi.

He was born in Yamagata in 1966. His first successful work was *Yuu☆Yuu☆Hakusho* in 1990. This manga was awarded BOYS MANGA AWARD in 1993.

Yuu☆Yuu☆Hakusho and *HUNTER X HUNTER* were made into animated films.

HUNTER X HUNTER is the story about 12-year-old Gon Freecss' adventure to find his father. His father's name is Ging Freecss. He works as a hunter.

Hunters are elite humans who have a license to track down secret treasures, rare beasts, or other people.

They can also get access to places that normal people can't.

They have to take an

exam to become a hunter.

The pass rate for the exam is 1 in a million. Gon took the exam to be a hunter. He cooperated with his fellows Killua, Kurapika, and Leorio and passed the exam. Gon and Killua promised to meet again in York city and split up with Kurapika and Leorio.

Later, Gon and Killua entered a fight contest at the fighting facility called "Arena in the Sky." There they learned something called Nen.

It is a supernatural power which consists of the reinforcement system, the transform system, the radiation system, the control system, the materialization system, and the particularity system.

Even though they passed the test, they had to take another secret test called the Back Hunter Exam. By using its power, they can fight against many rivals.

Gon and Killua participate in an auction to get the game "G.I." in York city.



The game is a clue to meet Zin.

They meet Kurapika and Leorio again in York city and fight thieves trying to expropriate all goods in the auction.

They succeed in capturing the thieves and Gon and Killua split up again with Kurapika and Leorio to find Zin.

"G.I." is an experience-game using Nen, and it was created by Zin. Gon and Killua play the game and they meet Bisuke, a professional hunter, and they become her disciples.

They become stronger through harsh training, and they finally complete the game.

After splitting up with Bisuke, they they go to Zin using a spell card they obtained in the game as a prize.

But Zin expected that they would be sent to Kaito by the card.

Kaito is a professional hunter and is Zin's Disciple. While cooperating with Kaito, they learn about the existence of a creature called Chimera-Ant.

Chimera-Ant is a large and ferocious creature, and it eats people. They fight Chimera-Ant to protect people, but Gon almost dies in battle.

Killua heals Gon by the power of Arca, she is Killua's sister. Gon miraculously recovers and leaves Killua and Arca. Finally, Gon meets with Zin to have a talk. The series is continuing.



Gachapon Mania!

Gachapon, also called gashapon, is a vending machine where you can buy various high-quality miniature toys. They cost anywhere from 100 to 500 yen. They come in sets to collect, but you never know which one you will get.

However, they are also sold as complete sets at gachapon stores and are generally cheaper than trying to collect a set randomly from a machine.



Many of them are popular anime characters or toys for kids, but there are other types of miniatures for hobbyists and adults, too.

The word gachapon, represents the sound made when you turn the crank (gacha) and when the capsule comes out of the machine (pon).

Gachapon machines were the creation of the company Bandai in the 1960s and quickly became a hit.

Recently, however, there has been a boom in places that have gachapon machines.

One reason for the boom is the increase in foreign tourists, especially those from China, Taiwan, Korea and many Southeast Asian countries.

Many businesses that have not traditionally sold gachapon toys getting in on the act in an effort to increase customer traffic.

Due to the recent trend in streaming music and movies, sales of CDs and DVDs have plunged, so the space for those has been reduced and replaced with gachapon machines.



Examples of this can be seen at some large chain bookstores, such as Coach and Four. Until recently, most gachapon machines were located in small areas of department stores.



In addition, there are also gachapon pop-up stores that seem to appear out of nowhere and then just as suddenly disappear. There is no doubt the popularity of gachapon toys will continue to thrive, not only in Japan but throughout the world.

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