

今回注目する京都観光産業の課題

深刻な空き家問題

空き家率 全国平均13.5% 約900万戸

京都は空き家が生まれやすい

少子高齢化

快適さに欠ける古い家が多い

地価が観光地価格で高い

京都市の空き家対策

市場に流通していない空き家 **45,000**戸

(H25年住宅・土地統計調査)

増加傾向⇒**65,000**戸へ

行政の専門部署(京都市空き家等対策協議会)

大学や研究者が多く、フィールドワークが続く

銀行の京町家ローン

第3の視点

京都ならではの「日常的非常」の創出

京都の文化に染まってみたい

京都の町に馴染んでみたい

京都が纏う文化の個性、強さ、質の高さ

都市であり観光の街としての

ロンドン、パリ、ニューヨークに類する

あこがれ空間実現欲求にマッチする、そのところに寄りそう

京都ならではの「日常的非常」の創出

ひとりの満足に寄りそう

多様化する「価値」の何を取り入れ、どう実現すべきか

魅力ある場所創出のためのデザイン思考

京 都 は 最 強 の 目 的 地

素 の 京 都 で お 迎 え す る

1. 特 上 気 分 の お も て な し

手が届く距離の非日常



aman.com/ja-jp/resorts/aman-kyoto



RETURNING HOME

BY KENTARO TORII



ABOUT THE AUTHOR

Chef Kentaro Torii is the Executive Chef of the AMAN resort in Kyoto, Japan. The Japanese chef lived a life in two disparate worlds as his interest in Italian cuisine took him from Japan to Italy, London and Singapore before coming back to his country. He writes of readjustment in the Japanese culture and his love of cooking with the best products he can source. The reticent, mild mannered chef has opened his world in his story which will take many of you on a trip down memory lane.

my name is Kentaro Torii, I'm 37 years old and Executive Chef of Aman Kyoto in Japan, newly opened in November 2019.

Travel

Since I was teenager, I dreamed of traveling the world and visiting foreign countries to see their cultures and nature. I was curious and became interested in meeting with people who have different backgrounds: nations, languages, and religions.

Being a chef gave me opportunities to make my dream come true, beginning the day I

left for Florence right after I turned twenty. 16 years of my journey lasted until the day I came back to Japan in the autumn of 2018 and I turned 36. I left Japan with only one piece of luggage and a one-way ticket to Rome, and I came back with not only a few dozens of packed carton boxes, but also my wife and two beloved daughters who were born in Singapore and London. It had been such a long and fruitful journey.

16 years of living overseas pretty much changed my identity. I can't count how many people I have met, but I believe all were meaningful and essential for me becoming who I am today. All the memories never lose

their meaning, and all my experience during the journey still inspires and influences not only my personality, but also my style of cuisine, today and tomorrow onwards for sure.

Italy

The first restaurant I worked at in Italy was Ristorante Al Pino, a one Michelin-starred restaurant in Pavia, Lombardy. The restaurant was located in the middle of

weekends, although it takes an hour drive to get there. The diners, who were often celebrities and football players, came to experience the beauty of Lombardy through the seasonal dishes created by Chef Musoni.

I was fortunate that I could have such an experience in the early days of my career. I learnt a very important fact that would influence and develop my philosophy.



mountains and surrounded by vineyards and paddy fields.

As was common in Italian kitchens, Chef Mario Musoni used mainly ingredients which are sourced in the region. For example, rice and vegetables harvested in the village, wild game hunted in the mountain in winter, and frogs and snails from the paddy fields in early summer. It was nature creating the concept and the reason why people from Milan craved to visit his restaurant on the

Singapore

I spent a total of 6 years of my life in Singapore. Spending my late twenties in such a vibrant Asian city helped me to identify myself, and I recognized that I am, first and foremost, an Asian.

Singapore is a multi-ethnic country. Chinese, Malay, Indian, and Eurasian make up the vast majority of the population. Living there made me realize that all the



Japan

we are all citizens of the world. Races and nations are not important, but individuality and personality are more precious than anything else. One of the philosophies I gained there is that food is borderless. Chefs are free to be whatever we are, as we can express our passion and knowledge of life in the dishes we create.

I would really like to encourage young cooks to go outside of their country. The frog in the well knows nothing of the green ocean. You need to jump out from the well and see how big this ocean is, how beautiful this earth is, and experience the world with all five of your senses. That makes your identity to be different from others and become unique.

When you are a chef, to be unique is much more important than learning knife skills in the kitchen. Try to be unique in personality, in thinking, and in cooking style; that will change your career.

Working in Japan was a new chapter of my life although I'm Japanese. As far as I know, many young chefs crave to work in Japan someday because they long for Japanese cuisine and culture, knives, sushi, and Japanese cartoons.

On the other hand, Japan is very specific and different from other countries in terms of working conditions and environment, behavior of people, and local community. In fact, people say Japan is the most difficult country for foreigners to live in. In general, children in Japan are taught to be average. There is a Japanese proverb that says, "The stake that sticks out gets hammered in." Strangers are not appreciated in Japanese society, and people are trying to be in the middle, not wanting any evolution nor revolution. It is good when people are conservative, and the priority is to keep the tradition, but this environment rarely produces a man of genius who can guide





us to the right direction when we are in the deep darkness.

I lived outside of Japan for almost half of my life. Perhaps my way of thinking is unlike typical Japanese in some areas. I'm still adapting myself to be sometimes Japanese and other times remain as a foreigner, in order to fit this environment first, and I'm actually aiming to change this society and even more minds of the younger generation.

Aman Kyoto

When I was appointed to an Executive Chef of Aman Kyoto in May 2019, the first thing I undertook was to build and develop an original F&B concept that perfectly fits our property. Our hotel is located a 20 minute drive from the central city of Kyoto, and 10 minutes on foot from Kinkakuji, world heritage Golden temple.

We have a beautiful garden surrounded by trees designed originally to be a museum

of kimono cloth by the previous owner 70 years ago. There is a hill if you walk between the trees, and a little stream runs through the property; maple trees have beautiful green leaves early summer, and these turn into red and yellow in autumn. It's such a beautiful garden, and I strongly thought our culinary concept should be something that nestled into this beauty.

Kyoto is one of the best gastronomic cities in Japan, and most people wouldn't disagree if I said the best in the world. Tourists who visit Kyoto simply expect the quality food that cannot be easily experienced in other areas of Japan. I thought over all of this and then finally took up three elements that we should focus on, which are nature, seasons, and artisans.

Nature

Kyoto is surrounded by mountains and the beautiful river Kamo-gawa runs through the middle of the city. There are

forests, fields, and farms only a few miles away from the city, and they bring us the freshest quality produce all year round. Fresh vegetables grown here traditionally are called Kyo-Yasai 京野菜: Kyoto heritage vegetables. These are simply tasty and full of flavor - something people have forgotten nowadays. Visiting their farms and local markets and speaking to the producers inspires the chefs more than anything.

In our garden, there are fruit trees such as chestnut, yuzu, sansho pepper, and quince. We can pick the fruits in their season and take it directly to the kitchen and use them for our seasonal dishes. I believe that this experience makes the guests rediscover the fact we are living in nature.

Seasons

The four seasons in Kyoto are clearly defined. It's very cold in winter and often snows, and it is extremely hot in summer, occasionally hitting 40 C. What people in

Kyoto appreciate and eat is very particular, it changes season to season and even month to month. Sea eel 鰻 is a very popular fish for Japanese cuisine and eaten from early summer through autumn all over Kyoto. It can be bought easily in all the supermarkets in Kyoto; however, you rarely see this fish in Tokyo.

I do not import many products from overseas for the kitchen. The foreign ingredients we use are only olive oil, condiments, cold cuts, and cheese. We don't serve imported asparagus in winter nor American strawberries in summer like most of the international hotels. What I introduce to the guests is the seasons of Kyoto.

Artisans

Kyoto had been a capital city of Japan since 794 and remained till the transfer of the capital court in 1869. Successive Japanese emperors had lived in Kyoto for more than 1000 years. I can imagine artisans and their



salty



hoshinoresorts.com







京 都 は 最 強 の 目 的 地

素 の 京 都 で お 迎 え す る

2. それは日常の中にある

おばんざい



おつけもん





カフェ



日用品店



風呂屋



パン



府立植物園の桜



東山の夕陽



美大生



自転車



www.j-cycle.com

シキガミ





川あそび



お菓子



おさけ



おことば



京の猫



kai fusayoshi

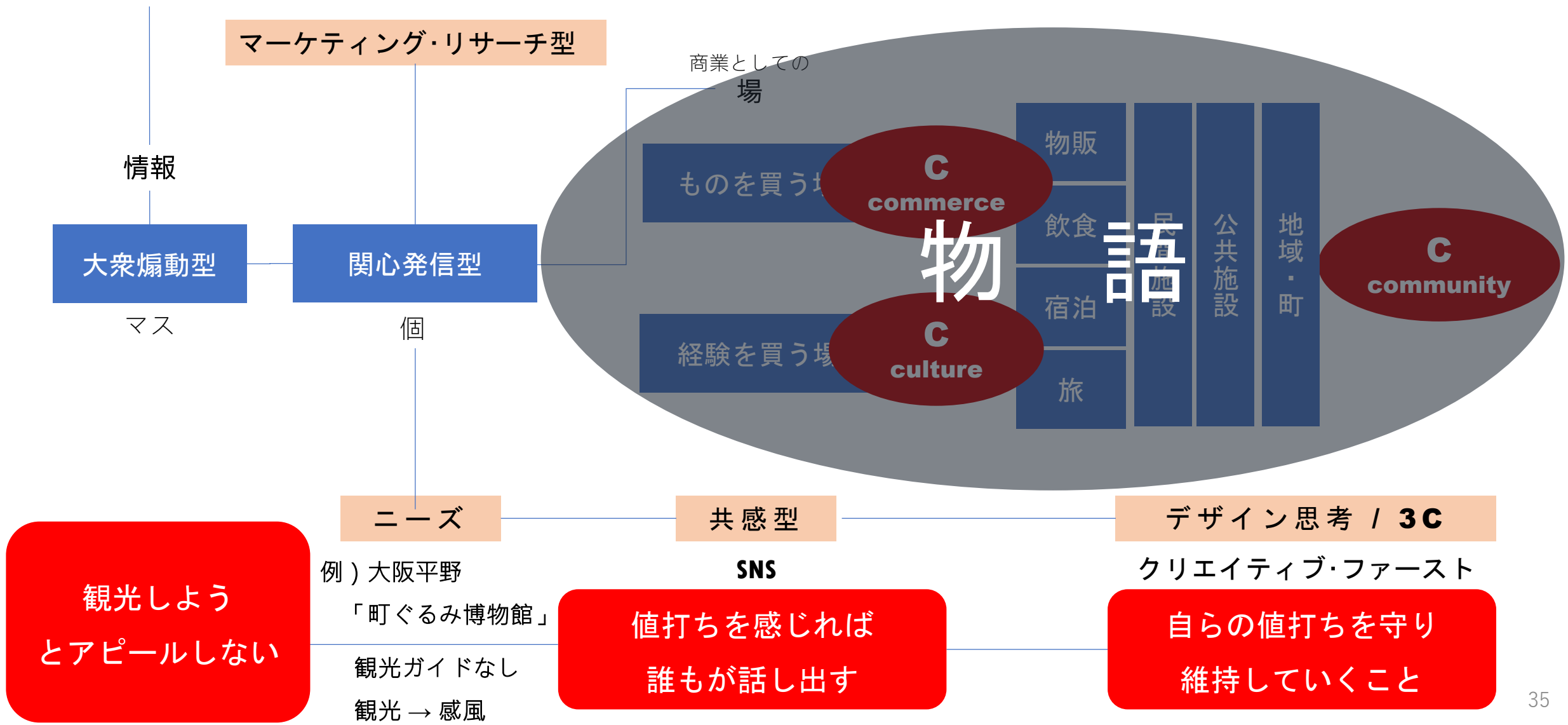
ソーシャルディスタンス



デザイン思考

情報化社会における消費、その思考と判断

—— 経済的判断機会（買い物とか）において



京都の観光振興は、商業主義をふまえた上で、
「京都の面白さ」「京都の優美さ」「京都の不思議さ」など、
京都人として無条件に惚れ込み、
それをふつうに、
生活の中で使うことである。