富士山

富士山への旅

Long time ago in the village of Minami-Ashigara in the prefecture of
Kanagawa, at the foot of Mt. Hakone, there was a young boy named
Dai-Nippon Shūichi. He lives in a nice warm house with his mother,
father and two sisters. Every morning when Dai-Nippon wakes up he
looks out of his window. There he sees the great holy Mount Fuji,
situated not far from Mt. Hakone. Mount Fuji is an old volcano that
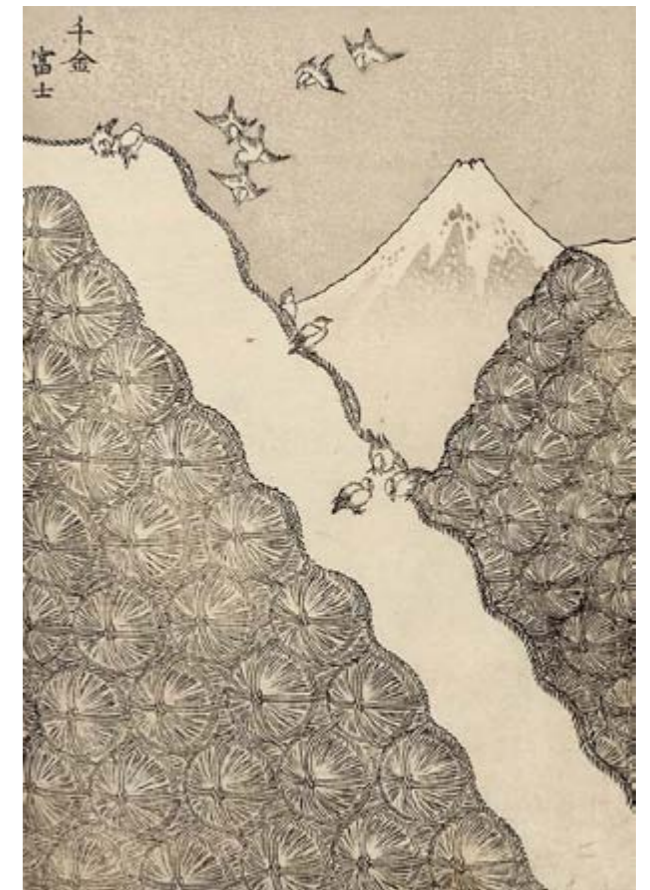towers over Japan, and it's an important part of Japanese culture.

There are all kinds of myths and stories, and each Japanese family
tells their own version. The mother of Dai-Nippon always tells the
story about the goddess of Fuji. Women were prohibited to climb the
holy mount, because they could wake up the jealous goddess Konohana
Sakuyahime (tree-flower-blooms-princess).The name refers to the
short-lived beauty of the cherry blossom, that grows on the mountain.
Dai-Nippon is always wondering what Konohana looks like,
and imagines how she lives up there.

Dai-Nippon's father Asano Shūichi is a big business man, who is known
for his company called Fuji Film. When Dai-Nippon grew older his dad's
company got bigger and so all the males in the family have to work wit
hin the company. Dai-Nippon is part of the design department.

But one day his dad gives his son a big assignment to make symbols for
the cameras. A Big challenge because they are going to be used on every
Fuji camera. You have several different modes on a camera, so for each
he has to make a symbol. Portrait, reminds him of the goddess Konohana
Sakuyahime, so the symbol becomes a female head seen from the side.
Close-up mode, makes him think of cherry blossom that grows on the
mountain, so the flower becomes the symbol. The last mode is landscape,
and he could only imagine one thing, the mountain Fuji.

The perfect Japanese landscape.

俳句

The old volcano
That towers over Japan
symbols the landscape

Symbol of the camera
Press the Fuji landscape mode
Capture the Holy