

純白の夢よぶ世界のひろば

It's Snow Magic!



第53回さっぽろ雪まつり  
2/5(火)▶11(月)

**SAPPORO**  
**SNOW FESTIVAL**  
**2002**

Directed by Sapporo Snow Festival Executive Committee



# SAPPORO SNO



The Sapporo Snow Festival, one of Japan's largest winter events, attracts a growing number of visitors from Japan and abroad every year.

Every winter, about two million people come to Sapporo to see the hundreds of beautiful snow statues and ice sculptures which line Odori Park, the grounds at the Self-Defense Force base in Makomanai, and the main street in Susukino. For seven days in February, these statues and sculptures (both large and small) turn Sapporo into a winter dreamland of crystal-like ice and white snow.

The Snow Festival began in 1950, when local high school students built six snow statues in Odori Park. In 1955, the Self-Defense Force joined in and built the very first massive snow sculpture, for which the Snow Festival has become famous for now. The Festival has grown from these humble beginnings to become one of the biggest and most well known of Hokkaido's winter events. The Snow Festival is considered to be a festival of international-caliber.

## ODORI SITE

Odori Park stretches from east to west through the center of downtown Sapporo and represents the main festival site. Here, you can see a variety of snow and ice sculptures, many of which have an international flavor. There are other snow stages located here and featuring a variety of entertainment.



Sapporo  
Phone



## Welcome to Marui Imai !

Visiting Marui Imai Department Store is a must when you shop in Sapporo. We look forward to welcoming you with various goods and tastes which will spice up your stay in Sapporo.



# W FESTIVAL FEBRUARY 5-11, 2002



## MAKOMANAI SITE

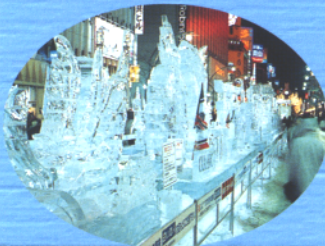
Here you will have a chance to view many giant snow statues, many of which have snow slides where children can play.



The 52nd  
o Snow Festival  
to Collection

## SUSUKINO SITE

Susukino, Sapporo's entertainment district, becomes a crystal wonderland with more than 100 ice sculptures which line the main street.



## Sapporo International Communication Plaza Foundation (SICPF)

In 1977, a group of foreign language volunteers was established in order to assist foreigners with conventions and various other international events. Throughout the 2002 Sapporo Snow Festival, at the Odori and Makomanai sites, these same volunteers will be available to help you with various questions that you may have in English, Chinese and Korean.

**SICPF**  
Tel:011-211-2105

The World Trade Center(WTC)Sapporo conducts various activities to help small and medium-size local industries expand their International opportunities, and to further stimulate them through the promotion of city-to-city economic exchange activities.

SICPF World Trade Center Sapporo  
North 1 West 3, Chuo-ku, Sapporo 060-0001 Japan  
Tel:011-211-3677 Fax:011-219-1317  
<http://www.tokeidai.co.jp/wtcsr> e-mail:JDE05203@niftyserve.or.jp





# Events

## International Snow Statue Contest



The International Snow Statue Contest will be held from February 2nd through the 7th at the Odori Site (Odori West 11). During this time you will have the opportunity to observe participants from several countries carving statues.

## Sayonara (Closing) Ceremony

February 11th at the Odori site.



\*The events are subject to change.

## Opening Ceremony



The Opening Ceremony will be held at the Makomanai Site on February 5th. Many foreign guests will be in attendance and the reading of the opening proclamation by the Sapporo Snow Festival Committee President will signal the start of the 7-day festival.

## How is a snow sculpture constructed?

### 1 Framing

A small detailed model is made from a blue print of the sculpture. Using this model as a scale, large wooden and metal frames are constructed and packed full of snow.



### 2 Removing the Frames

When the snow is packed tightly enough, the frames are then removed, leaving behind a huge uniform block of snow.



### 3 Carving

These huge blocks of snow are roughly carved using shovels and axes. Final details are added later using smaller and more precise tools.



### 4 Completion

After all of the carving is complete, all of the scaffolding that is required for the sculptures construction is carefully removed. Then one day before the festival begins, the statue is carefully inspected.



Welcome to Sapporo! Welcome to Mitsukoshi!

Nishi 3-chome, Minami 1-jo, Chuo-ku, Sapporo 060-8666 Tel:(011)271-3311

Please drop in on your way back from the Snow Festival. In Mitsukoshi, you can find anything you want for a present.



**MITSUKOSHI**  
SAPPORO

## Advised Sightseeing Route

**Morning**  
**Makomanai Site**

The Makomanai Site will be open from 9:00 am.

1 minute

Jieitai-mae Station

13 minutes

Odori Station

1 minute

Daytime~Evening

**Odori Site**

15 minutes

Night

**Susukino Site**

Subway(Nanboku Line)

Walk

# Warning

Due to the danger involved, walking through the park between the construction of the statues is forbidden. In addition, please refrain from smoking outside of designated smoking areas. We thank you in advance for your cooperation.

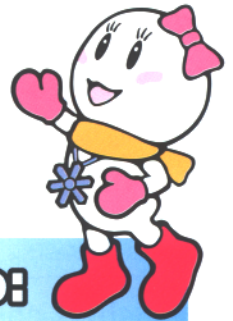
You can enjoy the Sapporo Snow Festival over the Internet.  
Our home page can be found at

<http://www.snowfes.com>



Sapporo Snow Festival  
Mascot Character

**Yukky-kun**



Sapporo Snow Festival  
Mascot Character

**Sunon-chan**

## Winter tips for visiting Sapporo:

During winter, Sapporo's temperature is usually below the freezing-line. Occasionally, the temperature is around  $-4^{\circ}\text{C}/25^{\circ}\text{F}$ . Many times during winter, Sapporo has snowstorms. It is advisable to have a jacket or overcoat with a hood. It is also recommended that you wear warm clothes like sweaters and have a good pair of warm gloves or mittens. Another recommendation is that you have a pair of shoes or snow boots with good traction. This is because the roads and walkways become very slippery from the ice. Shoe spikes are available at Shin-Chitose Airport, local shoe stores, and souvenir shops. When you feel cold, we recommend that you try Sapporo Ramen and delicious Genghis Khan to help warm you up.

### How to make international calls(Example)

Access Code Country Code(KOREA) (Seoul) Telephone No  
**0033 ▶ 010 ▶ 82 ▶ 2 ▶ XXXXXXX**

Access Code Country Code(TAIWAN) (Taipei) Telephone No  
**0033 ▶ 010 ▶ 886 ▶ 2 ▶ XXXXXXX**

Access Code Country Code(USA) (New York) Telephone No  
**0033 ▶ 010 ▶ 1 ▶ 212 ▶ XXXXXXX**

Need to call the world?  
The answer is

**0033**

**NTT Communications**

# ISHIYA CHOCOLATE FACTORY

Many of data and exhibits about history and knowledge of chocolate are displayed in Chocolate museum.

●THE SAPPORO ANIMATED CLOCK TOWER "Grand Meister"

ISHIYA CHOCOLATE FACTORY wishes Condole Sapporo success.



●THE MIYANOSAWA SHIROI KOIBITO SOCCER STADIUM

SAPPORO



ISHIYA

11-36, 2chome, 2jo, miyanosawa, Nishi-ku, Sapporo-shi, 063-0052 Tel. (011) 666-1483

<http://www.shiroikoibito.ishiya.co.jp>



"SHIROI KOIBITO" are made in this factory.

A white chocolate layer between two short-bread cookies for an irresistible combination.



## SAPPORO HOTEL GUIDE

### Hospitality Befitting the City of Sapporo



●322 Guest Rooms  
Room service available in both the main building and the New Wing

●Restaurants and Bars  
Restaurants Le Trianon, Sky Lounge Chatelaine, Wakatake Sushi Restaurant, Pikake Tea Salon, Matsukaze Japanese Restaurant, Windsor Lounge, Restaurant Prince.

**Sapporo PRINCE HOTEL**

Nishi 11-chome, Minami 2-jo, Chuo-ku, Sapporo-shi, 060-8615 JAPAN Tel:011-241-1111

### Nishi 8-chome, Odori Park. Here is your oasis in the city



Guest Rooms — 300  
Banquet Rooms — 9  
Restaurants & Bars — 5  
Car Parking — 106



**SAPPORO KORAKUEN HOTEL**

Nishi 8-chome, Odori, Chuo-ku, Sapporo 060-0042 Tel:(011)261-0111  
<http://www.sapporo-korakuen.co.jp>

### YOUR HOME AWAY FROM HOME



**the MOST EXPERIENCED**  
established in 1934 as the first western-style hotel in Hokkaido.

**the MOST CONVENIENT**  
located in the heart of the business and shopping district.

**Guest Rooms — 565**  
**Restaurants and Bars — 9**  
**Banquet Rooms — 22**  
**Souvenir Shop — 1**  
**Shopping Arcade**  
**Parking Tower**



**SAPPORO GRAND HOTEL**

N-1, W-4, CHUO-KU, SAPPORO,  
060-0001, JAPAN Tel.011-261-3311  
URL <http://www.mitsuikanko.co.jp/sgh/>



### Surrounded by nature...

The Sapporo Park Hotel, with its distinctive celadon-blue walls, is centrally located over-looking the greenery of Nakajima Park.

● Guest Rooms ..... 226 ● Restaurants and Bars ..... 4  
● Banquet Halls ..... 18 ● Parking lot capacity ..... 250



**SAPPORO PARK HOTEL**

1-1, Nishi-3, Minami-10, Chuo-ku, Sapporo 064-8589 Tel.011-511-3131  
<http://www.mitsuikanko.co.jp/sph/>

# Downtown Map



# Subway Routes (Chikatetsu)



## Legend

- Promenade Sapporo
- Subway (Nanboku Line)
- Subway (Tozai Line)
- Subway (Toho Line)
- Streetcar
- Japan Railways (JR)
- Sightseeing Spot
- Accommodation
- Post Office
- Police Station & Box
- Information Center

The streets of Sapporo are constructed like a chessboard. Streets running north to south are called "jo" while those running east to west are called "chome." The length of one block is about 100 meters.

# Useful Information

Sapporo Area Code 011

## Emergency

Dial110 for police;119 for fire and ambulance

## Tourist Information

- ★Tourism Department, City of Sapporo.  
Tel.211-2376
- ★Sapporo Tourist Association, Tel.211-3341  
City Hall 2F(N1W2):8:45~17:15.  
Closed Sat. Sun. & N.H.\*
- ★Sapporo Traffic Information Center  
(Odori Subway Station Tel.232-2277)
- ★Hokkaido Tourist Association (N1 W2,  
Keizai Center Bldg. Tel.231-0941)  
9:00-17:00. Closed Sat. Sun. & N.H.\*
- ★JR Sapporo Station(N6 W4)  
(1F)Travel Center(Ryoko Center),  
Tel.222-6133,10:00-18:00  
(B1F)Tourist Information Center.  
Tel.251-0828, 9:00-17:00  
Jozankei Tourist Association  
(Jozankei Onsen E4)  
Tel.598-2012, 9:00-17:00
- ★Japan Travel Bureau(N3 W4, Tel.241-6201),  
9:30-18:00. Closed Sun. & N.H.\*

## New Chitose Airport

- ★Information Center  
Tel.0123-23-0111, 6:45-23:00  
(Mon-Sun 6:30~23:00)

## International Airlines

- ★All Nippon Airways(ANA)N4 W4  
Tel.0120-029333
- ★Cathay Pacific Airways(CX)TOKYO  
Tel.03-3504-1531
- ★Continental Airlines(CO)N1 W3  
Tel.221-4091
- ★Japan Airlines(JAL)N2 W4  
Tel.0120-255931
- ★Korean Air(KE)N4 W5 Tel.210-3311
- ★Qantas Airways(QF)N4 W4 Tel.0088-21-2001
- ★China Northern Airlines(CJ)N1 W11  
Tel.207-2017
- ★KLM Royal Dutch Airlines(KLM)N2 W4  
Tel.232-0775

## Domestic Airlines

- ★All Nippon Airways(ANA)N4 W4  
Tel.0120-029222
- ★Air Nippon(ANK)N4 W4 Tel.0120-029222
- ★Japan Airlines(JAL)N2 W4  
Tel.0120-255971
- ★Japan Air System(JAS)N2 W4  
Tel.0120-511283
- ★Air Hokkaido(ADK)N4 W4  
Tel.0120-029222
- ★Air Do(ADO)S2 W4  
Tel.200-7333

## Rent-A-Car

- Nissan Rent-A-Car N4 W4, Tel.717-4123
- Nippon Rent-A-Car N6 W3, Tel.251-0919
- Eki Rent-A-Car Hokkaido N5 W4, Tel.241-0931
- Toyota Rent-A-Lease N5 E2, Tel.0120-148939
- ★Mitsubishi Rent-A-Car S10 W10, Tel.521-1311
- Mazda Rent-A-Lease N2 E2, Tel.0120-015656
- ★Orix Rent-A-Car S1 W4, Tel.241-0543
- Rent & Lease Japaren N6 W6, Tel.0120-153900

## Banks

9:00-15:00, Closed:Sat. Sun. & N.H.\*  
Many hotels have money exchange services.

## Hospitals

Sapporo City General Hospital  
(N11 W13, Tel.726-2211)  
(Certain departments may stay open later.)

## Emergency Hospitals

Emergency Clinic (nighttime only)  
(Odori W19, Tel.641-4316) Internal medicine  
& pediatrics:Daily 19:00-7:00 (For other  
departments, advance inquiry is required.)  
Emergency Dental Clinic  
(S7 W10, Tel.511-7774) Daily 19:00-23:00

## Offices

- ★Sapporo International Communication Plaza i  
(N1 W3, Tel.211-3678)
- ★City Hall(N1 W2, Tel.211-2032)
- ★Immigration Office  
(Odori W12, Tel.261-7502)
- ★Hokkaido Government(N3 W6, Tel.231-4111  
ext.21-211)  
Northern Regions Center  
(N3 W7, Tel.221-7840)

## Police

- ★Sapporo Central Police Station  
(N1 W5, Tel.242-0110)  
If a crime or traffic accident occurs, or if  
you lose your belongings in public areas,  
notify the police.

## Lost & Found

- ★Lost and Found at Municipal Transportation  
Tel.241-2938  
Lost and Found at Sapporo Automobile  
and Taxi Association Tel.561-1173  
Lost and Found at JR Sapporo Station  
Tel.222-6130

## Postal Services

Sapporo Central Post Office(N6 E1 Tel.  
748-2451)9:00-19:00, Sat.-17:00, Sun. &  
N.H.-12:30.  
Sapporo Odori Post Office(Odori W2 Tel.  
221-4280)9:00-18:00.  
Closed Sat. Sun. & N.H.

## Overseas Telephone, Telegraph & Facsimile

- ★KDDI(N1 W3, Tel.271-0077) Daily 9:00-  
17:30 Closed:Sat., Sun., N.H., & Dec. 29-  
Jan. 3
- ★Cable & Wireless IDC (24hr. a day)  
Tel.006611
- ★NTT Communications (24hr. a day)  
Tel.0120-532839

## Consulates

The Republic of Korea  
(N3 W21, Tel.621-0288)  
Russian Federation(S14 W12, Tel.561-3171)  
The People's Republic of China  
(S13 W23, Tel.563-5563)  
The United States of America(N1 W28,  
Tel.641-1115)  
Australia  
(N1 W3 Yamato Bank Bld. 5F, Tel.242-4381)

## Tour Guide Services

- ★EC International(S1 W5, Tel.231-2289)
- ★IAY(S1 W4, Tel.281-5188)  
Closed Sun. & N.H.

(When a national holiday falls on Sunday,  
the following Monday becomes a holiday.)

## National Holidays

January	1st	New Year's Day
	14th	Coming of Age Day
February	11th	National Foundation Day
March	21st	Vernal Equinox Day
April	29th	Greenery Day
May	3rd	Constitution Memorial Day
	4th	National Holiday
	5th	Children's Day
July	20th	Marine Day
September	15th	Respect-for-the-Aged Day
	23rd	Autumnal Equinox Day
October	14th	Health Sports Day
November	3rd	Culture Day
	23rd	Labor Thanksgiving Day
December	23rd	Emperor's Birthday

★...English spoken.