

# LIVING IN SATOYAMA IN NOTO

Team Maruyama: Designing Lifestyle

Nogashi Laboratory: Creating Nostalgic but New Value



## HAGINO YUKI

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Sala dello Zodiaco - Castello del Valentino

Discussants:

Magda Bolzoni (DIST) and Onishi Maki (INU)



Registration:

<https://forms.office.com/e/ucU4NcVDYj>

Born in Tokyo, BA in Home Economics, Yuki lived in the U.S. for seven years before moving to a Satoyama village in Noto in 2004. She co-founded **Team Maruyama**, bringing together people of various ages and fields for place-based learning. Team Maruyama has monitored nature, studied traditional local knowledge, and created educational programs for children. After 20 years in the countryside, Yuki realized that designing architecture requires the recognition that humans are a part of nature. Adopting this principle, she established in 2020 **Nogashi Laboratory** – a Japanese sweets shop with a slightly bitter aftertaste – offering sweets that connect people to nature and help to reflect on globalisation and on the true essence of wealth. Yuki also writes for newspapers and magazines and works on local design projects in agriculture, fishing, and food.

**Activities of Team Maruyama**\_ In Satoyama village, near Maruyama in Mii at the tip of the Noto Peninsula, people live self-sufficiently through farming, rice cultivation, forestry, and maintaining harmony with nature. Raised in Tokyo and having spent seven years in the U.S., I moved to Noto in 2004, leaving behind a consumer-driven lifestyle. Here, I learned traditional wisdom and small technique of living from local elderly women, which I consider my “grandmothers”. We opened our self-built house to visitors, starting “Team Maruyama”, a learning platform that blends traditional and scientific knowledge. In Satoyama, houses are closely connected to nature, taking advantage of the weather and surroundings, like earthen floors for storing vegetables and crops and deep eaves for dry onions and persimmons. We use natural streams and springs for water, and store and naturally dry firewood from wild oaks.

**Activities of Nogashi Laboratory**\_ I cultivate native *azuki* beans, create and sell Japanese sweets using them, and make a living. Beyond just selling sweets, I share stories about the local azuki beans, traditional farming methods, tools, ingredients, the origin of designs, and the sweet-making process. I strive to foster a deeper connection to the nature surrounding, the Satoyama, not just a producer-customer relationship. Rather than mass production, I value the limited gifts of nature, focusing on what can be made by hand with care and gratitude. I hope this approach from Satoyama resonates with those who enjoy the sweets.

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