

MATSUDO 暮らしのフォト ライフ ペーパー Local Lifestyle in Print PAPER

2018
VOL.
07
Take
FREE

NEW LIVES!
Snap shots of Matsudo's novel lifestyle



A new sense
of values,
changing one's
living

A new lifestyle is beginning; seemingly out of nowhere, a series of new shops have appeared on the scene. Their vibe is a little different to those that have come before them, piquing our curiosity and beckoning us in. If you come across one I encourage you to step inside and to put your intuition to the test.

It is a novel commonality that many of these new shops are popping up in retro buildings. In Matsudo, too, there has been a gradual increase of such locations. In this season's edition we have sought out some such stores - those that prompt us to consider this new lifestyle.

あたらしい価値観が、暮らしを変える。あたらしい暮らしが始まっています。気がつくといつの間にかできた新しいお店。今までのお店とはちよっと違う雰囲気、ついつい覗いてみたくなりますよね。そんなときは自分の直感を信じて一歩お店に入ってみましょう。その直感が正しかったことがきっと分かるはずです。特徴は、レトロな建物に新しいお店が入っていること。最近、松戸にもそんな場所が少しずつ増えています。そこで今回は、そんなあたらしい暮らしを予感させるお店を探してみました。



●松戸市 検台 1-21-1-113 ●047-705-0816 ●新京成線 みのり台駅 徒歩6分

SMOKE BOOKS is a 5-minute walk from Minoridai Station on the Shin-Keisei Line. It first opened its doors on the 1st floor of a vintage apartment building in the spring of 2017. Their collection is neatly displayed on handmade bookshelves, with an emphasis on secondhand art books and picture storybooks. It goes without saying that the ambience in the air of this charming store cannot be experienced online. It is just like the bookstores found in Portland, USA.

Life with a bakery on the 1st floor

*If there was a bakery on the first floor of my apartment building...
I would buy a loaf on weekends and bask in a leisurely breakfast.*

MARUSANDO first opened its doors in a quiet residential neighborhood in Tokiwadaira in October of last year. The building was constructed 41 years ago but has since been bought up and completely renovated by its current owner. It was the owner themselves that was determined to see a bakery occupy the 1st floor, lending a somewhat compelling story to the birth of MARUSANDO.

The store's pleasant interior in combination with the aroma of freshly baked bread fills customers with happiness from the moment they open the big glass door and venture inside.

I want to keep this hidden gem to myself, but I just want to tell someone...

Lovely shops are indispensable to the creation of a lovely lifestyle.

This is how it makes me feel.



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MARUSANDO



もしも住んでいるマンションの1階に素敵なパン屋さんがあったら・・・週末は焼きたての食パンを一斤買って、遅めの朝食をいただく。常盤平の閑静な住宅街に昨年10月にオープンしたパン屋さんがマルサン堂。建物は築41年のビルを現オーナーが買い取り、すべてをリノベーションした。そしてマルサンの1階には絶対にパン屋らしい！とが通じて開いたドラマみたいな空間。大きなガラスのドアを開けて開放感いっぱい店内に入ると、心地良いインテリアと焼きたてのパンの香りが一瞬でしあわせな気分になります。でも誰かに教えたくなる・・・。素敵な暮らしを作るには、素敵なお店がかながない。そんな気がしてくるのだ。

1階にはパン屋さん、という暮らし

Retro-inspired household goods - throwback thrills for day-to-day living

山田屋の家庭用品

signboard

●松戸市 本町 12-8
●047-362-3119
●JR線 松戸駅 徒歩 3分

Take a glance at the logo on the signboard to the left. Do you feel a stir upon admiring its characteristic retro font? You can immerse yourself in this fun throwback feeling by taking a trip to YAMADAYA Household Goods.

Time passes peacefully in its comfortable ambience as a mysterious nostalgia fills the store. The more you look one by one, the more your curiosity is ignited. And then you realize. There is something (= a value) here that most definitely cannot be found in recently opened new shops. Maybe it is the relationship that is developed over a long period of time between a person and an item; in other words, the story of a certain *fondness*.



YAMADAYA Household goods store

ニューレトロな家庭用品で、ニューワクワクな暮らし



shop front



small stew pots



tea cups

tin boxes



small broom

chopsticks holder



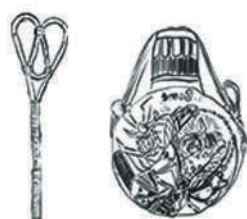
tin boxes



inside the store



piggy bank



baking trays



New Retro

ice shaving machine "KYORO CHAN"



Kanon, the store cat



山田屋の家庭用品 SINCE 1953



retro water bottle



tea box



A RETRO SPORTING GOODS STORE, COMPLETE WITH BAR COUNTER

AT FIRST GLANCE...ACTUALLY, EVEN AFTER A HARD LOOK IT WOULD BE DIFFICULT TO KNOW THAT FUJIKURA SPORTS IS A SPORTING GOODS STORE. HOWEVER, IT WAS ACTUALLY ESTABLISHED 71 YEARS AGO. CONSIDERING THAT THIS YEAR MARKS THE 75TH ANNIVERSARY OF MATSUDO'S MUNICIPAL STATUS, EVEN AMONGST LONGSTANDING LOCAL SHOPS IT IS ONE OF THE OLDEST. INSIDE YOU WILL FIND T-SHIRTS PRINTED WITH ORIGINAL ILLUSTRATIONS, SKATEBOARDS, RETRO-STYLE BICYCLES, AND A TABLE-TENNIS TABLE. LOOK UP AND YOU WILL DISCOVER THAT A CHANDELIER LIGHTS THE STORE. SHIFT YOUR GAZE ALONG ONE WALL AND YOU WILL FIND A POP-STYLE MURAL CREATED BY A FAMED ILLUSTRATOR. THE STORE OPENS AS A BAR BY NIGHT, SERVING RARE BEERS FROM AROUND THE WORLD AND OCCASIONALLY HOSTING THE ENERGETIC LIVE MUSIC EVENTS OF FRIENDS.

THE PERSONALITY AND SPIRIT OF THE CANDID HUSBAND-AND-WIFE TEAM BEHIND FUJIKURA SPORTS SHINES THROUGH IN THE STORE'S AMBIENCE AND MERCHANDISE. AS A SOURCE OF NEW CULTURE IN MODERN-DAY MATSUDO, THIS IS ONE TO WATCH.

FUJIKURA SPORTS



●松戸市 竹ヶ花 235 ●047-362-3313 ●JR線 松戸駅 徒歩 13分

一瞬... いやじっくり見てもスポーツ用品店とは思えない FUJIKURA SPORTS. でも実は創業71年だったらしい。 ちなみに松戸市は今年、市制施行75周年ですから、それはもう老舗中の老舗です。 店内にはオリジナルのイラストがプリントされたTシャツ、スケボー、レトロ自転車に卓球台。 見上げればシャンデリアが店内を照らし、壁には有名なイラストレーターが描いたポップな壁画。 夜はバーになって、珍しいビールなどを振舞ってたり、ときどきライブを開催して盛り上がりたり。 気さくなオーナー夫婦の人情が考え方が、 ストレートにお店や商品に表現されています。 松戸の新しいカルチャーの発信スポットとして、 大注目です。

バーカウンターのあるポップなスポーツ用品店

