

平林 真一 (Shinichi Hirabayashi)



Profile

The 5th generation owner of "Yamamoto Hououdou."

He is known as the "singing Buddhist altar dealer." Influenced by his father, he started playing folk guitar when he was in the third grade. He is well known to many people especially in his hometown as the host of Usuki's YouTube Channel.

■What we value:

· Being a shop (person) that people love · Relationships and connections with people before they pass away, not after

■What you can learn and do:

· Make original incense sticks · Business and ways of life that are not bound by existing common sense.

■Sights to see and flavors to savor:

· Bar culture (come when you grow up) · Fish dishes

■My "SDGs × #○○"

USUKISENKO # -Donation of incense sticks

Probably the Most Fun Buddhist Altar Shop in Japan

"Please give me six years assuming I have gone to graduate school, and I will decide whether to take over the shop at that time." He directly negotiated with his parents. After graduating from high school, he drove around Japan by car with his guitar. Mr. Shinichi Hirabayashi, who spent a very dramatic youth, is now the 5th generation of "Yamamoto Hououdou," greeting customers in the shop with a smile. The six years as a traveler must have been a valuable time for him to face his future seriously while seeing the wide world. It seems that having such an experience at a time of great sensitivity has become a great asset in his heart.

After the promised six years, Hirabayashi returned home to take over the shop. He was entrusted with the shop to "do as you like" and decided to stop visiting homes that were published in the condolence section of newspapers. "I wanted to be a Buddhist altar dealer who connects with people and smiles on a daily basis, rather than someone who enters a relationship with someone who is sad," he said. Since then, he has become a "singing Buddhist altar dealer" who teaches the manners of Buddhist altars while playing the guitar. He has appeared in various media and sometimes his shop becomes a live venue. He also plans events such as hands-on incense-making activities, providing a store where young people can easily stop by. Laughing, singing, and talking with everyone; that was exactly the image he envisioned of a Buddhist altar shop that connects with people through smiles when he took over the shop.



Original product "USUKISENKO"
kneaded with Kabosu peel



There are also plenty of modern
Buddhist altars tailored to housing
conditions.



A calm exterior that blends in with the
cobblestone landscape.