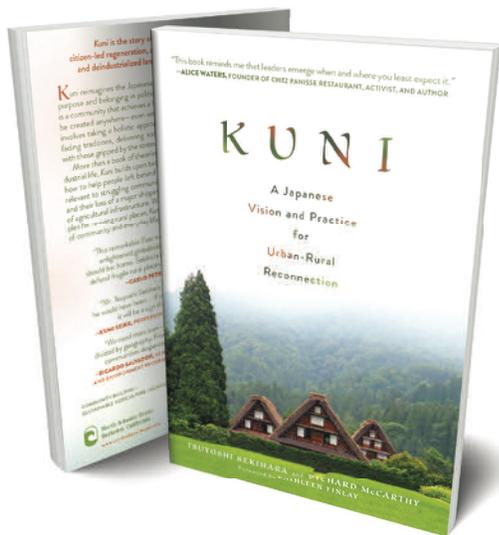


KUNI

A Japanese Vision and Practice for
Urban-Rural Reconnection

“Reading *Kuni* makes me want to dive into rural Japan...this book reminds me that leaders emerge when and where you least expect it.” —ALICE WATERS



KUNI is the story of an extraordinary experiment in citizen-led regeneration, and the lessons it holds for reviving rural and deindustrialized lands and communities around the globe.

Kuni reimagines the Japanese word for “the nation” to mean a new sense of purpose and belonging in politically and geographically isolated places. A kuni is a community that achieves a balance between belonging and freedom. It can be created anywhere—even within a hamlet on the verge of extinction—and involves taking a holistic approach to helping fragile places thrive by reviving fading traditions, delivering social services, and forging new social contracts.

Much more than a book of theories about how we might deconstruct modern industrial life, *Kuni* builds upon two decades of practice in rural Japan. It explores how to help people left behind in a globalized economy, sharing ideas deeply relevant to struggling communities outside of Japan, from the relocation of a major shipping employer in Wilmington, Ohio to Petal, Mississippi. With spare and beautiful prose and useful principles for reviving rural places, *Kuni* addresses our longing for a hopeful revolution of community and everyday life.

“Richard McCarthy is one of the most playful and ground-breaking thought leaders in the Americas.”

—GARY NABHAN, ethnobotanist and author

“...in Tsuyoshi Sekihara’s new theory of kuni, we find signs of light that will help us survive in this difficult time.”

—TAKAO AOKI, board chair of KODO Group/ Kitamaesen Co., Ltd.