What significance can folk culture have in the Japanese society after the East Japan Great Earthquake? More specifically, what does it mean if materials related to folk culture are retrieved from debris after the catastrophe? Furthermore, how are they described when exhibited at museums? This paper examines these questions through the author’s experience and understanding of the cultural asset rescue performed by the National Museum of Japanese History (hereinafter abbreviated as “Rekihaku”).

Based on this awareness, the article first confirms what it means to regard the folk phenomena as cultural resources, not as folk cultural assets, by tracing the latest developments of relevant research. Then, the article clarifies the historical position of the Ogata residence, called as “Ōi” meaning the overall head family, in Kogoshio district, Kesen-numa City, Miyagi Prefecture, for it was the main target and reason of the rescue activity. Regular annual events handed down by people of the residence, such as the Bon and New Year festivals, are specifically described in the paper. In conclusion, it depicts how these family annual events were exhibited at the Rekihaku.

key word: Cultural assets, folk culture, regular annual events, Bon festival, New Year festival, exhibition