

reconnection box

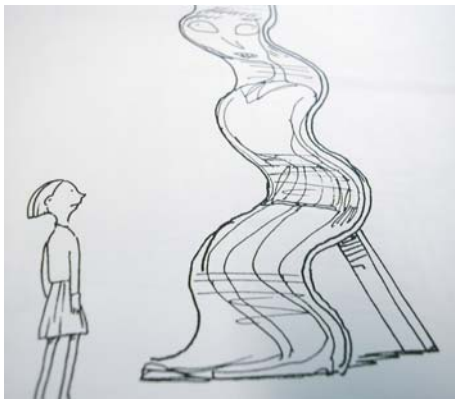
At Sendai  
in northern Japan  
a new year's tradition  
has been maintained  
with special sales  
in the local shops.

Since the Edo period  
merchants in the area  
have been  
holding sales that  
are renowned for  
offering luxury items  
at prices  
much lower than normal.

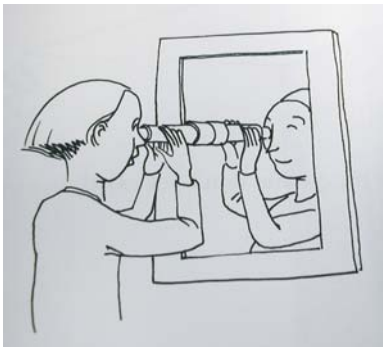
Despite  
freezing  
weather,

many shoppers  
queued before dawn  
in front of their  
favourite stores  
to buy fuku-bukuro

(lucky bags  
which contain  
expensive goods).



Buyers are not  
allowed  
to see  
what's contained  
inside  
until  
they purchase them.



[please take one  
of the gifts  
inside this box...  
but please leave  
another one inside,  
for those that  
will come after you]