

Sendai Pageant of Starlight

Jozenji-dori Avenue becomes a tunnel of light every December as the New Year approaches. The trees along the avenue and its central promenade are decorated with lights in a striking illumination display.

The Pageant of Starlight has been held in Sendai since 1986, and has become a mainstay of the event calendar. The decorations have grown in scale over the years, and today use nearly 420,000 LED lights.

The event program varies slightly each year, and sometimes includes music performances, food stalls, and beer tents.