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AICHI JAPAN

Ichinomiya, Seto, Handa, Kariya, Anjo, Gamagori,
Tokoname, Komaki, Tokai, Chita, Aisai, Yatomi, Ama

Inbound International 13-city Tourism Team



Culture



View



Leisure pursuits



Eating



Experience

Aichi Association of City Mayors



Personal messages from the mayors

In this booklet, you can find out about some of the myriad pleasures of Aichi, including local culture rooted in each city since ancient times, the authentic appeal of things that exist only in specific places, local ambience and traditions that you can actually experience, and, naturally, delicious local food to eat.

First of all, mayors from each city will point out local attractions.



Team Leader

■ **Mayor Atsuo Suzuki**
City of Tokai

Good transport links make it easy for you to arrive at Tokai, an attractive town bursting with flowers and greenery, including tropical orchids. You are sure to receive a warm welcome.



Deputy Team Leader

■ **Mayor Shokichi Inaba**
City of Gamagori

Gamagori welcomes you with beautiful landscapes and seasonal culinary delights including fresh seafood and fruit. Spa bathing in natural onsen water and ample leisure facilities also await.



■ **Mayor Masayasu Nakano**
City of Ichinomiya

Ichinomiya grew and prospered as a city of textiles. Local fashion and style then drew weekend cosplayers from out of town. Now, Ichinomiya is a sacred site, a place of pilgrimage for cosplayers.



■ **Mayor Yasunori Ito**
City of Seto

For more than 1,000 years, potters have been practicing their craft in beautiful Seto, a town full of natural greenery. Visit a designated Japan Heritage site, and experience ceramic art in Seto.



■ **Mayor Sumio Sakakibara**
City of Handa

This year, historical Handa celebrates the 80th anniversary of its foundation. Come to the Handa Dashi Matsuri and see festival floats that convey the history, dynamism, and skill of its citizens.



■ **Mayor Yoshinori Takenaka**
City of Kariya

A fascinating destination, in city of culture and industry Kariya, world-leading advanced automobile technology coexists with fields of Japanese irises, the unique Mando Festival, and historic Kariya Castle.



■ **Mayor Toshio Miyajima**
City of Chita

In early spring, enjoy the fragrance of more than 5,000 *ume* trees in blossom. In summer, the long white sandy beach is a major attraction. At any time, you can stroll through historical streets.



■ **Vice Mayor Minoru Hamada**
City of Anjo

This year, the 65th anniversary of municipal organization, is a great time to visit. Besides the many local sights, enjoy a full program of events, including the Tanabata Festival.



■ **Mayor Takaaki Hinaga**
City of Aisai

Arriving easily from major urban centers, experience Aisai, a "town full of people, nature, and love" that continues to enjoy the natural blessings of rich soil and three great rivers flowing across the Nobi Plain.



■ **Mayor Norihiko Kataoka**
City of Tokoname

For more than a thousand years local potters have been crafting Tokoname-ware. Now the city is also home to Chubu Centrair International Airport, and it has never been easier to visit our attractive town of pottery, sea, and sky.



■ **Mayor Akifumi Hattori**
City of Yatomi

Yatomi's main claim to fame are its goldfish, reputed to be the finest in Japan. Rice farming and horticulture also flourish. You will find a lively space to interact with people whose urban lifestyle is in harmony with nature.



■ **Vice Mayor Hidekazu Eguchi**
City of Komaki

Castle town Komaki is an important hub where three major highways converge. From the wooded castle hilltop you can look out over an inland industrial city flourishing in harmony with abundant nature.

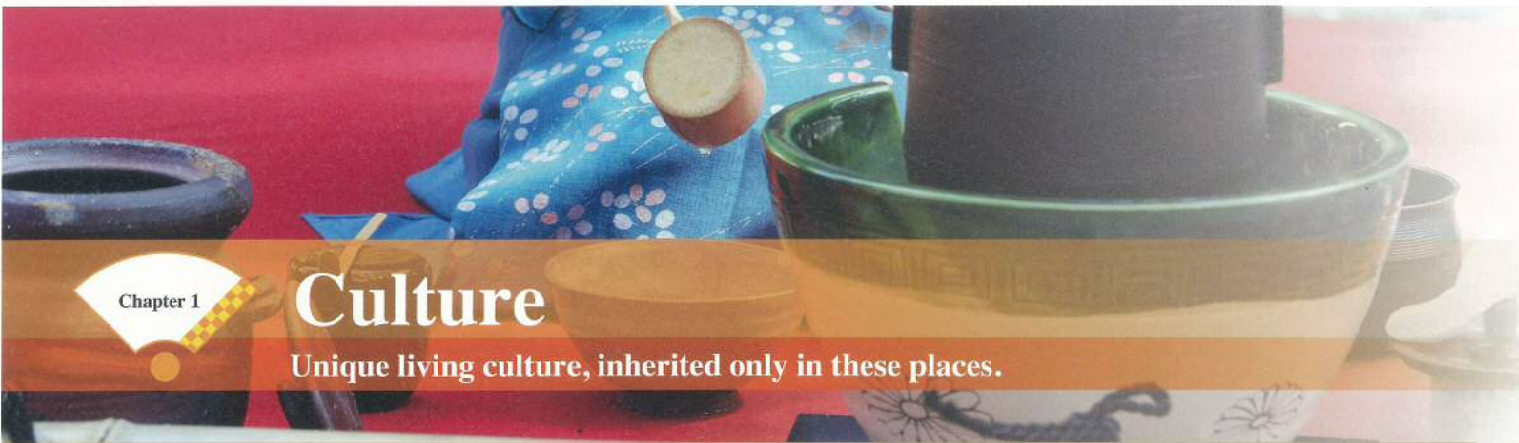


■ **Mayor Koji Murakami**
City of Ama

Including cloisonné enamel ware, Ama is noted for its carefully tended legacy of crafts, all of which have a history of more than a hundred years. Living in the present, it also takes care of its inheritance.

Culture

Unique living culture, inherited only in these places.



Seto

Maneki-neko Festival (Beckoning Cat Festival)

Seto in Aichi Prefecture, a leading pottery town in Japan, was the first center to industrially manufacture *maneki-neko* figures, which you can see in a special museum. Annually, in the Maneki-neko Festival in Seto, the thronged September streets are entirely dedicated to *maneki-neko*.



Seto

Setoyaki (Seto ware)

Setoyaki (Seto ware) is one of the Japanese representative ceramics holding history and tradition over 1000 years. This production has been kept incessantly until today, and the ceramic production area like Seto is very unique in the world. Seto has been taking the lead of the ceramic manufacture in Japan.



Yosami Transmission Station Memorial Hall

Yogoro Kato Exhibition Room

Kariya

Yosami Transmission Station Memorial Hall and Yogoro Kato Exhibition Room

In the memorial hall, you can see major equipment from Yosami Transmission Station Memorial Hall, the first to beam wireless communications from Japan to Europe. The Yogoro Kato exhibition room presents the achievements of Yogoro Kato, who invented magnetic ferrite that is used in many electric appliances.

Gamagori

Ryokan – inns with onsen and Japanese cuisine

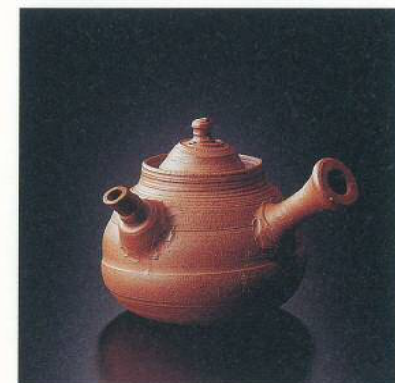
City territory encompasses the four hot-spring villages of Miya, Gamagori, Katahara, and Nishiura. Since many of the hotels and ryokan are near the shore, you can fully enjoy spa bathing with sea views and, with fresh seafood straight from Mikawa Bay, you can enjoy fine Japanese dining.



Tokoname

Tokoname-ware

Designated Japan Heritage, Tokoname is one of Japan's "Six Ancient Kilns." Long known for producing large jars, pots, and shochu liquor bottles, as well as ceramic pipes, keeping in touch with the times, it also makes every-day tableware and teapots. Thought to usher in good luck, Tokoname beckoning-cat figures are also popular.



Teapot



Maneki-neko

Komaki

Tagata Shrine is known for its annually renewed huge wooden phallus. People who hope for a good marriage and safe childbirth pray to this figure. The shrine is an easy five-minute walk from the station and has an information signboard and map with guidance in several languages. The phallus and festival attract attention from all over the world.

Mama Kannon Temple was founded in 1508. It is one of Japan's rare temples venerating the female breast. The miraculous virtue of temple deity Senju Kannon Bosatsu is thought to be beneficial for conception and especially brings comfort to women who pray for a safe childbirth and abundant lactation. In the city, a Mama Kannon-michi signpost marks the road to the temple.



Tagata Shrine

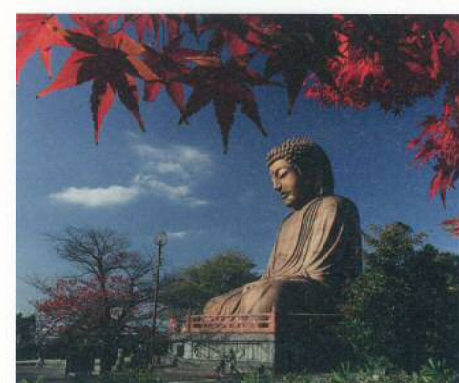


Mama Kannon Temple

Tokai

Great Buddha of Shurakuen and Omeian

Shurakuen Park is the location of one of the largest statues of Buddha in Japan. While best viewed floating above flowering cherries in spring and beautiful russet leaves in autumn, the Buddha brings serenity at any time of year. At park tearoom Omeian, you can take matcha green tea and Japanese sweets as you gaze at the beautiful Japanese garden.



Great Buddha of Shurakuen



Omeian tearoom

Experience

Cosplayers Photo Studio

Ichinomiya

Cosplay is a recent cultural phenomenon that originated in Japan and spread across the world. At a short walk from Owari-Ichinomiya Station there is a cosplay studio where you can dress up and pose on sets. Nearby, there are suitably atmospheric shooting spots, including a Shinto shrine and a shopping arcade. At the weekend, cosplayers congregate here, in what has become a sacred area. In the city, there is a school that teaches design. It is where, renowned creator of Dragonball and other manga and game art, Akira Toriyama, first developed his talents.



Experience

Maneki-neko ceramic painting

Seto

You can try your hand at different ceramic and glass craft skills in pottery town Seto. Overseas visitors especially enjoy coloring maneki-neko figures, which is easy to do. Why not create your own world-exclusive beckoning cat?





● Chita

Floats and Clockwork

During the Okada Spring Festival, in procession through the streets, residents of Okada heave three floats. To the accompaniment of an *ohayashi* consort including flutes and drums, at the top of each float, performing for the deities, clockwork dolls dance. Manipulated by ropes from below, the dolls display amazing convolutions and transformations.



● Aisai

Owari Tsushima Tenno Matsuri Festival

Inscribed as Intangible Cultural Heritage by UNESCO, events are held on the fourth full weekend in July. In the resplendent morning ceremony, carrying graceful noh figures, five twin-hulled *ichieguruma* processional boats float slowly along the Tennogawa river. The stately sight of these *ichieguruma*, recalling images on ancient picture scrolls, casts a spell on spectators.



● Yatomi

Agricultural products

The city of Yatomi is blessed by the crystal waters of the Kiso River and fertile soil of the wide Nobi Plain, where rice farming and market gardening flourish. Learning a lesson from the damage wrought by the Isewan Typhoon in 1959, local farmers are quick to harvest their crops from the beginning of August. Yatomi is now famous for producing early rice, and is first to ship the season's crop in Aichi prefecture. Numerous consumers preorder this excellent rice. Urban and peri-urban horticulture, such as hydroponic cultivation of hothouse tomatoes and *mitsuba* parsley, is also profitable.

● Ama

Cloisonné enamel ware

Cloisonné enamel ware is the craft of melting glaze onto metal surfaces. Done well, it achieves a distinctive luster and deep colors of unparalleled beauty. In the past, the main items were vases, incense burners, and picture plates but, in recent years picture frames and accessories have also become popular.



● Ama

Brushes

The city of Ama produces all kinds of brushes for all kinds of domestic, industrial, and specialist users. In fact, 60% of Japan's brushes are made here. Many uncompromising artisans, for example, lacquerware crafters and master sushi chefs, as tools for their masterworks, will use only brushes made in Ama.



● Handa

Handa Dashi Matsuri Festival

Once every five years, 31 splendid *dashi* floats are arrayed in the Handa Dashi Matsuri. The next festival will be at the weekend of 7 and 8 October, 2017. Besides fine sculpture and luxurious drapes, on the floats you can also see the astounding convolutions of elaborate *karakuri* puppets.



Experience

Mizkan Museum

Handa

In this hands-on museum, you can see, touch, and enjoy learning about vinegar. Set in the old townscape of canal-side traditional black-walled buildings, the museum tells you about history of Mizukan's long-established commitment to vinegar making and the painstaking care and technology it uses. You will learn many fascinating things about food culture.



Experience

DENSO Gallery and AISIN com-center

Kariya

DENSO Gallery In this comprehensive exhibition hall, from easy-to-understand displays, you can find out about the history, latest technologies, and future products of DENSO Corporation.
com-center The latest technologies of the AISIN Group, concerned with automotive parts and daily-life products, are presented in this exhibition hall. Come and feel the company's passionate commitment to excellent manufacturing.



View

A land of unique discoveries and moments of insight.



● Ichinomiya

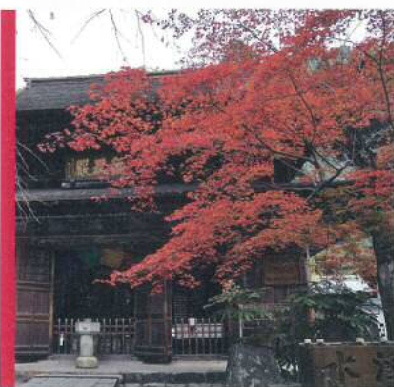
Factory tour (saw-tooth roofs)

Ichinomiya is the heart of an area long-called Bishū, which is as famous for its woolen textiles as Biella and Prato in Italy. Superb cloth produced here finds its way in to famous global brand goods. Evoking nostalgia with their saw-tooth silhouettes, rows of old textile factory buildings convey the pride of Ichinomiya.

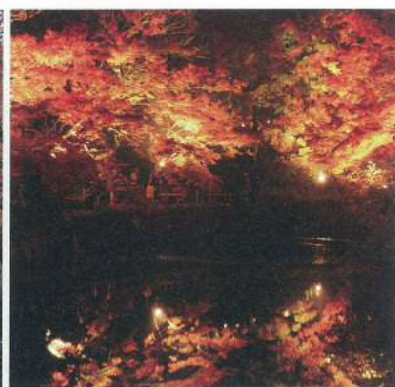
● Kariya

Kariya Anime Collection

This wide-ranging animation and manga event is held around Kariya Station in late October. In addition to browsing fascinating anime-related booths, crowds of cosplayers are delighted by stage spots featuring anime voice actors and other events.



Muiden at Jokuji Temple



Iwayado Park

● Seto

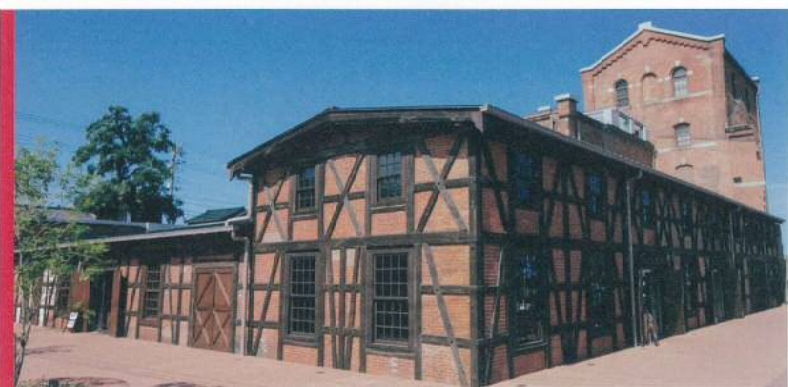
Autumn leaves

Two places in the city of Seto are famously colored by autumn. Forming a natural contrast to main temple building Muiden, designated an Important Cultural Property, radiant fall foliage hovers over all the grounds of Jokuji Temple. At Iwayado Park, reflected from the water of the Torihara river, the hues of autumn River leave a lasting impression. For a limited period, the scene is illuminated at night.

● Anjo

Anjo Tanabata Festival

Held annually since 1964 for three days from the first Friday in August, Anjo Tanabata Festival celebrates star-crossed lovers. The downtown area is decked out with colorful decorations suspended from bamboo poles. People are throng to see these, and the accompanying parades and stage events.



● Handa

Handa Red Brick Building

One of the largest red brick buildings in Japan, this structure was built during the Meiji period (1868-1912) as the brewery of Kabuto Beer. In a space animated by the dignified majesty of old bricks, you can savor the re-created flavor of Kabuto Beer and get a taste of Meiji.

● Tokoname

Pottery paths and *maneki-neko* figures

Along the pottery paths, the brick chimneys and factories with soot-blackened walls conjure nostalgic images of bygone days. *Maneki-neko* cat figures, one paw raised to invite luck are also very popular, especially giant Tokonyan, who is sure to feature in your snapshots.



Dokanzaka (Clay-pipe Hill)

Experience

Fun cooking and crafting experience

Anjo

In Denpark, whether you are a child, young adult, or older person — by hand, using local ingredients — you can enjoy practical workshops to make things such as sausages, cookies, bread, and *nagashi-somen* noodles. Handicraft workshops are also available. Have fun doing!



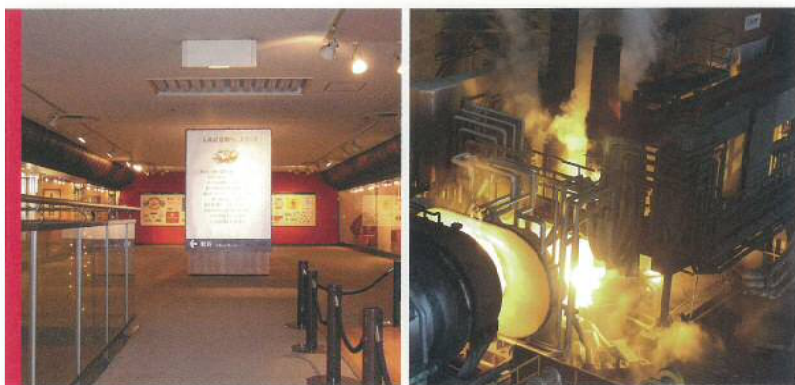
Experience

Activities exclusive to Gamagori
Fruit picking • Cruise liner experience

Gamagori

At seaside town Gamagori, you can experience how it feels to go on a cruise. You can also pick (and eat!) luscious local fruit. Delicious Gamagori mikan oranges are in demand all over Japan. Throughout the year, each in its season, you can enjoy picking strawberries, melons, grapes, *mikan*, and other sweet and fresh local fruit.





● Tokai

Factory tours

The city of Tokai is the largest steel center in the Chubu area. You can visit many factories and facilities in the city and witness actual manufacturing processes. You can also get to understand how great an innovation it was to organize production lines. In special exhibits, you can find out about how local companies began and grew.



● Tokai

Tokai Municipal Agriculture Center

The Agriculture Center conducts research into the orchid, the official flower of the city. Besides growing miscellaneous orchids, the center also develops new varieties. At any time of year, if you visit the Exhibition Hothouse, you can see splendid orchids cultivated at the Agriculture Center.

● Chita

Plum groves

In Aichi Prefecture, the best place to view plum blossoms is in the plum groves around Souri Pond. Annually, 5,000 specimens of 25 varieties burst into flower from February to March. Annually, during this scented period, many people gather among the blossoms at the Souri-ike Ume Festival.



● Aisai

Lotus flower viewing

The Lotus Flower Viewing event, held annually on the second Saturday and Sunday in July, provides Aisai with some signature scenes. Contrasting with large green leaves, elegant white and pink lotus blooms vie for attention. A signboard, Red Lotus of Tatsuta, lists dozens of types that grow in one spectacular plot. These soothing plants bring visitors together in communion.



● Yatomi

Goldfish aquaculture

Yatomi is famed for producing the finest goldfish in Japan. A major factor encouraging goldfish breeding was location along the lower reaches of the Kiso River, where the fish thrived owing both to the volume of pure water and the quality of soil. When a wholesale market was organized in 1967, Yatomi became one of Japan's leading markets and a major distribution center. Producing all of the 26 kinds of Japanese goldfish, it still stands out as a major area for ornamental fish.



Experience

Pottery Hands-on Experience

Tokoname

Enjoy making your own pottery with guidance from expert Tokoname potters. You can try things like underglaze painting, hand-forming, slab building and, on a potter's wheel, throwing. As you create your own work, you can feel Japanese traditional culture through your skin.



Experience

Honen Festival

Komaki

Annually on March 15, a two-meter-long phallus, newly carved from Japanese cypresswood, takes center stage in a procession and rites to pray for a good harvest and the prosperity of descendants. Attracting worldwide attention, the festival is attended by many overseas visitors.



Experience

Orchids

Tokai

The city of Tokai is one of Japan's leading orchid-growing areas and, annually in late January, it holds the gorgeous and spectacular Tokai Flower Show. With dedication and creative ingenuity, in booths, the exhibitors display orchids they have grown.



Experience

Chita Cotton Hand-woven Experience

Chita

Local people have been handweaving Chita cotton since the feudal 17th century. In Okada, the Momengura Chita Cotton Storehouse is conserved as a National Tangible Cultural Property. Here you can try your hand at weaving coasters, luncheon mats, or other small Chita *momen* items.



Leisure pursuits

Fun things you can only do here



● Ichinomiya

Trout fishing

From the end of autumn to the start of spring, upstream of central Ichinomiya for about 18 kilometers westwards along the Kiso River, trout fishing is possible in the Kiso River. The river is stocked with fresh trout every morning and you can keep any fish you catch.



● Kariya

Kariya Highway Oasis

The Kariya Parking Area on the Shin-Tomei Expressway also has a leisure park with a Ferris wheel, go karts, a hot spring and other attractions. You will also find restaurants and shops selling souvenirs and local agricultural products. It is easy to experience lasting memories of food, fun, and healing spa bathing.



● Anjo

Denpark

In rich natural surroundings, covering 13 hectares, in a total of 300,000 specimens, 3,300 types of plant flourish in a park full of flowers. The calendar of events provides lots of fun, including hands-on workshops. Local barbecue, local cuisine, and local beer are also available. It's a great place for a full day out.

● Gamagori

Sunny Cruise, Laguna Ten Bosch, and Takeshima Fantasy Museum

At the Laguna Ten Bosch resort complex, you can go shopping, your kids can enjoy attractions and, together, you can be entertained by revue shows. "Thousand Sunny," the ship from the popular animation *One Piece* also provides a novel way of cruising Mikawa Bay. Decorated with 55 million shells, Takeshima Fantasy Museum theme park is also worth a visit.



● Gamagori

Takeshima Island, Mikawa Bay

A symbol of Gamagori, famous as a power spot, Takeshima Island floats in Mikawa Bay. To get there, you walk across a 400-meter bridge connecting the island to the mainland. Since there are five shrines on the island, paying your respects at each, you look can on a visit as one-stop shopping for divine favor.



● Yatomi

Goldfish-scooping

In Yatomi's Three Flower Festival it's easy to enjoy traditional goldfish scooping. Annually in July, during the events of "Everyday Yatomi Goldfish Scooping," you can get to know a leading local industry, Yatomi Goldfish. In the Japan No. 1 Best Goldfish Tournament, vying to win a class-winning award, fish enthusiasts and producers exhibit many interesting specimens. You are almost sure to see splendid *ranchu*, *oranda*, and other high-end ornamental fish on show and to be able to spend quality time appreciating their beauty.



Experience

Kiso River Sightseeing Boat

Aisai

Embraced by rich natural surroundings, float down the Kiso River and enjoy the stately flow of this great river, the gentle breezes, and the calls of wild birds. Along the way, you also pass through the Sendohira-komon lock, known locally as "Panama Canal Minor." See how the difference in water level between the Kiso River and Nagara River is adjusted to enable the passage of boats. The whole experience leaves lasting memories.



Experience

Goldfish-scooping

Yatomi

In the city of Yatomi, well-known as the premier goldfish town in Japan, you can try goldfish-scooping at festivals in the city including, the Three Flowers Matsuri Festival and the Everyday Yatomi Goldfish Scooping event held annually in July. At another summer event, Goldfish School, parents and children together can learn facts about goldfish, and find out how goldfish breed.



Chapter 4

Eating

Treats you can enjoy only here



"Morning" breakfast set



Dotekara-don rice bowl

● Ichinomiya

Morning Sets / Class-B Dining

During the heyday of the textile industry, to escape the noise of bustling looms, people carried out business in coffee shops. For regular people on the way to work, the shops also offered boiled eggs and peanuts with their morning coffee. So was born "Ichinomiya Morning." These days, each shop has its own elaborations featuring toast and other items. In 2015, *dotekara-don* was created as a delicious, and filling, "economical gourmet" dish: on rice, it features egg, deep-fried chicken, and a final topping of doteni stewed organ meats. More and more shops have been making their own versions of this popular local specialty.

● Anjo

Figs and Anjo pears

One of Japan's leading places for figs, especially the Masui-Dauphine cultivar. These excellent figs are shipped to metropolitan Tokyo where they find willing buyers. Anjo pears are also in demand, especially Amahibiki, a new, very sweet, large variety developed by a local grower.



Fig



Anjo pears

● Tokoname

Nori

The seas off Tokoname yield excellent marine products in abundance. Locally cultivated nori is of superior quality and is shipped nationwide. Anywhere, discerning sushi chefs prefer Tokoname nori.



● Komaki

Nagoya Cochin

One of Japan's three best known local chicken breeds, Nagoya Cochin resulted from determined trial breeding by poultry farmers in the city of Komaki. The eggshells are a beautiful cherry color, the yolks are dark and tasty and, as you chew, the flavor of the meat demands appreciation as the truly delicious taste of chicken.



● Komaki

Komaki winery

Komaki Winery was established as an employment support facility for people with disabilities in May 2015. These workers grow grapes in the vineyards and then make and sell wine. Last year, named after the city of Komaki, Komaki Castle Nobunaga Wine went on sale.



● Aisai

Lotus root

The city of Aisai takes pride in its lotus roots. The rich soil and climate ensure both abundant vitamin C and a deliciousness that men and women, children and adults all love. Be careful not to become addicted to the exquisite salty-sweet flavor of broiled lotus root. Once you try them, you will also long for lotus-root chips and lotus-root soft-serve ice cream.



● Ama

Miso and Soy sauce

Shippo Miso is fermented using traditional methods and soybeans harvested in Aichi Prefecture. It has a rounded taste and deep flavor. The company also makes soy sauce which is appreciated as Owari *tamari* condiment.



● Chita

Petit onion

Petit onions are produced by densely planting ordinary seed onions and not giving them room to grow large. They are a famous product of the city of Chita. Harvested from late March to mid-May, with their high sugar content, petit onions have an attractive sweetness and are a luxurious ingredient that can be included whole in stews and barbecues.



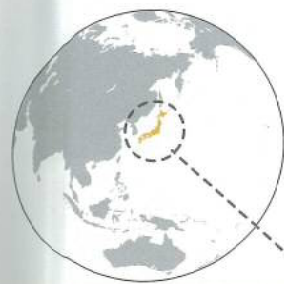
Experience

Cloisonné enamel ware

Ama

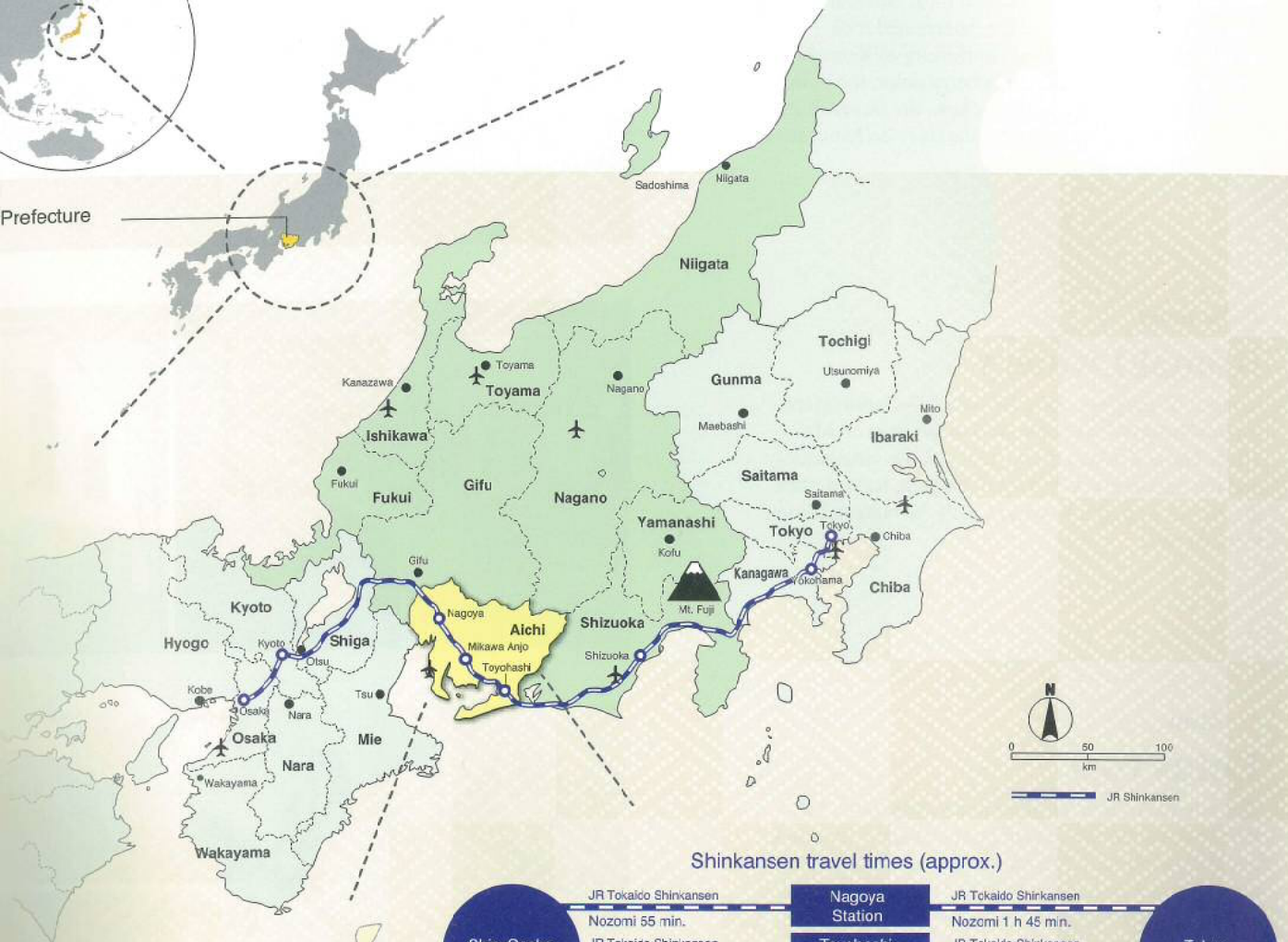
It's easy to enjoy the daily Cloisonné enamel ware enameling workshops held in Shippo Art Village in the city of Ama. With sessions running from 60 minutes, and prices from 1,000 yen, you can choose from 35 courses. At the end of your session, you can leave with your creation.





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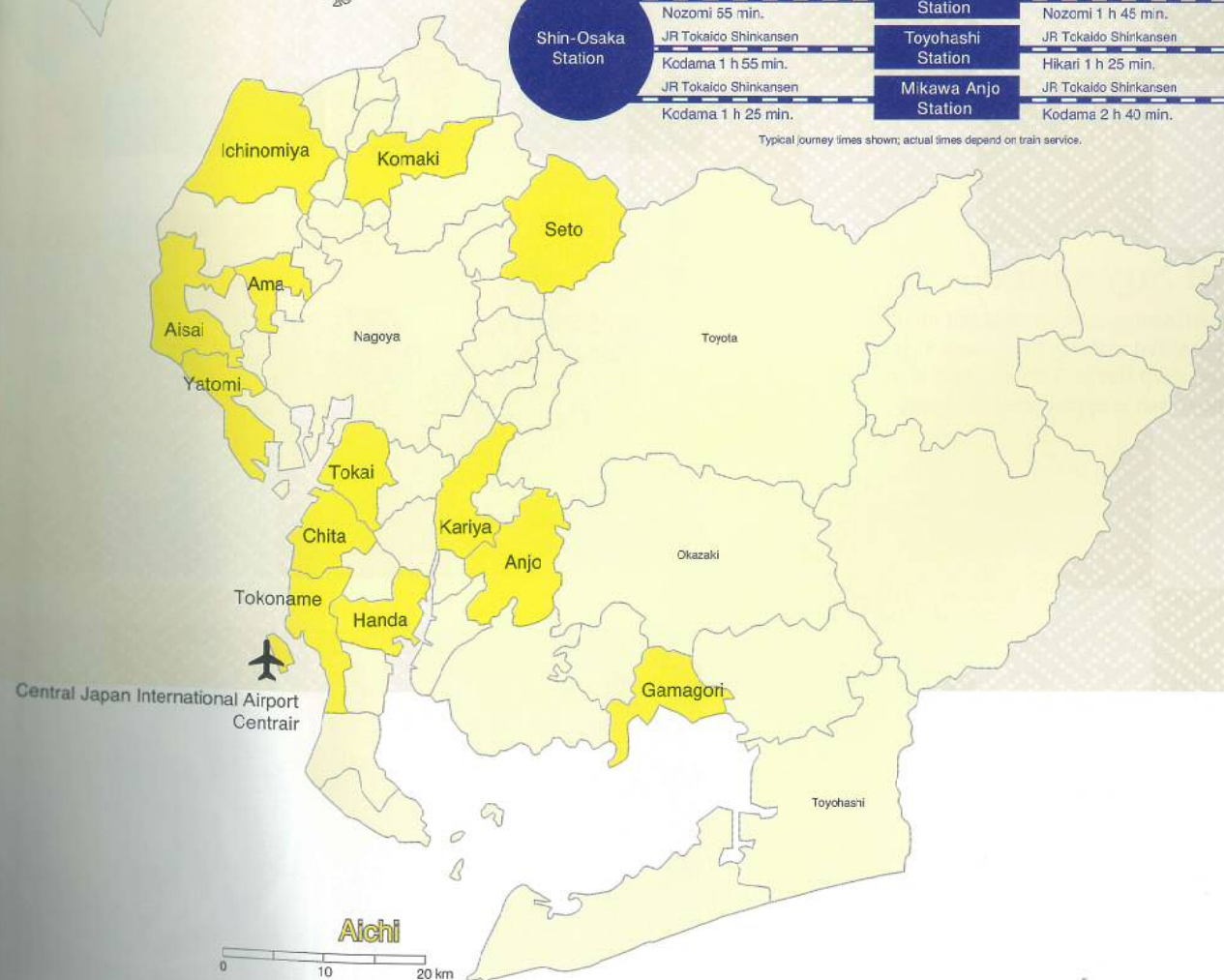
Aichi Prefecture



Shinkansen travel times (approx.)

Shin-Osaka Station	JR Tokaido Shinkansen	Nagoya Station	JR Tokaido Shinkansen	Tokyo Station
	Nozomi 55 min.	Toyohashi Station	JR Tokaido Shinkansen	
	Kodama 1 h 55 min.	Mikawa Anjo Station	JR Tokaido Shinkansen	
	JR Tokaido Shinkansen		JR Tokaido Shinkansen	
	Kodama 1 h 25 min.		Kodama 2 h 40 min.	

Typical journey times shown; actual times depend on train service.



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AICHI JAPAN

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