

# What's Up Aichi

— Timely Tourist Information On Aichi Prefecture And The Surrounding Central Japan Region —

## Aichi Comes To Life In The Springtime

### Noritake Garden in Aichi



The Morimura Brothers owned a trading company at the turn of the 20<sup>th</sup> century. During their travels the brothers became infatuated with western dinnerware. They felt that using the craftsmanship in Aichi they could create high quality porcelains in the western style, but for a lower price. So in 1904 they founded the Noritake Company and in less than a decade Noritake became a leader in Japanese porcelain goods. The name "Noritake" comes from the village where the company was established.

The Noritake Garden is located just minutes from Nagoya station. Visitors can watch as artist hand paint the porcelains or they can try it themselves at the Crafts Center.

[www.noritake.co.jp/mori/](http://www.noritake.co.jp/mori/) (Japanese only)

### Cosplayers Get Ready!



The "World Cosplay Summit" is an annual event and competition that attracts tens of thousands of cosplay enthusiasts from around the world. "Cosplayers" dress up in elaborate (usually handmade) costumes based off manga and anime characters. Currently all around the world hundreds of thousands are competing in preliminary rounds, and in August the main competition will be between the best teams.

The first World Cosplay Summit was held in Osu, Nagoya in 2003. 3 countries were

represented in the competition but by 2009 a total of 15 countries from around the world were competing.

A parade in the streets of Nagoya will be held on July 31<sup>st</sup>, and the competition will be held on August 1<sup>st</sup>. For travelers interested in people-watching the Cosplay Summit offers a wonderful opportunity.

[www.tv-aichi.co.jp/wcs/e](http://www.tv-aichi.co.jp/wcs/e)

### Toyota's Techno Museum



For travelers who are interested in Toyota Motors but cannot make the plant tour in Toyota City, there is the alternative. Toyota Techno Museum in central Nagoya introduces the history of Toyota from its beginnings as a textile machinery manufacturer and also features many exhibits on automotive technologies and the car production process. Conveniently located near Nagoya Station and it is only a short trip from Noritake Garden as well.

[www.tcmi.org/english](http://www.tcmi.org/english)

### Tokugawa Museum Samurai Collection



The Tokugawa Art Museum houses more than 12,000 items. A unique quality of the museum among private museums in Japan is that the collection houses the hereditary heirlooms of the Owari branch of the Tokugawa Clan. The main building of the museum was constructed in the 1930s in a classic Japanese style with western elements. The expansive collection includes

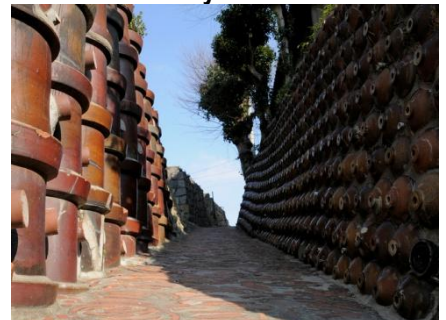
swords, armor, Noh costumes and masks, lacquer furniture, ceramics, calligraphy, and paintings. The Owari Domain was in what is now Aichi Prefecture.

Travelers and historians agree that some of the most important and valuable treasures at the museum are three Heian period illustrated handscrolls of The Tale of Genji, dating to the 12<sup>th</sup> century. The scrolls represent the earliest extant depictions of the epic tale and are National Treasures of Japan.

Next to Museum grounds for a small extra fee you can enter Tokugawaen, a traditional Japanese garden. The original garden was destroyed, but in 2001 reconstruction of the garden began and it opened to the public in 2004.

[www.tokugawa-art-museum.jp/english](http://www.tokugawa-art-museum.jp/english)  
[www.tokugawaen.city.nagoya.jp/english/](http://www.tokugawaen.city.nagoya.jp/english/)

### Tokoname Pottery Path



Welcome to the city of Tokoname and its "Yakimono Sanpomichi" or Pottery Path. Starting in the early 1970s curious pedestrians created an unofficial tour of various points of interest in Tokoname. They traveled between old traditional houses, workshops and buildings of great character and interest. A path has been laid out and visitors can easily travel along a marked route. Even with increased notoriety the path remains unchanged keeping its charming pottery-town atmosphere.

[www.city.tokoname.aichi.jp/fl\\_html/english](http://www.city.tokoname.aichi.jp/fl_html/english)

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