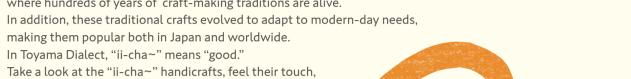


Great artisanship is present all over Toyama's Gosei Area.

Hold up your right thumb and grip firmly.

The shape of the "thumbs-up" sign coincides with the base area of the Noto Peninsula and Toyama's Gosei Area., where hundreds of years of craft-making traditions are alive.

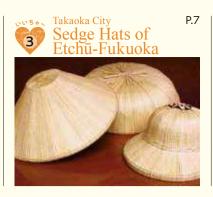








P.5 · 6





Ishikawa

Prefecture

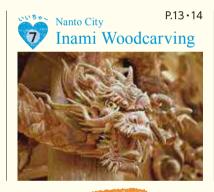


Gifu Prefecture





Nanto City





Takaoka Regional Industrial Center ZIBA
From artworks of designated traditional crafts, to daily
use items and souvenirs; not only can you find most of
Western Toyama's handicrafts here, but you can also
experience metal casting and decorating lacquerware.

101 Oyata-machi, Takaoka City TEL +81-766-25-8283
Opening Hours: 10 am ~ 6 pm Closed on Wednesdays









高岡銅器

Takaoka Copperware (Takaoka Dōki)







400 Years of Heritage: Takaoka's Metal Casting Techniques

The metal casting industry of Takaoka, which began in 1611, was first centered on ironware such as pots, cauldrons and hoes. However, sophisticated metal processing techniques developed in the creation of Buddhist altar fittings and artistic crafts using copper alloys. In recent years, a variety of interior décor items with excellent design are sold across Europe and North America. The bronze statues of Doraemon and Sazae-san were also made











Exploring Takaoka's Copperware (Takaoka Dōki)











Other places where you can experience making copperware/ironware Reservation needed in advance

Otera Kohachiro Antique Gallery

Koizumi Seisakusho Inc.

Opening Hours:8 am ~5 pm

57-5 Toidesakaemachi, Takaoka City

TEL +81-766-63-6590

6-9 Kanayamachi, Takaoka City TEL +81-766-25-1911 Opening Hours:9 am~5 pm



Opening Hours:8 am~6 pm

4-2 Sengokumachi, Takaoka City

TEL +81-766-22-4727

Shimatani Syouryu Kobo Ltd.

3-7-19 Naimen, Takaoka City TEL +81-766-22-6409 Opening Hours:9 am~6 pm



Nousaku Corporation Inc.

8-1 Office Park, Takaoka City TEL +81-766-63-0001 Opening Hours: 10 am ~ 6 pm



Risaburo Metal Casting Studio

8-11 Kanayamachi, Takaoka City TEL +81-766-24-0852 Opening Hours: 10 am ~ 6 pm





National Treasure: Takaoka Zuiryūji Temple

Temple commemorating Maeda Toshinaga (second lord of the Maeda family), the founder of Takaoka who invited 7 skilled metal casters to his castle-town.

35 Sekihonmachi, Takaoka City





Great Buddha of Takaoka

Once qualified by the waka poet Akiko Yosano as being "significantly more handsome than the one in Kamakura," Takaoka's Great Buddha, the crystallization of Takaoka's bronze casting techniques, is one of the three Great Buddhas of Japan.

11-29 Otemachi, Takaoka City



Kanayamachi (Birthplace of Takaoka's Metal Casting Industry)

The town area where the seven skilled metal casters used to live. You can see houses decorated with delicate latticework (senbongōshi) and beautiful stone-paved streets.







高岡漆器

Takaoka Lacquerware (Takaoka Shikki)



Takaoka City



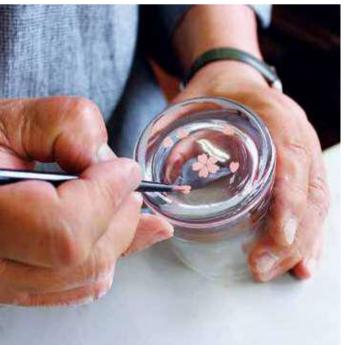




400 Years of Long-Lasting Affection

Takaoka Lacquerware originated 400 years ago, when artisans began to paint drawers and trays using Japanese lacquer (urushi). Three decoration techniques characteristic of Takaoka (chokoku-nuri, yusuke-nuri, and aogai-nuri) were established by Mikurumayama floats. In recent years, lacquerware are incorporated into everyday use items such as glasses and various accessories through designer collaborations.





















Recommended Route (Half-Day)

Shin-Takaoka Station

8 minutes by shuttle bus (160 yen)

- Rent a bicycle at the Sightseeing Information Center (200 yen) 5 minutes by bicycle
- Lacquerware Experience at Takaoka Regional Industrial Center
- 5 minutes by bicycle
- 2 Takaoka Mikurumayama Museum Dozō-zukuri Street
 - Enjoy a light lunch/snacks.
 - 6) Dozō-zukuri Museum 5 minutes by bicycle

Takaoka Station

8 minutes by shuttle bus (160 yen)

Shin-Takaoka Station

1 Takaoka Regional Industrial Center ZIBA (Public Interest Incorporated Foundation)



All kinds of lacquerware are displayed and sold; you can experience making your own original lacquerware.

Cost: starting from 3000 yen.

101 Otayamachi, Takaoka City TEL +81-766-25-8283 Opening Hours:10 am ~ 6 pm Closed on Wednesdays

Another place where you can experience decorating lacquerware

Musashigawa Kobo

1-23 Jijikimachi, Takaoka City TEL +81-766-26-0792 Opening Hours: 9 am ~ 5 pm Time: around 90 minutes Cost: starting from 3000 yen

Reservation needed in advance



Bicycle Rental Information Shuttle Bus Information

්රී Bicycle Rental Information

Takaoka Station Sightseeing Information Centers (4) Available from April 1st to November 30th Opening Hours: 10 am ~ 4 pm



Shuttle Bus Information

(Shin-Takaoka Station ~ Takaoka Station South Entrance) Service: 6 shuttle buses/hour from 7 am to 7 pm.







Takaoka Mikurumayama Museum

The Mikurumayama floats, embodying Takaoka's refined metalworking and lacquerware techniques, are on exhibition at Takaoka's Mikurumayama Museum all year long.

47-1 Moriyamamachi, Takaoka City



Takaoka Mikurumayama Festival

Takaoka's Mikurumayama Festival, designated as a UNESCO Intangible Cultural Heritage, is said to have originated in the carriage that Maeda Toshinaga conferred to the townspeople of Takaoka at the time of his castle's construction. The original carriage was a present to Maeda Toshiie from Toyotomi Hideyoshi, a preeminent daimyo who unified Japan by bringing an end to the Sengoku period. Yamachōsuji Area, Takaoka City; May 1st



Dozō-zukuri Museum

Historical records and photos explain how Takaoka developed as a town as well as the origins of dozō-zukuri warehouses.

26 Konmadashimachi, Takaoka City



Dozō-zukuri Street

A historical town area lined with merchant houses built in the dozō-zukuri style. touching upon a variety of architectural styles characteristic of old European, late Meiji and early Showa periods.

Konmadashimachi ~ Moriyamamachi Areas of Takaoka City









越中福岡の菅笠

Sedge Hats of Etchū-Fukuoka (Sugegasa)



Takaoka City



90% of Japan's Sedge Hats Made in Etchū-Fukuoka

The flourishing of sedge (suge) from Oyabe River's flooding marked the beginning of the sedge basket/hat industry. In its heyday, about 2.1 million hats from Etchū-Fukuoka are sold annually, and to this day Fukuoka-machi is claiming 90% of Japan's production in sedge hats.

Exploring Sedge Hats of Etchū-Fukuoka

Recommended Route (Half-Day)

Shin-Takaoka Station

30 minutes by car

1 Fukuoka Camera Museum

1-minute walk

1-minute walk

Old Hokuriku Region Main Road (district of sedge hat warehouses)

1-minute walk

3 Sanchonpin-gura

8 minutes by car

◆ Narita Koi Farms Japan

■ (Specialty Carp-Breeding Tour)

30 minutes by car Shin-Takaoka Station

Place to see and purchase sedge hats (*sugegasa*)

3 Sanchonpin-gura

1077-5 Fukuoka, Fukuoka-machi, Takaoka City TEL +81-766-75-7874 Opening Hours: 10 am~3 pm Closed on Mondays

We are also selling accessories made of sedge (suge).

and Tuesdays



Car Rental Information Around Shin-Takaoka Station

Nissan Rent-a-Car TEL +81-766-23-5523 Orix Rent-a-Car TEL +81-766-20-0543 Toyota Rent-a-Car

TEL +81-766-26-1070 Nippon Rent-a-Car

TEL +81-766-27-0919

Ekiren Car Rental West Japan TEL +81-766-24-4200





1 Fukuoka Camera Museum

The museum conveys the charms of cameras and photography with a collection of more than 3000 camera exhibits.

559 Fukuokashin, Fukuoka-machi, Takaoka City



4 Narita Koi Farms Japan

The town of Fukuoka is known for carp farming. The Nishikigoi (varicolored carp) for viewing are particularly beautiful and attract visitors from all over the country. 1050 Yabe, Fukuoka-machi, Takaoka City



2 Gagaku-no-Yakata (House of *Gagaku*)

Late Edo period musical instruments of *Gagaku* (Japanese court music) and traditional clothing are on display at this tasteful merchant house built in the early Shōwa era. 1208 Fukuoka, Fukuoka-machi, Takaoka City



The Old Hokuriku Region Main Road

The old Hokuriku region main road is lined with many sugegasa warehouses. Even now, traces of its prosperity still remain. The lord of the Kaga family used to travel on this road for the purpose of Sankin-kōtai (a policy requiring feudal lords to alternate living between the capital and their domain yearly).

Street in front of the House of Gagaku









論田·熊無の藤箕

Ronden/Kumanashi Winnowing Basket(Fujimi)



Himi City



600 Years of History: a Traditional Agricultural Tool

A winnowing basket (fujimi) is an agricultural tool used to separate grain from chaff. Made of sturdy wisteria vines and bamboo, the basket is popularly recognized as a lucky charm (fukumi).

Exploring Ronden/Kumanashi Winnowing Basket

Recommended Route (Half-Day)

Shin-Takaoka Station

30 minutes by car

1 Himi City Museum

7~8 minutes by car

2 Himi Ban'ya Street

- Place to enjoy lunch and snacks ■ 3 Himioki Cruising Experience 15 minutes by car
- 4 Himi Shishimai (Lion Dance) Museum
- 10 minutes by car
- 5 Farmers' Market Kumanashi

40 minutes by car (Nōetsu Expressway)

Shin-Takaoka Station

Place to see winnowing baskets (Fujimi)

Himi City Museum

4-9 Honmachi, Himi City TEL +81-766-74-8231 Opening Hours:9 am~5 pm



Farmers' Market Kumanashi

5198-1 Kamiyokawa, Himi City TEL +81-766-76-1180 We are also Opening Hours:9 am~5 pm Selling goods

Car Rental Information Around **Shin-Takaoka Station**

Nissan Rent-a-Car TEL +81-766-23-5523 Orix Rent-a-Car TEL +81-766-20-0543 Toyota Rent-a-Car TEL +81-766-26-1070 Nippon Rent-a-Car TEL +81-766-27-0919

TEL +81-766-24-4200



farming lifestyles and tools for living. You can witness the history of Fujimi being sold nationwide in its heyday.

4-9 Honmachi, Himi City



Himi Seaward Cruise, etc.

A variety of activities unique to Himi, where stationery net fishing and seafood processing thrive, are available according to season. Experience taking a seaward cruise or making kamaboko (a type of cured fish paste).

Inquiries: Himi City Sightseeing Information Center TEL +81-766-74-5250



2 Himi Port Market: Ban'ya Street

Enjoy the authentic cuisine that is only served locally, including conveyer belt sushi made with fish freshly caught from the port, Himi udon noodles, and Himi beef.

25-5 Kitaōmachi, Himi City



4 Himi Shishimai (Lion Dance) Museum

Famously known as the lion dance village, Himi hosts buoyant festivals that you can witness through documentaries and dance gears on exhibition in this museum.

760 Izumi, Himi City









庄川挽物木地

Shōgawa Woodturning Craft(Hikimono Kiji)



Tonami City



100 Years of Continued Polishing

Using the high-quality logs brought by the flow of Shōgawa River, the production of woodturning crafts began in the late Edo period. Later, as it became people's dream to own a complete set of wooden bowls for the occasion of the Hōonkō (traditional Japanese Shin Buddhism observance), the woodturning technique of the region continued to evolve. The passion that lasted for a hundred years bloomed into excellent interior décor today.













Exploring Shōgawa's Woodturning Craft (Hikimono Kiji)









Shin-Takaoka Station

- 20 minutes by car
- Tonami Tulip Gallery
- 25 minutes by car
- 2 Scattered Settlements Viewing Deck
- 20 minutes by car
- 3 Shōgawa River Sightseeing Cruise
- 10 minutes by car

4 Shōgawa Aqua Memorial Park

- Walk around the park
- Place to enjoy lunch and snacks
- Woodturning Tour and Experience at Tokusankan
- 30 minutes by car

Shin-Takaoka Station

4 Shōgawa Aqua Park Tokusankan



In the woodturning workshop, experience polishing rough-sawn lumber on a high-speed lathe. Cost: ¥1000

Place where you can experience woodturning using a spinning lathe

Shōqawa Agua Park Tokusankan

1550 Kanaya, Shōgawamachi, Tonami City TEL +81-763-82-5696 Opening Hours: 9 am ~ 6 pm Closing at 4 pm from December 1st to the end of February Activities available on every Sunday from April to November Reservation needed (one week in advance)

Car Rental Information Around **Shin-Takaoka Station**

Nissan Rent-a-Car TEL +81-766-23-5523 Orix Rent-a-Car TEL +81-766-20-0543 Toyota Rent-a-Car TEL +81-766-26-1070 Nippon Rent-a-Car TEL +81-766-27-0919

Ekiren Car Rental West Japan TEL +81-766-24-4200



Tonami Tulip Gallery

The only facility in the world where tulips bloom all year long. Find out the secrets of tulip bulbs while learning more about floriculture.

100-1 Nakamura, Tonami



Scattered Settlements Viewing Deck

A spectacular viewpoint where you can see scattered settlements (sankyo) spreading on the Tonami plain. Enjoy the picturesque view of sunset's reflection in the rice fields. Closed from December to March due to heavy snowfall.

160 Gotani, Tonami City





3 Shōgawa River Sightseeing Cruise

Fresh green leaves and fall foliage followed by snow sceneries, the Shōgawa valley boasts a magnificent landscape throughout the four seasons (short cruise excursions

73-5 Komaki, Shōgawamachi, Tonami City



Tonami Yumeno Taira Ski Resort

A breathtaking scenic point to gaze at the Tateyama mountain range and the Japan Sea from a distance. Enjoy beautiful daffodils in spring and cosmos flowers in

22 aza-Gentani Gotani, Tonami City







五箇山和紙











1000 Years: Everlasting Japanese Washi Paper

The traditional Japanese paper made in Toyama Prefecture's Gokayama, Yatsuo, Birudan regions is collectively referred to as Etchū-washi. Among the latter, washi entirely made from kozō (paper mulberry) in Gokayama is particularly durable and was used as Kaga Family's exclusive writing paper. Besides its stature in the reparation of old documents, washi is used by designers to create neat accessories, receiving acclaim at international trade fairs.













Exploring Gokayama Washi Paper





Another place where you can experience paper-making

6 Gokayama Washi Paper Workshop

835 Ainokura, Nanto City TEL +81-763-66-2016 Opening Hours: 9 am ~4 pm





Public Transit Information

World Heritage Bus

Every day between Takaoka Johana ⇄ Gokayama ⇄ Shirakawa-go (no reservation needed)

Kaetsuno Bus Fare Center (Inside the Waiting Room of Curun Takaoka, 1F)

TEL +81-766-21-0950

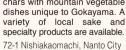
Opening Hours: Monday ~ Friday 7:30 am ~ 6:30 pm Weekend & Holidays 9 am ~ 6 pm





Roadside Station: Kamitaira Sasara-kan

Enjoy nigiri-zushi and grilled chars with mountain vegetable





2 UNESCO World Heritage: Suganuma Gasshō-zukuri Village

9 Gasshō-style houses standing in quiet nature; a wonder to behold in the depths of winter. Suganuma, Nanto City





Important Cultural Property Murakami Household

Murakami Household is representative of Gokayama's Gasshō-zukuri in a way that best conveys the state of the habitation as it was back in the day. Thousands of historical records can be

742 Kaminashi, Nanto City



UNESCO World Heritage: Ainokura Gasshō-zukuri Village

Twenty Gasshō-style houses are still extant, surrounded by nostalgic fields, stone walls and snowy forests

Ainokura, Nanto City







井波彫刻

Inami Woodcarving

Nanto City







Inami's woodcarving originated at Zuisenji Temple (Inami branch) constructed in the 14th century. After its main hall burned down in mid-18th century, the technique of imperial woodcarvers, called in from Kyoto for its reconstruction, was passed down and flourished as Inami Woodcarving. From ranma (decorative transom pieces), tsuitate (movable screens), to small interior items, Inami's woodcarvers excel as masters of more than 200 chisels and carving knives.











Exploring Inami Woodcarving





Recommended Route (Half-Day)

Shin-Takaoka Station

30 minutes by JR Johana Line

Fukuno Station

15 minutes by taxi

Inami Wood Carving Composite Hall
 Roadside Station:
 Inami Kibori no Sato Sōyūkan

■ Woodcarving Experience

5 minutes by bicycle (rental available)
3 Zuisenji Temple (Inami Branch)
4 Yokamachi Street

Yokamachi Street
Syoitoko Inami

Enjoy your lunch here!

1 minute by bicycle

6 Inami Kōtsu Hiroba – Sightseeing (Return your bicycle here)

15 minutes by taxi Fukuno Station

Shin-Takaoka Station

30 minutes by JR Johana Line

2 Roadside Station: Inami Kibori no Sato Sōyūkan



Experience carving objects such as sake cups (guinomi) and speakers using chisels

and carving knives.

Cost: starting from 1000 yen. Reservation needed.

730 Kitagawa, Nanto City TEL +81-763-82-5757 Opening Hours: 9 am ~ 5 pm

Local Traffic Information Ai Ai Taxi Fukuno Office

772 Fukuno, Nanto City TEL +81-763-22-2144

Bicycle Rental Information

Inami Sightseeing Information Center

956-1 Yamami, Nanto City TEL +81-763-82-2539 Reception: 9 am ~ 4 pm

NANTO

Cost: 1500 yen per day & 1000 yen per half-day (4 hours)

Car Rental Information Around Shin-Takaoka Station

Nissan Rent-a-Car TEL +81-766-23-5523 Orix Rent-a-Car

TEL +81-766-20-0543

Toyota Rent-a-Car TEL +81-766-26-1070 Nippon Rent-a-Car

TEL +81-766-27-0919

Ekiren Car Rental West Japan TEL +81-766-24-4200



Olnami Wood Carving Composite Hall

Designed by the British architect Peter Salter, the building is a must-see. A variety of sophisticated woodcarvings are on display.

733 Kitagawa, Nanto City



3Zuisenji Temple (Inami Branch)

Zuisenji Temple is the symbol of Inami, the woodcarving town. The area (including Zuisenji) was designated as "Inami - the Living Woodcarving Gallery" by Japan Heritage.

3050 Inami, Nanto City



AYokamachi Street

With the fragrance of wood and music of the hammers wafting from Inami's woodcarving workshops, the stone pavement extending from Zuisenji is full of charms

Yokamachi, Inami, Nanto City



6Yoitoko Inami

Restaurants, Cafes, and specialty products are available here. You can also experience making soba (buckwheat noodles) by hand. We accept reservations for groups of 5 or more (1000 yen/person).

3110-1 Inami, Nanto City



