

# NIIGATA

## IN JAPAN

Just **70** minutes  
from Tokyo

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A forgotten Japan



Inspiration for your trip



# A Forgotten Japan Just 70 minutes from Tokyo!

Only 70 minutes from Tokyo and after passing through a long tunnel, we find another Japan different from Tokyo and Kyoto. Niigata Prefecture was once a wealthy region. It boasted the largest population in Japan until 150 years ago. However, due to the development of the transportation networks, the eco-

nomie center shifted to the Pacific coast side, leaving the region on the Sea of Japan side behind. However, that is precisely why all of the culture, traditions, and original scenery were preserved, almost as though sealed inside a time capsule. There is another side of Japan which we miss, and it can be found in Niigata.



**Powder snow**  
Niigata has the heaviest snowfall in the country, so it also has many ski resorts.

Taraibune tub boats



02 Niigata in Japan

Originally used as tubs for washing clothes, several improvements made them into the current Taraibune tub boats. The fishing method that uses Taraibune is called "Isonegi (fishing on the seashore)." Guests can try riding Taraibune at Ogi port, Yajima, or Kyojima.

Nishikigoi Carp



Delicious sushi made with seafood caught in the Sea of Japan



# 150 years ago Niigata was on an important trade hub with the highest levels of culture and the largest population in Japan.



### Shukunegi

Many people who were involved with Kitamaebune ships lived in this small area.

Niigata is the largest rice producer, and has prosperous ports, which were all relevant conditions for many people to gather here. In the past, Kitamaebune ships were the primary method for distribution of goods, so a variety of

both international and domestic culture entered Niigata through these ships.



### Niigata, the port city

Niigata was bustling with many people as the Kitamaebune's port of call, and flourished as one of the largest port cities on the Sea of Japan coast. There are still some remnants of this, such as the townscape and Geigi/Geisha.



### Kitamaebune

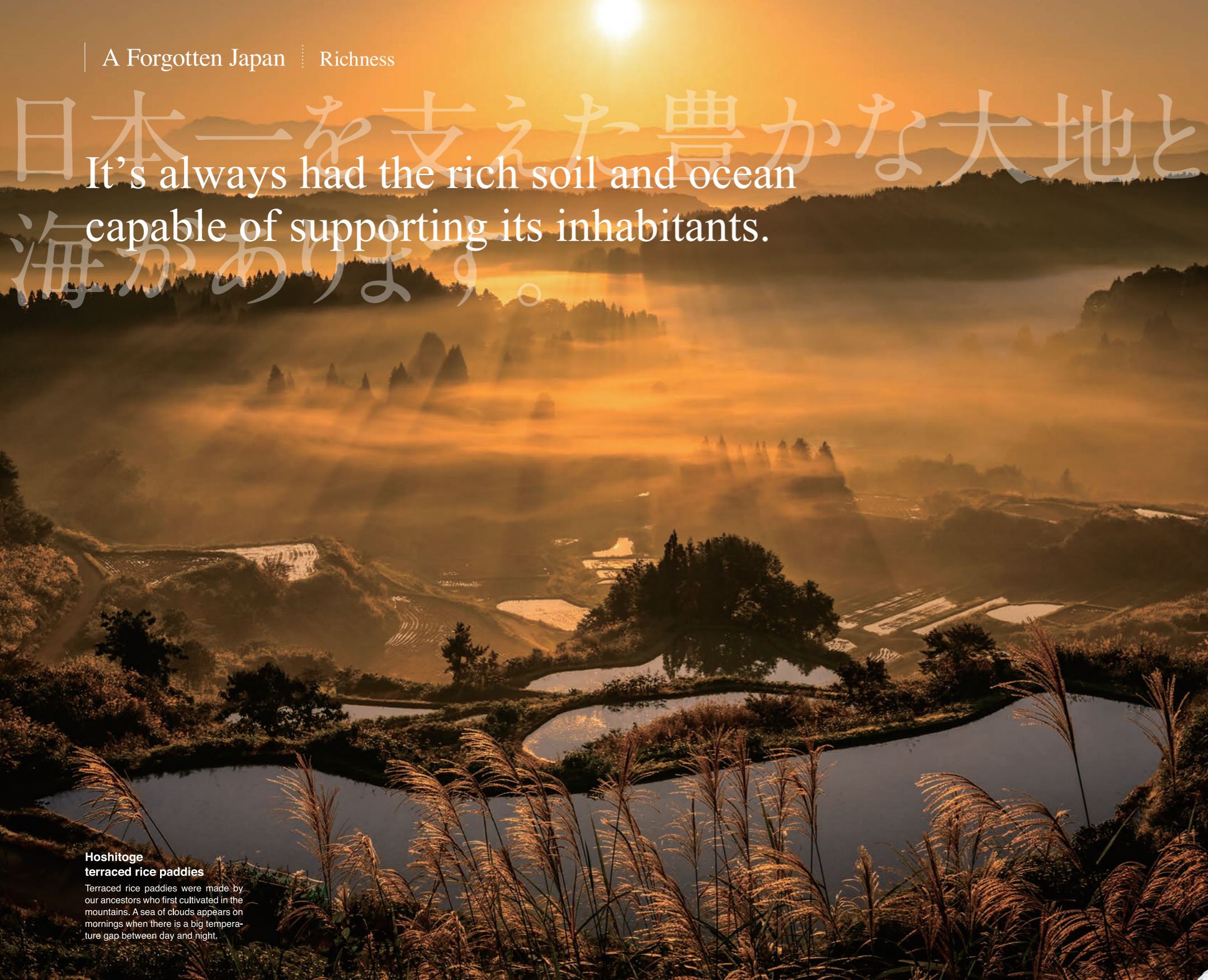
Up until 150 years ago, these ships were a major means of logistics from Hokkaido to Niigata and Osaka via the Sea of Japan.

Kitamae Sengoku-sen, a model ship made by living national treasure, Fusakichi Noda, is currently displayed at the Maki Ryoko Memorial Museum.



# 日本一を支えた豊かな大地と海がありよ。

It's always had the rich soil and ocean capable of supporting its inhabitants.



### Hoshitoge terraced rice paddies

Terraced rice paddies were made by our ancestors who first cultivated in the mountains. A sea of clouds appears on mornings when there is a big temperature gap between day and night.

In winter we have heavy snowfall over 3 meters high. The snow-melt water flows into the Shinano River, the longest river in Japan, which helps to make the Echigo plains one of the largest rice producing locations. From the Japan Sea, we are blessed with

abundant seafood, and on the plains and mountains there are many fruits and vegetables. What was once a wealthy place with the largest population in Japan continues to thrive today.



**Sasagawa Nagare**  
Niigata's long coastline creates a variety of scenes to behold.

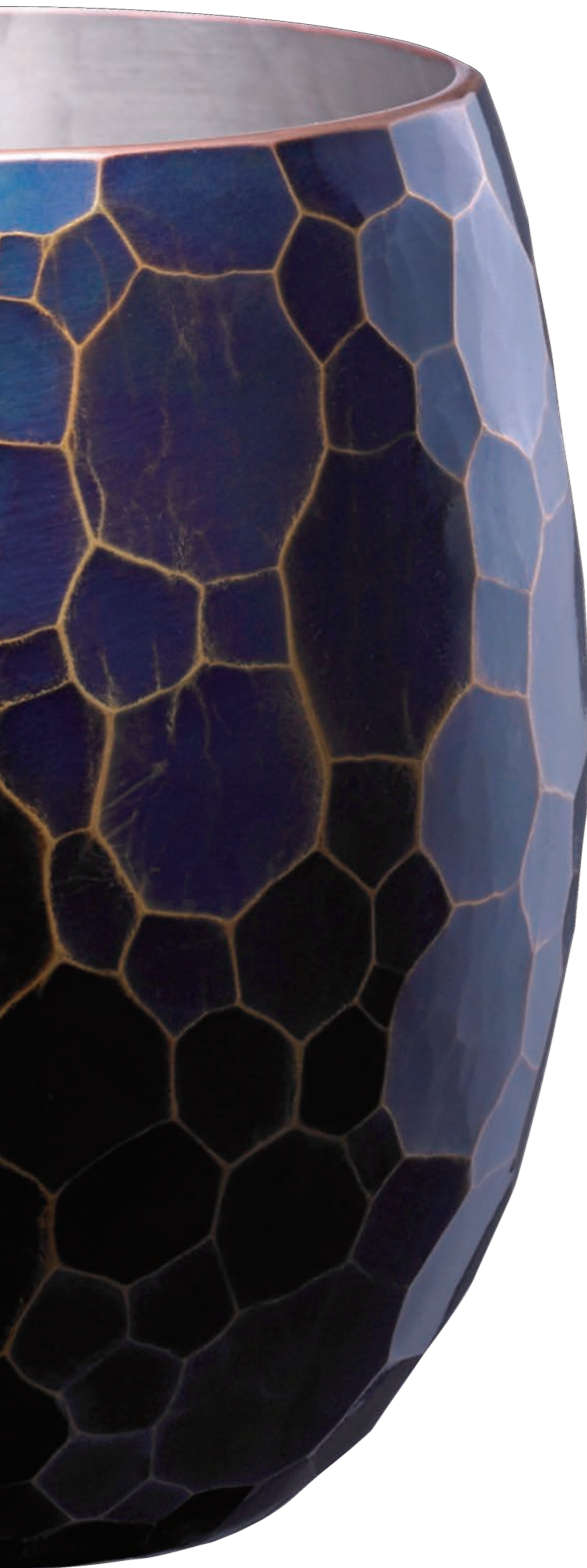


**Niigata is also active in fishery**  
Facing the Sea of Japan, Niigata also has a prosperous fishing industry. River water from many large rivers which is rich in nutrients pours into the Japan Sea, creating a perfect environment for fishing.



### Niigata is a culinary treasure trove.

Blessed with the sea, mountains and plains, Niigata is a culinary treasure trove. Agriculture and fisheries, which are essential for any Japanese kitchen, thrive in Niigata.



| A Forgotten Japan | Excellence

人やモノが  
集まり、卓越  
した技術が  
生まれました。  
With the cumulation  
of people and things,  
outstanding  
workmanship was  
produced.



**Tsuikidouki, Hammered copperware**

Tsubame is known as a world leading place for the manufacturing of metal wares. It has its roots in the production of Japanese nails. The traditions still remain as Tsuikidouki, or hammered copperware, in which a craftsman molds the form of different items by hammering on a sheet of copper.



**Sanjo Kaji Blacksmith Dojo**

Sanjo City has developed with blacksmithing, the origin of metal ware processing in Japan, as its primary, basic industry. At Sanjo Blacksmith Dojo, guests can try a number of hands-on blacksmithing experiences, all under the instruction of current professional blacksmiths.



**Echigo-woven textiles (Echigo Joufu)**

These top quality textiles are symbols of Japan, and are also registered as a UNESCO intangible cultural heritage.

Kitamaebune ships carried not only goods and supplies but also people and their technology, which enabled the birth of new industries such as metal-working and textiles in the area. These traditions and technology are still alive today, in authentic manufacturing through the outstanding skills of craftsmen.



**A major producer of kimono**

Made suitable for "Snow Country" s' climate, these textiles and their production are one of Niigata' s major iconic industries.



**Japanese Cuisine:  
Nabejaya** (Niigata City)

An iconic, classical Japanese kitchen that carries on the traditional flavors, techniques, and style of Minatomachi and Niigata. In the evenings, be entertained with traditional musical performances by Furumachi Geisha as you enjoy some sake.

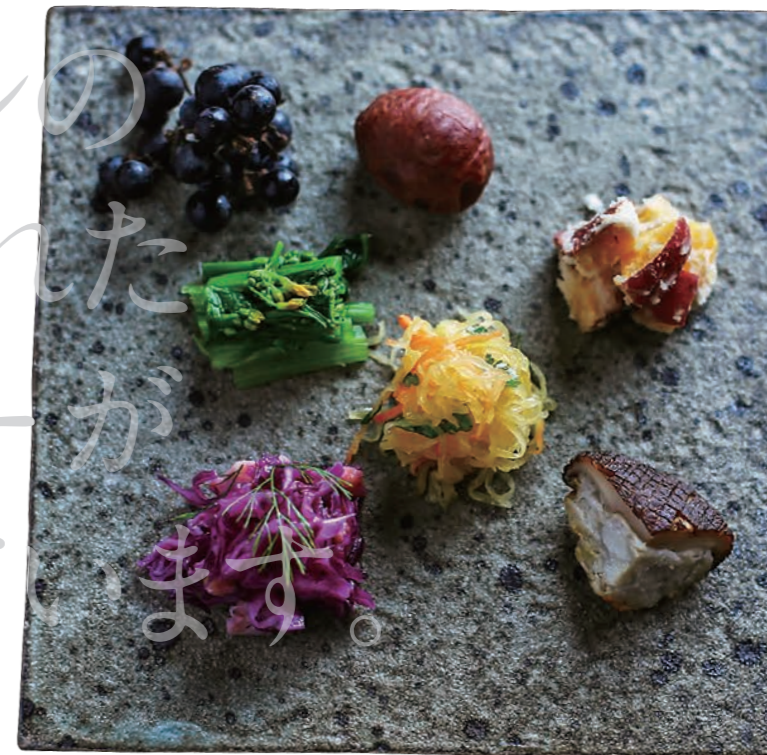
| A Forgotten Japan | Gastronomy

タイムカプセルの  
ように保存された  
ガストロノミーが  
注目を集めています。

An amazing  
food culture still in  
use almost as if  
preserved in  
a time capsule.

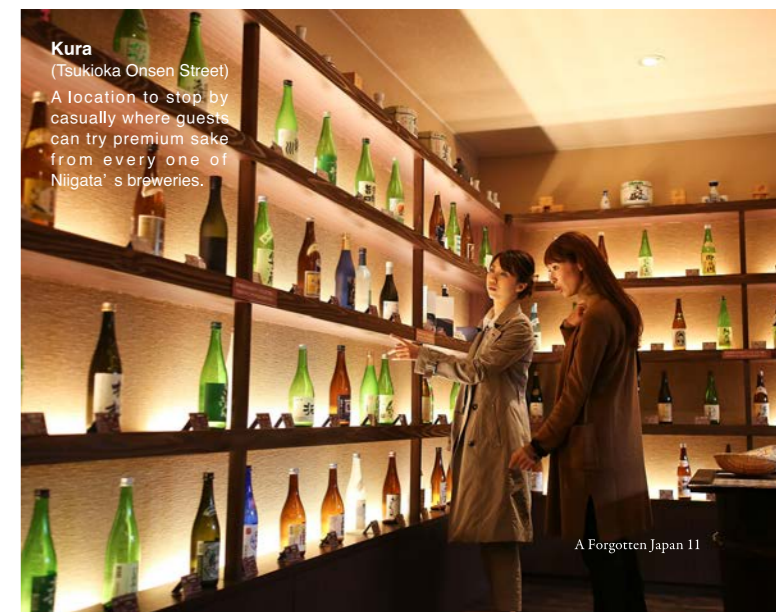


**Brothers' Sushi (Kyodai Sushi)** (Niigata City)  
Particular in their use of local ingredients, only superior techniques are used in handling the fruits of the sea at this sushi restaurant.



**Satoyama Jujo** (Minamiuonuma City)  
A traditional hot spring inn where guests can enjoy flavors unique to Uonuma. The inn's themes are "feel the blessings of the earth" and "taste the power of each ingredient."

Niigata is a treasure trove of delicious cuisine. Dishes made using fresh ingredients leave travelers captive to their delights. Additionally, young chefs quest for the newest recipes made with ingredients from Niigata. With a topography and climate ideal for sake brewing, Niigata is also home to the largest number of breweries in Japan.



**Kura**  
(Tsukioka Onsen Street)  
A location to stop by casually where guests can try premium sake from every one of Niigata's breweries.

*Not to be missed!*  
Art



02



03



04 - 05



01

The resonance of Jomon era pottery from 5000 years ago and modern day art.

Modern art and ancient art from when the Jomon culture flourished in Niigata 8,000 years ago coexist in one location. On one hand, the Shinanogawa River basin is dotted with the remains of earthenware. On the other, you have a treasure trove of modern art from the Tsumari-Echigo Art Triennale. Here, visitors can traverse the past and present.



- National Treasure:**  
**Flame-shaped Jomon Pottery**  
(property of the Tokamachi City Museum)
- Genbi Shinkansen**  
/ The World's Fastest Museum  
[interior view] 荒神明香 (Artist)  
[outside view] © mika pinagawa, Courtesy of Tomio Koyama Gallery
- ▼ Echigo-Tsumari Art Field  
01. 草間彌生【花咲ける表布】  
02. トーマス・エラー【人、自然に再び入る】  
Photo by Osamu Nakamura  
03. 田島征三  
【鉢&田島征三 絵本と木の葉の美術館】  
Photo by Takenori Miyamoto+Hiromi Seno  
04. 堀田千森【家の記憶】  
Photo by Takenori Miyamoto+Hiromi Seno  
05. 鞍掛純一【日本大学芸術学部彫刻コース有志【脱皮する家】】  
Photo by Kazue Kawase





*Not to be missed!*  
*Snow*

**1. Powder snow (Ski Resorts)**

Skiers from all over the world gather here for the excellent quality powder snow.

**2. Kaikake Hot Springs**

Overflowing with rustic beauty, the stone outdoor baths allow guests to enjoy soaking in the bath while watching the surrounding snowy landscape.

**3. Ojirakura Straw Huts:**

**Baitoh**

The Baitoh festival is an unusual celebration held once a year. A straw hut is constructed and later burned down to pray for a bountiful harvest and good health. The highlight of the event is a spectacle of interwoven flames and snow.

**4. Thatched-roof Cottages**

A thatched roof covered in a blanket of snow creates a magical ambience.

	2
1	3
	4



世界有数の多雪が生んだ  
A different way of life brought about  
by some of the heaviest snows in the world.  
異日常の世界

Niigata is one of the snowiest regions in Japan, with 3 meters of snowfall every winter. Winter doesn't just mean skiing and snowboarding though. It also includes a variety of traditional

events and snow-related activities for people to enjoy. In the spring-time, people can also view and enjoy the sakura blossoms and snow simultaneously.







# Not to be missed! Experience

1 2  
3 4  
5

**1.Kodo**  
A Taiko drum troupe based in Sado Island.

**2.Northern Culture Museum**  
The view of the vibrant classical Japanese garden from the Great Hall is a must-see!

**3.Nagaoka Fireworks Festival**  
One of the three largest firework displays in the country.

**4.Ojiya Hot Air Balloon Festival**  
Large hot air balloons colorfully dot the pure white snow-covered fields.

**5.Fuji Rock Festival (Naeba Ski Resort)**  
Over 200 artists from around the world gather for Japan's largest outdoor music festival.  
Photo by ©宇宙大使☆スター



新潟ならではの体験は  
Your unique Niigata experience  
will be your lifelong memory  
あなたの一生の思い出になる



# Facts About Niigata

Niigata has gorgeous natural landscapes and delicious food, along with historically valuable locations and culture, as well as a number of world-class industries. It also has four richly distinct seasons. Spring, with flowers that proudly bloom all

at once; summer, with the dazzlingly beautiful sea, river, and fireworks; fall, when the rice fields come to golden fruition; and winter, which is blanketed in snow. Guests can enjoy the beautiful scenery through the four seasons.



Koshihikari rice

## Food



Echigohime strawberries



Shiobiki dried salmon

## History & Culture



Saifukuji Temple Kaisando



Sado Gold Mine



Yahiko Shrine



Ojiya Bullfighting Arena

## Festivals



Sado's Takigi Noh

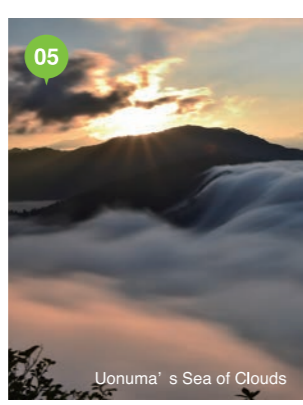


Tsubuwa Fox Bride Procession

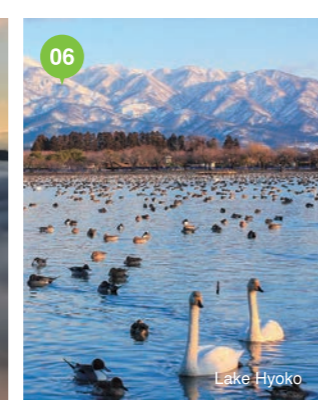


Groom Toss / Charcoal Smearing

## Nature



Uonuma's Sea of Clouds



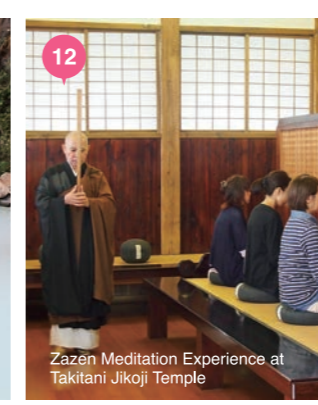
Lake Hyoko



Takahami Pond



Secluded Hot Spring: Kawara no Yu

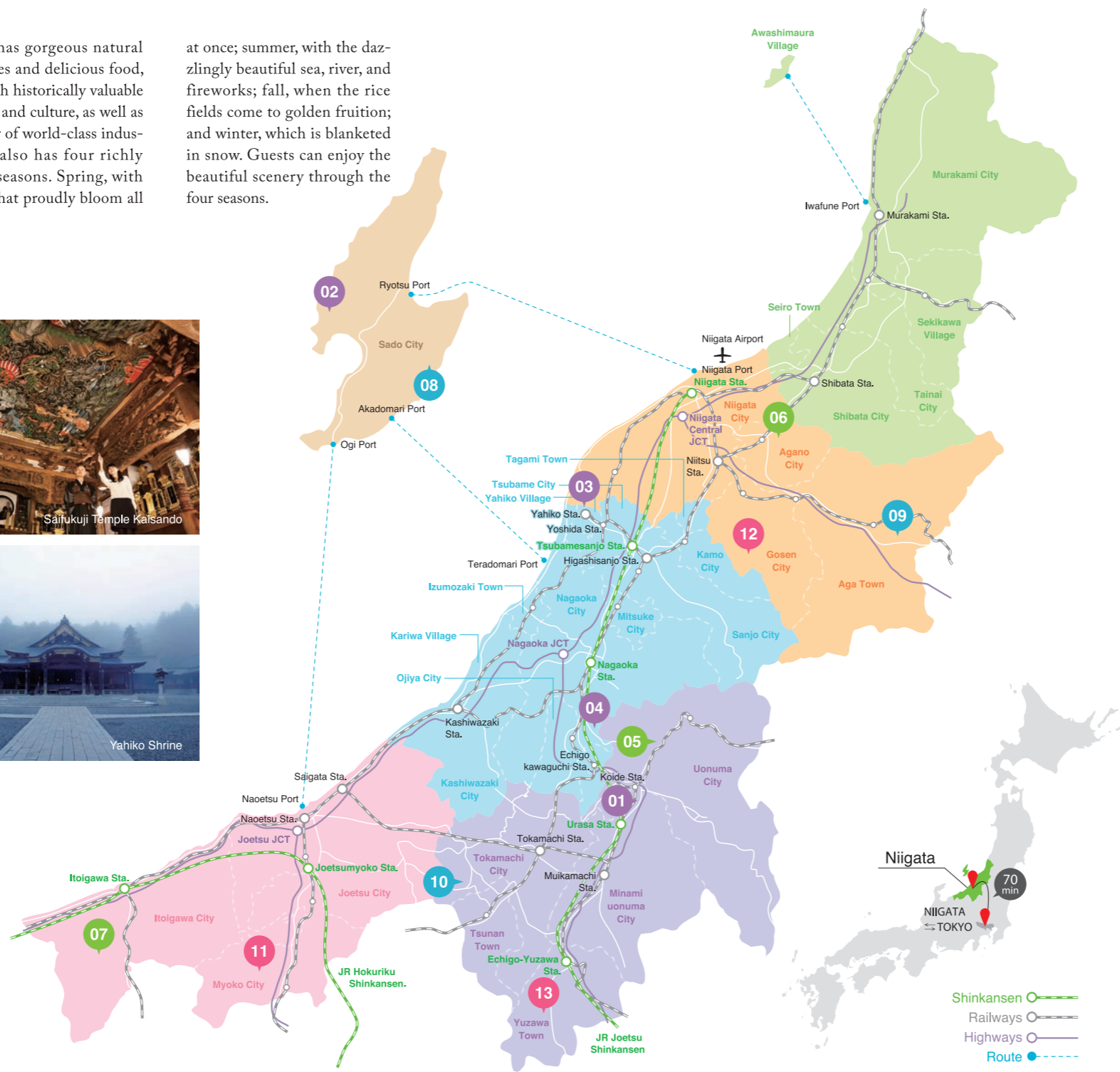


Zazen Meditation Experience at Takitani Jikoji Temple



Naeba Dragonbola

## Things to do



# Access to Niigata

## By Air

[International Flights]

- From Seoul — 2hr
- From Shanghai — 2hr35min
- From Harbin — 2hr10min
- From Taipei — 3hr10min

[Domestic Flights]

- From Narita — 1hr5min
- From Osaka — 1hr5min
- From Nagoya — 55min
- From Sapporo — 1hr10min
- From Fukuoka — 1hr35min

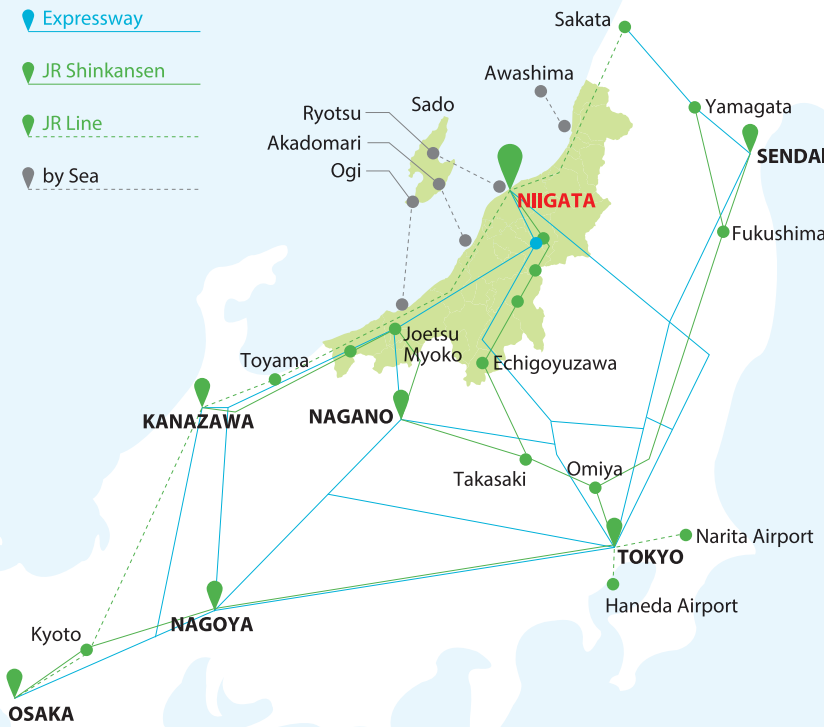
Airport limousine buses depart every 30 minutes from Niigata Station South Exit. Travel time is 30min.



International Flights

Domestic Flights

- Expressway
- JR Shinkansen
- JR Line
- by Sea



## By Shinkansen

- From Tokyo
- Niigata Station 100min
  - Echigo Yuzawa Station 70min
  - Joetsu Myoko Station 120min

| Access to Sado Island |

## By Jetfoil or Ferry

- From Niigata to Ryotsu
- 65min by jetfoil
  - 2hr30min by ferry

- From Naoetsu to Ogi
- 1hr40min by high speed ferry

- From Teradomari to Akadomari
- 65min by Fast Ferry

**Publisher**  
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◀ Enjoy Niigata  
<http://enjoy.niigata.com/en/>

うまさぎっしり  
**新潟**  
NIIGATA - KEN

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