

# Free entry + gift!

# Japanese Culture Experience Days in Nakamachi

10 min  
from the  
Station /  
Castle

## Sep 6 (Wed) & 23 (Sat) 10 AM - 4 PM at Kurassic-kan

中町日本文化体験デー ●2017年9月6日(水)・23日(土) 午前10時～午後4時 ●会場: 中町・蔵シツ館

Try out various traditional Japanese arts, crafts, and plenty of other fun activities for the whole family including calligraphy, kimono, green tea making, sake tasting, and more!

No Car Day on Sep 23 – Walk freely without traffic in Nakamachi!

23日は「ノーマイカーデー」で歩行者天国になり、ゆっくり歩けます。



Convenience store

## Cool Craft Town Nakamachi

# ACTIVITY PROGRAM

Nakamachi shop owners, bilingual tour guides, and local high school students will also be present to help with activities and interpreting. For international visitors and foreign residents in Japan

体験プログラム ※このサービスは外国人が対象です。

## 1 Origami

**FREE!**



Learn how to fold a crane, samurai helmet, kite, ninja star, and more! Origami is one of Japan's traditional forms of art. It involves folding square pieces of paper into different shapes without using cuts or glue. Often the paper is decorated with beautiful patterns and shapes, and can range from simple to very complex designs.

折り紙/鶴やかぶと、やっこさん(凧)、手裏剣...日本の文化である折り紙を教えます。

## 2 Japanese Calligraphy

**FREE!**



Calligraphy has been practiced in Japan for hundreds of years and can be considered a form of art. Learn how to write your name in Japanese and your favorite kanji character using Japanese brushes and techniques! (Activity time: 30 min)

自分の名前を日本語で書いたり、好きな漢字から選んで自分で書いたりしてください。

## 3 Tea Ceremony

**FREE!**



The tea ceremony was an important part of Japanese castle culture and high society. Experience the ceremony in person and try matcha (a special kind of green tea) made in the traditional way. You'll even get to learn how to make matcha yourself! (Activity time: 30 min)

伝統的な様式でお抹茶を振る舞います。自分でもお抹茶がたてられます。(所要時間 30分)

## 4 Fan Decorating

**FREE!**



Decorate your very own folding paper fan and keep yourself cool Japanese-style! Different kinds of patterned tape, Japanese stamps, and other things will be available for you to customize your fan just the way you like it. Once you're finished, you get to take your fan home with you. (Activity time: 30 min)

暑い時に、日本らしく粋に扇を、テープやスタンプを押しつけて、自分のオリジナルにしませんか。(所要時間 30分)

## 5 Old-fashioned Toys

**FREE!**



Try out all sorts of old-fashioned and traditional Japanese toys like the *kendama* (a kind of wooden cup-and-ball game), *koma* (spinning tops), *otedama* (a game with small beanbags), *takeuma* (stilts), and more!

こま、お手玉、竹馬、けん玉等々、古くからの日本のおもちゃで遊んでみてください。

## 9 Sake Tasting

**FREE!**

Don't miss this chance to taste Nakamachi's original brand sake!

中町オリジナル日本酒"中甲"を是非試飲してください。



Nakamachi's specially made sake, also named "Nakamachi," is brewed with the natural ground water drawn from Kurassic-kan's well and rice grown by the residents of Nakamachi themselves. "Nakamachi" is a flavorful, dry sake made at Yoikana, a nearby sake brewery, which you can only get it in Nakamachi. Buy a bottle at Nakanishiya, Senri, Nakamachi Kura Marche, or Yamahei.

**善哉 Yoikana Sake Brewery**  
PHONE 0263-32-0734

## 6 Kimono (Yukata) & Ninja Costume Rental

Choose your favorite yukata from a wide variety of designs and patterns, or go ninja style with the cool ninja costumes. Feel free to walk around Nakamachi, get a photo in front of the castle, or participate in other activities during the rental period. You could even take a ride in the rickshaw wearing your outfit!

Kimono ¥3,000 / Ninja costume ¥2,000

いろいろな柄、色をご用意しております。お好きな、浴衣、忍者スタイルをお選びください。着付けします。

\*Yukata is a light, summer kimono made from cotton. Yukata used to be a common type of attire that people traditionally wore on summer evenings after taking their baths and when going to sleep. Nowadays, yukata serve as a special kind of stylish outfit worn during summer festivals.

**We hope to see more and more people wearing traditional Japanese kimono around Matsumoto!**

**HANAKOMICHI**  
E-mail : info@hanakomichi-k.com <http://hanakomichi-k.com/eng/>

## 7 Rickshaw Rides

¥500 discount for anyone renting a kimono!

Take a fun and relaxing rickshaw ride around Nakamachi!

1. Nakamachi Street Course: 10-15 min, ¥1,300 (1-2 people)  
A short ride and guided tour to the end of Nakamachi Street and back.

2. Nakamachi Street & Metoba Riverside Tour: 20-25 min, ¥2,300 (1-2 people)  
A longer ride that takes you all the way down Nakamachi Street and the street along the Metoba River.

①中町通り内 往復のコース 1300円 (二名様まで乗車可)  
②中町通り～女鳥羽川添いに戻る 周遊のコース 2300円 (二名様まで乗車可)

\* Rickshaws were used as a form of transportation up until around 100 years ago and were a traditional form of taxi. Until 1947 in Matsumoto, there was still one rickshaw puller who would line up with the taxis in front of the station offering transportation services around the city.

Introduction from the rickshaw puller: I became a rickshaw puller six years ago when I moved to Matsumoto and got acquainted with the owner of an out-of-commission rickshaw. Ever since then, I've been giving guided rickshaw tours about the best places in Matsumoto.

**Shinshu Matsumoto Rickshaw**  
<https://www.facebook.com/matsumotojinrikisha/>

## 8 Ninja Blowgun Activity




Free for anyone renting a ninja costume!  
10 shots for ¥300

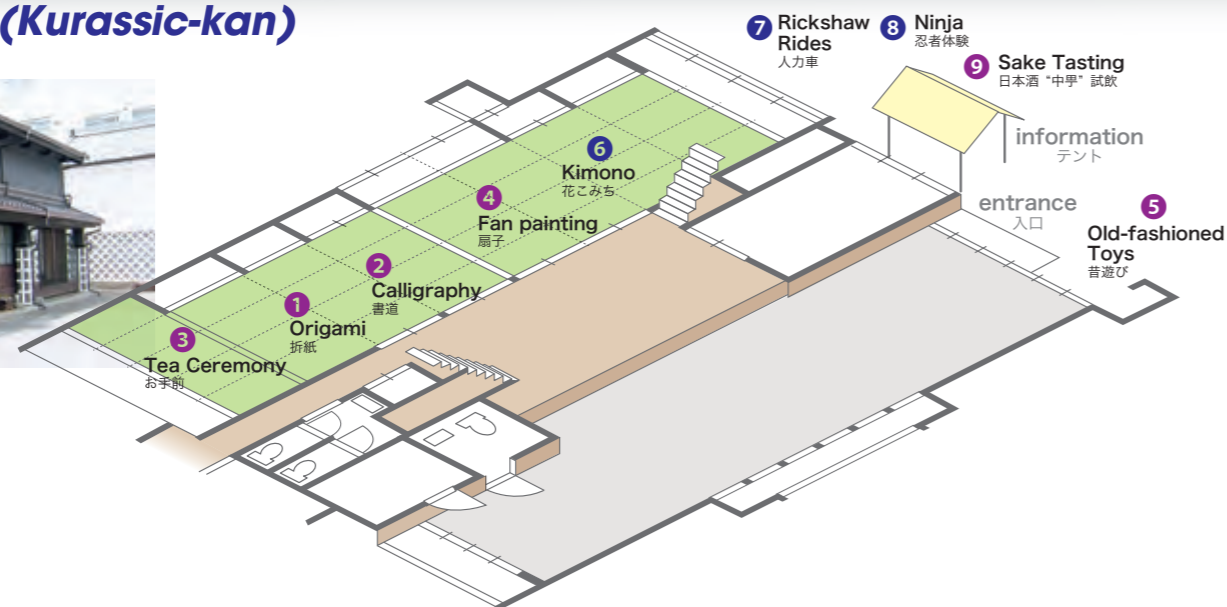
Try out your ninja skills with a blow dart gun! Did you know that there were ninjas at Matsumoto Castle? The Akutagawa ninja clan was commissioned by the lord of the castle from the 1600s. Kurozaemon, the fourth head of the clan, was exceptionally skilled in the art of ninjutsu, so there are still many ninja legends in Matsumoto that remain today.

忍者体験コーナー 吹き矢 10回 300円  
今、芥川九郎左衛門は現代の世によみがえり「吹き矢」の技で皆さんのチャレンジを待つ!

**Tourism Area Development Committee**

### Event Venue (Kurassic-kan)

中町蔵シック館 イベント会場

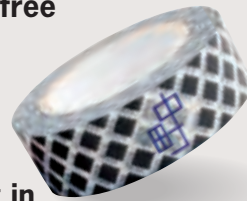


### Greeting from the Event Organizer

Hello, and we welcome you to Nakamachi! My name is Yuri and I'm the organizer of the Japanese Culture Experience Days. I hope you enjoy this event, and Nakamachi's new English guide map, shop signs, and website! There have always been a lot of tourists from abroad coming to Nakamachi but up until now, the only English resource we had was a guide map. I organized the Japanese culture event because I wanted visitors to really enjoy Nakamachi to the fullest and to help promote local business. Together with the shop owners in Nakamachi and the neighborhood association chairman, we spent a lot of time thinking about how we could communicate with international visitors and help them experience traditional Japanese culture hands-on. We hope you take this opportunity to enjoy both the Nakamachi area and different aspects of Japanese culture and art. Also, don't forget to check out the many delicious restaurants and great local shops while you're here! Enjoy!

**FREE**  
entry + gift

Fill out this survey and receive a free gift – a specially designed roll of Nakamachi “namako-kabe” patterned masking tape! Just hand in your completed survey to the main information desk in Kurassic-kan after participating in the activities to get your gift.



日本文化を体験してアンケートにお答えいただけると、中町オリジナル なまこ壁柄”マスキングテープ”をプレゼント!!  
会場内・本部インフォメーションにて、お引き換えいたします。(注:このサービスは外国人対象です。ご了承ください。)

**What are Namako-kabe walls?**

Namako-kabe is a kind of mortar-covered wall made by affixing flat tiles to a wall and covering the joints with mortar, creating an embossed, crisscross pattern. This not only served as kind of decor, but it also helped protect the buildings against fire, strong winds, and rain, so this technique was often used on storehouses. Nakamachi suffered from many fires in the past, hence the large number of buildings with namako-kabe walls. Interestingly, the word “namako,” meaning “sea slug,” was used because the cylindrical shapes of the mortared lines supposedly look like sea slugs!

**Try even more fun activities at these shops around Nakamachi, too!**

こちらの店舗でも体験メニューがあります。ぜひ体験してみてください。



**A Temariya**

Sep 6, from 10:00  
Special: Free Japanese tea for visitors to the shop

てまりや  
●実施日/9月6日 10:00~  
●体験内容/ご来店いただいたお客様に日本茶をサービス



**B Geiyukan**

Sep 6, from 13:00  
Activity: Learn to play a simple Japanese song on the shamisen, a traditional Japanese music instrument.

藝遊館  
●実施日/9月6日 13:00~  
●体験内容/日本の伝統楽器 三味線ですくらさくらを弾いてみます



**C Itoya**

Sep 6 and 23  
Activity 1: Play the konpira fune-fune game, a traditional game played at geisha banquets.  
11:00 - 12:00 (6 people)  
13:00 - 14:00 (6 people)  
Activity 2: Learn simple Japanese phrases and words (for guests eating in the restaurant) 17:30 - 22:00

いとう家  
●実施日/9月6日・23日  
①日本の伝統的なお座敷遊び(金毘羅ふねふね)  
・11:00~12:00(6名) ・13:00~14:00(6名)  
②飲食された方に簡単な日本語教えます  
・17:30~22:00



**D Ihara**

Sep 6 and 23, from 10:00  
Activity: Chopsticks and beans game - try moving as many beans as possible from one plate to another with chopsticks. Take the challenge and see how many you can get to the next plate!

伊原漆器  
●実施日/9月6日・23日 10:00~  
●体験内容/箸で豆のつかみ取りゲーム(日本の箸で豆をつかんで隣のさしに移すゲーム。いくつできるかな?挑戦しに来て!!)



**E The Scale Museum**

Sep 6 and 23, 9:00 - 18:00  
Activity: Play with scales and weights, and see how well you can measure weight, length, and volume using your senses.

松本市はかり資料館  
●実施日/9月6日・23日 9:00~18:00  
●体験内容/重さ・長さ・容量を感覚ではかる体験できるコーナーがあります。



**F Kuriya**

Sep 6 and 23, from 17:00  
Activity: Make freshly grated wasabi from real wasabi root. Keep the special wasabi grater and grated wasabi to take home! (fee required)

くりや  
●実施日/9月6日・23日 17:00~  
●体験内容/本わさびをおろして味わっていただく。使用する「鯰皮おろし」と余ったわさびはお土産に。(実費)



**G Senri**

Sep 6 and 23, from 10:00  
Activity: Japanese wine, sake, amazake (non-alcoholic), and 100% juice tasting with informative explanation

café SENRI 茜里  
●実施日/9月6日・23日 10:00~  
●体験内容/ワイン・地酒・甘酒(ノンアルコール) 100%ジュースの試飲&説明



**H Yamahei**

Sep 23, from 10:00  
Activity: Introduction to local foods, including traditional Nagano foods made with locally grown fruit, honey, and even insects!

やまへい  
●実施日/9月23日 10:00~  
●体験内容/郷土食のご案内をいたします。信州伝統の昆虫食や地物を使ったフルーツジャムやはちみつのご紹介



**I Yaguchi**

Sep 6 and 23, 9:00 - 18:00  
Activity: Try wearing geta, a traditional kind of Japanese footwear

矢口はきもの店  
●実施日/9月6日・23日 9:00~18:00  
●体験内容/日本の伝統的履物(下駄)の試し履き



**J Okinado Kura Branch**

Sep 23, 9:00 - 17:30  
Activity: Try playing the Japanese taiko drum in a traditional, 160-year old storehouse. Also check out the exhibit of wooden confection molds, design books, branding irons, and other traditional tools used in Japanese confection making.

翁堂 蔵の店  
●実施日/9月23日 9:00~17:30  
●体験内容/160年前の日本の蔵の中で和太鼓をたたけます。日本の菓子の木型、デザインブック、焼き印などの資料館もあります。蔵の2階は日本の文化があります



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