

# What's Up Aichi

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

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["What's up in Aichi – Jetro San Francisco"](#)

## Matcha Day is February 6th



What area produces the most high quality green tea in Japan? Most tea experts agree that the highest quality green tea comes from Anjo and Nishio City in southern Aichi. The region produces one-fifth of Japan's matcha, powdered green tea, and green tea is an important part of the local culture and economy.

On Matcha Day, the locals dedicate a whole day to celebrate this integral part of their hometown's identity. Visitors can enjoy cooking lessons featuring matcha dishes, visit a matcha factory and even take a matcha bath!

<http://www.city.nishio.aichi.jp/index.cfm/8.5998.92.415.html>

## New Year Celebrations

Hatsumode is the tradition of visiting a shrine or temple at the beginning of the New Year. Every year millions of people will brave the cold weather to wish for good fortune and health. Almost every temple and shrine has special celebrations for the New Year. The celebrations are more secular festivals than religious ceremonies, so it's not uncommon to see many foreigners among the crowds. Although at the larger temples be prepared for very large crowds and long waits. The following temples range in size from large (Atsuta Shrine) to small (Toyokawa Inari Shrine). Getting an Omikuji is also part of the New Year tradition. Omikuji will tell your fortune for the coming year, and the larger shrines usually have English Omikuji. Also make sure to pick up an Omamori, good luck charm, to help keep you safe throughout the year. If you are superstitious next year will be an unlucky year for men who will turn 42 and women who will turn 33, so make sure to get an omamori.

-Atsuta Shrine is one of the 3 most important shrines in Japan, near Jingu Nishi Station on the Meijo Line



-Osu Kannon Temple, near Osu Kannon Station on the Tsurumai Line



-Tsushima Shrine, near Meitetsu Tsushima Station on the Meitetsu Line



-Fukagawa Shrine, near Owari Seto Station on the Meitetsu Line



-Toyokawa Inari Shrine, near JR Toyokawa City Station



## Exploring the Manufacturing Kingdom

You may already know that Aichi has earned the nickname "Manufacturing Kingdom," for being home to automotive, aerospace, many other manufacturers. Naturally these manufacturers want to show off their history of innovation and skill, so there is an abundance of private museums.

### Toyota Automobile Museum

The museum is a car enthusiast's dream because of collection of cars from around the world that shaped the modern automotive industry. The fascinating displays will even appeal to patrons who are not car buffs. The museum has pieces from Leonardo da Vinci's conceptual design of a self-propelled cart all the way to the beginning of car culture in the 1960s.

[www.toyota.co.jp/Museum/](http://www.toyota.co.jp/Museum/)

### Toyota Exhibition Hall & Plant Tours

All of those classic cars at the Toyota Automobile Museum are sure to pique your curiosity about just how the ubiquitous machines are built. Also be sure to allow a half day to take a tour of a Toyota Assembly Plant and Exhibition Hall.

[www.toyota.co.jp/en/about\\_toyota/facility/toyota\\_kaikan](http://www.toyota.co.jp/en/about_toyota/facility/toyota_kaikan)

### Noritake Garden

The Morimura Brothers 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 the leader in Japanese porcelain goods. 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/eng/mori/](http://www.noritake.co.jp/eng/mori/)

### SCMAGLEV and Railway Park

This recently completed museum houses 39 different trains from steam engines to next generation magnetic levitation (Maglev) bullet train. Also there are many interactive exhibits that let you control of a bullet train, explore the history of Japan Rail, and walk in the largest diorama in Japan.

<http://museum.jr-central.co.jp/en/>

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