

Eat Nagoya-meshi and win!

Here are our recommended Nagoya-meshi (Nagoya foods) and *shobu-meshi* ("fighting foods" that symbolize a winning spirit).



Miso Katsu

A fried pork outlet covered in sweet-and-sour miso sauce. "Katsu" is short for the Japanese word for "cutlet." However, the verb "katsu" also means "to win." Therefore, many people eat katsu before a big game in order to psyche themselves up to win. Katsu is eaten throughout Japan, but only Aichi folks cover it in miso. We believe that adding the strong taste of the miso sauce makes our chances of winning twice as high!



Tebasaki

Fried chicken wings with a sesame-pepper glaze. This dish is so popular among locals that it's called "Nagoya soul food." Before you watch your favorite team's match, eat a lot of these flavorful wings so that your players don't "chicken out!"



Ankake Pasta: Spaghetti Covered with Chinese-Style Vegetables

You shouldn't imagine this pasta being served in Italy. This unique Nagoya dish consists of thick spaghetti noodles covered with stir-fried vegetables in a sticky sauce. If you have guts to challenge it, your team may definitely win the game!

Nagoya Cuisine (Nagoya-meshi): Dessert

Eat your Temptations Away!

Ogura toast : Sweet Bean Paste on Buttered Toast



The most popular Japanese sweet food is *anko*, a sweet bean paste made from stewed *azuki* beans. *Anko* is the base for all kinds of Japanese desserts. Nagoyans are kind of unique in Japan, because they like to spread *anko* on toast. The salty taste and crispy texture of the buttered toast and the sweet taste of the bean paste is an amazing combination! In Japan "black" or a "black mark" symbolizes a loss. So, if you put the black *anko* between two slices of toast and "hide it" in your belly, a winner's luck will come to you!



The food culture of Aichi is unique in Japan. It even has its own name: *Nagoya-meshi*. The bold taste of Aichi dishes comes from the distinctive qualities of the regional *miso* (soybean paste), soy sauce, and *mirin* (sweet sake), making it stronger and more filling than in other regions. Don't miss out on *Nagoya-meshi*!



This brochure was planned, researched, designed, and written entirely by students at Aichi Prefectural University's Multilingual Learning Center (iCoToBa). We want people coming from abroad to enjoy not only watching sports but also the whole of Toyota and Aichi.



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Aichi Now



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ツーリズムとよた



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Aichi • Toyota

OMOTENASHI

Booklet

Wishing for Victory in the Japanese Way



必勝

Before important competitions, Japanese athletes and fans alike visit Shinto shrines and Buddhist temples to pray for victory. Visit the famous "victory prayer" spots, and get a taste of Japanese tradition.



Yatsuya Shinmeisha Shrine (Obu)

A Shrine which Gives the Power of a Gold Medalist!

Yatsuya Shinmeisha Shrine, located in Obu City in the south of Aichi, is also known as the "Gold Medal Shrine." Hundreds of *ema* (wooden tablets with prayers on them) hang in front of the shrine, many of them written by athletes who went on to win gold medals in their competitions. Praying at this shrine gives people great courage. Local shops also sell these *ema* and the shrine's good-luck charms. A prayer here is said to contribute to your team's victory!



Japanese Only

Address/
2-11-1, Kyowa-cho,
Obu-shi, Aichi
Access/
3 minutes walk from
JR Tokaido-line
Kyowa Station

Myofuku-ji Temple (Hekinan)

This temple is one of three major temples across Japan built to worship the deity Bishamonten.

Throughout Japanese history, Bishamonten was worshipped by samurai as the god of war. Myofuku-ji Temple is located in the tranquil south of Aichi, a rural area by the sea. The temple has a mysterious atmosphere, with huge lanterns hanging in the Bishamon hall. You can eat Buddhist cuisine in the temple. In addition to the temple, the city of Hekinan has many attractive spots, including a contemporary art museum, featuring modern architecture as well.

Address/
2-61, Shiki-machi, Hekinan-shi, Aichi
Access/
10 minutes walk from Meitetsu Mikawa-line Hekinan Station



Koromo Shrine (Toyota)

The place where Toyotans pray for victory!

If your beliefs permit, you can stop by to ask the local god for your team's victory. Koromo Shrine is on the way from Toyota Station to the stadium. It takes about 10 minutes to get there. From the precincts of the temple, you can get a grand view of this city hosting the Rugby World Cup, including the energetic stadium! The view is sure to raise your spirits before the game!



足腰

A shrine to pray for athletes' health!



Asuke Hachimangu (Toyota)

A visit to the Asuke Hachimangu shrine allows you to conveniently get a taste of Japanese culture in Toyota. Because the name of this place contains the characters *ashi* (legs) and *suke* (help), it has been famous since olden days as a shrine where people can pray for healthy legs and lower backs. The shrine grounds feature a legendary stone said to cure leg injuries. The shrine also sells good-luck charms (*omamori*) that are believed to protect an athlete's health!



Japanese Only

Address/
12 Miyanoato, Asuke-cho,
Toyota-shi, Aichi
Access/
Take the Meitetsu Bus from
Meitetsu Higashi Okazaki Station
and get off at Korankei stop.

Hakusangu Ashinazuchi (Nisshin)

A place for scenic photos!

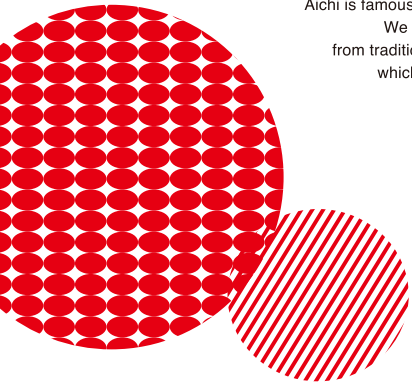
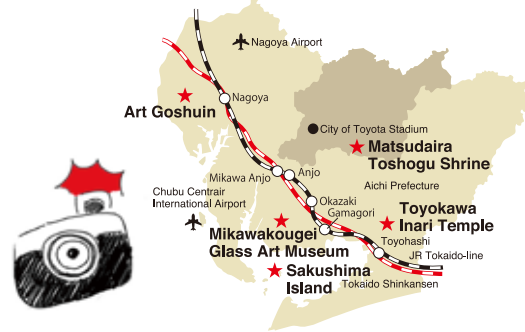
This shrine also has been beloved by locals for centuries as a place to wish for healthy legs and lower backs. The shrine buildings are extremely eye-catching, and make for excellent photos. This shrine also contains a legendary stone for healing injuries. It also sells *hissho-ema*: wooden prayer tablets that pray for "definite victory." It is a place to wish for your own health, and the health of your favorite players.

Address/
519 Miyashita, Hongo-cho, Nisshin-shi, Aichi
Access/
15-minute taxi ride from Hoshigaoka subway Station,
5-minute taxi ride from Meitetsu Toyota-line Nisshin Station



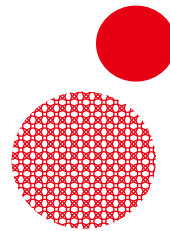
Discover Art in Aichi!

Aichi is famous for industry but you can also find beautiful art here too!
We will introduce you to many kinds of Aichi art,
from traditional artworks full of Japanese beauty to modern art
which innovatively fuses with the beauty of nature!



Sakushima Island (Nishio)

An Enchanting "Isle of Art" just off the coast of Aichi!
Sakushima Island, located in the calm Mikawa Bay, is dotted with unique works of art that come in many shapes, sizes, and concepts. The photos you can take with these artworks are an Instagrammer's dream! Surrounded by rich nature, you can truly relax here. The fresh seafood cuisine of Sakushima is very delicious, so please try it!



Mikawakougei Glass Art Museum (Nishio)

Distinctive Glass Art Born from the Desire to Make People Happy

This is a museum which houses the world's biggest kaleidoscope, as certified by the Guinness Book of World Records. The many wonderful artworks here allow you to dive into the colorful world of kaleidoscopes in a multisensory experience. We also recommend that you try some of the workshops where you can make your own glass art.



Art Goshuin (Tsushima)

A Special Temple for Stamp Art!

A *goshuin* is a piece of Buddhist art made with stamps and ink, which is given to visitors at temples and shrines. Collecting *goshuin* from different temples is a popular hobby in Japan. At the Go'ozan Kannon-ji of Tsushima, we can get *goshuin* which are drawn by a vice-priest who used to be a manga artist's assistant. This place features stamps which aren't available anywhere else. Come and get one!



Address/
6-43-1 Tenno-Dori Tsushima-shi, Aichi
Access/
Go out the west exit of Meitetsu Tsushima Station and go straight. Then, go past the first traffic light and turn left after two blocks.

Matsudaira Toshogu Shrine (Toyota)

**A Craftsperson's Shining Skill:
A Shrine Colored with 108 Flowers**

This shrine enshrines the famous leader Tokugawa Ieyasu and Matsudaira Chikauji, the founder of the influential Matsudaira clan. The ceiling art of the main hall features 108 paintings of plants, each set in its own frame. The structure seems to expand forever. Here, you can experience the solemn atmosphere of an old Japanese shrine, but with innovative modern design.



Toyokawa Inari Temple (Toyokawa)

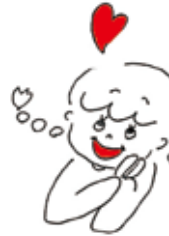
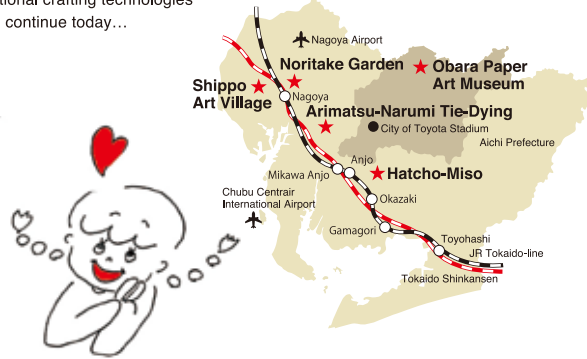
Over 800 Fox Statues: The Wish Granting God Inari

Toyokawa Inari Temple, which enshrines Inari, the god of prosperity and business, is famous as a "power spot" (a place which gives off spiritual energy) thanks to its many fox idols which can be found in one area of the temple grounds. Believe it or not, the total number of fox statues is more than 800! After enjoying this mystic space, you should try the Toyokawa specialty *inari-zushi*: sweet rice wrapped in fried tofu. Its deliciousness may also increase your luck!



Enjoy the Wonder of Traditional Craftsmanship

Aichi's traditional crafting technologies still continue today...



Noritake Garden in Nagoya

Anyone who knows about chinaware knows the worlds-famous ceramics maker Noritake

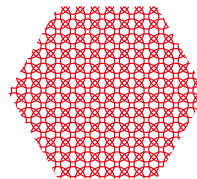
Noritake's porcelain creates strong and smooth tableware because it contains the cattle ashes. When you visit Noritake Garden, you can learn about the process of porcelain manufacturing and experience the skill of Noritake. You can make your own plate in a workshop, and paint it with colors you mix by yourself. It's so much fun, you won't want to stop!



Obara Paper Art Museum "Washi no Furusato (Paper Village)" in Toyota

Enter the surprising world of Japanese paper!

Here you can learn about *washi*, or Japanese traditionally-made paper. The variety and creativity of *washi* art is sure to amaze you. You will wonder: "how can these things be made of paper?!" In addition to seeing the gallery, you can join a workshop and create your own beautiful *washi* art!



Arimatsu-Narumi Tie-Dyeing in Nagoya

Search for your favorite tie-dye pattern in a historic neighborhood! Arimatsu-Narumi tie-dyeing technology was born in the Edo Period (1603~1868), and the craft is still practiced in contemporary Arimatsu, now a neighborhood in the south of Nagoya. Many ateliers here offer workshops where visitors can try tying the cloth in the traditional way. Some places also allow you to dye the tied cloth as well; you will want to check before you join a workshop. Certainly, the traditional designs are very nice; however, these days young designers are creating modern and cool artworks using the Arimatsu method. These souvenirs are sure to make your family and friends happy!



Shippo Art Village in Ama City

Make your own uniquely patterned "jewel!"

The ancient enamel technique known as *shippo-yaki* (called *cloisonné* in Western art) is made by mixing a colorful glaze and sheets of copper. The glaze and copper change to look like jewels after being fired in a kiln. At the workshop in Shippo Art Village, you can make your own unique *shippo-yaki* chopstick rest or keychain and bring it home with you on the same day. It will make a great gift!



Hatcho-Miso

If you come to Aichi, you should give this a try! (*Aichi ni kitara, kore taberin!*)

Hatcho-miso is a traditional seasoning of Aichi. It's a type of miso (soybean paste) that has a rich-tasting and distinctive flavor because the aging period is longer than other types of miso. In the old days people believed it helped hair grow! These days it is known to improve health and reduce the chance of lifestyle-related diseases. It is also used as diet food.

