

Discover Pop Culture in Nagoya

発見！名古屋のポップ・カルチャー

**A Project of the iCoToBa Multilingual Learning Center
at Aichi Prefectural University
in Collaboration with
the WCS Omotenashi Student Executive Committee**

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About This Pamphlet

By Brett Hack (Course Instructor)

Hello and welcome to Japan!

This pamphlet was made especially for the international participants of the 2019 World Cosplay Summit by students at Aichi Prefectural University, which is located just east of Nagoya, as part of our Project-Based Learning English course.

The WCS Omotenashi Student Executive Committee will be working hard to make sure you are taken care of while you're here. To help them out, our class has made this pamphlet, which contains information about a variety of fun things to see and do in Nagoya.

You will probably have a busy schedule with the Summit, but we hope that you'll also have a little time to explore Nagoya as well. Though Nagoya is not as famous as other major cities in Japan, we think you'll find that it has a lot to offer in terms of popular culture.

The spots in this pamphlet were chosen to fit WCS visitors' needs. They are all close to Sakae and are easily accessible by the subway. Each of them can be fully enjoyed in just a couple of hours, so they won't take up much of your time.

We've also tried to choose places and activities that aren't featured in major English guidebooks, and which we think will be especially interesting for fans of anime, manga, and other aspects of Japanese popular culture.

We wish you all the best of luck at the World Cosplay Summit, and hope you have a great time while you're here!

Messages from Project Members

“Welcome to Nagoya! There are a lot of good places, so please enjoy your stay.”

- Momoha (Freshman, Chinese Studies)

“Welcome to Nagoya! You’ll surely make wonderful memories here!”

- Sekai, (Freshman, Chinese Studies)

“Welcome to Nagoya! I hope you feel at home during your stay.”

- Saho, (Freshman, Chinese Studies)

“Please enjoy your stay in Nagoya! Good luck!”

- Ami, (Senior, Spanish and Latin American Studies)

“I’ll be glad if you take an interest in the transition of an old time to a new time through this opportunity.”

- Nanami (Junior, Japanese History and Culture)

“We wrote about things not known to other tourists, just for you. Hope you enjoy these places and see you around!”

- Rina, (Freshman, German Studies)

“We’ve suggested a plan that helps you learn more about Nagoya. I hope you enjoy your stay and feel close to this city!”

- Yukiko, (Junior, French Studies)

“Have a good time!!”

- Koko (Freshman, International and Cultural Studies)

“I hope you enjoy *tabe-aruki*!”

- Honoka (Freshman, International and Cultural Studies)

“Good luck and have fun!”

- Miki (Freshman, International and Cultural Studies)

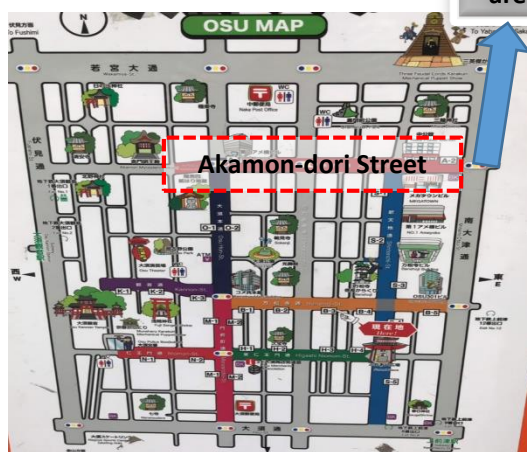
Osu Anime-Manga Walk 1

Akamon-Dori Street

Osu is one of the most popular places in Nagoya, with a lot of enjoyable things for everyone. Anime and manga fans can have a fun walk in Osu with the information on these pages!

In these articles we will introduce Akamon-dori Street and Shintenchi-dori Street in Osu. Most of the anime-related shops are on or around these two streets. We'll introduce some famous spots, but there are many others you can explore yourself! This article will cover Akamon-dori Street, shown here.

Your hotel and
Oasis 21
are this way!



Address:

[3 Chome-11-34 Osu, Naka Ward, Nagoya](#)

On the second floor are merchandise corners featuring many anime goods, including key rings, towels, and clear plastic folders. Also, there are T-shirts with popular anime characters on them. You can wear them as casual clothes. Of course, it's possible to buy anime goods on the internet, but it is very enjoyable to choose them in a real shop.

Manga/Anime Goods: Gee Store

If you want to go to anime specialty shops, this is a good one. The first floor specializes in manga and has all the famous ones. You'll surely be able to find the Japanese version of your favorite manga here! In addition, many manga titles don't get published outside of Japan, so here you'll find a lot of manga which you have never seen before.



Osu Anime-Manga Walk 1

Akamon-Dori Street



Dagashi Candies: Super Potato

In Osu, you can find not only anime shops but also many of the daily enjoyments of Japanese culture.

Do you like candies and snacks? Then you will definitely love the penny-candies called *dagashi*. These are a wide variety of little candies, doughnuts, snacks, and so on which people can buy with only a little bit of money. Buying cheap and interesting candy at the dagashi shop in your childhood is one of the most wonderful “little moments” in Japanese culture, and it makes people happy! One of the game shops on Akamon-dori sells *dagashi*, so you can try them out easily here.

Address:

[3-chōme-11-30 Ōsu, Naka-ku, Nagoya](#)

In addition to being delicious, dagashi's appearances are very funny, as are the ways of enjoying them. For example, there are candies to be “smoked” like cigarettes, jerky sheets which taste like *yakiniku* (grilled meat) or *kabayaki* (skewers), and candies which change the color of your tongue to blue or red. We're absolutely sure that people from anywhere in the world will love *dagashi*. CAUTION: Don't buy too much!!



For More Information...

<http://www.geestore.com/geenet/geestore/nagoya>

https://twitter.com/s_potato_nagoya

<https://twitter.com/gachanomori>

Osu Anime-Manga Walk 1

Akamon-Dori Street



One of the features of this shop is the nice selection of machines. We found one which dispensed plastic replicas of Japanese traditional foods. Some special machines sell goods which need to be combined with toys dispensed from other machines. One machine even sells costumes for cats and dogs !

New machines arrive and leave each week, so if you miss a deadline, you may not get your desired toy, or you have to wander from shop to shop. That's exactly what we mean when we say "a forest of capsule machines."



Forest of Capsule Toys: *Gacha-Gacha no Mori*

This store specializes in "gacha" or capsule machines. Once you enter, you may feel as if you are in a large forest. It holds up to 252 machines. You probably can't reach machines on the top row, but the shop has a stool which is free to use. We always have fun playing with capsule machines.

There are a bunch of interesting capsule toys which you can only buy from these machines. The most expensive one is 500 yen, and many are cheaper.



Address:

[3-chōme-11-26 Ōsu, Naka-ku, Nagoya](#)

This is a picture of the toys that came out from capsules when we visited. Part of the thrill is not knowing what will come out. However, you have to be careful when you are enjoying yourself at this shop. These machines are also dangerous, because the small cost of each *gacha-gacha* toy adds up quickly. Once you enter, the contents of your wallet can also get lost like in a forest. Be careful of addiction if you play with *gacha-gacha*!!

That's Akamon-dori street, but there's more in our next article!

Osu Anime-Manga Walk 2

Shintenchi-Dori Street

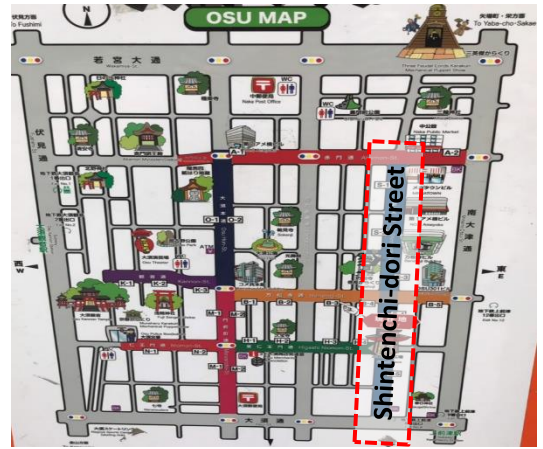
This article will covers places located on or near Shintenchi- Dori Street, which is located in the covered part of the Osu Shopping Arcade.



Address:

[3 Chome-18-21 Osu, Naka Ward, Nagoya](#)

In this shop, you can also find clerks who do cosplay. You might meet someone there! When I went a few days ago, the clerk had become a Pokémon master. He also had deep knowledge of Pokémon, and was dressed as the Satoshi who appeared in old Pokémon manga. If you have trouble finding the things you want to buy, clerks in this shop are reliable. There is a strong possibility that you'll hear some "hardcore" information related to new anime or manga, even relating to characters' costumes!



Mandarake

Just off the main street, this place is heaven for anime fans. All kinds of anime fans will be satisfied by coming here. You can get comics for both boys and girls, as well as trading cards, all kinds of games, and figures including dolls and car models. This place is famous not for new anime goods, but for its large collection of used, rare, and vintage goods. As for myself, I often go there to buy magazines published by fans. There are many kinds of these *dojinshi*, so I always do treasure hunting!



INFORMATION

https://twitter.com/mandarake_ngy

https://twitter.com/Taito_Osu



Address:

[3-chōme-20-7 Ōsu, Naka-ku, Nagoya](#)

Besides, there is a specialty booth of squeezes which are the most popular in Harajuku, Tokyo. This booth is open for a limited time.

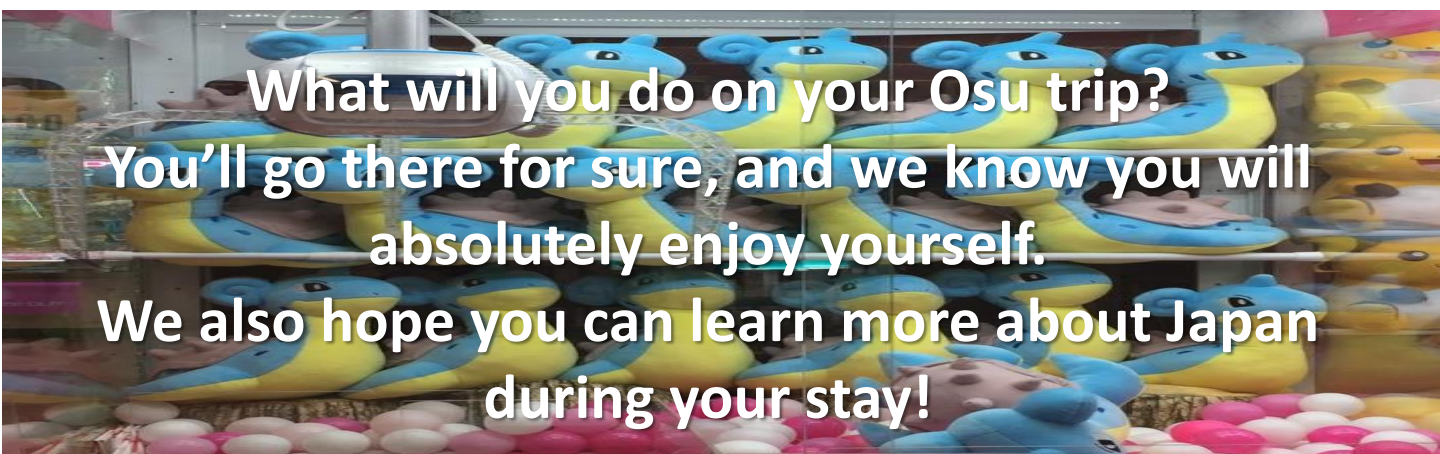
We also recommend *purikura*. *Purikura* is short for the Japanese pronunciation of “print club.” With this machine, you can take memorable photos. These days, these machines are evolving rapidly, and are taking better and better pictures. It is very popular among young people. We think a *purikura* photo would be a wonderful souvenir for all cosplayers.

Game Centers

We recommend that you go to a “game center” (video game arcade) in Osu, which is not only the center of Japanese pop culture in Nagoya but home of its biggest game center. There are as many as 540 game machines. At this spot, you can play many kinds of games. There are not only crane games and video games but also rhythm games, medal games and many more.



This is a picture of the famous game based on *wadaiko*, a kind of Japanese drum. You can play along to game songs, anime songs, and more for only 200 yen. Up to two people can play at one time. When we tried for a perfect rhythm, we got so into drumming that we broke a sweat. Why don't you try it and aim for a high score?



What will you do on your Osu trip?
You'll go there for sure, and we know you will absolutely enjoy yourself.
We also hope you can learn more about Japan during your stay!



Tabearuki: Enjoy Eating and Walking in Osu!

Osu's famous temple area has many quick and easy places to eat.
Our article will take you on a walk to some local favorites!



Young people in Japan love going to Osu's famous shopping arcade. We are going to introduce the way many of us like to enjoy our time there....*tabearuki*! "*Tabearuki*" means "eating and walking." We walk through a fun area and order small foods which we can eat while walking. When you walk through Osu, there are many food and clothes shops, and the smell of delicious food is everywhere. Osu is great for *tabearuki*, so we will recommend a course which you can enjoy during your WCS trip!

While walking and talking, we can see a lot of traditional Japanese things. For example, there is a very big beckoning cat (*manekineko*), as well as some temples and *omikuji* spots. *Omikuji* is a kind of traditional Japanese fortune-telling. The very big beckoning cat is a good spot to take pictures. Young people like to take a picture here and upload the picture to Instagram. There are a lot of delicious-looking food signboards too. Because of that, we always wonder which food to choose.



Here is our first stop, a *karaage* shop. *Karaage* means Japanese-style fried chicken. This one, Maruyoshi, is a very popular *karaage* shop. It sells *karaage* in a cup for 500 yen. One cup has a lot of chicken pieces in it, so you can buy one cup and share it. There are many sorts of *karaage*, including strange flavors: for instance, *karaage* with chocolate sauce. There are a lot of strange foods like in Osu, and they are popular among young people.



Eating *karaage* warms the body up, so you'll want to eat something cold next. How about to eat ice cream? On our way, we can find "ice *monaka*." "Ice *monaka*" is ice cream inside a crispy cracker. This food is very nice to walk and eat with because it is small and the *monaka* cracker makes it easy to hold. It is also cheap, so a lot of young people who don't have much money like it very much.

While we wait for the shop staff to cook our *karaage*, it is a good time to have a look around. There are many outdoor machines selling *gacha-gacha* – small toys inside capsules. There are many *gacha-gacha* featuring anime-related toys. You can quickly buy a *gacha-gacha* toy for about 300 yen, so this might be a good time to get one while waiting for the *karaage*. The sound and smell of the deep-frying *karaage* will really work up your appetite! When it's complete, let's go to the next place while eating the hot and juicy chicken. *Karaage* is bite size, so it is easy for you to eat and walk!



We are full! For now, let's keep just walking. After we walk for a while, we arrive at the Osu Kannon temple. You might be surprised at the number of pigeons gathering around the temple. If you want to, you can buy special food for them, and let them have their own *tabe-aruki* too! At Osu Kannon, you can get a "Goshuin:" a stamp made for visitors to a shrine or temple. Some Japanese people like to collect them. You can get an original Osu-made *goshuin* here.

Shop Information

Karaage

から揚げ専門店まる芳

[3-chōme 20-14 Ōsu, Naka-ku, Nagoya](#)

Goheimochi

大須ごへいもち店

[2-chōme 12-12 Ōsu, Naka-ku, Nagoya](#)

Ice Monaka

鳴門鯛焼本舗

[3-chōme 43-4 Ōsu, Naka-ku, Nagoya](#)

Kinako Dango

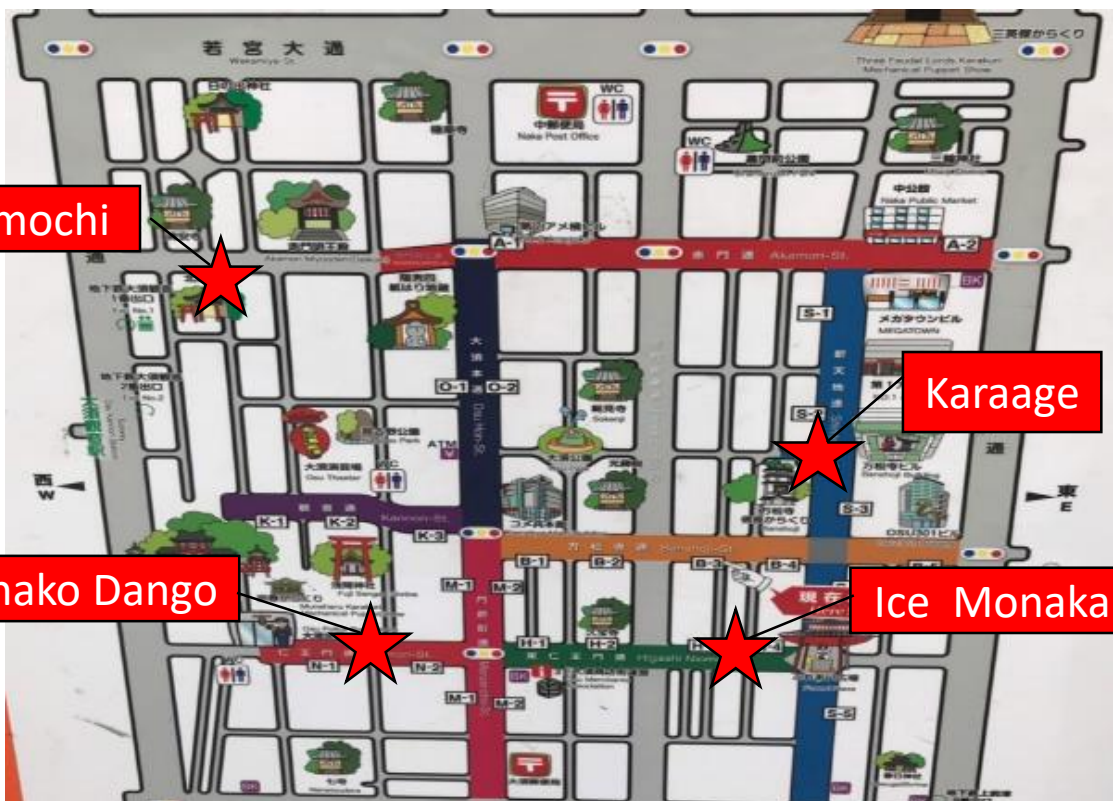
新雀本店

[2-chōme 30-12 Ōsu, Naka-ku, Nagoya](#)



After visiting Osu Kannon, you'll probably be hungry again. This is the time to try the traditional Japanese food – *goheimochi*! It is made of soft rice, so it make us full. In addition, it is a “food on stick” so we can eat it easily. The traditional sauce is miso-based. If you would rather eat something sweet, we recommend *kinako dango* – rice dumplings covered in sugary soy powder. It's also cheap, and just 5 minutes from the temple.

Finally, we recommend that you buy a funny t-shirt for one of your souvenirs. In Osu a lot of t-shirts are sold. This picture shows one of them. On it, “Nagoya” is written in kanji (Japanese characters). Kanji t-shirts tend to be popular among foreign tourists looking for gifts for family and friends back home. Or you can buy it for yourself, and recall your enjoyable memories when you wear it. Don't you think that it is a nice souvenir? They are also very cheap. Don't miss out!

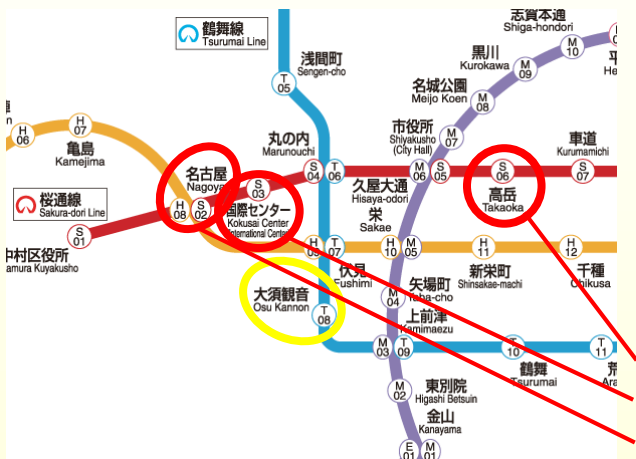


This is our recommended route. However, there are a lot of other great food shops in Osu. We want you to enjoy your own *tabe-aruki*, and try the foods that interest you. Have a great trip!



Nagoya: Surpassing Time and Place

Nagoya may give you the image of a standard urban landscape. But if you get out from Osu and Sakae, there are all kinds of places where you can feel both old and modern atmosphere and learn about Nagoya's relationship with the world. We've chosen spots which are located along the Sakura-dori subway line, so you can tour them easily.



Recommended Course

The three spots are located near each other. If you want to visit all of them in one day, we recommend that you go to Bunka no michi first, then Endoji Shopping Arcade, and finally Sky Promenade. You can get to all of them on the subway's Sakura-dori line (the red line.) It's better to buy "donichi eco ticket," which is an all-day pass for subway and city buses.

Bunka no Michi: 10 min. from Takaoka sta.

Endoji Shopping Arcade: 5 min. from Kokusai Center sta.

Sky Promenade: 1 min. from Nagoya sta.

(on foot)

Cultural Path (Bunka no Michi)

This section will introduce buildings on the Cultural Path, or "Bunka no Michi." It's a neighborhood located between Nagoya Castle and the Tokugawa Museum, with many historical heritage sites. This building is the Former Toyoda Sasuke Residence. He was the brother of the so-called "king of inventors" Toyoda Sakichi, who founded the TOYOTA group. His house is the only Toyoda residence remaining. The house adopts a Western-style wooden design. The lights on the first floor are shaped like lotus buds, and the air vents incorporate the word "Toyoda" into a crane motif.



Address:

[8 Chikara-machi 3-chome, Higashi-ku, Nagoya, Aichi](#)

This building is the "Futabakan." It's the former residence of Kawakami Sadayakko (1871 - 1946). She was called "Madame Sadayakko" and is considered the first modern actress in Japan. Sadayakko Kawakami made her first appearance as Sadayakko-the-actress in a San Francisco performance by the Kawakami theatrical troupe. She also appeared at the World Exposition in Paris and received an award from the French government. Her house blends Japanese and Western styles. The interior has electrical fittings that were breathtaking at the time. The grand parlor was bathed in light from stained glass windows.



Address:

[23 Shumoku-cho 3-chome, Higashi-ku, Nagoya](#)

This is Chikaramachi Catholic Church.
The chapel was built in 1904 by Turtan, a priest, and Inoue Shusai, who is the first man to spread Catholicism in Nagoya and Gifu Prefectures. The bell was made in France a century ago.



《How to get to the Cultural Path area》
From Takaoka Station Exit 1, walk north under the expressway until you see this church (about 10 minutes.) Then turn right, and you're there!
Click on the links to find the buildings on Google Maps.

Address:

[33 Chikara-machi 3-chome, Higashi-ku, Nagoya, Aichi](#)

Endoji Shopping Arcade



We can see this combination in the variety of restaurants they have there. For example, there is an elegant Italian bar at the entrance of the arcade. In the middle of the way, you can find Bar Dufi, a Spanish restaurant popular with *mori gaaru* or “forest girls” – young urban women whose fashion gives the image of living naturally in the forest. However, in addition to modern options, Endoji Shotengai has a traditional Okinawa noodle shop, and Kissa Matsuba, a Japanese coffee shop which looks right out of the Showa era!

About halfway between Nagoya Station and Nagoya Castle, you'll find an old shopping arcade. This is Endoji Shotengai, and it's one of Nagoya's hidden hot spots. Going in there, it feels a little different from other shopping arcades in Nagoya because it gives you the unique experience of the “golden age” of Japan's 1960s (called “Showa era”) but combined with contemporary alternative urban culture.



The origin of the arcade's name, however, is an unexpectedly calm little Buddhist temple. Endoji Shotengai has many old-school attractions, like a festival and even a small kabuki theater.

To enjoy Endoji, we recommend going with a few friends. It's likely more fun to hang out and eat as group. But of course, you can also enjoy this real atmosphere while chilling out by yourself.

Location Information for Endoji Shotengai Area

Endoji Temple

[1-chōme-11-7 Nagono, Nishi-ku, Nagoya](#)

Bar Dufi

[1-chōme-20-1 Nagono, Nishi-ku, Nagoya](#)

ARANCIA

[1-chōme-11-7 Nagono, Nishi-ku, Nagoya](#)

Kissa MATSUBA

[1-chōme-11-7 Nagono, Nishi-ku, Nagoya](#)

Sky Promenade (Midland Square Observatory)

This eye-catching high-rise contains many offices, a cinema, and many international brand shops. At the top of the skyscraper, there is an observation area called “Sky Promenade.”



Access to Sky Promenade

You'll have no trouble finding Midland Square after leaving the Sakura-dori exit of Nagoya Station. Walk across the crosswalk and enter the building, then take the E-shuttle elevator to the 42th floor. You can buy a ticket there. After that, the escalator will bring you to the upper floor and a breathtaking view.

The View

From the height of 220 meters, you'll have an almost 360-degree night view of Nagoya. You experienced old Nagoya atmosphere in the daytime; now the new and modern scenery will surround you.

Forget the bustle of the city and feel relaxed, remembering the memories of your stay. The shining view will stay with you for a long time.



Why Here?

Oasis 21 or Nagoya TV Tower are also famous as night-view spots, but around Nagoya Station you can enjoy the city scenery from a much better angle. Here, you'll see how big Nagoya is!



(URL: <https://www.midland-square.com/sky-promenade/>)

Thank you for reading this article! We hope this helps you enjoy your stay and learn more about Nagoya!



Animal Cafés: What You Need to Know

Relax in quirky cafes

What is an animal café?

"Animal café" is a popular café style originating in Japan. As the name implies, there are animals in cafés and you can spend time with them. You can not only enjoy your coffee or meal, but also watch, touch and feed the lovely animals while you are there. You'll be busy while you're here in Japan to join the cosplay summit, and also you must be tired from making your own costumes for this festival. So, we chose this topic for you to relax and enjoy a unique experience with animals in Japan!



General rules

If you have your own pets, you probably already know how to treat them. Generally, you must not do anything that makes animals stressed, scared or angry. You should touch them carefully and kindly. You cannot feed them foods brought from home, or what you're eating in the café. You have to ask the shop staff what you can feed them. You cannot take pictures with flash, which surprises animals and even has the potential to blind them. If it's not with flash, then photos are usually no problem. Also, it's up to each shop, but usually you have to order at least one drink. There are more rules depending the type of animal and café, so you should ask when you enter.

What kind of people go?

These cafes are popular not only among Japanese, but also international visitors. The number of tourists is increasing nowadays and to correspond to this situation, some of the cafes have English menus and generally the staff can help you in English. So, no worries! You'll fit in just as well as Japanese animal lovers. Moreover, if you're interested in "kawaii" culture in Japan, in some shops you can eat "kawaii" meals which imitate their animals. If you don't have many opportunities to come into contact with animals – from standard pets to rare and exotic ones, animal cafés can make a great memory for you.

Information about price

The pricing varies greatly depending on each shop. For example, in one of the shops it costs 200 yen for 10 minutes, not including drinks. In another shop, you can touch animals for 50 minutes for 1,500 yen with one drink. In yet another shop, the price is always the same no matter how long you stay there (it's provided for only free time). Sometimes you have to pay an additional fee to feed or hold the animals in your arms. Also, there are a few shops where you can't use credit cards, so be sure that you have Japanese money with you. You can check price information on the websites of the featured cafés below, and hopefully get heart-struck by the lovely animal pictures!

List of animal cafes in Sakae and Osu

HARRY WOOD

You can enjoy coming into contact with hedgehogs here. It is also possible to feed them or take a Polaroid at additional cost. It's a good place where you can take a breather over a cup of your favorite drink.

✓English & Korean guide

Address: [3F, 3-13-1, Sakae, Naka-ku, Nagoya, Aichi \(3rd Floor\)](#)

Website (Japanese):

<http://www.cafeharrywood.com/sakae/>



FUKURO NO IRU MORI CAFE

(ふくろうのいる森カフェ)

Since the owners raise their owls with the utmost affection, the birds all have gorgeous shiny feathers. We're sure you will feel comforted watching the owls moving freely and relaxing around the café.

Address: [4F, 3-25-41, Sakae, Naka-ku, Nagoya \(4th Floor\)](#)

Website (Japanese):

https://moricafe.org/user_data/sakae



CAT CAFE MOCHA

You can play with cats in a space which looks like a luxury lounge. You can see the cats having their meal at 11:00 and 19:00, and you can give them treats at additional cost. They have an all-you-can-drink service for a small extra fee.

Address: [2F, 3-32-6, Sakae, Naka-ku, Nagoya \(2nd Floor\)](#)

Website (English):

<http://catmocha.jp/nagoya/>



USAGI TO CAFE

(うさぎとカフェ)

They have a space for spending time with rabbits and a cafe where you can enjoy kawaii meals that have a rabbit motif. They have several breeds of rabbits and you can understand their very different characters.

✓English menu

Address: [3F, 4-1-71, Osu, Naka-ku, Nagoya \(3rd Floor\)](#)

Website(other languages):

<https://usagito-cafe.com/usagicafe/>



KAWAUSO FRIENDS

(かわうそフレンズ)

They have many kinds of animals, such as otters, hedgehogs, flying phalangers, owls and more. You can touch some of the unique animals and enjoy the different textures of each of their furs.

Address: [5F, 4-1-71, Osu, Naka-ku, Nagoya \(5th Floor\)](#)

Twitter (Japanese):

<https://twitter.com/kawausofriends>



KAWAUSO AREA

(カワウソエリア)

You can enjoy making contact with otters. It is possible to feed them or hold them at an additional cost. It's another good café to have a drink and a rest.

Address: [3-42-26, Osu, Naka-ku, Nagoya,](#)

Website (Japanese):

<https://www.kawausoarea.com/>



**How do you feel about these quirky cafes?
It's worth visiting once while you're staying in
Japan! Lovely animals will soothe you and the
memory will be great and special if you love
animals.**