

Aichi
Japan

Aichi

Road to Good Fortune

—Retrace the byways traveled by Tokugawa Iyeyasu—



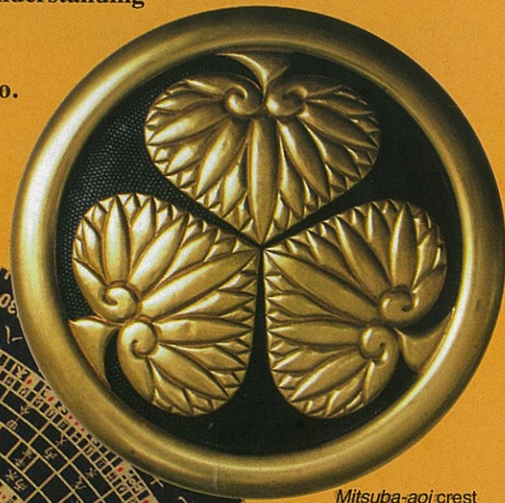
Land that gave rise to triumphant Mikawa and good fortune, the road to supreme achievement.

The landscape of the Mikawa area has many moods. Sometimes it is beautiful, delicate. But it can also be dour and stern. Often, the land is simply majestic and graceful. In this richly varied terrain, you can discover many stories. Lord Iyeyasu and his ancestors, along with his retainers, were born of this land and nurtured by it. Winning through after trials and tribulations, these sons of Mikawa gained the ultimate prize of a unified Japan.

It could well be that a profoundly mysterious energy, dwelling in the land of Mikawa, powered their dramatic journey to victory. In the ground, there is something that defies human understanding and goes beyond our imagination.

Why not come to Mikawa?

Feel for yourself what this power can do.



Mitsuba-aoi crest
Crests have long been used to mark status or membership in a family, bloodline, or locality. The *mitsuba-aoi*, a design of three mallow leaves was the Tokugawa family crest. When Lord Iyeyasu became shogun, the motif became a revered symbol of his special authority.

Feng shui compass
Feng shui is a body of knowledge built up in ancient China. Its tenets were applied to decide the best way to build a residence, erect a gravestone, or even to lay out a city. The feng shui compass is still used as a basic reckoning instrument.

Iyeyasu

Fostering the spirit of Lord Iyeyasu, the terrain of Mikawa

Born in 1542, Lord Iyeyasu was barely three years old when he was separated from his mother. At age six he was given up as a hostage. On side that lost the Battle of Okehazama, his retainers divided by the Ikko-ikki tumult, his wife Lady Tsukiyama and eldest son Nobuyasu killed... In full measure, Lord Iyeyasu experienced the extremes of life and uncertainty of the Warring States Period. Standing up to adversity, however, Lord Iyeyasu won the prize of a united Japan.

Lord Iyeyasu's principles of governance endured, an inspiration that supported generations of Tokugawa rule, a 260-year period of stable government. It is no exaggeration to say that he laid the foundations for the present-day prosperity of Japan.

Drawn on to supreme triumph: the good fortune of Lord Iyeyasu.

Although many people today are skeptical about ancient Chinese learning called feng shui, it has been used to analyze events in the life of Lord Iyeyasu. At first sight, he seems to have lived a disordered life full of twists and turns. When considered using feng shui, however, the abrupt changes in his life were movements in directions that endowed him with luck and ensured that he would be blessed with good fortune. It certainly seems possible that Lord Iyeyasu's way to triumph could have been propelled by good fortune derived from the principles of feng shui. Something must have opened the way for Lord Iyeyasu to emerge from a path of unimagined hardship, and then be drawn ever onwards along the road to triumph.

Underlying the drama of his life, there is surely a still more dramatic tale to tell.



Matsudaira clan and shifting base of operations

First-generation Matsudaira Chikauji

Third-generation Matsudaira Nobumitsu

7th gen. Matsudaira Kijoyasu 8th gen. Matsudaira Hirotda

Early Period Muromachi (late 14th century) onwards

Mid Period Muromachi (late 15th century) onwards

Late Period Muromachi (early 16th century) onwards

Matsudaira-go (Toyota)

Ansho Castle [Anjo Castle] Anjo

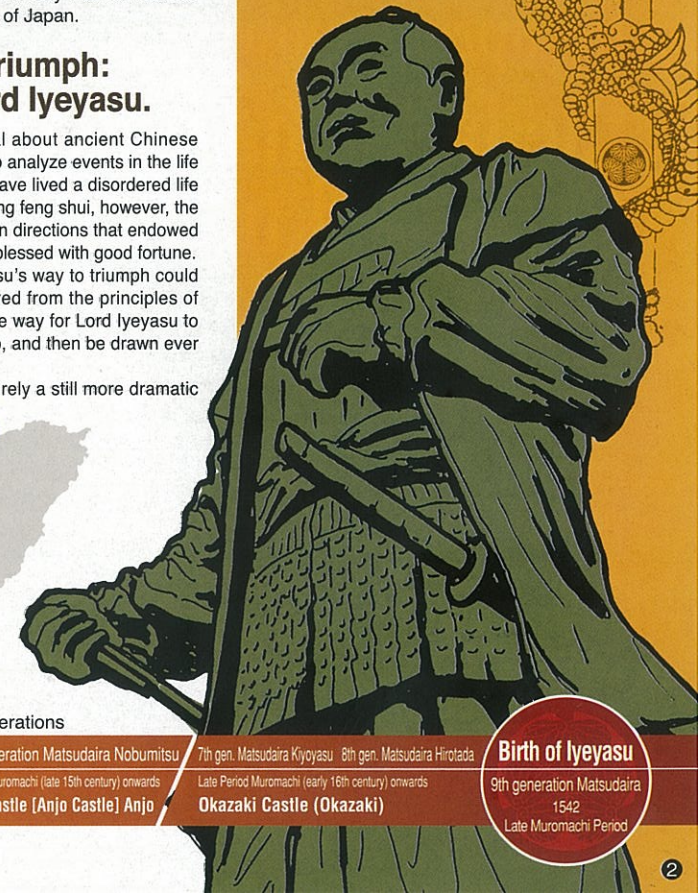
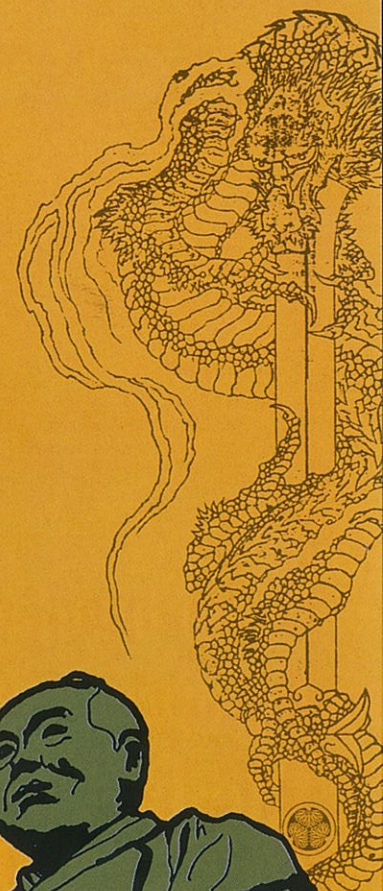
Okazaki Castle (Okazaki)

Birth of Iyeyasu

9th generation Matsudaira

1542

Late Muromachi Period



Mikawa, the land that opened a road of good fortune for triumphant Iyeyasu — Part 1.

From highland domain to supreme power: the land that gave rise to the Tokugawa.

The Tokugawa family came out of the Matsudaira clan, who rose to power in the area where Toyota City, home to Toyota Motors, now stands. From roots in a quiet highland area, hoping to bring peace to his land, clan-founder Matsudaira Chikauji Tarozaemon, 600 years ago built the foundations for lasting power. First-generation Chikauji predicted, "Within ten generations, the land will be pacified" — a dream brought to reality in the ninth-generation by Lord Iyeyasu. If you also want to rule your world, you may find that this land is still able to give you the power to realize your dreams.

Matsudaira-go

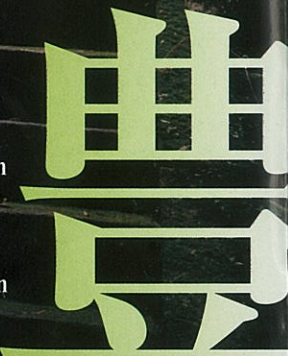
Lasting 260 years, Tokugawa rule is rooted here, the home of the eighth generation of the clan. At the many sites linked with the Matsudaira and Tokugawa families you can strongly sense a solemn atmosphere.

Location: Akabara, Matsudaira-cho, Toyota.

Contact: Toyota City Tourism Association

<http://www.anjo-tanabata.jp/>

TOYOTA



Matsudaira Spring Festival

This strongly traditional festival has been held through the past four centuries. It features a water-drawing rite, spectacular hand-held fireworks, dancing, and Japanese drums.

Date: Weekend before April 17, Lord Iyeyasu's birthday.

Contact: Toyota City Tourism Association

Historical sightseeing spot

Matsudaira Toshogu Shrine

During the Tokugawa Shogunate, from Kunoza Toshogu the spirit of Lord Iyeyasu was transferred to Matsudaira Toshogu, where it is venerated along with the spirit of clan-founder Chikauji. The shrine is built on grounds where there are traces of Chikauji's house, the site of a clan residence that lasted for several generations. Stone walls and moats dating from that time, national historic monuments, can be seen. Another notable site is the well, Ubu no Ido.

Contact: Toyota City Tourism Association

<http://www.katch.ne.jp/~anjomuse/>

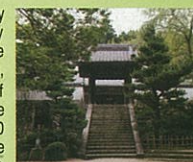


Kogetsuin Temple

This Matsudaira family temple was originally known as Jakujoji. It was favored by clan-founder Chikauji, who increased the prestige of Kogetsuin by donating funds, for example, for a pagoda, image of Buddha, and hall. Lord Iyeyasu endowed the temple with a land to annually worth 100 bushels of rice and it thereafter enjoyed the generous patronage of the shoguns. The main gate and main hall are said to have been built by third shogun Iemitsu.

Contact: Toyota City Tourism Association

<http://www.katch.ne.jp/~anjomuse/jozan-en/top.html>



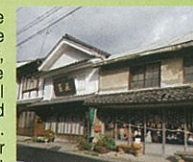
Asuke townscape

Asuke flourished as a post town on the highway linking the Pacific coast with the interior highlands. Along the highway, which follows the edge of the Asuke River, the former shops and inns still wear the white-washed walls, blackened boards, and lattice work of former days. Housing museums and other facilities for visitors, the old buildings are a sight worth seeing. To discover the gentler pace of life of bygone times, spend a day strolling in the area.

Location: Asuke-cho, Toyota

Contact: Asuke Tourism Association 0565-62-1272

URL <http://www.mirai.ne.jp/~asuke/>



Anjo City spot recommendation



Obara Four-seasons Cherry Blossoms

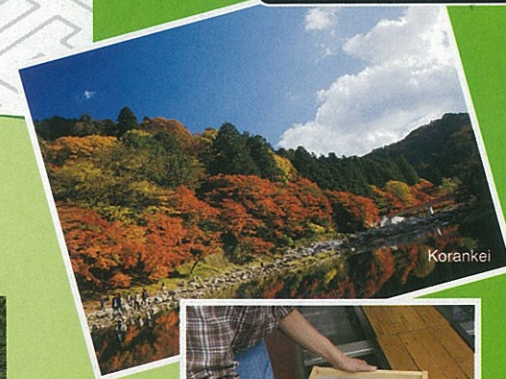
Rare in Japan, these cherry trees flower in both spring and autumn. Obara Shiki-zakura trees are descendants of stock first brought here in feudal times by an oriental medicine physician who brought cuttings from the Nagoya area. To see the amazing sight of their delicate pink blossom contrasting beautifully with the vivid red of nearby autumn foliage, come between mid October and mid December.

Location: Throughout Obara-cho, Toyota

Contact: Obara Tourism Association 0565-65-3808

<http://www.kankou-obara.toyota.aichi.jp/>

Leisure spot



Korankei



Obara wapaper

Korankei

They say that Sanei, 11th head priest of Kojakuji Temple during the feudal period, first started planting maples in the gorge. Today, 4,000 trees color the autumn with their vivid russet hues. At night, illumination adds another fantastic dimension to the sight.

Contact: Asuke Tourism Association

Obara Wapaper

In lush natural surroundings, try your hand at paper making, a local tradition that dates back five centuries. Or you could craft your own uniquely beautiful item from Obara wapaper.

Location: 216-1 Hora, Eitaro-cho, Toyota

Contact: Obara Paper Art Museum 0565-65-2151

<http://www.washinofurusato.jp/>

Toyota Kaikan Museum

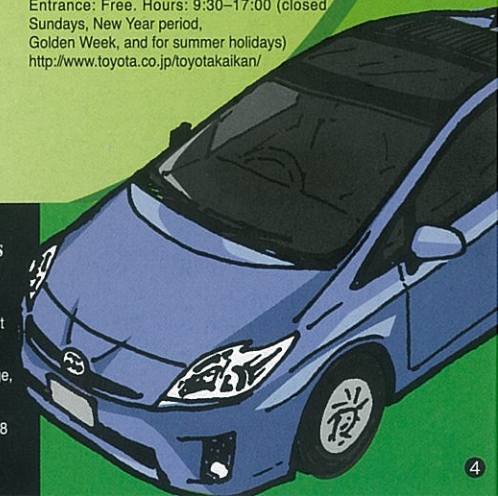
Displays here show Toyota Motors vision for environmental impact and road safety — the two biggest automotive issues — and its current practical response. You can also see the latest models of the Toyota Lexus.

Location: 1 Toyota-cho, Toyota

Contact: 0565-29-3345

Entrance: Free. Hours: 9:30–17:00 (closed Sundays, New Year period, Golden Week, and for summer holidays)

<http://www.toyota.co.jp/toyotakaikan/>



Mikawa, the land that opened a road of good fortune for triumphant Iyeyasu – Part 2.

Where the Tokugawa family took the first step on the road to success Tokugawa family quantum leap

Leaving Matsudaira-go, in 1471 Matsudaira Nobumitsu occupied Ansho [Anjo] Castle. For the next half century this base was the headquarters of the Matsudaira domain.

Descendants of people who became family retainers during this period were later referred to Anjo vassals. During the Tokugawa Shogunate, as longstanding servants of the family, they held important positions.

Then, just when West Mikawa was subdued, starting in 1563, for half a year Lord Iyeyasu had to deal with attacks from members of the spreading Mikawa Ikko-ikki movement.

This ordeal actually propelled Lord Iyeyasu forward to another firm foothold.

Anjo Tanabata Matsuri Festival

During this festival, you can see about a thousand bamboo decorations in the town. The street where people fix strips of paper bearing their wishes must be graced with more of these strips than anywhere else in Japan.

Contact: Anjo Chamber of Commerce 0566-76-5175
<http://www.anjo-tanabata.jp/>



ANJO

安城



Meiji Irrigation Canal

The excavation of the Meiji Irrigation Canal enabled local people to develop the scrubland around Anjo into rich farmland. These days people also enjoy walking and cycling along the banks of the watercourse.

Historical sightseeing spot

Site of Ansho Castle

For about half a century during the military conflict of the Muromachi Period, Ansho (Anjo) Castle served as the headquarters of the Matsudaira clan, ancestors of the Tokugawa. It was only later, following a series of battles, that the young Lord Iyeyasu (known then as Takechiyo) entered a trying period, which included living the life of a hostage. In a corner of the grounds, you can also visit Anjo City Museum of History.

Location: 30 Shirobori, Anjo-cho, Anjo
Contact: Anjo City Museum of History 0566-77-6655
<http://www.katch.ne.jp/~anjomuse/>



Jozan-en

In Anjo, birthplace of Ishikawa Jozan, Jozan-en was built in imitation of Shisen-do, a Soto Zen temple founded by Ishikawa in Kyoto. At one time a member of Lord Iyeyasu's entourage, after renouncing his samurai status, Ishikawa left his mark as a scholar of Confucian thought and poet in the Chinese style, and through the tea ceremony and garden design. Here at the birthplace of the "father of tea," you can also enjoy the tea ceremony (for a fee).

Location: 180-1 Nakahongo, Izumi-cho, Anjo
Contact: Jozan-en 0566-92-7780
<http://www.katch.ne.jp/~anjomuse/jozan-en/top.html>



Honshoji Temple

The monks of Honshoji fought alongside others hostile to young Lord Iyeyasu in the local Ikko-ikki insurgency. This movement gave him great trouble, particularly when some of his retainers joined the insurgents. He overcame the challenge and went on to unite all of Mikawa. Honshoji is now one of the few remaining examples in Japan of a fortress temple.

Location: 26 Nodera, Nodera-cho, Anjo
Contact: Anjo City Museum of History 0566-77-6655



Anjo City spot recommendation



Anjo Geisha

During the Meiji and Taisho periods many people came from all over Japan to learn what they could from the advanced agriculture practiced around Anjo City. Anjo geisha culture blossomed at this time. Local geisha have inherited, and still sustain, the skills of these entertaining arts.

Contact: Anjo Geisha Culture Promotion Society Office 0566-76-5175
<http://www.ebisukai.jp/>

Leisure spot



Denpark



Meijigawa Jinja Shrine

Denpark

Spreading over 13.1 ha, famous for its seasonal displays of flowers, this is a great place to enjoy rich greenery. Facilities include a large hothouse, playground equipment, a performance stage, and a barbecue zone. You can also enjoy local beer.

Location: 1 Kajii, Akamatsu-cho, Anjo
Contact: 0566-92-7111
<http://denpark.jp/>

Meijigawa Jinja Shrine

Deities strongly associated with protecting irrigation waters are revered here, along with Yako Tsuzuki and others who worked to realize the Meiji Irrigation Canal. The shrine holds some rarely seen items, such as surveying instruments from the time of the canal construction.

Location: 9 Yanagihara, Toei-cho, Anjo
Contact: Anjo City Museum of History 0566-77-6655



Denmark Windmill

Denmark Windmill, symbol of Denpark: 19 m high, it has a distinctive onion-dome roof.

Mikawa, the land that opened a road of good fortune for triumphant Iyeyasu – Part 3.

Youth of Iyeyasu: boy whose birth was marked by a rising dragon.

Lord Iyeyasu was born at the Sakatani residence, currently located in Okazaki Park.

At three years old, he was separated from his father and mother;

at four he began his education at Hozoji, a temple in the city;

at six he was sent as a hostage to the Owari.

Aged eight, he briefly returned to Okazaki, only to be again sent as a hostage, this time to Sumpu.

His carefree days as a child in Okazaki were few.

Flowering cherries at Okazaki Castle

In spring, the length and breadth of Okazaki Park is covered by the blossom of 1,700 flowering cherry trees.

OKAZAKI 岡崎



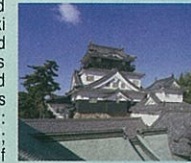
Niju-nana Magari (Twenty-seven Turns)

To frustrate would-be attackers, the streets of the town around the castle were laid out with lots of turns. The old town remains, its labyrinthine streets now a popular place to walk.

Historical sightseeing spot

Okazaki Park

Starting with the birthplace of Lord Iyeyasu and Okazaki Castle at Okazaki Park you can see find things associated with the supreme shogun. Besides buildings such as the castle keep and Tatsuki Jinja Shrine, you can see statues of Iyeyasu at various points in his life: Takechiyo, an image of him as a child; Motoyasu, a stone equestrian statue of him as a young commander; the Shikami Statue from his time of defeat at the Battle of Mikatagahara; and a bronze figure of Shogun Iyeyasu
Location: 561 Kosei-cho, Okazaki <http://www.mis.ne.jp/~iyeyasu/>



Daijuji Temple

After the Imagawa forces lost the Battle of Okehazama, Lord Iyeyasu hastened to Daijuji Temple, where he intended to commit ritual suicide before the graves of his ancestors. The chief priest at that time, Toyo Shonin, however, planted in him the resolve to bring lasting peace by unifying Japan. Only then could he "Leave the horrors of this impure world" and "Find peace in the Pure Land." This marked the beginning of Lord Iyeyasu's ambition and he had a banner made bearing the Buddhist message.
Location: 5-1 Hiromoto, Kamoda-cho, Okazaki Contact: 0564-21-3917 <http://home1.catvnics.ne.jp/~daijuji/>



Iyeyasu Procession

This procession is associated with Tatsuki Jinja which enshrines Lord Iyeyasu. A person dressed as Lord Iyeyasu is the main figure in a procession of about 1,000 people, including men dressed as Mikawa samurai and women in period costume. It takes place in the spring, usually under a sprinkling of cherry blossom petals. During the procession, the arquebusiers and pikemen give demonstrations. Witness a rich brocade of history rolling out before your eyes.
Time: First or second Sunday in April Location: Main streets of Okazaki and left bank of the Otagawa River downstream from Tonobashi Bridge.
Contact: Okazaki City Tourism Association 0564-23-6217



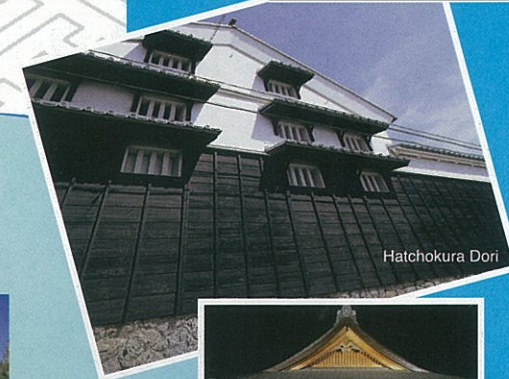
Anjo City spot recommendation



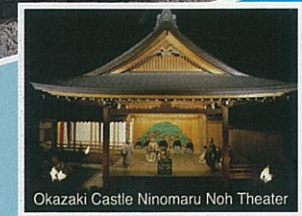
Vistaline

The 3 km line of sight between Daijuji Temple and Okazaki Castle is called Vistaline. It provides a view that has been little changed for 400 years. Devised when third shogun Iemitsu reconstructed the temple, it provides a direct view from the grave of Lord Iyeyasu, through the Sanmon and Somon gates, to the castle where he was born.
Location: Daijuji Temple Sanmon Gate

Leisure spot



Hatchokura Dori



Okazaki Castle Ninomaru Noh Theater

Hatchokura Dori

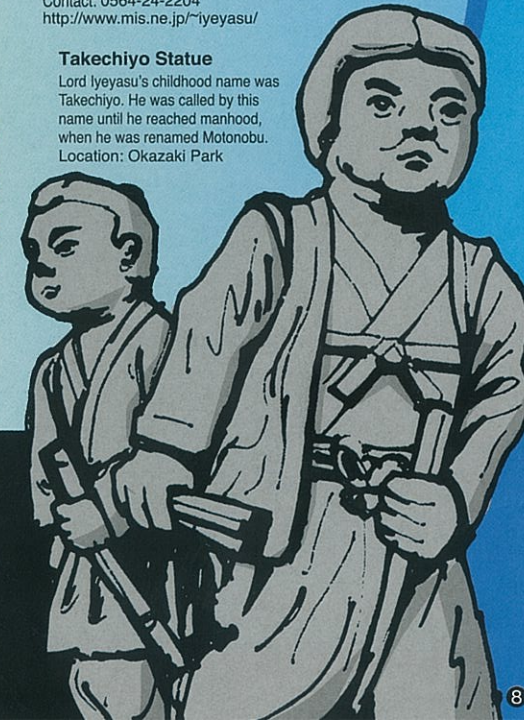
This beautiful street is lined with the whitewashed walls and seared boards of old miso storehouses. In the two buildings where miso is still produced, visitors can see the process and buy Hatcho Miso souvenir products from the gift shop.
Location: Okan Dori, Hatcho-cho, Okazaki

Okazaki Castle Ninomaru Noh Theater

Enjoy noh performed in a gorgeous space, the kind of theater noh-lover Lord Iyeyasu would have attended.
Location: 561 Kosei-cho, Okazaki
Contact: 0564-24-2204
<http://www.mis.ne.jp/~iyeyasu/>

Takechiyo Statue

Lord Iyeyasu's childhood name was Takechiyo. He was called by this name until he reached manhood, when he was renamed Motonobu.
Location: Okazaki Park



Lucky group seeking fortunate triumph (1)

Trip through good fortune power spots

The temples and shrines where Lord Iyeyasu visited to pray for victory, and places where first the Matsudaira and then the Tokugawa family prayed for prosperity remain popular places with many people who seek divine aid. In Mikawa, there are also numerous other spots where people sense supernatural energy, places long held to help you to miraculously turn around your personal fortune.



Votive tablet
(Okazaki Rokusho Jinja Shrine)



Worldly success
Safe childbirth



1 Ubuyu-no-ido (Toyota City)

This well, once inside what were the grounds of the Matsudaira residence, has a long and venerable history. It is said that, for generation after generation, water drawn from this well and heated for bathing each newborn Matsudaira child. At the birth of Lord Iyeyasu, there is also a record that water from the well, in bamboo receptacles, was dispatched by post horse to Okazaki Castle. Today, local people still revere the divine spirit of the well and maintain that its water eases delivery and enhances worldly success.

Location: Akahara, Matsudaira-cho, Toyota

Contact: Toyota City Tourism Association 0565-34-6642 <http://www.citytoyota-kankou.jp/>

Therapeutic
effect



2 Sanage Onsen (Toyota City)

Recognized as therapeutic, with some of the highest concentrations of radon in Japan, this natural thermal spa has a marked healing effect on all kinds of diseases. People benefit both by bathing and by drinking or inhaling vapors of these springs, which have come to be known as 'Medical Waters.' What is more, you can enjoy your cure in beautiful surroundings lush with flowers and trees, and enjoy sights such as a natural green carpet of moss and, along with cascades and lakes, reproductions of 14 gardens in Kyoto.

Location: 21 Umamichi dori, Kano-cho, Toyota

Contact: Hotel Kinsenkaku 0565-45-6111 <http://www.sanageonsen.jp/>

Good fortune



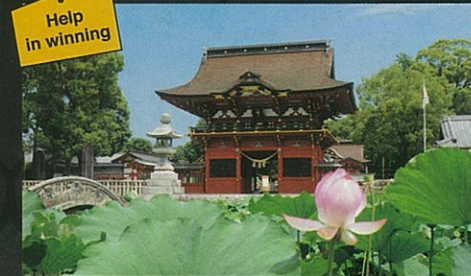
5 Daijuji Temple (Okazaki City)

After his allies were defeated at the Battle of Okehazama, the pursuers of Lord Iyeyasu were only held at bay when a Daijuji monk placed the bar across the temple gate. After this, Lord Iyeyasu revered this lucky locking beam as "Kaiun no Kannuki." As the family temple of the Matsudaira and Tokugawa, the temple also houses the memorial tablets of succeeding shoguns. Unusually, the memorial tablets are as tall as the height of each shogun at his death.

Location: 5-1 Hiromoto, Kamoda-cho, Okazaki Contact: 0564-21-3917

<http://home1.catvms.ne.jp/~daijuji/>

Help
in winning



6 Iga Hachimangu Shrine (Okazaki City)

Built in honor of Kami (the patron god of Chikata), fourth head of the Matsudaira family, during the Shogunate Iga Hachiman was held in similar esteem to Daijuji, the temple holding the Tokugawa family graves. Before taking to the field, they say that Lord Iyeyasu, without fail, come here to pray for victory. In 1611, Lord Iyeyasu funded the building of the sacred main hall. Later, in 1636, reconstruction work was carried out by third shogun Iemitsu. These buildings — including the offertory, the hall of worship, and the Zuishimon Gatehouse — are all Important National Cultural Properties.

Location: 89 Higashigo-naka, Iga-cho, Okazaki Contact: 0564-26-2789 <http://www.igahachimangu.com/>

Wish
fulfillment



3 Wishing Wind Chimes (Toyota City)

In the past the Asahi district of Toyota City prospered as a transfer point for cargoes on the Yahagi River. In appreciation of the breezes that blow along the river, the annual Wishing Wind Chime Festival is held from July to September. Rites involving wind chimes are rare in Japan, but here you can write your wish on a strip of wind-chime paper and take it to a temple, either Zofukuji or Chikyoin, make an offering, and pray for fulfillment. The streets of the town are also hung with all kinds of wind chimes. In the hot summer months, their cooling sound soothes the soul.

Location: Throughout Odo-cho, Toyota Contact: Asahi Tourism Association 0565-68-3653 <http://www.kankou-asahi.toyota.aichi.jp/?cat=12>

Rising
in the world



4 Okazaki Castle Tatsuki Jinja Shrine (Okazaki City)

Lord Iyeyasu and his loyal ally Tadakatsu Honda are both enshrined at Tatsuki Jinja in the central courtyard of Okazaki Castle. Around the time of fortuitous events, such as the completion of Okazaki Castle completion or the birth of Lord Iyeyasu, there have been sightings of a dragon and reports of water spraying up from the castle well. These legends still have currency and the "Dragon Well" is also a place where people go in the hope of improving their prospects of rising in the world. A similar focus of attention is on the ceiling before the main altar of Tatsuki Jinja. Here, the plain wood carving of a rising dragon, probably the largest of its type in Japan, is also said to grant favors.

Location: 561 Kosei-cho, Okazaki Contact: Shrine office 0564-21-5517 <http://home1.catvms.ne.jp/~tatuki>

Exam success
Health recovery

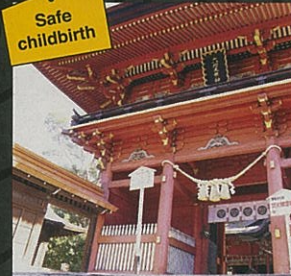


7 Iwazu Tenmangu (Okazaki City)

Facing entrance exams, multitudes of students come during the exam season to pray at this shrine dedicated to the Japanese patron saint of learning. As a sickly child Toyoda Sakichi, the founder of the Toyota Group, prayed here for health. Many people also come here to help speed their recovery from illness.

Location: 53 Aza Higashiyama, Iwazu-cho, Okazaki Contact: 0564-45-2525 <http://www.iwazutenjin.or.jp/>

Safe
childbirth



8 Rokusho Jinja Shrine (Okazaki City-Toyota City)

Housing the guardian deities of the Matsudaira family and its dependents, as the influence of the family increased, local deities became identified as guardians of the Matsudaira family. The Rokusho shrines were also places of reverence for Lord Iyeyasu and each of the Tokugawa shoguns. Rebuilt by third shogun Iemitsu, the main shrine building and Romon Gate are Important National Cultural Properties.

Location: 44 Mimitori, Myodajji-cho, Okazaki Contact: 0564-51-2930
Rokusho Jinja in Toyota City was built by Matsudaira Chikauji

Health
promotion



9 Yakimiso in Okazaki Park (Okazaki City)

Lord Iyeyasu was known to be health conscious and one of the sources of his health was miso. He enjoyed the simple pleasure of yakimiso, gently broiled rounds, about a centimeter thick, of Hatcho miso. Miso, tasty, easy to prepare, and with good keeping qualities, was ideal food for army provisions.

Location: 561 Kosei-cho, Okazaki Contact: Tourist Gift Shop 0564-24-4771

Lucky group seeking fortunate triumph (2)

Tour of sites of advanced industry

Known for reliability and tenacity, Lord Iyeyasu and the Mikawa samurai had distinctive personalities shaped by the terrain of Mikawa.

As well as inheriting the characteristic food culture of the area, Lord Iyeyasu was steward to the legacy of the land's crafting, manufacturing, and advanced industrial arts, a set of attitudes and skills sustained and improved through centuries and still highly prized today.

Japan's sacred ground of advanced industrial arts, the land of Mikawa remains a hotbed for added-value evolution.



LFA (Toyota Kaikan Museum)



1 Maruishi Brewery (Okazaki City)

This sake brewery was originally founded in 1690 at the eastern approach (now Wakamiya-cho) to Okazaki post town on the Tokaido feudal highway. It continues to make quality sake and it recently launched the Mikawa Bushi label. Meanwhile, with a magnificence worthy of the name, "Tokugawa Iyeyasu" remains a sought-after premium item for rare occasions or special gifts. You can take part in a tour and even participate in sake making.

Location: 6-2-5 Nakamachi, Okazaki
Contact: 0564-23-3333
<http://www.014.co.jp/>



2 Monumental masons (Okazaki City)

When Yoshimasa Tanaka was Lord of Okazaki Castle, concerned about the upkeep of the castle walls and the town, he invited a number of stonemasons over from Kawachi and Izumi (now Osaka). The high quality of local granite suited these masons, and their art flourished in Okazaki, which became known for its superior stone products. Still today, you can find a monumental mason's yard in just about every neighborhood of town.

Location: 48 Aza Umenoki, Kami Sasaki-cho
Contact: Okazaki Sekkodanchi Kyodokumiai
<http://www2.ocn.ne.jp/~osd-kyo/>



5 Toyota Motor Plant Tour (Toyota City)

A Toyota plant tour leaves you with a strong impression and a clear understanding. See vehicles being made using the Toyota Production System and have the processes clearly explained by experts who actually make the cars.

Location: Any of three plants in Toyota City
Contact: Toyota Motors Corporation Social Contribution Promotion Section
0565-29-3355
Time: Between 9:30 and 15:00. No tours at weekends, New Year period, Golden Week, summer holiday period.
Cost: Free; Internet reservation required.
<http://www.toyota.co.jp/toyotakaikan/>



6 Toyota Stadium (Toyota City)

Besides providing facilities for soccer and rugby, this municipal stadium also hosts large events such as concerts and trade fairs. Designed by the late Kisho Kurokawa, with fixed seating for 43,000 spectators, it has a maximum capacity of 45,000. To ensure ideal, unobstructed views, the upper seating is banked to as much as 38 degrees. Other facilities include a restaurant and sports plaza. You can take a tour of the facility.

Location: 7-2 Sengoku-cho, Toyota Contact: 0565-87-5200
Restaurant closed on Tuesdays
<http://www.toyota-stadium.co.jp/>



3 Hacho Miso factory tour (Okazaki City)

Hatcho originally got its name because it was eight *cho* (*hachi cho*; about half a mile) from Okazaki Castle. Miso is still made there by two companies, Kakukyu and Maruya. At either factory, you can still see miso being made using time-honored traditional methods and buy Hatcho miso gift items as souvenirs. You and your friends can still enjoy the same flavor so loved four centuries ago by Lord Iyeyasu and other tireless warriors.

Location: Okan-dori, Hacho-machi, Okazaki
Contact: Hatcho Miso no Sato (Kakukyu) 0564-21-1355 <http://www.kakuq.jp/>
Maruya Hatcho Miso 0564-22-0222 <http://www.8miso.co.jp/>



4 Izumi Somen Noodles (Anjo City)

During the years of the Great Tenmei Famine in the 1780s, the farmers of Anjo found it hard to get enough to eat. Coming through these tough times, determined to escape from poverty, local people used their ingenuity to create Izumi soba. Having a distinctive flavor seasoned by the southern winds that blow in from across the sea, these semi-soft *nama modoshi* noodles are now popular all over Japan.



7 Kewpie Koromo Factory Tour (Toyota City)

On this popular factory visit, which annually attracts 100,000 people, you can see just how Japan's favorite mayonnaise is made. From the separation of 600 yolks per minute from the whites of 600 eggs to the rapid filling of the bottles, the process is fascinating. Each visitor leaves the factory with a souvenir.

Location: 2-1 Nichinan-cho, Toyota Contact: 0565-34-0221
Times: Tours start at 10:00, 13:30, 14:45 on Mon. to Fri.
No tours when factory is closed for holidays.
Cost: Free; reservation required.
<http://www.kewpie.co.jp/open>



8 Toyota Municipal Museum of Art (Toyota City)

Housed in a masterpiece building designed by the world-renowned Yoshio Taniguchi, including lacquerware and design items, the widely varied collection ranges from modern and contemporary works from Japan and overseas. The first and final sight of a rewarding visit, faced in milky glass, reflected in the ponds of the garden, the building seems to melt into the sky and the surrounding greenery.

Location: 8-5-1 Kozakahonmachi, Toyota Contact: 0565-34-6610
Opening: 10:00-17:30; Closed Mondays Cost: According to exhibition
<http://www.museum.toyota.aichi.jp/>

Lucky group seeking fortunate triumph (3)

Trips to see typically Japanese sights

Much of what is recognized as Japanese-style has its roots in feudal days. This is probably because once Lord Iyeyasu had united the land, it became possible to start to think of Japan as a single nation. Reminders of those days have been disappearing from our lives: Japanese style is something you have to go out of your way to see.



Sakurai tako kite (Tenjin)
(Anjo City)



1 Toyota gohei Mochi (Toyota City)

The valleys in the upland areas of the Chubu Region have a distinctive traditional food culture, and *Gohei mochi* is a special local treat. *Mochi*, in this case, is a cake of crushed rice formed around a stick. This is toasted, coated in miso, and seasoned with soy sauce. They say that the recipe originated in Toyota, and that even Lord Iyeyasu was fond of *gohei mochi*. Still today, at any number of eateries in Toyota City, you can savor this taste of the past.
Contact: Toyota Gohei Mochi Gakkai (at Noda Miso Company)
0565-21-0028 <http://www.toyota-go-hey.jp/>



2 Koromo Matsuri Festival (Toyota City)

Records show that this traditional festival already had five floats in 1664. These days, even when they pass through streets lined with modern buildings, showering colorful storms of confetti, progressing to the grunted chants of the hauliers, the eight floats that annually set out from Koromo Jinja Shrine are still an exciting spectacle.
Location: Koromo Jinja Shrine, 5-1 Koromo-cho, Toyota
Time: Third Sunday in October and the preceding day
Contact: Toyota City Tourism Association 0565-34-6642
<http://www.citytoyota-kankou-jp.org/>



5 Anjo Geisha (Anjo City)

In 2002, the Anjo Geisha Culture Promotion Association was set up to sustain Anjo *geisha* culture, which has strongly flourished during the 150 years since the Meiji Restoration. Today there are about 30 recognized *geisha* in Anjo. During the day, they rehearse their skills with the shamisen, dancing, or drum. At night they provide unique hospitality. To showcase the cultivated talents of all the geisha, the Association annually arranges a general event.
Contact: Anjo City Culture Promotion Association 0566-76-5175
<http://www.ebisukai.jp/>



6 Okutono Jinya (Okazaki City)

A low hill occupied by the administrative offices (*jinya*) of the Okutono domain was used to create a garden that reproduces the air of Japanese culture from around the time of lord Iyeyasu. Dining and library facilities are also provided in period buildings. As the seasons unfold, the slopes are colored with wild cherries, *yukiyanagi* (*Spiraea thunbergii*), narcissus, and tulips. When summer approaches hydrangeas and roses bloom, then sunflowers, which give way to russet autumn foliage.
Location: 10 Zatsu-tanishita, Okutono-cho, Okazaki Contact: 0564-45-7230
<http://home1.catvms.ne.jp/~ops/okutono/>



3 Korankei "Sanshu Asuke Yashiki" Compound (Toyota City)

In a secluded corner of famously scenic Korankei, this workshop facility is modeled on the farmhouse of a wealthy 19th century farmer. It is dedicated to reviving weaving, charcoal making, papermaking, and other increasingly rare everyday skills of the past. While experiencing natural beauty at any season, you can also try your hand in a skills workshop.
Location: 36 Jimori, Asuke-cho Toyota Contact: 0565-62-1188 Open: Daily 9:00-17:00; closed Thursdays and New Year period Cost: Entrance charge, fees for workshops
<http://www.asuke.aitai.ne.jp/~yashiki/>



4 Mikawa Manzai Comic Dialog (Anjo City)

The skills handed down to the comic duos of today had their origins in the performing arts of Mikawa Manzai. When Lord Iyeyasu relocated eastwards to Kanto (present-day Tokyo), comic duos from Mikawa were authorized to tour the extensive new domain. This shogunal patronage encouraged the spread of the art. Evoking laughter, the humorous dialogue and dancing were also said to invite good fortune, and *manzai* performances became very popular.
Contact: Anjo City Mikawa Manzai Support Group Office (at Anjo City Museum of History) 0566-77-6655



7 Sakurai tako kites (Anjo City)

Sakura kites have been a local tradition since, coming from Nagoya, they appeared at Hekinan in the late 17th century. They brought secondary income to farmhouses, where they were made during slack periods in the agricultural calendar. Handmade, these elaborate kites became much loved room decorations, especially the unusual asymmetric Tenjin design.
Location: Sakurai Kite Preservation Club
<http://www.sakurai-tako.com/>



8 Okazaki Kanko Natsu Matsuri Fireworks Display (Okazaki City)

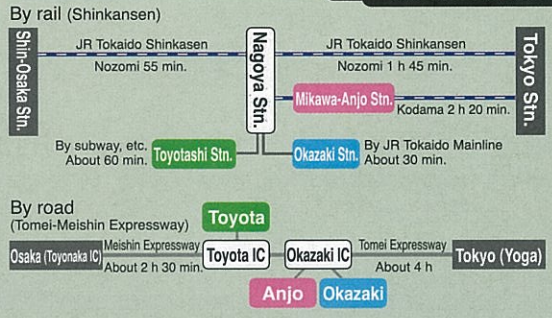
See the summer sky lit by brilliant displays of pyrotechnic art. This Japanese tradition began after Lord Iyeyasu had unified Japan and his Mikawa gun soldiers applied their skills to the arts of peace. The displays evolved when, as religious offerings, people began to appreciate different aspects of their fiery beauty. Another chapter in this long tale are the incredible aerial fireworks that trace leisurely circles in the sky and busily spectacular fixed displays you can see today.
Time: First Saturday of August Location: At Okazaki City along the banks of the rivers Ologawa and Yahagigawa Contact: Okazaki City Tourism Association 0564-23-6217

How to get on the Road to Good Fortune



Legend
 — JR Tokaido Shinkansen
 — Tomei-Meishin Expressway

Typical journey times



Contact

Lord Iyeyasu of Mikawa Trip
 Welcome Group
<http://www.iyeyasu-mikawa.asia>

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