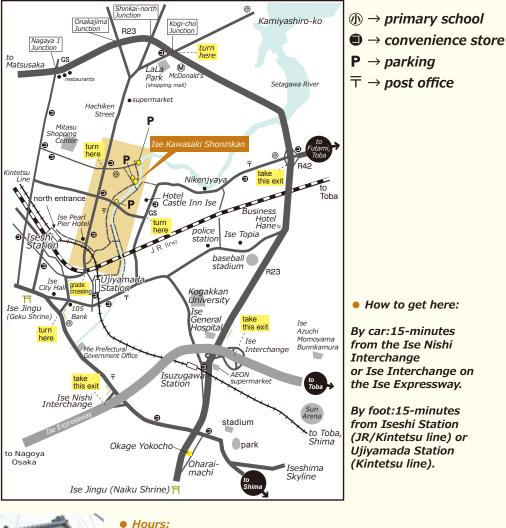


Ise Kawasaki Shoninkan (Museum of ISE KAWASAKI Merchants)

Long ago during the Edo period, this building was once the Ogawa Liquor Shop. The Ogawa Liquor Shop was owned and operated by the Ogawa family, one of the most prominent merchant families in Ise and owners of many warehouses (kura) in the Kawasaki area.

In 2001, this building was listed as a registered tangible cultural property in Japan. Soon after, Ise City renovated this site and opened it as Ise Kawasaki Shoninkan (Museum of ISE KAWASAKI Merchants) in 2002. This site is now operated by the incorporated NPO, Ise Kawasaki Machizukurishu.

The Museum of ISE KAWASAKI Merchants is a collection of four different parts: 1) the Kawasaki Machinamikan, where Kawasaki's history and culture are introduced, 2) the Omoya, a traditional Kyoto Urasenke-style Japanese tea room, 3) the Kawasaki Kadogoza, where various concerts and comedy performances are held, and 4) Machinami-hiroba, a stone paved open space where various events and markets are held.





Ise City Guide Map

Every 4th Sunday, an open market called **Ise-no-daidokoichi** is held where fresh local vegetables, dried fish, seafood and other local foods are sold.

erchants

seum of KAWASAKI

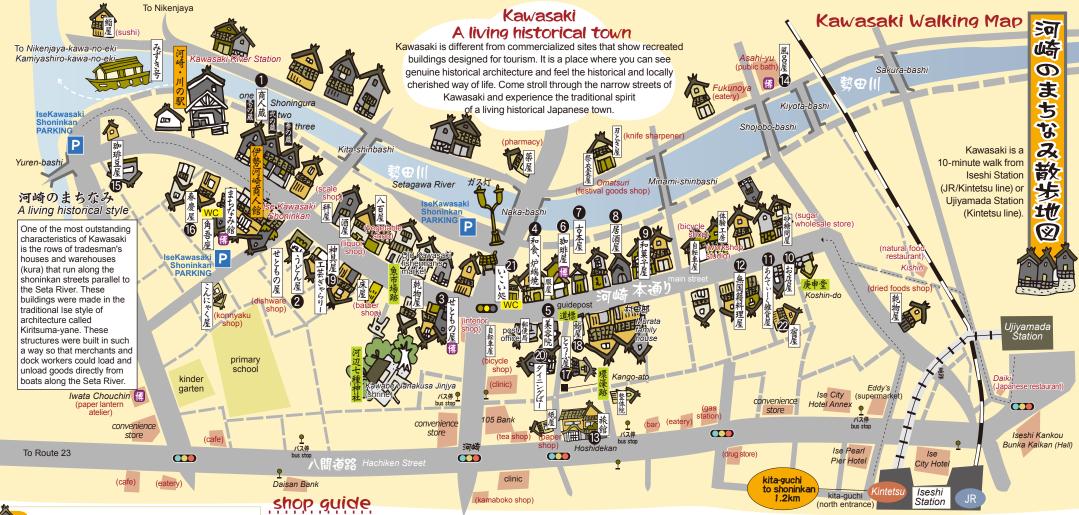
9:30 to 17:00 (House Museum) 10:00 to 17:00 (Shoningura) • Closed on Tuesday: (or Wednesday when Tuesday is a public holiday)

Admission fee:

Adults 300 yen; high school and college students 200 yen; primary and junior high school students 100 yen.

## ISE KAWASAKI SHONINKAN

Made by incorporated NPO, Ise Kawasaki Machizukurishu 32-25-2 Kawasaki, Ise City, Mie Prefecture Tel & Fax: 0596-22-4810 email: info@isekawasaki.jp



## Kawasaki's Rich History

Beginning in the 16th century, the town of Kawasaki came to prominence as a transportation and trading hub, buzzing with buyers and sellers exchanging goods from regions far and wide across Japan.

Because of its suitable location accessible by land and sea, Kawasaki played a central role in the commerce and financial industries in the Ise area (once known as Uji and Yamada) at the end of the Japanese period of civil wars (sengokujidai) in the late 1500s.

Kawasaki continued its importance in the area during the Edo period (1603 to 1868) when the hospitable port welcomed scores of reinvigorated pilgrims making their way to Ise Jingu. This massive increase of visitors led to the further economic development for the area. Soon Kawasaki had evolved into a vibrant wholesale town with more than 100 warehouses and other shops that sold sugar, salt, rice, liquor, and other foodstuffs.

The local government gave Kawasaki full and monopolizing control of the supply and trade of rice and fish for people and businesses in the Ise area thereby giving it the nickname Ise's kitchen, fitting for both name and reality.

撞 = This symbol means a private museum where visitors can witness the living culture of Ise. All private museums are free, but some require an appointment.

## **MAWASAKI SHONINGURA** 河崎商人

Three traditional renovated warehouses along the Setagawa River containing a cafe, shops and galleries.

- 2 [Noodle Restaurant] TSUTAYA is famous for serving delicious Ise udon, thick and soft flour noodles served simply in a sweet, soy-sauce (3) [Japanese Restaurant] TORAMARU based broth.
- 3 [ [Dishware Shop] WAGUYA sells traditional dishware in their 300 year-old storage building. The building alone is a must to see but shopping here is like a treasure hunt for those (9 [Japanese Confectionery] HARITAYA has a who are interested in traditional dishware.
- [Grilled Japanese Food Restaurant] AJIKKO is located in an old former merchant's house and serves a wonderfully delicious lunch and ( [Shop] MONNA LISA sells original goods dinner menu
- **5** [Hair Salon] COIFFURE CHIYO is a stylish hair salon located in an old and renovated 🕦 [Antique-Shop] TSUKI-NO-SAKANA is located 🗊 [Specialized Tofu Restaurant] MACHIYA TOFU merchant's house. The classical structure and style of the building gives a calm atmosphere to the entire salon.

in a remodeled warehouse known as a kura. Kawasakigura Cafe serves drinks and dishes prepared with mostly local food.

Secondhand Bookstore PORAN's building and book collection match the traditional atmosphere of the historical town of 🚺 🕼 [Japanese-style public-bath] OKAGE FUROKAN Kawasaki

Famous for its fresh and delicious seafood. Toramaru restaurant is located in a reformed stone storage building along the main street of ( Coffee Bean Shop) NAKAMURA COFFEE Kawasaki.

long history in Kawasaki. Their well-known and long selling rice crackers, Itoin-senbei are (6) [Shunkei Design Studio] ISE SHUNKEI DESIGN popular gifts and souvenirs from Ise City. and sweets that make great snacks or

souvenirs. in a renovated storage space and sells original silver pieces, antique kimonos and other goods.

- 6 @ [Cafe] KAWASAKIGURA Cafe is located P [Asian Fusion Cuisine] KAWASAKI 2CHOME SHOKUDO specialize in serving delicious Asian-style fusion dishes.
  - (B) [Japanese Style-Inn] HOSHIDEKAN is a two-story, traditional wooden inn that serves health-conscious food for their quests.
  - ASAHI YU public bath is unique since it uses 100% seawater called 'shio-vu' drawn from the nearby town of Futami. The seawater bath gives a vibrant, cleansing effect.
  - sells their fresh and aromatic coffee beans. imported from all over the world, roasted by their in-house coffee-meisters.

KOBO Ise Shunkei is an Ise original lacquerware producer. It is here, in Kawasaki, that they produce and sell their beautiful lacquerware products.

serves fresh, handmade tofu dishes. Open only for lunch.

- [Sushi Restaurant] KOMADA At Komada, all menu items change daily depending on the season and availability. Komada uses only the finest ingredients to prepare memorable dishes. By reservation only.
- [9] [Shinto Alter Goods Shop] ISEMIYA specializes in Shinto alter goods. Visitors to Isemiya can experience their beautiful gallery where a large collection of crafts are on display for sale
- 20 [Dining & Bar] MACHIYA BARU is located in a remodeled storage space and serves mainly Italian dishes. Open for both lunch and dinner.

2 [Public Rest House] NAGOMI is a free rest area in the heart of Kawasaki.

2 [Japanese style guest house] TSUMUGIYA is located in a 100-year old renovated merchant house that offers reasonably priced yet comfortable accommodations.