

Now attracting attention around the world! /

Swimming
Jewels

Nishikigoi Carp



Originated in Ojiya! Beginning of Nishikigoi

Nishikigoi (colored carp) first appeared in the first half of the 19th century during the Edo period (1603-1868). It is said that they first emerged as a result of a sudden mutation in carp that were bred for food at Niijumurago (a part of present day Ojiya City, Nagaoka City, and Uonuma City) in Niigata. Research and improvement followed, new varieties came about, and they soon began to attract attention as ornamental fish from overseas for the number of varieties and high quality. Each nishikigoi has a different pattern, and it is said no two are alike.



Nishikigoi-no-Sato

This is the only nishikigoi museum in the world. There is a pond in the Japanese garden and another pond in the museum building where visitors can see over 300 carp of approximately 20 varieties swimming gracefully. There is also an area where visitors can learn about the history and varieties of nishikigoi carp.

1-8-22 Jonai, Ojiya City
Tel: (+81) 258-83-2233
Hours: 9:00 a.m.-5:00 p.m.
Admission: Adult/520 yen
Elementary and junior high students/310 yen

Visit the website
from here



Ojiya-Chijimi

A hemp fabric culture has existed in Ojiya for approximately 1,200 years. Ojiya-chijimi is a traditional fabric that first emerged in the early Edo period (1603-1868) when Masatoshi Horijiro came from Harima Akashi and improved Echigo hemp fabric. Its characteristic creases, called *Shibo*, give it a distinctive coolness and texture. Ojiya *tsumugi* and Katakai cotton are also popular among kimono fans.



Designated Important Intangible Cultural Property by the Japanese government
Registered Intangible Cultural Heritage by UNESCO

Watch the movie
from here



Ojiya-chijimi, a cultural asset
Ojiya-chijimi today

Ojiya City Sogo Sangyo Kaikan
in Sun Plaza

Ojiya Orimono Kobo

Located on the first floor, Orinoza is a hands-on fabric gallery where visitors not only learn about the history of textile technology, but they can also try making a coaster using its unique weaving technique. Apparel and interior goods made with Ojiya's traditional fabric can be purchased at Takuminoza on the second floor.

1-8-25 Jonai, Ojiya City Tel: (+81) 258-83-2329



Buckwheat noodles
in a textile town!!

Hegisoba

When you visit Ojiya, you must try *hegisoba* buckwheat noodles. Seaweed called *funori* for gluing fabric is used as a binding agent, which makes noodles smooth and firm. Bite-size portions are beautifully arranged on a square, board-like dish called a *hegi*.

Watch the
movie from
here



List of Soba Noodle Shop

Ojiya Soba Wada
1-2-2 Touei, Ojiya City
☎ 0120-459-883 (only in Japan)

Wataya Honten
2-3-34 Honcho, Ojiya City
☎ (+81)258-82-2258

Wataya Hirasawaten
1-8-5 Hirasawa, Ojiya City
☎ (+81)258-83-0588

Ojiya Soba Kadoya
4992 Sakuramachi, Ojiya City
☎ (+81)258-83-2234

Fukumasu
1413-1 Sakuramachi, Ojiya City
☎ (+81)258-82-2624

Suzakaya
1721-1 Kowada, Ojiya City
☎ (+81)258-82-3295

Maruichi
794-1 Mattocho Otsu, Ojiya City
☎ (+81)258-86-3037

Excitement in the Spring This is bullfighting in Echigo

Spectacular
sight

So
Powerful



Bull vs. Bull

Bull vs. Seko

Opening of Bullfighting

Bull Sumo Wrestling

The sight of two huge bulls weighing more than one ton each crashing into each other as handlers called *seko* supervise the battle chanting "Yoshita!" is a sight to see. This is a traditional event passed down from the latter years of the Edo period (1603-1868). It is designated a Nationally Important Intangible Folk Cultural Property. The first tournament of the year is held on May 3rd and one tournament is held every month until November.

Ojiya Bullring

A total of 15 to 20 matches per day take place during the tournament. Live commentary is provided to first-time spectators for easy understanding.

Admission (including tax)/2,000 yen
Parking/Free (space for 300 vehicles)
Once a month in May-November
Starts at 12:00 p.m.

Obtain information on
event dates and access
routes from here



Traditional Beauty of Ojiya Lights up the Summer Sky

Must-see
mando

Ojiya Festival

Held in August every year, this festival is the largest in Ojiya. You must see the exciting Large Fireworks Festival, and the Karakuri Mando Parade featuring *mando* floats created by neighborhood associations and citizen groups. Huge *mando* floats with *karakuri* mechanisms are paraded through the town accompanied by musical instruments and chanting.

So
Exciting

Watch the
movie from
here



Ojiya Festival

Participated by People from Every Corner of the City

Citizen's House/Ojiya Shinanogawa Hydroelectric Power Station Ojāru

This house provides a fabulous view of the Shinano River, and is the best place for camps and barbecues in the summer season. Adjacent to this house are a lawn space and dog run, which are open as snow play areas in the winter season. At the annexed Ojiya Shinanogawa Hydroelectric Power Station, visitors can learn about the mechanism of hydroelectric power generation and enjoy train simulators and other attractions, so it is also a place where parents and children can have fun together.

1216-3, Yamamoto, Ojiya City
Tel: (+81) 258-82-2478
9:00 a.m.-6:00 p.m.
(5:00 p.m. from November to March)
Closed: Wednesdays
(and from December 29 to January 3)
Fees required for a part of facilities



Visit the website
from here



Yamamotoyama Kogen

Located 336 meters above sea level, the observatory at Yamamotoyama Kogen offers a view of the three mountains of Echigo, the Aizu mountain range, and the Shinano River. Autumn attracts many birdwatchers because this is considered one of the best birdwatching spots in the eastern Japan to watch migrating bird of prey such as eagles and hawks.

Yamamoto, Ojiya City
Tel: (+81) 258-83-3512
(Ojiya City Tourism and Exchange Section)

