Fireworks Filled with Our Thoughts The Asahara Shrine Autumn Festival is held in September every year. Set off to the Fireworks are a symbolic offering to the shrine, and the festival is famous for *vonshakudama*, the largest fireworks in the world. For locals, the fireworks are a "pride of the city they demonstrate" in **Autumn Night Sky** celebrating Coming of Age (for 20-year-olds), kanreki (for 60-year-olds) and other special events. Around Asahara Shrine, many booths and food stalls offer food and souvenirs. It is truly a wonderful old-style



Beautiful

Snow Country

Ojiya Tourism Center

Ojiya City, Niigata 947-0028

Tel: (+81) 258-83-4800

E-mail: info@ojiyasunplaza.jp

URL:www.ojiyasunplaza.jp

Sun Plaza, 1-8-25 Jonai,



festival.

Sparkling field

before the harvest

Terraced fields of Sodenosawa

Glowing balloons in the night sky

Ojiva Tourism Association

Sun Plaza, 1-8-25 Jonai,

Ojiya City, Niigata 947-0028

Tel: (+81) 258-86-0288

E-mail: info@ojiyakanko.com

URL: www.ojiyakanko.com



Katakai Fireworks

Autumn scenery of Ojiya

Watch the movie from

here

Looking forward to

the soba harvest

Buckwheat field at Yamamotovama Kogen



Bleaching Ojiya-Chijimi on Snow

Ojiya-*chijimi* is laid out on the snow for bleaching at the Ojiya Balloon Festival venue. This is a traditional method of finishing the fabric with vivid colors.

Ojiva City Tourism and Exchange Section 1-13-20 Jonai, Ojiya City, Niigata 947-0028 Tel: (+81) 258-83-3512 E-mail: kanko@city.ojiya.niigata.jp URL: www.city.ojiya.niigata.jp/site/kanko/



No. 1



ve commentary of the bullfight



Egami picture paper, a souvenir purchased by Ojiya merchants

During the Edo period (1603-1868), merchants selling Ojiya-chijimi in the metropolitan area often brought home *eqami*, or *nishikie* (picture paper) as souvenirs. There are still many eqami picture papers, which are customarily used for decorations on the Girl's Day.



Nishikigoi carp attracts attention as "Swimming Jewels" because one nishikigoi may cost over 100 million ven. "Nishikigoi-no-Sato" is the only nishikigoi museum in the world, where visitors can feed the carp. Every year in spring and autumn, the Nishikigoi Fair attracts many nishikigoi lovers from overseas to see how nishikigoi are raised in the fresh water of the snow country by traditional methods.

Ojiva-chijimi, a fabric culture

Using a high-quality hemp fabric called choma,

Ojiya-chijimi is woven with a traditional method.

It is the first Japanese fabric designated as an Important

passed down in the region

see natural landscape!

the four seasons.

Rape blossoms in spring, sunflowers in summer,

buckwheat in autumn and a sea of clouds in

winter. Yamamotoyama Kogen is a scenic spot

offering the natural landscape of Ojiya throughout

by UNESCO.



NO.

Seivonshakudama of Katakai fireworks. the largest fireworks in the world!

The Katakai Festival in Ojiya has developed Seivonshakudama fireworks. The firework explodes into a brilliant spectacle, measuring 800 meters in diameter. The beauty and dynamic sound of the fireworks is spellbinding.



(Transfer at Urasa Station) Approx.(2)hr. From Niigata Station Joetsu Shinkansen⇒JR Joetsu Line (Transfer at Nagaoka Station) Approx.(50)mi

Intangible Cultural Property by the Japanese *Not including transfer and waiting time government and as an Intangible Cultural Heritage



From Nerima IC By Kan-etsu Expressway Approx. (2)hr. (30)min. From Takasaki IC By Kan-etsu Expressway Approx.(1)hr.(30)min. From Niigata-Nishi IC By Hokuriku or Kan-etsu Expressway Approx. (50) min.

..... From Joetsu IC By Hokuriku or Kan-etsu Expressway Approx. (60) mi





Now attracting attention around the world! /

Watch the movie from here



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 Nijyumurago (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.

Simple and cool Oiiva-Chiiimi

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 Horiiiro 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.



Property by the Japanese government Registered Intangible Cultural Heritage by UNESCO

> Watch the movie from here

Ojiya City Sogo Sangyo Kaikan in Sun Plaza Ojiva Orimono Kobo

Ojiya-chijimi, Ojiya-chijimi a cultural asset today

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.

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

from here

gracefully. There is Visit the website/ also an area where visitors can learn about the history and varieties of

nishikigoi carp. 1-8-22 Jonai, Ojiya City

<u></u> Tel: (+81) 258-83-2233 Wi-Fi Admission: Adult/520 ven

Elementary and junior high students/310 yen

Watch the Buckwheat noodles movie from here 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.

List of <i>Soba</i> Noodle Shop	
Ojiya Soba Wada	Fukumasu
1-2-2 Touei, Ojiya City	1413-1 Sakuramachi, Ojiya City
10120-459-883 (only in Japan)	(+81)258-82-2624
Wataya Honten	Suzakaya
2-3-34 Honcho, Ojiya City	1721-1 Kowada, Ojiya City
(+81)258-82-2258	(+81)258-82-3295
Wataya Hirasawaten	Maruichi
1-8-5 Hirasawa, Ojiya City	794-1 Mattocho Otsu, Ojiya City
(+81)258-83-0588	(+81)258-86-3037
Ojiya Soba Kadoya 4992 Sakuramachi, Ojiya City (+81)258-83-2234	

Spectacular sigh+ **Excitement in the Spring** This is bullfighting in Echigo



Traditional Beauty of Ojiya Lights up the Summer Sky

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 Watch the created by neighborhood associations and movie from citizen groups. Huge mando floats with here karakuri mechanisms are paraded through the town accompanied by musical instruments and chanting.

Citizen's House/Ojiva 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 from December 29 to January 3) Fees required for a part of facilities

> Visit the website/ from here



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.

Ojiva 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.

dmission (including tax)/2,000 yen arking/Free (space for 300 vehicles) Once a month in Mav–November Starts at 12:00 p.m.



Obtain information or





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



9:00 a.m.-6:00 p.m. (5:00 p.m. from November to March) Closed: Wednesdays



and children can have fun together.









