

The 18th *The Aesthetic Sense of Edo Japan*

# EDO ART EXPO

2025. 9.26 **FRI** – 10.14 **TUE**

## The *Ukiyo-e* artists associated with Tsutaya Juzaburo

Related Events **The 14th****Edo-Shodo Exhibition**  
by Tokyo school children**Events****ART Rally**  
**S&N Rally**  
**Ukiyo-e Rally**  
**Store Fairs**

### What is the EDO ART EXPO and the *Edo-Shodo* Exhibition ?

Each fall, the NPO Corporation Tokyo-Chuo Net holds the EDO ART EXPO and The *Edo-Shodo* Exhibition by Tokyo school children, major events hosted across four of Tokyo's cities (Chuo City, Chiyoda City, Minato City and Sumida City). These exhibitions aim to introduce the arts and culture of the Edo period and utilize approximately 40 different venues, including well-established local shops, hotels, shrines and centers of culture or tourism.

The theme of the 18th EDO ART EXPO is "The *Ukiyo-e* artists associated with Tsutaya Juzaburo". The 14th *Edo-Shodo* Exhibition by Tokyo school children has about 6,000 entries,

from which 215 awards will be presented with the support of 39 sponsors. Award-winning works will be displayed at selected EDO ART EXPO venues. During the exhibition period, you can enjoy a fun and fulfilling 19 days with a wide variety of events, such as waterside events, various rallies (ART Rally, S&N Rally, and *Ukiyo-e* Rally), and store fairs where you can present coupons to redeem special offers. We hope everyone gets a chance to take advantage of all that the EDO ART EXPO and The *Edo-Shodo* Exhibition by Tokyo school children have to offer, and takes new understanding of the unique culture of the Edo period.

### Three Attractive Rallies! DISCOVER NEW CHARMS AROUND THE CITY.

We're hosting three exciting rallies, and completion entitles you to enter our special prize lottery.

•Prizes will not be sent overseas, a domestic address is required. •One entry per person.



#### ART Rally

Purchase admission tickets at the Sumida Hokusai Museum or Mitsui Memorial Museum to receive an application ticket (postcard format) that can be entered in the lottery for the ART Rally Prize. Tickets will be distributed on a first-come, first-served basis, and applications can be submitted by mail or email. Also available with "Tokyo Museum Grutto Pass 2025".

**Venues** Map & Quick Reference

23 37



#### S&N Rally

The S&N rally is a collaboration rally of S "sweets" and N "*Nihonbashi-bijin* products", which brings together everything from the best sweets from each store to carefully selected gems from long-established stores. For those who spend a total of ¥1,000 or more on applicable products, you will receive an application ticket (postcard format) that you can use to apply for the S&N Rally Prize. Tickets will be distributed on a first-come, first-served basis, and applications can be submitted by mail or email.

**Venues** Map & Quick Reference3 5 6 7 8 10 15  
18 19 21 22 24 25 26  
27 30 31 34 35

#### Ukiyo-e Rallies



#### Smartphone Ukiyo-e Stamp Rally



#### Ukiyo-e Stamp Rally

Please participate in the "Smartphone *Ukiyo-e* Stamp Rally" using a smartphone, or the "*Ukiyo-e* Stamp Rally" in which four-color stamps are pressed onto a paper mount. The "Smartphone *Ukiyo-e* Stamp Rally" is a digital stamp rally that uses your smartphone browser. You can complete the rally by visiting the venues and collecting four different *Ukiyo-e* prints out of the eight types of *Ukiyo-e* prints (digital stamps) available. You can enter the lottery for the *Ukiyo-e* Rally Corporate Prize by filling out the application form. In the "*Ukiyo-e* Stamp Rally", participants go around four venues and collect stamps in four colors (purple, yellow, red, and black) on the application form. You can enter the lottery for the *Ukiyo-e* Rally Prize by putting the application form in the application box or by mail.

**Free Participation****Venues** Map & Quick Reference3 5 7 8 10 11 12  
13 16 17 19 20 24 27  
28 29 31 32 33 34 35  
38

With the hope that peace will be enjoyed around the world, and that children who are full of smiles will be blessed with the chance to appreciate tradition and culture.

# The 18th EDO ART EXPO

## The Ukiyo-e artists associated with Tsutaya Juzaburo



Tsutaya Juzaburo (1750-1797) was a publishing producer active from the mid- to late Edo period. He established his shop, “Koshodo”, in Toriabura-cho, Nihonbashi (known today as Odenma-cho, Nihonbashi) and was involved in publishing works by renowned *Ukiyo-e* artists including Kitagawa Utamaro, Katsushika Hokusai and Toshusai Sharaku. He played an important role in the blossoming of Edo culture and art. The *Ukiyo-e* prints he produced had a major influence on Western artists such as Claude Monet or Vincent van Gogh. The *Ukiyo-e* exhibition venue mainly displays works by *Ukiyo-e* artists who were associated with Tsutaya Juzaburo.

### Ukiyo-e Exhibition

“The *Ukiyo-e* artists associated with Tsutaya Juzaburo” themed, the *Ukiyo-e* exhibitions will be held at a variety of venues, including well-established local shops, hotels and centers of culture or tourism. These *Ukiyo-e* can also be enjoyed on the “Online Exhibition” on the official website.



#### About Edo

Edo was the former name of Japan's capital city Tokyo during the Edo period (1603-1867).

As the center of politics and economy, Edo had become a sprawling metropolis, reaching a population of

more than 1,000,000

people — surpassing that of Paris and London at the beginning of the 18th century.

Edo was renamed Tokyo in 1868 (the 4th year of the Keiō period) under the Meiji Restoration.



Venues Map & Quick Reference

3 5 10 27 28 31 35

¥ no entrance fees

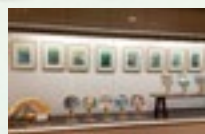
### Edo-Related Exhibition

Exhibitions connected to the event's main theme will be held at local galleries, museums and other arts and crafts locations.

Venues Map & Quick Reference

1 2 5 9 13 14 32 33

¥ no entrance fees



#### About Ukiyo-e

Both in Japan and overseas, *Ukiyo-e* is widely regarded as one of the most prominent forms of

Japanese traditional art established during the Edo period. Rather than focusing on images of the past or future, *Ukiyo-e* depicts the customs of the day, and embodies a wide variety of subjects including flowers & birds, beautiful women, actors, and landmarks.



Venues Map & Quick Reference

11 23 37 39

¥ entrance fees



## The 14th Edo-Shodo Exhibition by Tokyo school children

APPRECIATE CHILDREN'S CALLIGRAPHY, AND GET A SENSE OF THEIR RICH IDEAS AND FUTURES.

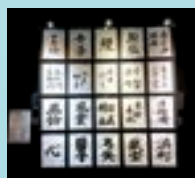
The *Edo-Shodo* Exhibition by Tokyo school children will collect works focusing on the theme “Words associated with Edo”, and display winning works at selected EDO ART EXPO venues. The “*Edo-Shodo* Net Exhibition” will be held on the official website.



Venues Map & Quick Reference

3 5 10 12 16 19 20 27 28 29 36

¥ no entrance fees



#### About Shodo

Traditional brush-stroke calligraphy is practiced in Japan in *Kanji*, *Hiragana* and *Katakana*. An important part of Japanese culture, good calligraphy is admired for the balance of the character as a whole and the way individual strokes harmonize with the meaning.

◀ 2024 EDO ART EXPO Award “Fuji”





# MAP (Access Guide)



## Entrance Fee Discounts

VALIDITY PERIOD : Friday, Sept. 26 - Tuesday, Oct. 14 2025

- 23 ¥100 discount** for General, University students and Senior high school students.  
Free for junior high school students and under.
- 37 Education Room—Discover Hokusai—General ¥400 → ¥320**  
65 years old and over ¥300 → ¥240 High school, University and Vocational school student ¥300 → ¥240

- ⚠️ Discounts limited to those who present this guidebook.
- ⚠️ Discounts cannot be redeemed after admission fees have been paid.
- ⚠️ Cannot be combined with any other discount.

## Store Fairs

Gifts and discounts will be provided with preference to those who present the coupon at participating stores.  
•Tear off the coupon and hand it over before paying. •Limited to one coupon per person per day. •Cannot be combined with other coupons/discounts.

### EDOART EXPO Store Fair COUPON

**3 Eitaro Sohono**  
The first 50 customers who purchase over ¥2,000 including tax at the Nihonbashi Main Store will receive a free "Nadai Kintsuba" Japanese confectionery gift.

VALIDITY PERIOD Sept. 26 to Oct. 14



### EDOART EXPO Store Fair COUPON

**27 Yamamoto Noriten**  
Customers who make a purchase at the Nihonbashi main store will receive two bags of Yamamoto Noriten's special seaweed "Ume no Tomo" chazuke, regardless of the amount spent.

VALIDITY PERIOD Sept. 26 to Oct. 14



### EDOART EXPO Store Fair COUPON

**34 Shiba-Shinmei Eitaro**  
The first 50 customers who purchase a box of 10 "Enoshima Monaka" (¥1,815) will receive one free "Dorayaki" gift.

VALIDITY PERIOD Sept. 26 to Oct. 14



### EDOART EXPO Store Fair COUPON

**10 Sembikiya Sohonten**  
Enjoy 10% off "Nihonbashi-bijin plum wine", "Nihonbashi-bijin fig jam", "Nihonbashi-bijin honey", and "Nihonbashi-bijin Hyakuichi persimmon vinegar".

VALIDITY PERIOD Sept. 26 to Oct. 14



### EDOART EXPO Store Fair COUPON

**31 Royal Park Hotel**  
One free drink will be served to customers who dine at Teppan Yaki "Sumida", Japanese Restaurant "Genjikhoh", Chef's Dining "Symphony", or Chinese Restaurant "Kei-Ka-En".

VALIDITY PERIOD Sept. 26 to Oct. 14



### EDOART EXPO Store Fair COUPON

**35 Shinshodoh**  
Receive a 10% discount for purchases over ¥1,000.

VALIDITY PERIOD Sept. 26 to Oct. 14



# EDO ART EXPO & Edo-Shodo Exhibition Quick Reference

★Hours of operation vary by venue. Please check beforehand.

Venues									
CHUO CITY	1	Ichimasu Tagen Kimono Clinic & Museum							
	2	Ibasen Ukiyo-e Museum							
	3	Eitaro Sohonpo							
	4	"Enjoy Infrastructure!" Cruising (Nihonbashi Boarding Deck)	Reservations required by Sept. 8 ( <a href="https://forms.office.com/r/ELyVUXCDYN">https://forms.office.com/r/ELyVUXCDYN</a> )						
	5	Edo-ya / The Collection of Edo-ya on Traditional Natural-Fiber Handmade Brushes Museum							
	6	Japanese Restaurant Shimamura							
	7	Courtyard by Marriott Tokyo Station							
	8	Coredo Nihonbashi							
	9	Jisshii Square Tsutaju Gallery							
	10	Sembikiya Sohonten							
	11	Kite Museum							
	12	Tokyo Chuo City Tourist Information Center							
	13	Chuo City Chuo Historical Museum							
	14	Tsutaju Toriabura-cho Gallery							
	15	Tsuruya Yoshinobu Tokyo Mise							
	16	Tokyo City Air Terminal (2F)							
	17	Nihonbashi Tourism Information							
	18	Nihombashi Takashimaya S.C.							
	19	Ninben Nihonbashi Honten							
	20	Pier West Square building (B1 Atrium)							

Venues									
CHUO CITY	21	Futabaya							
	22	Matsuzaki Shoten							
	23	Mitsui Memorial Museum							
	24	Muromachi Bon Cœur							
	25	Yaechika Shopping Mall							
	26	Yanone Sushi (Royal Park Hotel B1F)							
	27	Yamamoto Noriten							
	28	Yuito (3F)							
	29	River City M-Square (1F lobby)							
	30	Reiganjima Baikatei							
CHUO CITY	31	Royal Park Hotel							
	32	Hie-jinja Shrine							
MINATO CITY	33	Yamada Shoten Gallery							
	34	Shiba-Shinmei Eitaro							
MINATO CITY	35	Shinshodoh							
	36	Minato City Tourism Information Center							
SUMIDA CITY	37	The Sumida Hokusai Museum							
	38	Ryogoku Tourist Information Center							
NOTO CITY	39	Koto City Fukagawa Edo Museum							

## Icons Key

- ▶ Ukiyo-e Exhibition
- ▶ Edo-Related Exhibition
- ▶ Edo-Shodo Exhibition
- ▶ Art Rally ▶ S&N Rally
- ▶ Smartphone Ukiyo-e Stamp Rally
- ▶ Ukiyo-e Stamp Rally
- ▶ Store Fairs

## Upload your completed Ukiyo-e to social media !



Tag your completed Ukiyo-e stamp rally with #edoartexpo on your social media page (Facebook, Instagram or X) to be featured on the event home-page. And don't forget to follow the EDO ART EXPO account!

This official guidebook is available for download.  
Please visit the official website.  
(Japanese version only)

EDO ART EXPO

Search



## Ukiyo-e Stamp Rally

### How to participate

- Visit the four venues, press stamps in four colors (purple, yellow, red and black) on the paper mount, and complete the ukiyo-e print to complete the rally.
- Stamps can be stamped in any order.
- To apply for the Ukiyo-e Rally Prize lottery, please put the application form in the application box or mail it. (Address in Japan only)

### Apply by mail to :

NPO Corporation Tokyo-Chuo Net  
104-0051 Tokyo, Chuo-ku, Tsukuda 1-11-8,  
Pia West Square 3F

Deadline : Monday, October 20, 2025

Please be sure to fill in the bolded boxes.

Address <input type="text"/>	
Name <input type="text"/>	Gender <input type="checkbox"/> M <input type="checkbox"/> F
Phone number ( <input type="text"/> ) <input type="text"/>	Age <input type="text"/>
E-mail Address <input type="text"/>	

Place your stamps inside this frame.