

The 17th

The Aesthetic Sense of Edo Japan

EDO ART EXPO

2024. 9.20 **FRI** – 10.8 **TUE****Ukiyo-e
Exhibition****ART Rally
S&N Rally
Ukiyo-e Rally
Store Fairs**

Weaving from Edo Period

—Spirits of Edo *Ukiyo-e***Related Events** The13th

Edo-Shodo Exhibition by Tokyo school children

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 era and utilize approximately 50 different venues, including well-established local shops, hotels, shrines and centers of culture or tourism.

The theme of the 17th EDO ART EXPO is "Weaving from Edo Period —Spirits of Edo *Ukiyo-e*". The 13th *Edo-Shodo* Exhibition by Tokyo school children has about 6,000 entries,

from which 255 awards will be presented with the support of 41 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 era.

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 2024".

Venues Map & Quick Reference

23 39



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 Reference

2 4 5 6 8 9 10
14 18 19 21 22 24 25
26 27 30 31 35 36



Ukiyo-e Rally **Free Participation**

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.

Venues Map & Quick Reference

2 4 7 9 10 11 12
13 15 16 17 19 20 24
27 28 29 31 32 33 34
35 36 38 40 41

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 17th EDO ART EXPO

Weaving from Edo Period — Spirits of Edo *Ukiyo-e*

The word “weaving” refers to joining several elements together to create something new. Many things in our lives today have been woven together since the Edo period. Through an understanding of *Ukiyo-e*, you can draw out various aspects of the Edo period and get the aesthetic sense of Edo Japan.

Ukiyo-e Exhibition

Ukiyo-e exhibitions will be held at a variety of venues, including well-established local shops, hotels, shrines and centers of culture or tourism. The “*Ukiyo-e* Exhibition” will mainly exhibit *Ukiyo-e* that depict the traditions, culture, and customs that originated in the Edo period or that flourished in Edo and have been passed down to the present day. These works can also be enjoyed on the “Online Exhibition” on the official website.

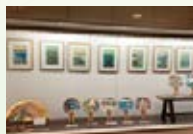
Venues Map & Quick Reference  no entrance fees
2 4 7 10 27 28 31 36



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  no entrance fees
1 4 13 32 33 34



Venues Map & Quick Reference  entrance fees
11 23 39 42



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 economics, 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.



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.



The 13th *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  no entrance fees
2 4 7 10 12 15 19 20 27 28 29 32 37 40



▲Fude

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.



MAP (Access Guide)



Entrance Fee Discounts

VALIDITY PERIOD : Friday, Sept. 20 - Tuesday, Oct. 8 2024

- 23 ¥100 discount** for General, University students and Senior high school students.
Free for junior high school students and under.
- 39** 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

2 Eitaro Sohonpo

The first 50 customers who purchase two or more "Nihonbashi-bijin Ame-Yasume" hard candies at the Nihonbashi Main Store will receive a free "Nadai Kintsuba" Japanese confectionery gift.

VALIDITY PERIOD Sept. 20 to Oct. 8

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. 20 to Oct. 8

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. 20 to Oct. 8

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 "Genjiko", Chef's Dining "Symphony", or Chinese Restaurant "Kei-Ka-En".

VALIDITY PERIOD Sept. 20 to Oct. 8

EDOART EXPO Store Fair COUPON

32 Okuno Karutaten

Customers who spend over ¥1,000 yen including tax at the Okuno Karutaten will receive a "10-sided dice" gift.

VALIDITY PERIOD Sept. 20 to Oct. 8

EDOART EXPO Store Fair COUPON

35 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. 20 to Oct. 8

EDOART EXPO Store Fair COUPON













































































36 Shinshodoh

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

VALIDITY PERIOD Sept. 20 to Oct. 8

EDO ART EXPO & *Edo-Shodo* Exhibition Quick Reference

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

Venues										
CHUO CITY	1	Ibasen Ukiyo-e Museum								
	2	Eitaro Sohonpo								
	3	"Enjoy Infrastructure!" Cruising (Nihonbashi Boarding Deck)	Reservations required by Sept. 2nd (https://forms.office.com/r/AMkDJ3xnyd)							
	4	Edo-ya / The Collection of Edo-ya on Traditional Natural-Fiber Handmade Brushes Museum								
	5	Japanese Restaurant Shimamura								
	6	Café Setsugekka								
	7	Gallery Yaesu								
	8	Ginza Kikunoya								
	9	Coredo Nihonbashi								
	10	Sembikiya Sohonten								
	11	Kite Museum								
	12	Tokyo Chuo City Tourist Information Center								
	13	Chuo City Chuo Historical Museum								
	14	Tsuruya Yoshinobu Tokyo Mise								
	15	Tokyo City Air Terminal (2F)								
	16	Nihonbashi Information Center								
	17	Nihonbashi Tourism Information								
	18	Nihombashi Takashimaya S.C.								
	19	Ninben Nihonbashi Honten								
	20	Pier West Square building (B1 Atrium)								
	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								
	31	Royal Park Hotel								

Venues									
CHiyODA CITY	32	Okuno Karutaten					G	版	
	33	Hie-jinja Shrine					C		
	34	Yamada Shoten Gallery					B	版	
MINATO CITY	35	Shiba-Shinmei Eitaro					D	版	
	36	Shinshodoh					A	版	
	37	Minato City Tourism Information Center							
SUMIDA CITY	38	Azuma Arare Ryogoku Main Store					E		
	39	The Sumida Hokusai Museum							
	40	Tobu Hotel Levant Tokyo					H		
	41	Ryogoku Tourist Information Center					F		
KOTO CITY	42	Koto City Fukagawa Edo Museum							

 ▶ **Ukiyo-e Exhibition** ▶ **Edo-Related Exhibition** ▶ **Edo-Shodo Exhibition**

 ▶ Art Rally  ▶ S&N Rally  ▶ Smartphone Ukiyo-e Stamp Rally

版 版 版 版 ▶ Ukiyo-e Stamp Rally ▶ Store Fairs

Ukiyo-e Stamp Rally

How to participate

1. 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.
2. Stamps can be stamped in any order.
3. 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)

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



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

Place your stamps inside this frame.

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

Please be sure to fill in the bolded boxes.

Apply by mail to : NPO Corporation Tokyo-Chuo Net
104-0051 Tokyo, Chuo-ku, Tsukuda 1-11-8, Pia West Square 3F
Deadline : Sunday October 20, 2024

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

EDO ART EXPO

Search

