

The 16th *The Aesthetic Sense of Edo Japan***EDO ART EXPO**2023. 9. 22 **FRI** – 10. 10 **TUE**Journey with *Ukiyo-e*

浮世絵と旅する

Related Events

The 12th

Edo-Shodo Exhibition
by local 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 local school children, major events hosted across four of Tokyo's wards (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 16th EDO ART EXPO is "Journey with *Ukiyo-e*". The 12th *Edo-Shodo* Exhibition by local school children has about 5,500 entries, from which 285 awards will be presented

with the support of 46 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 local school children have to offer, and takes away a 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 the Mitsuo Aida 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 2023".

Venues

Map & Quick Reference

32 43

**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 7 8 9 10
11 15 19 20 22 23 24 25
26 27 30 31 39 40

**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 a smartphone browser. The rally will be completed by visiting four venues and acquiring four types of *Ukiyo-e* (digital stamps). You can apply for the *Ukiyo-e* Rally Prize lottery using the application form or application ticket (postcard format). 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 8 9 11 12 13 14
16 17 18 20 21 24 27 29
31 32 33 34 35 36 37 38
39 40 41 42 44 45

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 16th EDO ART EXPO

Journey with *Ukiyo-e*

浮世絵と旅する

People in the Edo period enjoyed traveling just like we do today. Many people still visit the famous places depicted in *Ukiyo-e*, and there are many places where the vestiges of those days remain. Please enjoy a "journey" with *Ukiyo-e* prints while appreciating the rich nature, people's lives, roads and inn towns of those days.

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 exhibition focuses on landscape paintings by Hokusai Katsushika, Hiroshige Utagawa and others, depicting famous places in Edo and other places.

These works can also be enjoyed on the "Ukiyo-e Net Exhibition" on the official website.



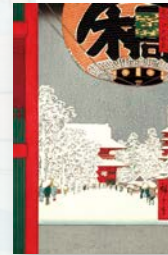
About Edo

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

As the center of politics and 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.



Venues Map & Quick Reference

2 4 8 11 27 28 31 34 35 40

¥ no entrance fees

Edo-Related Exhibition

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



Venues Map & Quick Reference

1 4 14 33 36 37 38

¥ 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

12 32 33 43 46

¥ entrance fees



The 12th Edo-Shodo Exhibition by local school children

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

The *Edo-Shodo* Exhibition by local 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

2 4 11 13 16 20 21 27 28 29 32 33 34 35 37 41 44

¥ 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.

▲Fude





Entrance Fee Discounts

VALIDITY PERIOD : Friday, Sept. 22 - Tuesday, Oct. 10 2023

- 32** ¥100 discount for General, University students, Junior and Senior high school students and Primary schools students (excluding senior citizens).
- 43** 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. 22 to Oct. 10

EDOART EXPO Store Fair COUPON

11 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. 22 to Oct. 10

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. 22 to Oct. 10

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

VALIDITY PERIOD Sept. 22 to Oct. 10

EDOART EXPO Store Fair COUPON

33 Okuno Karutaten

Customers who spend over ¥1,000 yen including tax at the Okuno Karutaten will receive a "10-sided dice" gift (equivalent value of ¥220).

VALIDITY PERIOD Sept. 22 to Oct. 10

EDOART EXPO Store Fair COUPON

39 Shiba-Shinmei Eitaro

The first 50 customers who purchase a box of 10 "Enoshima Monaka" (¥1,653) will receive one free "Dorayaki" gift.

VALIDITY PERIOD Sept. 22 to Oct. 10

EDOART EXPO Store Fair COUPON

40 Shinshodoh

Receive a 10% discount for purchases over ¥1,500.

VALIDITY PERIOD Sept. 22 to Oct. 10

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. 6th (https://forms.office.com/r/fqskDpASE0)			
	4	Edo-ya / The Collection of Edo-ya on Traditional Natural-Fiber Handmade Brushes Museum				
	5	Japanese Restaurant Shimamura				
	6	Café Setsugekka				
	7	Ginza Kikunoya				
	8	Courtyard by Marriott Tokyo Station				
	9	Coredo Nihonbashi				
	10	Seigetsudo Honten				
	11	Sembikiya Sohonten				
	12	Kite Museum				
	13	Tokyo Chuo City Tourist Information Center				
	14	Chuo Historical Museum				
	15	Tsuruya Yoshinobu Tokyo Mise				
	16	Tokyo City Air Terminal				
	17	Nihonbashi Information Center				
	18	Nihonbashi Tourism Information				
	19	Nihombashi Takashimaya S.C.				
	20	Ninben Nihonbashi Honten				
	21	Pier West Square building (B1 Atrium)				
	22	Futabaya				
	23	Matsuzaki Shoten				

Venues						
CHUO CITY	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				
	CHIYODA CITY	32	Mitsuo Aida Museum			
		33	Okuno Karutaten			
34		Chiyoda City Tourist Information				
35		Tokyo City i Tourist Information Center				
36		Hie-jinja Shrine				
37		Meiji University Museum				
38		Yamada Shoten Gallery				
MINATO CITY		39	Shiba-Shinmei Eitaro			
	40	Shinshodoh				
	41	Minato City Tourism Information Center				
SUMIDA CITY	42	Azuma Arare Ryogoku Main Store				
	43	The Sumida Hokusai Museum				
KOTO CITY	44	Tobu Hotel Levant Tokyo				
	45	Ryogoku Tourist Information Center				
46	Koto City Fukagawa Edo Museum					

#edoartexpo Complete the Ukiyo-e Stamp Rally



Upload your completed Ukiyo-e to social media!

How to participate

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!

- ⚠️ The hashtagged image will be made available on publically viewable media, such as the event website and official social media account, public relations and other media.
- The posted image must not infringe on any third party intellectual rights.
- While copyright of any posted images remains with the contributor, they agree to release any claims on use for event-related purposes.

Icons Key

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



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

EDO ART EXPO

Search