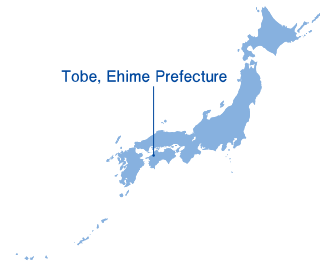


とべ 陶街道 をめぐ

Tobe, Ehime Prefecture



Toishiyama Park, the 41st of the 53 Stations of the (Pottery) Tokaido

The “To” of Tobe comes from toishi (“whetstone”)

Its roots go back to Mt. Toishi-yama

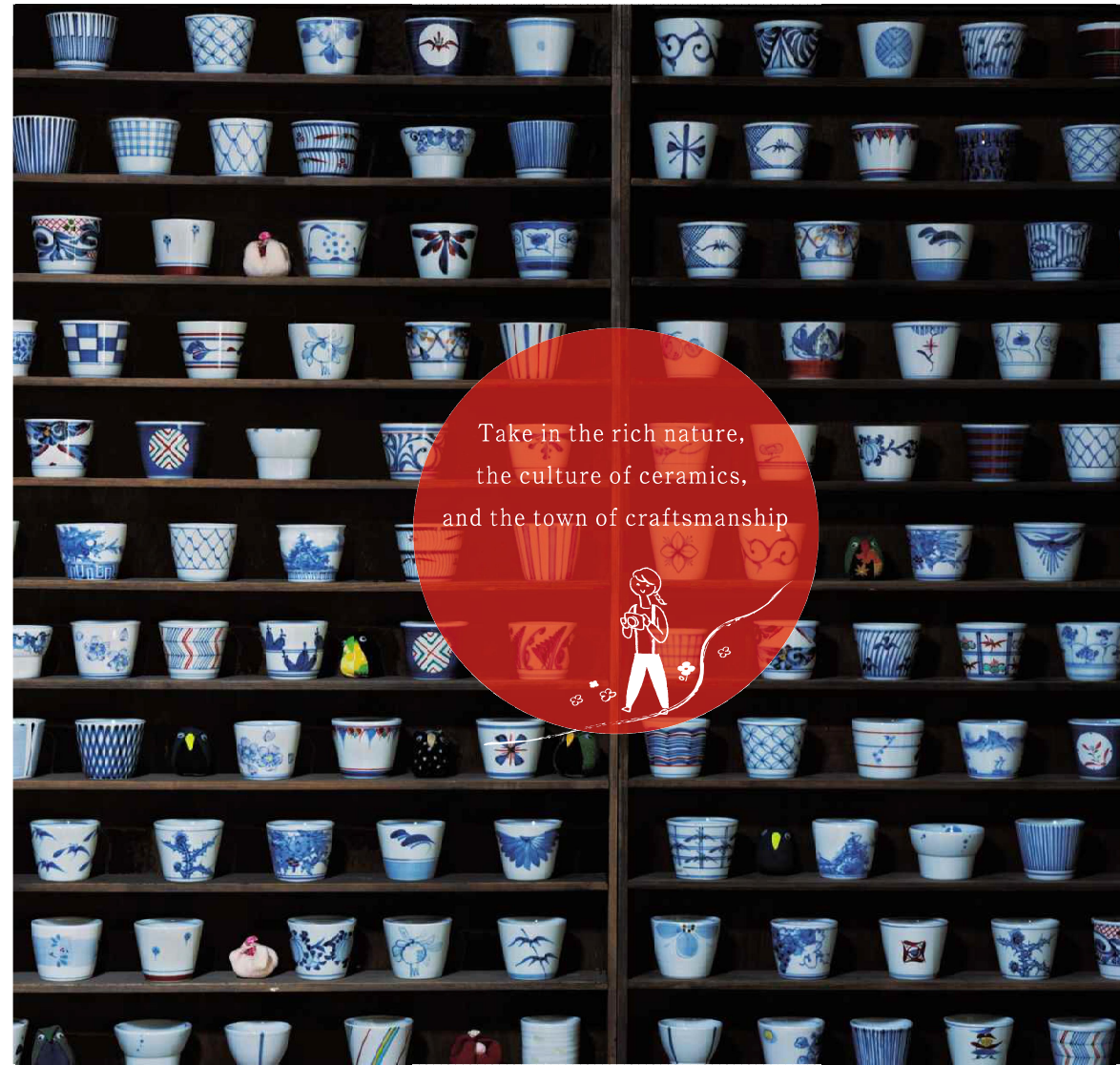
Mt. Toishi-yama, now reduced to sheer columnar rock, was once a well-known source of natural stone called iyoto. The stoneground shavings used as raw material for the original Tobeyaki porcelain was harvested here. Mt. Toishi whetstone is mentioned as far back as the 8th century in the Shōsoin documents. The entire area became known as Toyama and as time went by, its name was changed to Tobe.

A Town of Clear Streams and Fireflies,
of Tobeyaki and Tangerines

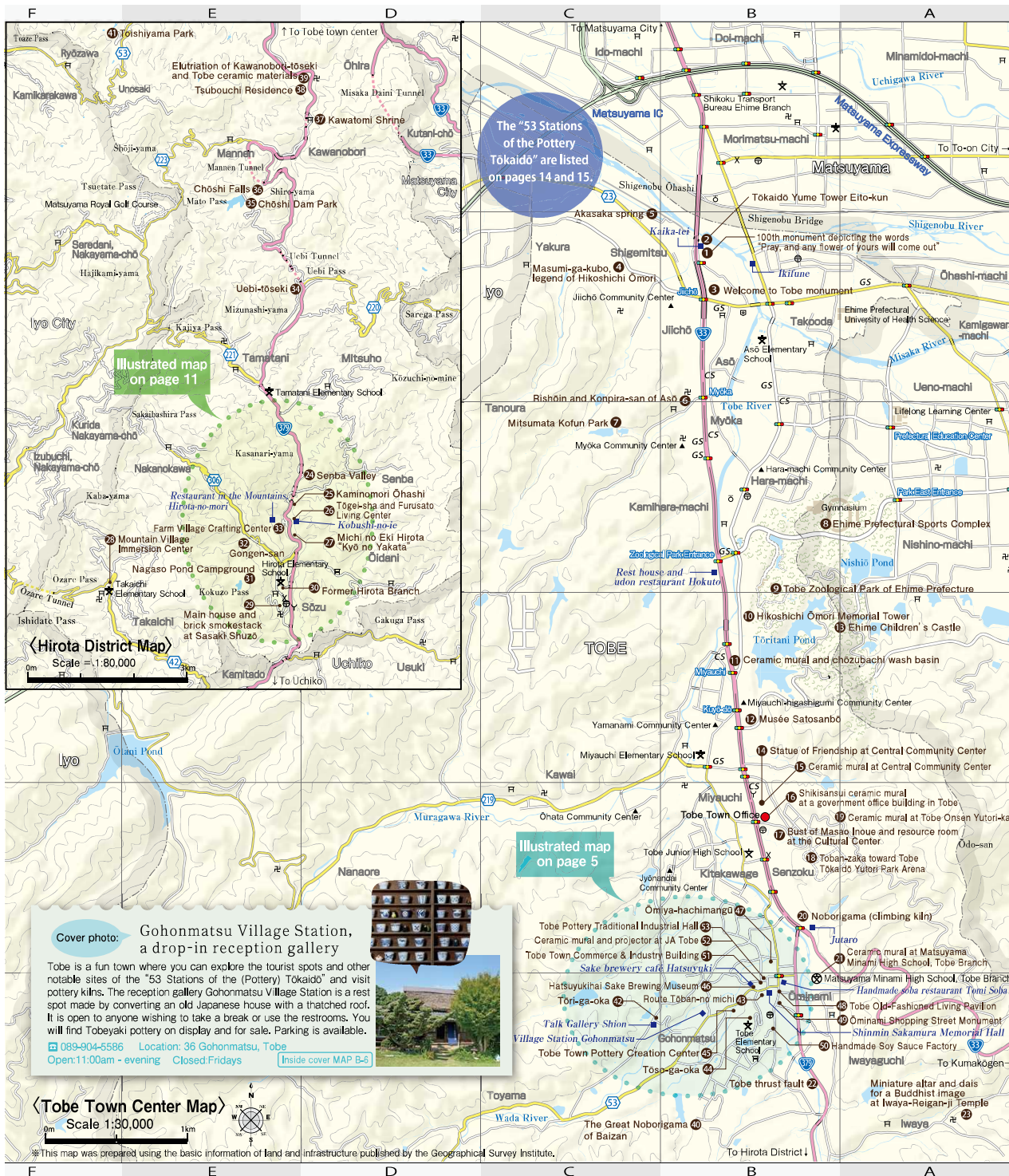
Published by Tobe Industrial Promotion Division

〒791-2195
1392 Miyauchi, Tobe-chō, Iyo-gun, Ehime-ken
Tel: 089-962-7288
Fax: 089-962-4277
<http://www.town.tobe.ehime.jp/>

Issued August 2016



Tobe's mascot:
Tobecchi



The "53 Stations of the Pottery Tokaido" are listed on pages 14 and 15.

Illustrated map on page 11

Illustrated map on page 5

Cover photo: Gohonmatsu Village Station, a drop-in reception gallery

Tobe is a fun town where you can explore the tourist spots and other notable sites of the "53 Stations of the (Pottery) Tokaido" and visit pottery kilns. The reception gallery Gohonmatsu Village Station is a rest spot made by converting an old Japanese house with a thatched roof. It is open to anyone wishing to take a break or use the restrooms. You will find Tobeyaki pottery on display and for sale. Parking is available.

☎ 089-904-5586 Location: 36 Gohonmatsu, Tobe
 Open: 11:00am - evening Closed: Fridays Inside cover MAP B-5

<Tobe Town Center Map>
 Scale 1:30,000

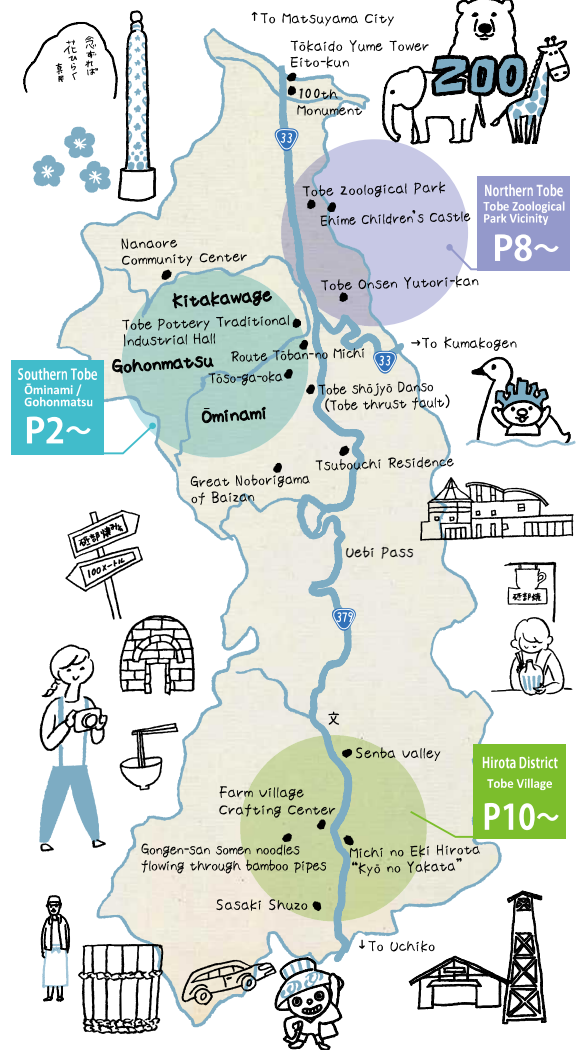
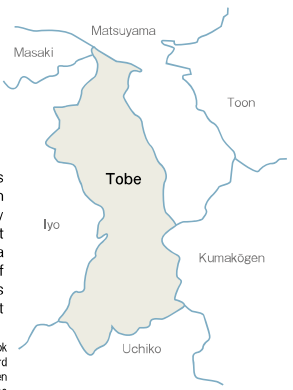
*This map was prepared using the basic information of land and infrastructure published by the Geographical Survey Institute.

Fast Facts Map of Tobe

Tobe's tourist attractions are found concentrated in three general areas

"Northern Tobe, Zoological Park Vicinity" is enjoyable by visitors of all ages, "Southern Tobe, Ominami / Gohonmatsu" has many pottery kilns and facilities for learning about the history of Tobeyaki, and the "Hirota District" is in the outskirts of Tobe. Points of attractions are all included in the 53 Stations of the (Pottery) Tokaido, so please refer to it for guidance.

You can purchase 53 Stations of the (Pottery) Tokaido Guidebook at the Tobe Pottery Traditional Industrial Hall, which is the 53rd station, where you can also receive information about the "Eleven Walk," a walking course that takes you to 11 spots around the Ominami / Gohonmatsu area.



Northern Tobe
 Zoological Park Vicinity
P8~

Southern Tobe
 Ominami /
 Gohonmatsu
P2~

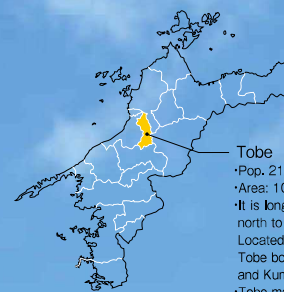
Hirota District
 Tobe Village
P10~

Feel the calm breeze here in the home of ceramics

The town with 53 Stations of the (Pottery) Tōkaidō

Make yourself at home and stay a while

Tōso-ga-oka, where the whispering winds blow through



Tobe
•Pop. 21,643 (as of Nov. 1, 2015)
•Area: 101.57km²
•It is long and narrow, stretching 21km from north to south and only 9km east to west. Located at the center of Ehime Prefecture, Tobe borders Matsuyama, Iyo, Masaki, and Uchiko, and Kumakōgen.
•Tobe mascot: Tobecchi

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A village of rustic and artistic ceramics
The Tōkaidō pottery road connects people
with culture

While Tobe is a bedroom suburb adjacent to the prefectural capital of Matsuyama, it is also an indescribably tranquil village known for its ceramics and porcelains. With history that goes back to the Edo Period, the local handicraft techniques have been passed down through the generations to the 80 pottery kilns still operating throughout the town.

This town of ceramics has a road called the Pottery Tokaido. There is a "stamp rally" (a game to collect stamps from various places) that ties the charm of Tobe together, adding to the fun for people of all ages touring the town. Visitors will also see that this road is one that is valuable in learning about the 200-plus years of history of Tobeyaki pottery, the passion of unknown potters, and the preeminent skills of distinguished masters.

Discover the masters, in the vast blue Eden of Gosu in Tōgenkyō

~ A concentration of Tobeyaki appeal ~



I see the differences in when they were made

53 Stations of the Pottery Tōkaidō
43

53 Stations of the Pottery Tōkaidō
44

View the entire mountain village from a hilltop

From Route Tōban-no Michi to Tōso-ga-oka

The stretch of road about 500m long that starts at the Shinmin Sakamura Memorial Hall (just south of the Tobe Pottery Traditional Industrial Hall) and connects to the Tobe Town Pottery Creation Center is called the Route Tōban-no Michi ("road of ceramic plates"). The street and its walls are embedded with roughly 580 ceramic plates glazed by local potters. Follow the gentle slope until you reach Tōso-ga-oka that commands a panoramic view of villages that change colors with each season. Let the pleasant breeze stroke your cheeks and spark your desire to know more about this area.

Inside cover MAP B-6



00

...This mark shows the station number on the Tōkaidō



It's a perfect route for exploring and enjoying the charm of Tobeyaki pottery as you stroll.



53 Stations of the Pottery Tōkaidō
53

The appeal of Tobeyaki tradition and evolution Tobe Pottery Traditional Industrial Hall

This gallery exhibits Tobeyaki pottery at different historical periods as it continuously evolved along with the local lifestyles and culture. The displays show various scenes from everyday life to demonstrate how the wares were regularly used. The exhibition also has areas which do not name where the pottery pieces were made in order to allow visitors to enjoy the works without fixed ideas. Seasonal works are arranged in the first floor lobby, and the second floor contains special exhibits and a gift shop.

Inside cover MAP B-6



In the foreground is a piece representative of old Tobeyaki: Kitakawaga Totsue Shochiku-Uzumon Tokkuri ("Kitakawaga sake bottle with iron painting of pine, bamboo, and plum" height: 35cm).



☎089-962-6600
Location: 335 Ōminami, Tobe
Open: 9am-5pm
Closed: Mondays (if a national holiday, the following day), Dec. 29-Jan. 1
Admission: ¥300/Adults, ¥100/Students (under HS), ¥200/Students (HS & Univ.), Senior citizens (65+)
Parking: Free

53 Stations of the Pottery Tōkaidō
40

Largest long-established Tobeyaki pottery kiln Great Noborigama of Baizan (Umeno-Seitōsho)

The Baizan-gama is a kiln that opened in 1882. Displays of precious pieces at the Umenokotō Museum speak of its history. The great brick noborigama ("climbing kiln") remains on the hillside in the same form as it was originally built, which visitors can view along with the production process that is carried out today. Pottery can be purchased at the adjacent store. The birth house of the founder still stands within the premises, its thatched roof adding a distinct air to the building.

☎089-962-2311

Location: 1441 Ōminami, Tobe
Open: 8:05am-4:50pm
Closed: Mondays (if a national holiday, the following day), every 2nd and 3rd Sunday, Dec. 29-Jan. 1, closed on some irregular days
Admission: Free
Parking: Free

Inside cover MAP B-6



The "slimy" gloss speaks of the history of Tobeyaki in the great noborigama.



53 Stations of the Pottery Tōkaidō
49

Street corner art objects [Ōminami Shopping Street Monuments]

Inside cover MAP B-6

Storefront art objects that make strolling fun. Their titles combine humor and tastefulness that will likely put a smile on your face.



A hill where wisdom speaks from the past
Tōri-ga-oka

This hill with a nice view was originally a location for a housing complex for members of the pottery industry established to promote Tobeyaki pottery and foster successors. It is now lined with fashionable galleries and studios. Discover new styles of work with modern and unique colors, motifs, and shapes. We urge you to visit the pottery kilns where you can speak with the creators in person.



1, 3) Many of the shops display products like a gallery, 2) Many shops directly owned by potters line the complex, 4) Tōri-ga-oka stone monument stands at the top of the hill, 5) You will see a wide variety of works from traditional pieces to the innovative and creative modern styles.

☎089-962-7288 (Industrial Promotion Division)
Location: Near 885 Gohonmatsu, Tobe
Parking: Free

Inside cover MAP C-6

Don't miss this popular experience as a memento of your trip
Tobe Town Pottery Creation Center

A facility for experiencing the Tobeyaki pottery, founded in 1983. Visitors can choose from around 100 biscuit-fired plates and cups to paint, or work with clay at the potter's wheel or to build an object by hand. As instructors are available to help, beginners are also welcome (some services require reservations).



Please see page 7 for more information about the hands-on Tobeyaki experience.



☎089-962-6145
Location: 82 Gohonmatsu, Tobe
Open: 9am-5pm
Closed: Thursdays (if a national holiday, the following day)
Parking: Free

Inside cover MAP B-6

Selling products from various pottery kilns
Tobeyaki Tourist Center En-no-sato

The center is filled with Tobeyaki products and is fun just to look around, but visitors can also try painting and modeling clay, as well as take a tour of the pottery-making process that goes from making the clay to shaping, drying and firing it. It is a popular spot where visitors can shop, rest, and enjoy in any way that fits their fancy.



☎089-962-2070
Location: 359 Senzoku, Tobe
Open: 8:30am-6pm
Closed: December 31
Parking: Free

Inside cover MAP B-5

Recommended Route

Tobeyaki Town Route

- 1 Tobeyaki Traditional Industrial Hall
↓ nearby
- 2 Ōminami Shopping Street Monument
↓ 200m
- 3 Homemade Soy Sauce Factory
↓ 400m
- 4 Shinmin Sakamura Memorial Hall
- 5 Hatsuyukihai Sake Brewing Museum
↓ nearby
- 6 Route Toban-no michi
↓ 300m
- 7 Tōso-ga-oka
↓ nearby
- 8 Tobe Town Pottery Creation Center
Visit pottery kilns if you have extra time

Reach out to the song that touches you inside
Shinmin Sakamura Memorial Hall



A memorial hall to commemorate Shinmin Sakamura, a famous poet. He lived his life out in his beloved Tobe. His works overflow with love, and visitors can view them in the exhibit room with a black ceiling and white cypress plate floor. A small desk and lamp that he actually used are displayed to show what his study looked like. Leave a message in the notebook placed on the desk.

☎089-969-3643
Location: 705 Ōminami, Tobe
Open: 9am-5pm (entrance closes at 4:30)
Closed: Mondays (if a national holiday, the following day), Dec. 29-Jan. 1, during exhibition change (please inquire)
Admission: ¥400/General, ¥300/Students (HS & Univ.), ¥200/Students (under HS), ¥300/Seniors citizens (65+)
Parking: Free



1) Memorial Hall exterior, 2, 3) Interior showing works filled with love for family, 4) Popular exclusive products including postcards of Shinmin's poetry, 5) Shinmin Sakamura, 6) Delicate magnolia flowers that he loved bloom when in season.

Fun in the Ōminami / Gohonmatsu area!
Friendly walking map

Take a small journey around the pottery kilns in the hometown of Tobeyaki

Visit the pottery kilns

"The fresh gōsu indigo glows in the smooth white porcelain of plump thickness" is how Tobeyaki is described. People have long enjoyed and passed down the pottery as part of their lives for generations. As the basic areas of people's lives changed, Tobeyaki also underwent gradual modifications and the pottery kilns began to take initiatives to create their own unique styles. Learn the meaning and ideas behind the various kilns and you may find a new way to enjoy the Tobeyaki pottery. Head out on your journey of Tobeyaki kilns to discover their history and to find your favorite piece!



An increasing number of women and young potters are expanding the horizons for Tobeyaki fans with new visions and ideas.



The pottery village spreads from the hillside and contains idyllic country scenery

Traditional patterns



If you plan to visit pottery kilns

Where to go

First get the Pottery Kiln Tour Guide. It's a small pocket-sized guidebook of about 80 pottery kilns in town.

How to get there

The pottery kilns are concentrated in the Ōminami, Gohonmatsu, and Kitakawage areas. Park at the Tobe Pottery Traditional Industrial Hall and walk or rent a bicycle (limited number available for a fee).

Advice from the locals

Some pottery kilns require that you contact them in advance, and some places are difficult to get to without a car. It's best to research beforehand.

Lessons from the past

How Tobeyaki developed

Porcelain developed by order of the Ōzu Clan

Toyama produced good quality pottery stone, was blessed with pine trees used for fuel, and its slopes were suitable for building climbing kilns. Under the aegis of the Ōzu Clan, the Tobeyaki pottery developed.

The golden era when exports flourished

From around 1872, Karatsu ships of what is now Masaki-chō in Iyo County expanded the pottery's sales channels throughout the nation. In addition, "Iyo bowls" with printed designs were fired in bulk in the noborigama (climbing kilns) of Baizan for export to present day Myanmar, bringing sales to a peak.



Folk art movement by Muneoyoshi Yanagi, Shōji Hamada and others sets the spotlight on Tobeyaki again.

After WWII, philosopher Muneoyoshi Yanagi came to Tobe, bringing British potter Bernard Leach with him. He criticized the mass production due to mechanization and pointed out the lack of practical wares being made for a region that specializes in the production of porcelain. This laid the foundation for what is practiced here today. Potters Shōji Hamada and Kenkichi Tomimoto are also famous historical figures who contributed to the advancement of Tobeyaki.



Muneoyoshi Yanagi who made Tobeyaki famous

Experiencing Tobeyaki ~Make your original piece~

Try your hand at Tobeyaki

Nearly the entire process of making Tobeyaki pottery is done by hand. Enjoy being a potter as you experience this production process and create your very own one-of-a-kind masterpiece. You can choose to paint on a plate or cup, or work with clay to create a shape of your choice by handbuilding or using a potter's wheel. You can have the completed piece(s) shipped to you later. Give it a try!



[Potter's wheel]



Place clay and spin it on the wheel as you build a shape. A bit difficult at first, but no worries as professional staff will guide you.
Work time / about 30 minutes
Ready to take home in about 4-6 weeks

[Handbuilding]



Feel the clay as you knead, roll, and coil the clay by hand to make your own original shape.
Work time / 60-90 minutes
Ready to take home in about 4-6 weeks

[Painting and glazing]



Choose from biscuit-fired plates, cups, or bowls and paint pictures and letters with a brush. Can be enjoyed by visitors of all ages.
Work time / 30-60 minutes
Ready to take home in about 3 weeks

Shown above are estimated times needed at Tobe Town Pottery Creation Center, and for the pottery to be ready to take home.



Useful tips



- Use caution when handling the gōsu pigment used for painting as it will not come out once it gets on your clothing.
- Your pottery piece will shrink by 10% in the biscuit firing and another 10% in the final firing!
- Your handbuilt or wheel-thrown piece can be painted on after biscuit firing or be put through the final firing without painting.



A to Z process of Tobeyaki

- 1 Pottery stone mining ~ grinding and refining
 - 2 Kneading
 - 3 Forming (pinching, potter's wheel, etc.)
 - 4 Trimming
 - 5 Drying ~ biscuit firing
 - 6 Painting
 - 7 Glazing
 - 8 Final firing
- Done!

Places that offer hands-on experiences

Farm Village Crafting Center

[DATA P11]

☎089-969-5087
Location: 117 Sōzu, Tobe
Open: 9am-5pm
Closed: Tuesdays (if a national holiday, the following day), Dec. 30 - Jan. 3
Parking: Free

- 👉 ¥700 - ¥1,200 (15 colors)
- 👉 clay ¥2,000/kg and up (reservation needed)
- 👉 clay ¥3,000 and up (includes instructions)

Umeno-Seitōsho

[DATA P3]

☎089-962-2311
Location: 1441 Ōminami, Tobe
Open: 8:05am-4:50pm
Closed: Mondays (if a national holiday, the following day), every 2nd and 3rd Sunday, Dec. 23-Jan. 1, closed on some irregular days
Parking: Free

- 👉 ¥500 (small plate) and up (About 10 days till completion of final firing. Local shipping available (extra charge))

Tobeyaki Tourist Center En-no-sato

[DATA P4]

☎089-962-2070
Location: 359 Senzoku, Tobe
Open: 8:30am-6pm
Closed: December 31
Parking: Free

- 👉 ¥500 and up
- 👉 ¥1,700 and up (reservations needed for groups of 10 or more)
- 👉 ¥2,500 (reservation required)

Tobe Town Pottery Creation Center

[DATA P4]

☎089-962-6145
Location: 82 Gohonmatsu
Open: 9am-5pm
Closed: Thursdays (if a national holiday, the following day), Dec. 29-Jan. 3
Parking: Free

- 👉 ¥300 (chopsticks holder) and up
- 👉 ¥1,800 per person (reservation required) approx. 90 min.
- 👉 ¥1,800 per person (reservation required)

Tobeyaki Pottery Center

[DATA P9]

☎089-962-3900
Location: 83 Miyauchi, Tobe
Open: 8:30am-5pm
Closed: January 1
Parking: Free

- 👉 ¥400 and up
- 👉 ¥1,800 per person (reservation required) approx. 90 min.
- 👉 ¥3,500 per person (reservation required) approx. 60 min.

Please contact each location for details on fees, required work time, time until completion of final firing, and delivery.

A wonderland of play, fun, and relaxation

Lots of ways for both kids and grownups to have fun

~Popular places for families and couples~

09

Exciting for adults, too! A place where animals take center stage

Tobe Zoological Park of Ehime Prefecture

This large-scale zoo with more than 750 animals of about 160 species is famous for its innovative exhibition style. For example, multiple animal species are shown together without fencing in the African savannah-like "Africa Street," and the orangutans take walks in the air. You can view the animals from various angles and there's even a petting zoo of small animals. Many events are held daily, promising a good time for animal lovers of all ages!

☎ 089-962-6000
Location: 240 Kamihara-machi, Tobe
Open: 9am-5pm (entrance closes at 4:30)
Closed: Mondays (except national holidays), Dec. 29-Jan. 1
Admission: ¥460/Adults, ¥100/Elem thru HS students, senior citizens (65+) (with ID)
Parking: ¥300 (standard-sized cars)

Inside cover MAP B-3

13

The entire forest around the castle is a playground for kids

Ehime Children's Castle

This nature-filled children's kingdom is right next door to the Tobe Zoological Park. There are boats in the pond and you can travel through the forest on a monorail or giant slide. This European style castle also has an obstacle course and a music room. Don't miss the fun and learning events that children love to get immersed in. There are plenty of lockers and rest areas to ensure that the whole family can fully enjoy themselves.

☎ 089-963-3300
Location: 108-1 Nishino-chō Otsu, Matsuyama
Open: 9am-5pm (6pm during summer vacation time)
Closed: Wednesdays (if a national holiday, the following day), Dec. 27-Jan. 1
Admission: Free admission with charges to use rides and other attractions
Parking: ¥300 (standard-sized cars)

Inside cover MAP A-4

Road train that travels around the park (2km) in about 30 minutes.

Peace is a polar bear loved by everyone

Peace was born on December 2, 1999 and was the first polar bear in Japan to grow up on artificial nursing. She is so cute when she shakes her big body to move around. She is the zoo's top idol!



Get down under the pool and watch the penguins at play. They really fly through the water!



▲Lion watching! Get up close to the lions through the glass. You can watch them eat, too.

◀Walk through the birds' home in the bird park that recreates the woodlands of Ehime



Lots of fun events

The Zoo at Night

Held in the summer and fall weekends. See the animals in a magical illumination, appearing a bit different from daytime.



Eye-to-eye with a Giraffe

Meet the giraffes at their eye level from their usually-closed 2nd floor bedroom.

Hippo-Hippo Lunch

Hippos are expert swimmers. Feed the hippo as she opens her mouth out of the water. Careful—don't get sucked in!



11

Tobeyaki – entertaining with class

Tobeyaki Pottery Center

A Tobe pottery distribution and learning center directly managed by pottery kilns, which exhibit and sell a large number of their pottery pieces. Its open-kiln market attracts a crowd looking for good deals every spring and fall. The bathrooms outside are decorated with ceramic murals, and their washbasins painted with different designs look very clean. Try your hand at painting or the potter's wheel on the second floor.



☎ 089-962-3900
Location: 83 Miyauchi, Tobe
Open: 8:30am-5pm
Closed: January 1
Parking: Free

Inside cover MAP B-4



19

Admire the ceramic mural as you bathe in the water of beauty

Tobe Onsen Yutori-kan

The gentle, mildly alkaline spring water is known locally as the "water of beauty" as it is said to make your skin smooth and soft. The bath is located on a hill with a beautiful view of the mountain villages decorated by the season. In the bathing room is a 3-by-1.5-meter ceramic mural of Tobe-sarasa-mon ("Tobe calico pattern") depicting fish and flowers, designed by Shōji Kudō of Shunjū-Gama kiln. Light meals such as Nanaore-koume udon noodles are also offered in the building.



☎ 089-962-7200
Location: 1902-3 Miyauchi, Tobe
Open: 10am-10pm (ticket booth closes at 9:30pm)
Closed: 1st and 20th of each month (if a national holiday, the following day)
Admission: ¥500/Adults, ¥350/Children, ¥400/Senior citizens (65+), free for children under 6
Parking: Free

Inside cover MAP A-5

Hear the voices of the winds and the gentle stream as time strolls by

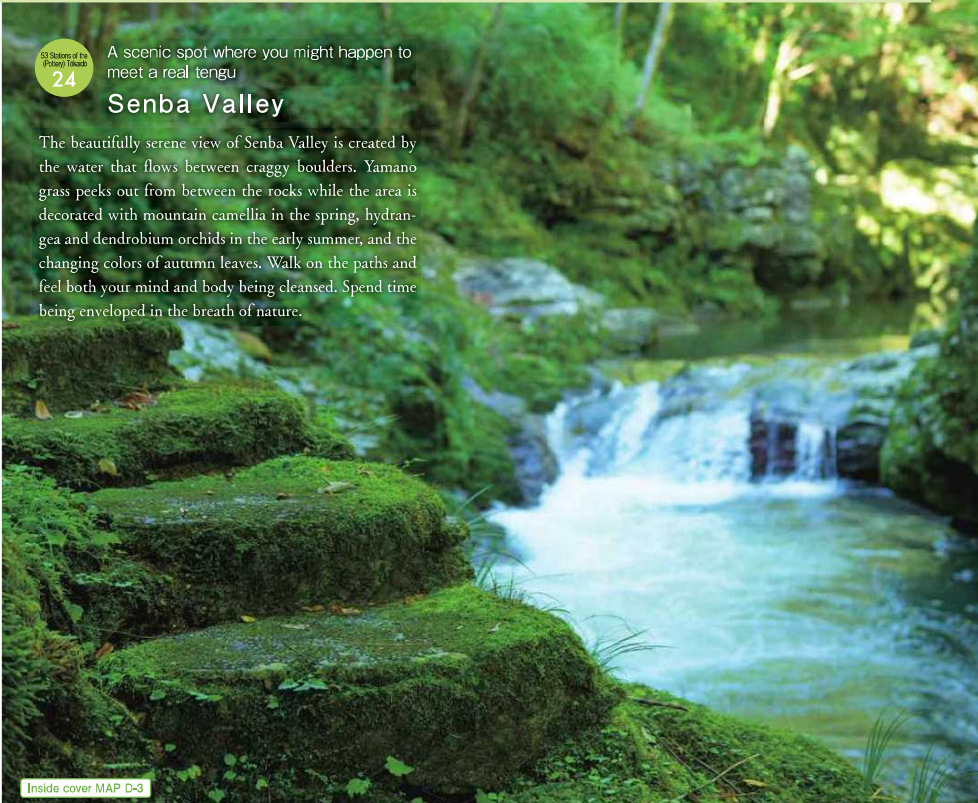
~ Then take another step beyond Tobe ~

53 Stations of the Pottery (Sōzo) 24

A scenic spot where you might happen to meet a real tengu

Senba Valley

The beautifully serene view of Senba Valley is created by the water that flows between craggy boulders. Yamano grass peeks out from between the rocks while the area is decorated with mountain camellia in the spring, hydrangea and dendrobium orchids in the early summer, and the changing colors of autumn leaves. Walk on the paths and feel both your mind and body being cleansed. Spend time being enveloped in the breath of nature.



Inside cover MAP D-3

53 Stations of the Pottery (Sōzo) 32

Cool and refreshing nagashi (flowing) sōmen Gongen-san

Gongen-san has an elevation of 440 meters. Duck through the torii gate by the Nakano River and you will see the Toyomine Shrine to your front, and places to enjoy nagashi sōmen (flowing noodles) on either side of you. The broth made with locally harvested soybeans and shiitake mushrooms goes perfectly with the chilled, slightly thick noodles. It is a popular spot for many who come to enjoy the delicious and cool sōmen noodles every year when they're in season.

☎ 089-969-2152 (only during summer)
Location: Gongen-san Rest Area, 1548 Sōzu, Tobe
Open: Nagashi (flowing) sōmen noodles: July 1st-Sunday in September
10am-4:30pm (last call 4pm)
Closed: Open every day during nagashi sōmen season (inquire during severe weather)
Admission: Nagashi sōmen noodles: ¥600/Adults (older than elem. school age), ¥300/Elem., ¥200/Small children
Parking: Free

Inside cover MAP E-3



Senbagatake is one of "Iyo's 12 Scenic Spots" that were selected in 1926. It is a mystic valley with a legend that says tengu (long-nosed goblins) used to live here.

53 Stations of the Pottery (Sōzo) 33

Experience pottery making and let nature help you forget the time

Farm Village Crafting Center

Just up the hill from the national highway is a building with a red pointed roof. The first floor has exhibits of pottery made by visitors and on the second floor is a multi-purpose hall. You can try your hand at pottery making and see what it's like to be a potter. It's also close to the Restaurant in the Mountains Hirota-no-mori.



The 12-sided building was built with wood donated by the local people.

☎ 089-969-5087
Location: 117 Sōzu, Tobe
Open: 9am-5pm
Closed: Tuesdays (if a national holiday, the following day), Dec. 30-Jan. 3
Admission: See p.7 for pottery-making fees

Inside cover MAP E-3

53 Stations of the Pottery (Sōzo) 26

Create while watching the flow of the river Pottery House and Farm Village Cafeteria, Kobushi-no-ie

This pottery house invited the Nakata-Gama kiln and opened its doors in 1986 to develop the region as a village of ceramics and porcelain. The number of studios has expanded and there are now five pottery kilns in the area.

The famous tarai ("tub") udon noodles are served with dipping sauce made with soybean and shiitake mushroom at the cafeteria Kobushi-no-ie. You can enjoy the tub of udon on the wooden deck while looking down over the river below.



Tarai udon noodles that have long been enjoyed locally as ceremonial hospitality food. (1,500)

[Nakata-Gama]
☎ 089-969-2077 Location: 159-2 Sōzu, Tobe
Open: 9am-4pm
Closed: Sundays and holidays, every 2nd and 4th Saturday and the following Monday
Parking: Free

[Farm Village Cafeteria, Kobushi-no-ie (Furusato Living Center)]
☎ 089-969-2156 Location: 159-1 Sōzu, Tobe
Open: 10am-5pm
Closed: Tuesdays, Dec. 28-Jan. 3
Parking: Free

Inside cover MAP E-3

53 Stations of the Pottery (Sōzo) 27

Take a deep breath of mountain air and relax Michi no Eki Hirota "Kyō no Yakata"

Michi-no-Eki (roadside rest area) sells fresh fruits and vegetables delivered by local producers every day, as well as processed foods, ceramics, and many other products. Shiitake mushrooms harvested from raw wood and jinenjo (wild Japanese yams), a local specialty, are especially popular. Visitors can also enjoy the rich natural beauty of the surrounding river and mountains.



Many fans look forward to the winter sales of these white, sticky, locally grown wild yams.

☎ 089-969-2070
Location: 162-1 Sōzu, Tobe
Open: 8am - 6pm (5pm Nov.-Mar.)
Closed: Dec. 31 - Jan. 3
Admission: See p.7 for pottery-making fees
Parking: Free

Inside cover MAP E-3



Cross the suspension bridge to get to a kid-size locomotive that children love to ride.

53 Stations of the Pottery (Sōzo) 31

Gaze at the calm, vast water surface and sky

Nagaso Pond Campground

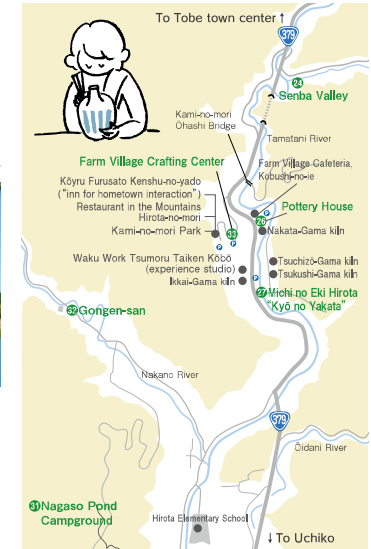
Turn off of a prefectural road and go 3.1km uphill on a mountain road to arrive at the Nagaso-ike Pond located at 520 meters above sea level. Carp and other fish live in this large pond that has a Yatsuhashi (8-plank bridge) and gazebos. It is a fun place to camp while taking in views of the season reflected on the water and of the star-filled sky.

☎ 089-962-6010 (Construction Division)
Location: 1485 Sōzu, Tobe
Open: Open all day, all year
Closed: Never
Admission: Free
Parking: Free

Inside cover MAP E-3



The mountains and water surface are simultaneously colored by the cherry blossoms in the spring and tinted leaves in the fall.





Tobe Onsen, in front of Yutori-kan



Nanaore Plum Nursery



Senba Valley



Toritani Pond

When you connect with the local people When you encounter a scene that catches your breath These are the things that color your trip

Seasonal Event Calendar

There's fun for every season in the villages of Tobe♪

February

Kisaragiki [February 7]

Masao Inoue (1881-1950) was a renowned actor from Tobe who brought excitement to cinema and theater with his outstanding acting skills. On the anniversary of his passing, those who had connections to him and volunteer local residents pay tribute by visiting his grave and offering songs and stories. [Contact]Social Education Division ☎089-962-5952

April

Tobeyaki Festival [3rd Saturday and Sunday in April]

This is a highlighting event of Tobeyaki pottery, attracting over 100,000 visitors each year. Roughly 100,000 pieces, from daily wares to luxury items, are put on display. Special "gratitude prices" set by the local pottery kilns are not to be missed. [Contact]Industrial Promotion Division☎089-962-7288

June Gongen-san Mountain Opening

[June 1st of the Chinese calendar]

This is the official annual opening of Gongen-san (elevation: 440 meters), a historical place for mountain worship. The sight of worshippers climbing the slopes carrying objects of worship that represent spirits of the deities is soul stirring. Mochimaki (practice of scattering rice cakes to keep bad luck away) is held in front of the shrine hall. [Contact]Hirota Branch☎089-969-2111

Nanaore Plum Festival [around Feb. 20 till around March 10]

The first flower event of the year is held at a plum nursery in a mountain valley that has around 16,000 trees of 30 varieties. The event begins when the flowers bloom. Surrounded in blossoms and fragrance, many activities take place such as a plum seed spitting contest and mochimaki, a practice of scattering rice cakes to keep bad luck away. [Contact]Nanaore Plum Association☎089-962-3064

May Firefly Festival [late May to mid-June]

Fellowship to admire natural fireflies that fly over the clear streams. It is held at various locations including Toyama in the Tobe district, at the Tsubouchi Residence in Kawanobori, as well as at Tamatani, Takaichi, and Kyō-no-Yakata in the Hirota district. [Contact]Industrial Promotion Division☎089-962-7288

July Gongen-san Nagashi Sōmen Noodles

[July-early September]

Sōmen noodles flowing through bamboo pipes at the foot of Gongen-san is a local attraction of the summer season. The normally quiet and serene mountain valley fills up with people seeking the rustic flavor and cool air. [Contact]Gongen-san Rest Area ☎089-969-2152(during the summer months only)

August

The Zoo at Night [summer and fall -inquire for dates and time]

A popular event at the Tobe Zoological Park of Ehime Prefecture to see the animals at night in a slightly unusual atmosphere, lit up in mystical illumination. Open rain or shine, except during weather warnings. [Contact]Tobe Zoological Park ☎089-962-6000

November

Autumn Tobeyaki Festival [early November]

Tobeyaki potters set up stalls to sell their own wares at this annual autumn festival. The area around the Tobe Pottery Traditional Industrial Hall is closed off to automobiles to make a pedestrian mall. You'll find that their prices that show their gratitude for their customers are quite inviting. [Contact]Industrial Promotion Division ☎089-962-7288

Tōkaidō Cultural Festival [early November]

A two-day event held by the entire town of Tobe, centering around the Central Community Center. Many local specialty products including Nanaore plum products, miso, soy sauce, and snacks are sold. [Contact]Industrial Promotion Division ☎089-962-7288

Night Fantasy

[Weekends and holidays beginning in late November (inquire for dates and times)]

An illumination event held at the Ehime Children's Castle. For about 10 days, the castle is lit up with roughly 160,000 light blubs. People come from all over to visit. [Contact]Ehime Children's Castle ☎089-963-3300

December

Hirota Jinenjo Festival [early December]

Jinenjo, the wild yam that is a specialty of Tobe, is sold and dishes made with them are offered for tasting. Seasonal specialty products of the Hirota District are also sold. [Contact]Michi no Eki Hirota "Kyō no Yakata" ☎089-969-2070

Please inquire for details, as plans may change due to weather and other circumstances.

Lucky if we meet! Tourist Events (Held year-round)

Tsubouchi Residence Event

The Kawanobori Market is held every 2nd Sunday at the residence of Tsubouchi, a former village headman who ran a water mill business for grinding pottery stone during the Edo Period. Things are happening here at other times too, such as vegetable spot sales, sōmen nagashi (eating noodles flowing through bamboo pipes), river games, harvest moon festival, and parties to enjoy country cooking. [Contact]NPO Tobe TOBE ☎089-962-2747

Tobe Sunday Market

Every Sunday morning until around noon, a market is held at its regular location in Ōminami, Tobe. Fresh vegetables and fruits, prepared food, and homemade sweets brought from around town line the market, attracting customers that include many regulars. [Contact]Tobe Sunday Market Association ☎089-962-2147

Tobe Rakuichi

The Tobe Rakuichi is a market that was started by people who wanted to bring back the hustle and bustle of the Edo Period. People gather every second Sunday of odd-numbered months around the Tobe Town Commerce & Industry Building (at 384 Ōminami) which becomes a fun area closed off to automobiles, selling various products including fresh produce, Tobeyaki pottery, and more. [Contact]Tobe Town Society of Commerce & Industry ☎089-962-2148 (Closed weekends and holidays)

More information on Tobe events can be found on the Tobe Tourism Association website.
<http://www.tobe-kanko.jp/>

Let the people of Tobe and their thoughts, skills, and scenery come together in your small trip

The 53 Stations of the (Pottery) Tōkaidō

Selected in 2009 as one of Japan's Scenic Byways by the Ministry of Land, Infrastructure, Transport and Tourism
(Below are images of attractions that could not be included on pages 2-11)



The 53 Stations of the (Pottery) Tōkaidō for touring historical sites scattered throughout Tobe is known locally for the "stamp rally," a game played carrying a guidebook to collect stamps from the 53 stations. The stations can be visited on foot or by car. You can also collect points for fun surprises.

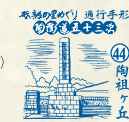
- 1 100th monument depicting the words "Nenzureba Hana Hiraku"
- 2 Tōkaidō Yume Tower Eito-kun
- 3 Welcome to Tobe monument
- 4 Masumi-ga-kubo, legend of Hikoshichi Ōmori
- 5 Akasaka spring
- 6 Rishōin and Konpira-san of Asō
- 7 Mitsumata Kofun Park
- 8 Ehime Prefectural Sports Complex
- 9 Tobe Zoological Park of Ehime Prefecture (→8P)
- 10 Hikoshichi Ōmori Memorial Tower
- 11 Ceramic mural and chōzubachi wash basin (→9P)
- 12 Musée Satsanbō
- 13 Ehime Children's Castle (→8P)
- 14 Statue of Friendship at Central Community Center
- 15 Ceramic mural at Central Community Center
- 16 Shikisansui ceramic mural at a government office building in Tobe
- 17 Bust of Masao Inoue and resource room at the Cultural Center
- 18 Toban-zaka toward Tobe Tōkaidō Yutori Park Arena
- 19 Ceramic mural at Tobe Onsen Yutori-kan (→9P)
- 20 Noborigama (climbing kiln)
- 21 Ceramic mural at Matsuyama Minami High School, Tobe Branch
- 22 Tobe thrust fault
- 23 Miniature altar and dais for a Buddhist image at Iwaya-Reigan-ji Temple
- 24 Senba Valley (→10P)

- 25 Kaminomori Ōhashi at Central Community Center Living Center (→11P)
- 26 Michi no Eki Hirota "Kyō no Yakata" (→11P)
- 27 Mountain Village Immersion Center



▲Look for the blue stamp stand and flag

- 28 Main house and brick smokestack at Sasaki Shuzō
- 29 Former Hirota Branch
- 30 Nagaso Pond Campground (→11P)
- 31 Gongen-san (→10P)
- 32 Farm Village Crafting Center (→11P)
- 33 Uebi-tōseki
- 34 Chōshi Dam Park
- 35 Chōshi Falls
- 36 Kawatomi Shrine
- 37 Tsubouchi Residence
- 38 Elutriation of Kawanobori-tōseki and Tobe ceramic materials
- 39 The Great Noborigama of Baizan (→3P)
- 40 Toishiyama Park
- 41 Tōri-ga-oka (→4P)
- 42 Route Tōban-no michi (→2P)
- 43 Tōso-ga-oka (→2P)
- 44 Tobe Town Pottery Creation Center (→4P)
- 45 Hatsuyukihai Sake Brewing Museum
- 46 Ōmiya-hachimangū
- 47 Tobe Old-Fashioned Living Pavilion
- 48 Ōminami Shopping Street Monument (→3P)
- 49 Handmade Soy Sauce Factory
- 50 Tobe Town Commerce & Industry Building
- 51 Ceramic mural and projector at JA Tobe
- 52 Tobe Pottery Traditional Industrial Hall (→3P)



▲Each stamp has a unique design



◀Visitors from outside the prefecture can receive a special Tobeyaki ceramic tour medal and a Tobeyaki booklet after visiting five stations.
Inquiries: Tobe Pottery Traditional Industrial Hall
Tel.089-962-6600



The 53 Stations of the (Pottery) Tōkaidō Guidebook will guide you on your walking tour of the Tōkaidō pottery road. For those interested in a quicker tour, the "Eleven Walk" will take you around the town center in about an hour.
Contact: Industrial Promotion Division
Tel.089-962-7288



Access Information

Tobe borders Matsuyama and is a convenient town for sightseeing

Access to Tobe

	Matsuyama Airport	About 25 minutes by limousine bus	Matsuyama City Station	Tobe
	Matsuyama Sightseeing Port	About 25 minutes by limousine bus		
	JR Matsuyama Station	About 7 minutes by streetcar		
	Matsuyama Interchange	To Tobe on Route 33 About 15 minutes to the Tobeyaki Dentō Sangyō Kaikan-mae (Tobe Pottery Traditional Industrial Hall)		

By Iyotetsu Bus, on the Tobe Line, it usually takes about 40 minutes on the bus headed for Danso-guchi or Oiwa-bashi, to Tobe-cho Yakuba-Nishi, and about 45 minutes on the bus headed for Tobeyaki Dentō Sangyō Kaikan-mae (Tobe Pottery Traditional Industrial Hall). The Tobe line bus departs every 30 minutes.

Times shown above are estimates



Getting to Matsuyama

- By air: Connections to Matsuyama Airport from Tokyo (Haneda, Narita), Osaka (Itami, Kansai), Nagoya (Chubu International), Fukuoka, Kagoshima, and Okinawa (Naha)
- By sea: Routes from Hiroshima Port, Kokura Port, and Yanai Port
- By train: Yosano Line from JR Takamatsu Station and JR Okayama Station
- By bus: Highway buses from Tokyo, Osaka, Kobe, Kyoto, Okayama, Takamatsu, Kōchi, Tokushima, Fukuoka, and Shin-Onomichi / Fukuyama

The event that most completely fills Tobe with Tobeyaki pottery

There are all sorts of events held in Tobe, but the one that attracts the most people from in and out of town is the Tobeyaki Festival, held twice a year. Around 100,000 pieces of pottery, from daily wares to top class porcelain are gathered at its spring festival held on the third Saturday and Sunday of April. During its fall festival in early November, the streets are closed off to automobiles and potteries are sold by potters directly to customers. The fall festival is held in conjunction with the (Pottery) Tokaido Cultural Festival.



Tobe Chōnai Taxi

- Tobe Taxi 町内の訳 違和感があります
Tel.089-958-3311
- Hirota Taxi
Tel.089-969-2226

Made in Tobe

This very moment, we are blessed with the sky, the breeze, and the graces of the soil



Dried shiitake mushrooms grown with clean water and air

These dried shiitake mushrooms are jam packed with the blessings of Hirota's mountains. Enjoy their unique aroma that is distinctly different from that of fresh shiitake.

Known only by a select few —this is the home of citrus fruits

Japanese tangerine groves are part of the daily view. Citruses such as iyokan and dekopon are sold all over town.



Tobe brand sake

Tobe's locally brewed sakes are loved for their old-fashioned production process. A new "Pottery Tokaido label" sake recently made its debut. A perfect souvenir for your trip.



Traditional Tobe soy sauce and miso

Soy sauce and miso that have been long loved in Tobe for their nostalgic aromas and colors. Their old-fashioned manufacturing methods are still being preserved today.



Wild yam from deep in the mountains of Hirota

The wild yam, the area's specialty, is guaranteed to be delicious and is loved by fans all across Japan.

Nanaore plum products made with utmost care by farmers

Famous for its quality, Nanaore Koume umeboshi (pickled plum) is characterized by its mild sourness and small seed. Wine, jam, and syrup made with the plums are also popular.



Konnyaku made with special care

Handmade konnyaku by a long-established shop using traditional Japanese konnyaku potatoes, still offering the same flavor.



Eat in Tobe

Stop by here and there - then there are places to eat and places to rest



Jutaro

Lunch and café menu items that include fresh local ingredients.
☎089-960-7338
Location: 359 Senzoku, Tobe (inside Tobeyaki Visitors Center)
Open: 11am-6pm (by reservation after 6pm)
Closed: Every 2nd Thursday, every 4th Wednesday and Thursday (except national holidays)



Restaurant in the Mountains, Hirota-no-Mori

Healthy Italian cuisine, close to Michi no Eki Hirota "Kyo no Yakata."
☎089-969-2258
Location: 117 Sōzu, Tobe
Open: 11am till sundown
Closed: Mondays (if a national holiday, the following day)
Closed on irregular days in Dec.-Feb., excluding Sat. and Sun.



Farm village cafeteria Kobushi-no-ie

Customers can hear the pleasant sounds of a nearby river. Udon noodles served with local wild vegetables are highly recommended.
☎089-969-2156
Location: 159-1 Sōzu, Tobe
Open: 10am-5pm
Closed: Tuesdays



Sake brewery café Hatsuyuki

On the second floor of a sake brewery is a café that uses sake barrel tops as tables. Direct sales by brewery on the first floor.
☎089-962-2717 (Kyowa Shuzō)
Location: 400 Ōminami, Tobe
Open: 11pm-3:30pm
Closed: Monday - Thursday (except national holidays)



Kaika-tei

A Japanese restaurant with a relaxing atmosphere and a wide-ranging menu. Some meals are served on Tobeyaki dishes.
☎089-958-5551
Location: 16-1 Jiicho, Tobe
Open: 11:30am-10pm
Closed: Open all year



Rest house and udon restaurant Hokuto.

Specializes in homemade noodles and soup made to perfection. Menu includes a great variety of dishes cooked with local Ehime ingredients.
☎089-962-7717
Location: 280 Kamihara-machi, Tobe
Open: 11am-10pm Open all year



Talk Gallery Shion

Café on the second floor of a Tobeyaki boutique. Enjoy coffee in everyday-use Tobeyaki wares.
☎089-962-7674
Location: 885-13 Gohonmatsu, Tobe
Open: 10am-6pm
Closed: Tuesdays, every 3rd Wednesday



IkiFuné

Former 33rd checkpoint Shigenobu Bridge, this restaurant serves the area's famous potato stew as well as sushi and Korean barbecue.
☎089-957-2710
Location: 20 Takaoda, Tobe
Open: 11pm-2pm, 5pm-11pm Closed: Mondays

