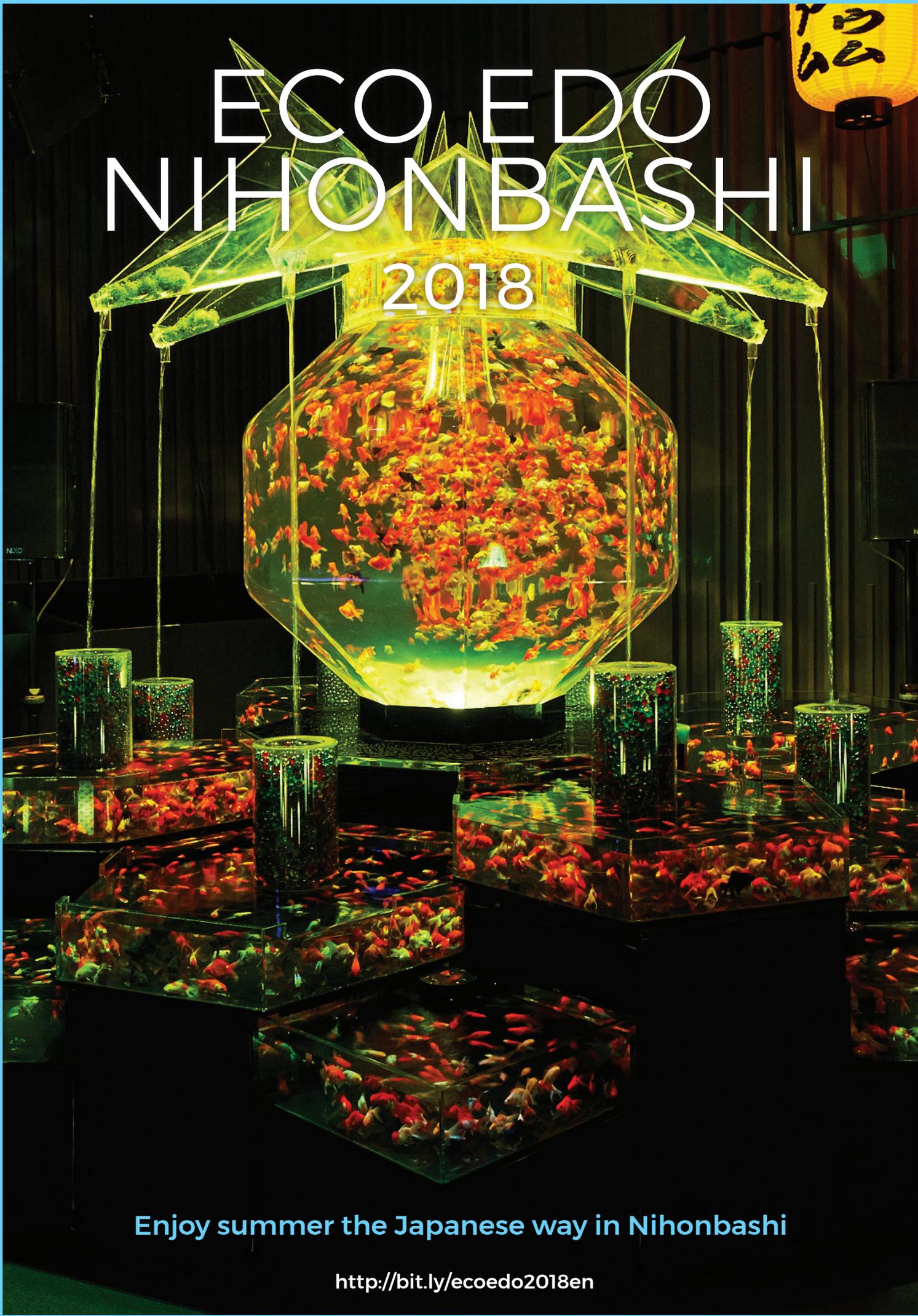


# ECO EDO NIHONBASHI 2018



Enjoy summer the Japanese way in Nihonbashi

<http://bit.ly/eccoedo2018en>

# Cool down with summer activities in Nihonbashi



## ECO EDO NIHONBASHI ART AQUARIUM 2018 Edo, Coolness of Kingyo & Night Aquarium

Through a line-up of artistic water tanks decorated with original Japanese motifs, the lively display of dancing kingyo goldfish and koi carps creates a cool fantasy and turns into an under-water art aquarium. At 19:00, the Night Aquarium starts. Sip classy drinks or Japanese sake at the bar! Please check the site for a variety of special performances, including traditional dances, DJ acts, and jazz concerts.

Daily from July 6 to September 24, 2018. Open: Art Aquarium 11:00-19:00, Night Aquarium 19:00-22:30 (23:30 on Saturdays and before national holidays on July 15, August 10, September 16 and 23). Venue: Nihonbashi Mitsui Hall (COREDO Muromachi 1, Entrance on 4F). Do not throw away your ticket (see back page). [artaquarium.jp/en/](http://artaquarium.jp/en/)

## An all-Japan five senses experience: Suigian

Opened in March 2018, Suigian is a theater-themed restaurant and lounge that offers an all-Japan experience. Original Japanese food and drinks such as sushi and sake are served, while customers can enjoy traditional Japanese art performances



like noh, kyogen or dance at a specially designed 5.5 m<sup>2</sup> stage. The design of the restaurant is produced by Hidetomo Kimura, the artist behind the ART AQUARIUM. It is the perfect combination of a modern look in a traditional setting. Excellent food served on traditional tableware in combination with the performances allow guests to get a glimpse of and experience Japanese traditions with all five senses. The venue is located in the heart of the Nihonbashi area underneath Fukutoku Garden.

[suigian.jp/en/](http://suigian.jp/en/)

## Water-surface fireworks and giant goldfish lanterns

The Naka-dori Street between COREDO Muromachi 1 and COREDO Muromachi 2 turns into a digital blue river! Light displays generate the reflection of fireworks in the digital water. Through BGM sound effects, you can cool down listening to the sound of fireworks and water flowing in a little stream. Giant paper lanterns with kingyo goldfish motifs decorate the sides of the street, completing the summer ambiance.

Daily from July 6 to September 24, 2018.  
Show time: 18:00-23:00 (planned).  
Location: Naka-dori Street.

## Explore Tokyo from a different perspective: Nihonbashi Cruise

When it gets hot, there is no better way to refresh and find coolness than near water, and there's no better way to be near water in Tokyo than floating along the city's waterways. Nihonbashi Cruise offers various boat tours, starting from the Nihonbashi Boarding Dock, right next to the Nihonbashi bridge. From here, the river eventually connects to Tokyo Bay. Tours vary from 45 to



100 minutes, and the longer tours will take you all the way to the bay. The comfortable boats are generally open-roofed, but Nihonbashi Cruise also has a roofed type for those who wish to stay out of the sun. This summer, there are special sunset tours and fireworks tours during some of Japan's biggest fireworks festivals. Special tours require reservations, but regular tours can be arranged on the spot. Consult your hotel or the Nihonbashi Information Center that is located south of the Nihonbashi bridge. Keep your cameras ready! Exploring Tokyo from a boat will give you a new perspective on the city. It is also the only way to check out the Nihonbashi bridge from a unique angle - underneath it.

[www.ss3.jp/nihonbashi-cruise/](http://www.ss3.jp/nihonbashi-cruise/)



# Refreshing food and sweets

## **Conger eel:** **summer soul food at Tamai**

Conger eel (anago) is considered one of the summer foods in Japan that boosts your stamina. At the four different Tamai restaurants in the Nihonbashi area (plus one take-out shop and one in Taipei), it is served in the same way as fresh-water eels (called unagi): hakomeshi, which is in a small box on top of rice, either grilled or boiled, dipped in sauce and seasoned. The taste is delicious. Although foreign visitors might not be used to eating fish this way, they are warmly encouraged to discover the unique taste: first simply as-is, next with seasonings, and finally as chazuke soaked in soup broth. The fact that Tamai



chose Nihonbashi for its restaurants is not surprising. Being the original location of the Tsukiji fish market, eel dishes have a long tradition in this area. The Tamai restaurants aim to keep this tradition alive while Nihonbashi evolves along with the passing of time. Descriptive menus are available in English and Chinese.

[anago-tamai.yamato-ip.net/fp/top/](http://anago-tamai.yamato-ip.net/fp/top/)

## **An elegant and chic summer festival feeling at XEX NIHONBASHI**

XEX NIHONBASHI has established itself as a renowned multi-purpose venue, where you can appreciate original Italian food in Salvatore Cuomo Bros., as well as premium beverages in the smart ambiance of The BAR. With its excellent sound system, The BAR is also the place to visit for four-days-per-week live performances, regular DJ acts, and other music events. For the cuisine, the team chooses many seasonal ingredients and arranges each dish stylishly with a slight Japanese touch. One definite recommendation is the summer lunch buffet, available until the end of August. The buffet includes a dessert selection of



20 kinds, presenting a true Japanese summer fiesta while preserving the refined and classy character of the venue. Try the strawberry roll cake with a goldfish motif, macarons resembling summer watermelon, or delightful ramune jelly, made from ramune soda, Japanese people's favorite nostalgic soft drink at summer festivals. XEX NIHONBASHI aims to bring a smile and coolness this summer, awaiting its guests in the chic venue located on the 4F of the YUITO Nihonbashi Muromachi Nomura Building.

[www.xexgroup.jp/en/nihonbashi](http://www.xexgroup.jp/en/nihonbashi)

## **Stylish and luxurious: summer at Mandarin Oriental, Tokyo**

With 179 spacious rooms, Mandarin Oriental, Tokyo is welcoming its guests from all over the world in the magnificent 38 story tall NIHONBASHI MITSUI TOWER. As a luxury hotel, it offers the highest level of service, stylish design and various lavish facilities such as top-class restaurants and its frequently-awarded wellness spa. Emphasizing a sense of place as the hotel's philosophy, Mandarin Oriental, Tokyo is making its utmost efforts to provide its guests a true local experience. This summer, Mandarin Oriental, Tokyo offers several ways to celebrate the warm season in Japanese style.

Like previous years, The Mandarin Oriental Gourmet Shop presents its popular goldfish-themed sweets. The sweets are in the shape of a miniature fish bowl and are a delight to see! Indulge yourself with a combination of yuzu citrus fruit jelly with vanilla panna cotta and muscat grapes, or an arrangement of pink grapefruit juice and mizu-yokan sweet bean paste jelly. Their delicious tastes will energize you. The Mandarin Oriental Gourmet Shop is located on the first floor of the NIHONBASHI MITSUI TOWER. The sweets are also on the 'Summer' Afternoon Tea menu that can be enjoyed in the 38F Oriental Lounge.

[www.mandarinoriental.com/tokyo/nihonbashi/luxury-hotel](http://www.mandarinoriental.com/tokyo/nihonbashi/luxury-hotel)



## **Kingyo goldfish – a symbol of Japan's summer season**

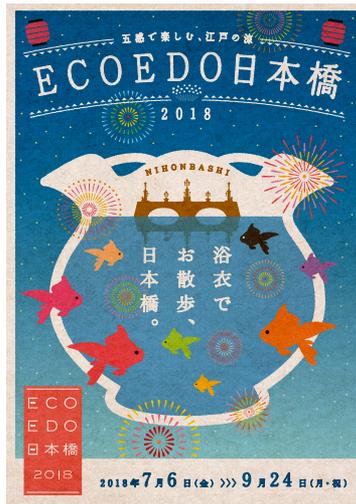
Goldfish, or kingyo in Japanese, were introduced to Japan from China in 1502. Enjoying their miraculous beauty was originally a privilege for the ruling class, but as time passed, they also became more popular among the general public. This eventually led to an actual kingyo boom in the late Edo Period. People felt cooler by watching these small creatures during summer, and they came to represent the season. Goldfish proved a favorite motif for wood block prints, furniture and garments, etc. Even today, the Japanese associate goldfish with the summer season. If you visit festivals, you will see many goldfish patterns, and you can even play games catching tiny fish with a fragile paper scoop that will eventually break in the water. Also, during the ECO EDO NIHONBASHI summer events, you can enjoy souvenirs and foods in stylish and cute goldfish designs.



## A cool Japanese summer experience: Nihonbashi – a unique crossroad between past and present

For more than 400 years, Nihonbashi has been the mercantile center of Japan following the construction of a wooden bridge called Nihonbashi (literally Japan-bridge) in 1603. With the construction of the bridge, Nihonbashi became the location that connected the five main roads of Japan: those to Nikko in the north and those to Kyoto in the west. It was also where ships unloaded goods that were brought in from all over Japan. Commerce and culture thrived and Nihonbashi became an area where the non-ruling class prospered, including craftsmen and merchants. From the 17th century onwards, various shops were established that remain in Nihonbashi until today. Numerous products and developments originate from Nihonbashi. Japan's first department store was founded here and Edomae sushi also finds its roots in Nihonbashi. Art forms like kabuki and ukiyo-e wood printing began in Nihonbashi.

With its rich history, Nihonbashi is still the best location in Tokyo to experience traditional food or explore stores celebrating craftsmanship. The strong sense of community is a driving force for activities and events held in the area these days, such as the summer events of ECO EDO NIHONBASHI. During Edo times commoners started to wear yukata and enjoying watching and breeding kingyo goldfish and fireworks also became popular. The ECO EDO NIHONBASHI events are a splendid opportunity to experience the summer season in Nihonbashi and offer a cool, refreshing break in Tokyo's sizzling hot summer. Yokoso – or welcome to Nihonbashi.



### Nihonbashi Information Center

Located in the 1F basement of COREDO Muromachi 1 and conveniently adjoint to the Mitsukoshimae subway station (Ginza line and Hanzomon line), the main Nihonbashi Information Center is your bridge to information about the Nihonbashi area. With members of different nationalities, the team is happy to support in Japanese and foreign languages with recommendations for the area. Here you can also arrange to participate in one of the cultural experiences such as enjoying geisha performances, gourmet tours and more.

The facility has a small café to unwind with a variety of drinks and light snacks. In its TAKUMI shop you will find a selection of stylish gifts and items from famous shops around Nihonbashi. Of course, the gifts are adjusted to the season and you will be able to find original gifts with decorative Japanese style summer motifs for your beloved ones.

There is another tourist information center near the Nihonbashi bridge, where you can also gain more information about the area and purchase original gifts. This tourist information center can also give you various information about the river cruises.

[www.nihonbashi-tokyo.jp/en/information\\_center/](http://www.nihonbashi-tokyo.jp/en/information_center/)

## Introducing ECO EDO NIHONBASHI 2018

The event ECO EDO NIHONBASHI 2018 "Enjoy 'Cool Edo' with All Five Senses" held from July 6 to September 24, 2018 is co-sponsored by the ECO EDO NIHONBASHI Executive Committee and the Meikyo "Nihonbashi" Hozenkai ("The Famed Nihonbashi Bridge Preservation Society"). During the Edo period, the residents of the city developed original ways to find coolness in the intense summer heat. These Edo customs have become an intrinsic part of the Japanese summer culture through food, clothing, and designs, etc. With the ECO EDO NIHONBASHI summer events, the organizers aim not only to provide a cool breeze reviving the Edo spirit, but also to bring people together and to strengthen a sense of symbiosis with nature, as was common in Edo: starting here from Nihonbashi, once the center of Edo.



### Yukata: Traditional, festive and cool outfit for the Tokyo summer

In recent years, yukata – a casual version of kimono – has been regaining popularity among locals and visitors alike. It is said that yukata traces its history back to the Heian period (794–1185) as a garment that helped to soak up water after taking a bath. Initially it was only for the rich and powerful, but as with many aspects of Japanese culture, the yukata also became a favorite for commoners during the Edo period. Nowadays, yukata are frequently worn in summer thanks to its light fabrics and breezy features. They are popular with locals when they visit summer festivals and fireworks displays. Both women and men wear yukata. Young ladies tend to prefer bright designs, whereas older women choose more mature, stylish patterns. Men usually wear simple designs in basic colors. For kids, there are adorable designs.

Yukata can be rented on Sundays, and some Fridays and Saturdays, during August at Kyoraku TEI Yukata Station (COREDO Muromachi 3, 3F – reservation only, please call the Nihonbashi Information Center: 03-3242-0010). Moreover, during the ECO EDO NIHONBASHI event, numerous establishments in the Nihonbashi area will give novelty gifts or special services to those wearing a yukata. Join the locals and let's walk around Nihonbashi in yukata!

### Novelties and special services with your yukata outfit or Art Aquarium ticket

Many establishments in Nihonbashi are participating in the ECO EDO NIHONBASHI campaign, offering presents or additional services when you visit in yukata or, in other cases, show your Art Aquarium ticket. The participating shops and restaurants are marked with an original *furin* – a type of chimes that make soothing sounds from the summer breeze.

