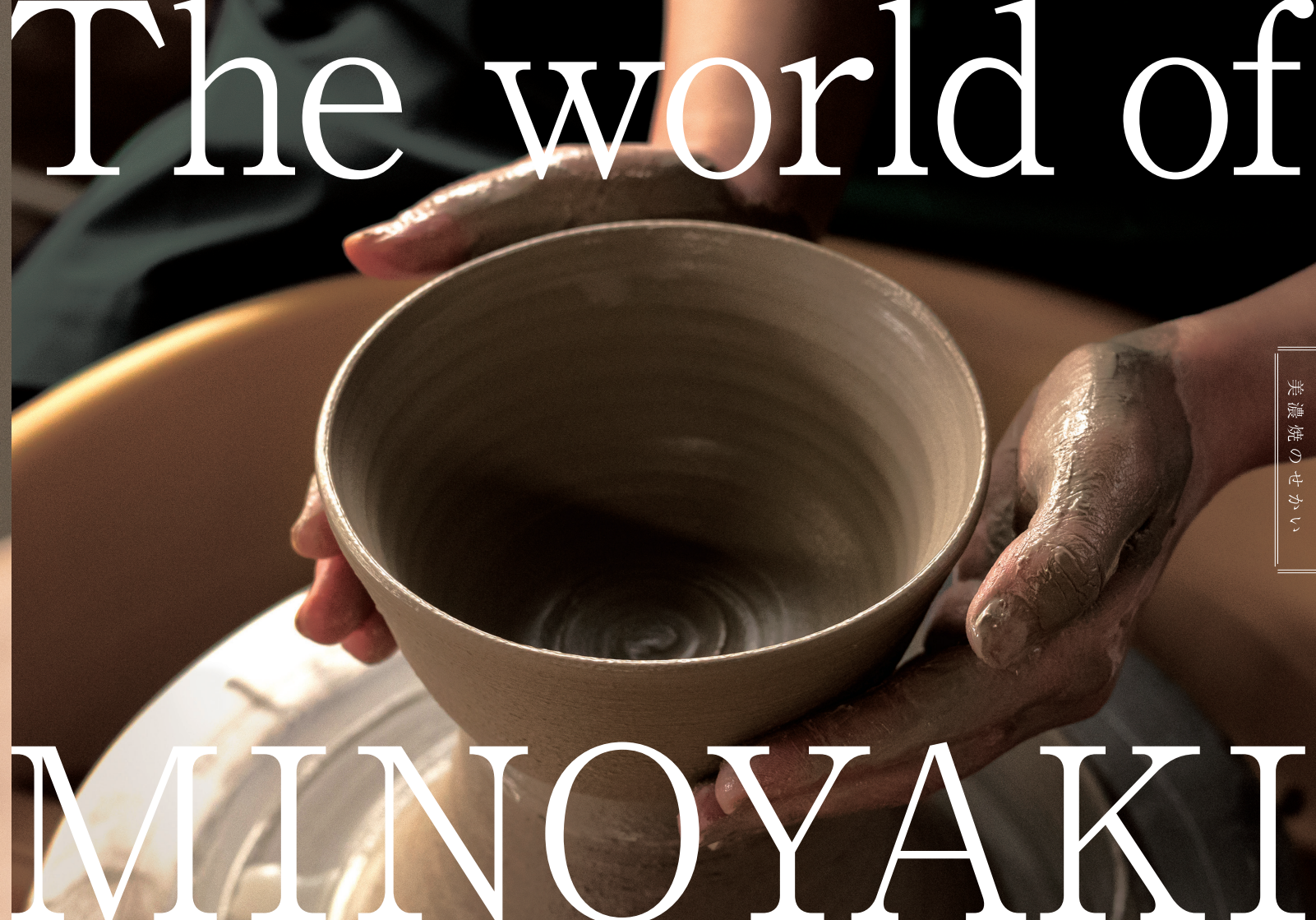




美濃焼のせかい



美濃焼のせかい

The world of

MINOYAKI

About Japanese Ceramics

Gifu Prefecture's Tono region is blessed in nature with good quality clay, red pine forests for firewood, and mountains with gentle slopes suitable for kilns.

These blessings of nature have been leveraged in the creation of various types of ceramics over more than 1,300 years of history, from unique and innovative tea bowls for use in tea ceremony to mass-produced tableware for daily use.

All of these ceramics are collectively known as "Minoyaki." Minoyaki does not refer to a specific style, technique, or form, but to the region in which these ceramics have been created.

Minoyaki has evolved over the years, while meeting the changing needs of the times and the people, quietly supporting daily life. This flexibility, alongside the techniques and skills used to achieve it, is one of Minoyaki's charms. If the cup you drank your morning coffee in was actually Minoyaki, wouldn't you be struck by the romanticism of it all?

Let's embark on a journey to glimpse the diversity of that "Minoyaki."

The tender, beautiful stories that take place between maker and user await you.



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Official site

美濃焼くるくる

Information about Tajimi City,
Toki City, and Mizunami City
is available on the website.



Inside the Hearts of 30 Minoyaki Lovers

Messages from lovers of Minoyaki to you on your journey in the land of Minoyaki. They will present the appeal of Minoyaki as you continue on your travels.

This is Minoyaki, that's Minoyaki, they're all Minoyaki.

Explore the Home of Minoyaki

Minoyaki is a collective term for styles of ceramics that are produced mainly in the cities of Tajimi, Toki, Mizunami, and Kani in Gifu Prefecture. This region is one of Japan's most prominent ceramics production areas, currently accounting for more than half of Japan's production of Japanese and western tableware.

In line with the shift toward mass production from the Meiji period (1868-1912), the region saw a progressive division of production areas by product. Areas with distinctive characteristics formed within the individual cities, where techniques and culture continue to be passed down as production continues.

In Tajimi City, Ichinokura is known for sakazuki

(sake cups), Takata for tokkuri (sake bottles), Takiro for western tableware, and Kasahara for tiles. Toki City also has a variety of distinctive areas, such as Dachi for donburi bowls, Tsumagi for Mino-Hakuji (white porcelain) and Oroschi, which is Japan's top area for tokkuri production. Mizunami City is divided into two areas—the Mizunami area, where various ceramics from tableware to new ceramics are produced, and the Sue area, a major production area of western tableware.

Many ceramic artists have based themselves in this region, and pottery studios have opened in various locations. The region is also dotted with a variety of facilities related to Minoyaki, such as museums and art galleries.



Rebuilding the Minoyaki Brand Ceramic Valley Concept

As the division of work and specialization have progressed in the Minoyaki industry, a new movement is emerging with the aim of revitalizing local communities by rebranding their culture, history, and industry, while making efforts to integrate diversity and share the traditions and values of Minoyaki.

That movement is “CERAMIC VALLEY Mino Japan.” It is a slogan that expresses the origin of Minoyaki, primarily the four cities of Tajimi, Toki, Mizunami, and Kani, where ceramic artists, potteries, trading companies, and other related businesses have gathered. In April 2021, the Ceramic Valley Council, a private-sector organization for the development of the entire local community, was launched.

With its slogan of “Mino, the Envy of the World,” the Council has taken its first steps toward communicating the charms of Minoyaki far and wide, both in Japan and overseas. “From Mino” refers to the dissemination of Japanese culture through product sales and ceramics to the world. “To Mino” aims to revitalize industrial tourism by attracting tourists to the region. There are high expectations that initiatives under these two approaches will open up the future of the Mino ceramics industry.

**CERAMIC
VALLEY**
Mino
Japan

The red shape at the bottom right of the logo is part of a large circle. The unseen remainder of that circle represents various tangible and intangible things, such as the region, the environment, the Earth, and the intentions of the people who live there.

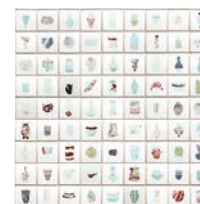
Coming in 2024! The world's largest ceramics festival

International Ceramics Festival Mino, Japan

“International Ceramics Festival Mino, Japan” is a ceramics festival held every three years in the production regions of Minoyaki ceramics. The inaugural event was held in 1986 with the main theme of “International Exchange over the Clay and the Flame.”

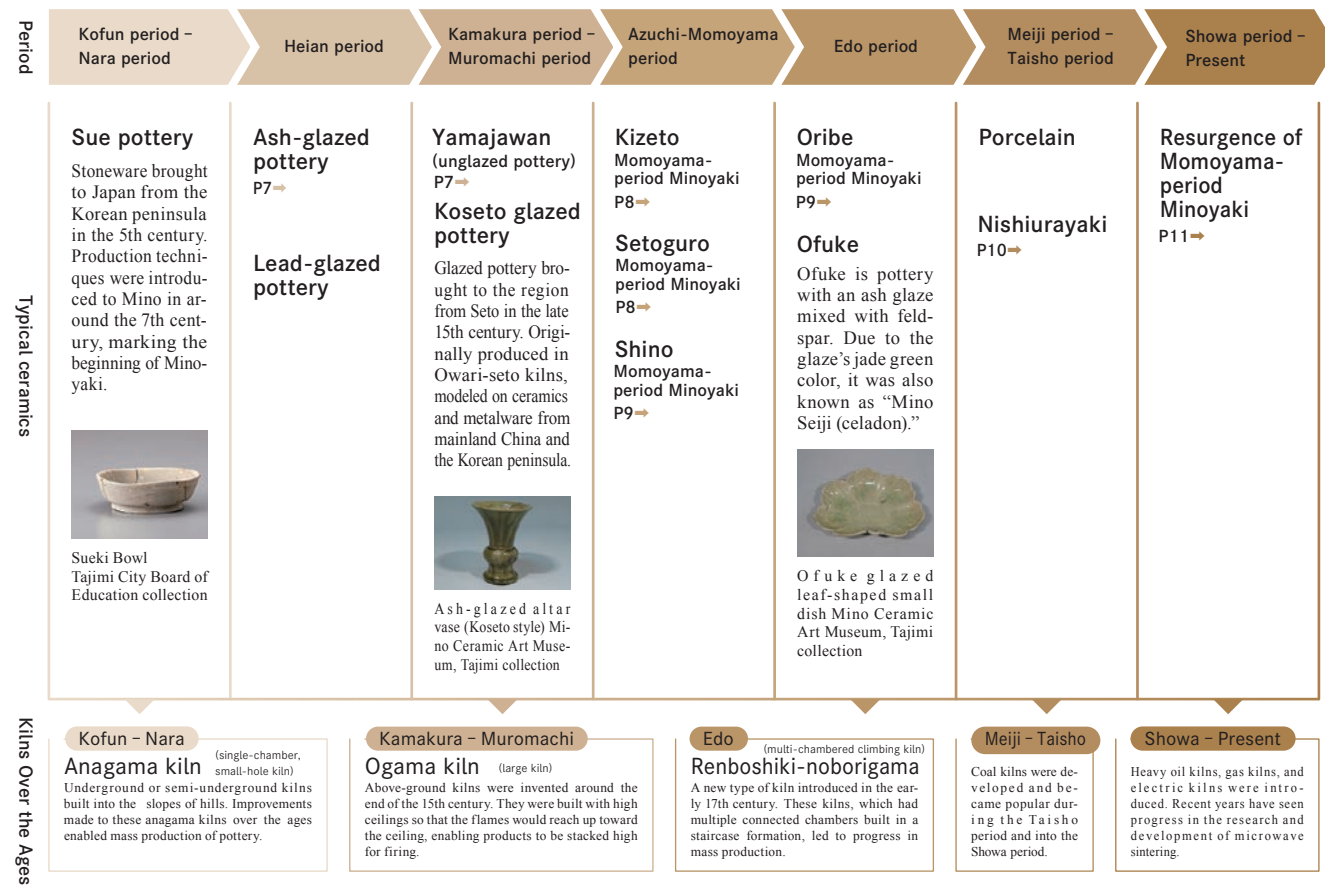
The 12th festival, which was originally scheduled to be held in 2020, was postponed by a year due to the COVID-19 pandemic. “International Ceramics Festival Mino’21, Japan” finally took place over 18 days from September 30 to October 17, 2021 at the main venue of Ceramics Park Mino and several other locations.

The main event, the internationally recognized “The 12th International Ceramics Competition MINO, Japan,” attracted a record 2,435 entries by 1,292 people from 64 countries and regions. The Grand Prix was awarded to “Porcelain series” by Ma Huiyuan (China), and the Gold Award was presented to “Act/” by Ceramic Japan Co., Ltd., a ceramics manufacturer based in Seto City, Aichi Prefecture.



(Above) The theme of the Exhibition Hall was “Space of Wood, Green, and Ceramics”

(Left) Grand Prix work by Ma Huiyuan (China) A combination of 81(9x9) 30-cm square white porcelain tiles featuring paintings of ceramic wares.



Kilns Over the Ages

Kofun period – Muromachi period

Prologue to One Great Ceramics Region

“Ash-glazed pottery” for the affluent classes

“Sueki” is a type of unglazed stoneware brought to Japan from the Korean peninsula in the early 5th century. It was introduced to Mino in around the 7th century. Sueki wares were fired in anagama, or single-chamber, small-hole kilns, which were underground or semi-underground kilns built into the slopes of hills. About ten sites with remains of these kilns have been discovered in various locations in the region, including Tajimi, Toki, Mizunami, and Kani. Given the small number of kilns discovered, it is believed that the scale of production in that era was only large enough to meet local demand. This is where the history of Minoyaki begins. In the late 9th century (Heian period), the technique of “Kaiyu (ash glaze)” was introduced. “Ash-glazed pottery” is pottery with glazes that are predominantly made from plant ash, which was made to resemble Chinese porcelain. This type of pottery were widely distributed as high-quality wares for the affluent classes, including the aristocracy and temples, bringing Mino to prominence as a ceramics production region. After that, ash glazed pottery production flourished until the 11th century (Heian period). Some kilns also fired “green-glazed pottery.” When copper is added to lead glaze and fired at low heat, the glaze takes on a green color. This method was mainly used to produce ceremonial vessels and ritual articles.

Ash-glazed pottery jar with long neck
Tajimi City Board of Education collection

“Yamajawan,” mass-produced wares for the common people

Around the end of the 11th century, production of unglazed pottery began in Mino. There are several plausible reasons for this change, but one likely major reason is that production of ash-glazed pottery was time-consuming, and it could not be produced in large quantities. Production without glazing enabled the mass production of bowls and dishes, which were sold as tableware for the common people. The name, “yamajawan” (lit. “mountain tea bowl”), comes from the fact that many discarded fragments have been found at ancient kiln sites in the mountains. Although simple, these bowls had thin walls and were made with fine clay, demonstrating the high standard of skills and techniques of their makers. Yamajawan were produced over a long period of about 400 years from the 12th century (end of Heian period) to the 15th century (Muromachi period) and were used mainly in the Tokai area. Around the 14th century, in a bid to improve efficiency, the bowls and dishes produced became thinner and smaller, and production started to become less meticulous, with potter's wheel marks becoming more noticeable. Eventually, yamajawan even lost their kodai (feet). In the mid-15th century, Koseto glazed pottery started to be produced in parallel with the production of yamajawan. Potters from Seto came to Mino to produce them. The remains of eight kilns for Koseto production have so far been confirmed.

Yamajawan bowl and small dish
Tajimi City Board of Education collection

KIZETO

Be enchanted by the warmth of color

The emergence of the Kizeto style is believed to have been influenced by the Kanan-sansai style from China. Small quantities of iron contained in the ash glaze produce a dull yellowish brown color when the piece is fired with an oxidizing flame, giving the whole piece a sense of warmth. The shapes of Kizeto ware are very neat and orderly, with no deformities.



Kizeto Hanaire (flower vase), excavated from Motoyashiki Higashi Kiln. Important Cultural Property, Toki City Historical Museum of Mino Ceramics collection

Azuchi-Momoyama period

Minoyaki Highlights

Momoyama-period
Minoyaki

SETOGURO



Be drawn in by the striking jet black

Iron-glazed pottery is removed from the kiln during firing at around 1,200°C and rapidly cooled to room temperature. With this process, the pottery takes on a jet black color and sheen. This technique of removing the piece from the kiln mid-firing is known as “hikidashiguro” (lit. “pull out black”). The jet black color gave the pottery a kind of softness that was much loved by masters of the tea ceremony.

Setoguro tea bowl, Dentosho Tane Collection, Mino Ceramic Art Museum, Tajimi collection

The Momoyama period was a time when a culture of luxury and splendor flourished. With the popularity of cha-no-yu, or the Japanese tea ceremony, domestically produced tea utensils attracted attention. Richly colored ceramics with free and innovative shapes were created in Mino, moving away from the replicas of ceramics from China that were the mainstream in those times. These new styles were Momoyama-period Minoyaki. Although only a brief period in Minoyaki’s history, lasting for about 30 years from the late 16th century into the early 17th century (from the late Azuchi-Momoyama period to the early Edo period), many masterpieces, which have been highly acclaimed as works of art, were created in this period.

SHINO

Born from a passion for white

Shino was white pottery created in the process of replicating China porcelain. The main ingredient of the glaze used in the Shino style is not plant ash, but a mineral called feldspar. The most distinctive aspect of Shino is that, for the first time in Japan, a technique of painting designs prior to glazing (shita-etsuke) was used. Shita-etsuke refers to a technique of painting



Shino tea bowl Miyakodori Toki City Historical Museum of Mino Ceramics collection

ORIBE

Innovative design with a focus on green glaze

This style is called Oribe after the tea master, Furuta Oribe, who had an appreciation for the comical. With distinctive features such as highly distorted and eccentric forms, adornment with a variety of colors, such as green, red, white, and black, and bold geometric patterns, Oribe was avant-garde for its time, overturning conventional notions of pottery. It could also be described as the culmination of Momoyama-period Minoyaki.



Narumi Oribe Mukozuke (small dish) excavated from Motoyashiki Kiln. Important Cultural Property, Toki City Historical Museum of Mino Ceramics collection

Shift from pottery to porcelain

Wares for daily use that supported the lifestyles of the common people

Where Momoyama-period Minoyaki once flourished, with the change in the powers that be, the industry shifted toward a new style of ceramics. The Oribe style, with its originality and sense of freedom, gave way to the Ofuke style, which was characterized by order and elegance. With this shift, memories of the Momoyama-period Minoyaki styles were gradually lost.

In the middle of the Edo period, however, daily-use items such as iron-glazed and ash-glazed bowls and dishes, tokkuri (sake bottles), and clay pots came to take center stage in the region's pottery production. This change was the outcome of a renewed strong awareness of the market, with a view to Mino's survival as a pottery region. Minoyaki items were used in various parts of people's lives in the Edo period. They included tableware, light fixtures such as hyosoku lampshades, flower vases and other ritual articles, hair oil pots, and bird feeder cups. Local products such as tokkuri (sake bottles) in Takata and dobin (clay teapots) in Dachi also emerged.

Porcelain production began in the Mino region in the late Edo period. Because porcelain stone, the raw material of Kyushu's Aritayaki, was not available in Mino, Gairome clay blended with feldspar and silica was used instead to make porcelain. The production of porcelain, which is harder and whiter than pottery, became widespread, and many new potters entered the field.



Ofuke-yu Surie Bindarai (hair oil pot), excavated from Otozuka Higashi Kiln, Toki City Historical Museum of Mino Ceramics collection

Minoyaki enters the global market

The Meiji period saw a dramatic increase in domestic demand for Minoyaki. Instead of hand-drawing, decorative techniques such as underglaze transfer printing with copperplate and paper templates were adopted in the pursuit of economic and operational efficiencies, allowing producers to implement mass production at low cost. This trend led to Mino's emergence as a leading production area for ceramics.

On the other hand, it also resulted in Minoyaki being regarded as mere mass-produced goods. With the aim of redeeming Minoyaki's reputation, Enji Nishiura III, a ceramics merchant from Tajimi, started Nishiurayaki at his own kiln. Master craftsman, Gosuke Kato, was the first to take charge of production. Products with elaborate and intricate sometsuke (underglaze blue) were made and presented to the market both in Japan and overseas. In 1878, Nishiurayaki received an honorary award at the World Expo in Paris. This kind of international fame opened the doors to the overseas market for Minoyaki.

In the time of Enji Nishiura V, a painting technique called yukasai (underglaze), which involved patterns being painted with various paints, followed by the application of a transparent glaze on top before firing, became the mainstream. Adopting the art nouveau style that was popular at the time, while using beautiful Japanese nature as motifs, Nishiurayaki was highly regarded internationally and loved by people all over the world.



Nishiurayaki, Yukasai Ajisaizu Kabin (flower vase) Mino Ceramic Art Museum, Tajimi collection

Resurgence and succession of Momoyama-period Minoyaki

Toyozo Arakawa's efforts to restore Shino to his former glory

In the Showa period, responding to calls for further mass production and increasingly diverse demand, the Minoyaki industry pursued mechanization and the development of original technologies.

Alongside the steps being taken as a local industry, this era also witnessed the emergence of ceramics artists who created highly artistic Minoyaki pieces and pursued their own creative expression. One such ceramic artist, Toyozo Arakawa, found some fragments of Shino ware in Kani City in 1930. This revolutionary discovery overturned the common wisdom that Momoyama-period pottery was made in Seto and proved that Mino was the production region of Momoyama-period styles. Toyozo researched the fragments he had collected and set out to restore the Shino style, and later the Setoguro style, to prominence. His works were not just reproductions, instead demonstrating unique beauty of form and color. Inspired by Toyozo, many ceramic artists followed him in bringing new life to the Momoyama-period styles of Minoyaki.

So far, the Mino region has produced six Living National Treasures, including Toyozo. Today, some 400 or 500 ceramic artists, including renowned masters, are committed to their creative work in the area. Having inherited the techniques and spirit of their predecessors, they are creating new and unique works with a freedom of imagination.



Shino Ichimonji Mon Chawan (tea bowl), Toyozo Arakawa Mino Ceramic Art Museum, Tajimi collection

15 styles designated as traditional crafts

In 1978, Minoyaki was designated as a traditional craft of Japan. In addition to "Kizeto," "Setoguro," "Shino," and "Oribe" presented on pages 8 and 9, the following 11 categories were part of that designation.

Kaiyu (Ash glaze)	Glaze made of ash from burnt plants as a solvent, as well as ceramics on which such glazes are used
Sometsuke (Blue and white pottery)	White ceramics on which designs are brush-painted with underglaze cobalt blue, after which a transparent glaze is applied on top
Tenmoku	Typically, Tenmoku ceramics have a tea-bowl shape with a small foot, and are decorated with a black or brown iron glaze.
Akae (Overglaze red enamel)	White ceramics on which designs are painted with a variety of paints, with red as the main color
Seiji (Celadon glaze)	Wares glazed in a pale green or blue color before being fired at high temperatures
Tetsuyu (Iron glaze)	A glaze produced by adding oxidized iron to plant ash, as well as ceramics on which such glazes are used
Kohiki (White slip glaze)	Wares that have an iron-rich brown base material to which white engobe, or liquid clay, is applied before the application of a transparent glaze
Ofuke	The iron found in the glaze produces a jade green color, creating a celadon-like feel
Ameyu	A type of iron glaze, the main ingredient of which is iron, that produces an amber color with oxidized firing
Mino Iga	Wares in an Iga style often seen in flower vases and water jugs
Mino Karatsu	Karatsu-style wares fired in Oribe kilns, also known as Karatsu-Oribe

Minoyaki Supporting the Local Economy

Firm grasp on No. 1 position in domestic market for Japanese and Western tableware

Mass production of Minoyaki started after the end of the Second World War, ahead of other production areas in Japan. Focusing on wares for daily use, the industry strived to increase production of Japanese tableware. For Western tableware as well, machine molding was introduced at an early stage with the aims of standardizing quality and reducing costs, giving Minoyaki an edge in price competitiveness. Minoyaki established its superiority as a mass-production region around 1970, and the region became Japan's largest producer of ceramics.

According to manufacturing industry statistics compiled by the Ministry of Economy, Trade and Industry (METI; see table below), Minoyaki has held onto its No. 1 position in the domestic market for Japanese tableware, showing slight increases in that share over the years. It has also maintained the top share of the Western tableware market, although, after increasing for some time, the percentage has leveled off in recent

years. Under these circumstances, new trends have emerged, such as the shift in both Japanese and Western tableware toward small-lot production of multiple products, more design-conscious production, and proposals for Japanese tableware that suit French cuisine.

Re-Shokki, an environmentally conscious initiative in which discarded tableware is collected for recycling, is also attracting attention. Further, the industry is also pushing ahead with the Ceramic Valley Concept, which aims to enhance the brand power of Minoyaki and expand sales channels overseas.

Other initiatives that are helping to expand domestic consumption of Minoyaki include holding ceramics festivals, such as the Toki Minoyaki Festival, selling ceramics at roadside stations, Michinoeki Shino-Oribe and Michinoeki Donburi Kaikan, and other locations, and setting up other opportunities and locations for customers to become more familiar with Minoyaki Japanese and Western tableware.

High-quality pottery clay holds around 60% of market share

In the Tono and Seto regions, there is a wide distribution of clay layers formed from granite. This high-quality clay is a major reason why the ceramics industry flourished in Mino.

Clays mined in Mino include Gairome, Kibushi, and Sokei/Saba. Gairome is a white clay with the highest malleability in the world. The name, Gairome (lit. “frog’s eye”) comes from the fact that quartzite grains in the clay looks like frogs’ eyes when the clay is wet. Like Gairome clay, Kibushi clay is a white clay with high malleability. It is relatively fine and contains silicified wood. Sokei/Saba is decomposed granite soil, comprising mainly feldspar and silica (5:5). This easily grindable material is an important raw material for ceramics. A wide variety of Minoyaki, such as pottery, porcelain, and tiles, have been produced over the years by mixing these raw materials together.

This area also has the largest share of the pottery clay market in Japan. According to METI’s manufacturing industry statistics, the Mino region’s share of “pottery clay” shipment value has hovered around the 60% in recent years—62.7% in 2013, 58.5% in 2017, and 61.3% in 2019.



Over 80% of Japan’s mosaic tile market

The tile industry started in Tajimi in 1914. In around 1935, Itsuzo Yamauchi, who was born in Kasahara-cho, Tajimi City (then Kasahara-cho, Toki-gun), established the production technology for glazed porcelain mosaic tiles. Although production volumes remained low initially, there was a sharp rise in demand after the war, especially with the economic and construction boom during Japan’s economic miracle period from the mid-1950s to the early 1970s. With the increase in exports to the United States as well, Kasahara-cho, already a major ceramic production area, grew to become Japan’s top production regions for tiles.

According to METI’s manufacturing industry statistics, the Mino region accounted for 86.0% of mosaic tiles’ shipment value in 2017.

In recent years, with the aim of opening up new demand, research and development of tiles that offer various functions as well as a high standard of aesthetic design is being conducted. The Minoyaki tile industry aims for further growth and development, with manufacturers working together in friendly rivalry on various efforts, such as the commercialization of anti-bacterial and deodorizing tiles and ultralight tiles.



Shipment Value(million yen) of Ceramics-related Products and National Share, Adapted from Statistics Table

Items	2003		2013		2017		2019	
	Shipment value	National share	Shipment value	National share	Shipment value	National share	Shipment value	National share
Japanese tableware ceramics	25,876	39.7%	11,776	39.0%	12,496	40.7%	12,852	43.4%
Western tableware ceramics	16,045	40.6%	9,763	59.9%	10,412	70.7%	8,915	69.8%
Mosaic tiles	19,854	87.9%	14,285	85.1%	13,431	86.0%	—	—
Pottery clay	12,562	46.2%	7,010	62.7%	6,685	58.5%	7,009	61.3%

(Census of Manufacture) (by product category; enterprises with four or more employees) *Data for “mosaic tiles” is not included in 2019 statistics

The Possibilities of Minoyaki

Minoyaki is a discovery of new value, brimming with ideas that bring beauty and color to our daily lives. Behind its beautiful shine lies the wisdom and efforts of skilled artisans.



Pendant Light

Minoyaki lampshade features the warm texture of clay and a shape that gently lights up the space.

3RD CERAMICS

Made to order online
0572-59-4165
<https://3rd-ceramics.com>



Minoyaki Straw MYSTRO®

Something that seemed like it should exist but hasn't until now, this washable ceramic straw can be used over and over again. A small way to help mitigate the global problem of marine plastic pollution.

Kanesu Co., Ltd.

977-7 Dachi-cho, Toki
0572-59-4165
<https://mystro.jp/>



Mosaic Tile Washbasin

Cute, retro-pop washbasin featuring colorful tiles

Nihon Ceraty Co., Ltd.

Made to order online
0572-54-3400
<http://www.ceraty.jp/>



Minoyaki Mosaic Tile Accessories

Each one a tiny work of art, these accessories are aglow with the intricate sensibilities of their makers.



Soap Dish

Made of Sucera® ceramic, which offers excellent absorbency and evaporation performance, this soap dish keeps soap clean and hygienic.

Maruken Seitou Co., Ltd.

Toutosouzoukan (5-9-1 Honmachi, Tajimi), etc.
0572-22-5518
<https://www.marukenseitou.com/>



① Tile Earrings (Pierced and Clip-on)

TILEmade

Made to order online
0572-56-1777
<https://tilemade.jp/>



② Tile Pendant

Nanayosha Suzuki Tile Shop (Suzukentougyou Co., Ltd.)

8-106 Takata-cho, Tajimi C-4
0572-22-0388
<https://nanayosha.com/>



③ Hair Elastic

Kaneko Kohyo Pottery Manufacturing Co., Ltd.

292-1 Oroshi-cho, Toki L-7
0572-58-3433
<https://www.ko-hyo.com/> *Sold only on the first Saturday of every month



④ Brooches and Pin Badges

Ihoshiro-gama Pottery (Masterscraft Co., Ltd.)

Chawanya Mizunami (5-5-1 Uedaira-cho, Mizunami), etc.
<https://ihoshiro.com/> R-6



⑤ Tile Earrings (Pierced)

hacchi

Mototerasu Higashimino (4-5-3 Tokigaoka, Toki) L-6, etc.
https://www.instagram.com/hacchi_3/?hl=ja



Preserving Limited Clay and Porcelain Stone Resources—Re-Shokki

The raw materials used for Re-Shokki products are made from discarded tableware that would otherwise have gone to landfill. With the aim of preserving valuable resources for the future, Minoyaki producers are leaders in the promotion of a new cycle for environmentally-friendly tableware.



See Minoyaki

Spend time encountering art at museums and other facilities. The impressions to be gained from seeing and touching the genuine articles, including the works and artifacts of ceramic artists, are something special.

TAJIMI/D-6

Mino Ceramic Art Museum, Tajimi



As well as works of Momoyama-period Mino Ware, including Shino and Oribe, this museum displays the works of leading Minoyaki ceramic artists. It communicates the charms of Minoyaki while also explaining its history.

- 📍 1-9-27 Higashi-machi, Tajimi
- ☎ 0572-23-1191
- 🕒 9:00 – 17:00 (Last entry 16:30)
- 🗓 Mon. (or next weekday if Mon. is a public holiday), year-end and New Year holiday period



TAJIMI/H-7

Ichinokura Sakazuki Art Museum



A collection of fine, delicate sake cups from the end of the Edo period to the Showa era. Highlights include works created by National Living Treasures and master artisans. The shop displays and sells works from about 100 artists.

- 📍 6-30-1 Ichinokura-cho, Tajimi
- ☎ 0572-24-5911
- 🕒 10:00 – 17:00 (Last entry to exhibition room: 16:30)
- 🗓 Mon. (or next weekday if Mon. is a public holiday), year-end and New Year holiday period



TAJIMI/H-3

Tajimi City Cultural Workshop gallery VOICE



Holds exhibitions with a focus on ceramics and communicates quality information about art. Try your hand at painting Minoyaki at the workshop.

- 📍 3F Touto Souzoukan, 5-9-1 Honmachi, Tajimi
- ☎ 0572-23-9901
- 🕒 10:00 – 18:00
- 🗓 Mon. (or next weekday if Mon. is a public holiday), year-end and New Year holiday period



TAJIMI/J-7

MOSAIC TILE MUSEUM Tajimi



Tajimi is the largest producer of mosaic tiles in Japan. This museum presents the history and appeal of the mosaic tile industry. A photogenic spot adorned with tiles.

- 📍 2082-5 Kasahara-cho, Tajimi
- ☎ 0572-43-5101
- 🕒 9:00 – 17:00
- 🗓 Mon. (or next weekday if Mon. is a public holiday), year-end and New Year holiday period



TAJIMI/C-5

Toshin Mino Ceramic Art Museum



A museum attached to Tono Shinkin Bank. Particular highlights are the ceramic wall created by Living National Treasure, Kozo Kato, and bowls created by contemporary Minoyaki ceramic artists.

- 📍 4-13-1 Koikezan-cho, Tajimi
- ☎ 0572-22-1155
- 🕒 10:00 – 17:00
- 🗓 Mon. (or next weekday if Mon. is a public holiday), year-end and New Year holiday period. Also closed for changes of exhibits.



TAJIMI/J-3

Museum of Modern Ceramic Art, Gifu



Presenting modern ceramic artworks from around Japan and overseas, with the theme of “Ceramic Art Today,” this museum communicates the “now” of ceramic art from a variety of angles.*Closed until early September 2022

- 📍 4-2-5 Higashi-machi, Tajimi
- ☎ 0572-55-3100
- 🕒 10:00 – 18:00 (Last entry 17:30)
- 🗓 Mon. (or next weekday if Mon. is a public holiday), year-end and New Year holiday period



TOKI/L-4

Toki City Historical Museum of Mino Ceramics



Introduces the history of Minoyaki, with a focus on the Momoyama-period Mino styles, such as Kiseki, Shino, and Oribe. Artefacts excavated from the Motoyashiki Pottery Kiln Site, a National Important Cultural Property of Japan, are also on display.

- 📍 1263 Kujiri, Izumi-cho, Toki
- ☎ 0572-55-1245
- 🕒 10:00 – 16:30 (Last entry 16:00)
- 🗓 Mon., day after public holidays (excluding Sat. and Sun.), year-end and New Year holiday period



TOKI/K-3

Toki City Minoyaki Tradition Industrial Hall



Exhibits resources about the traditional techniques of Minoyaki that have been passed down in this region and displays and sells ceramic items. Hands-on ceramic making and painting experiences also available (bookings required).

- 📍 1429-8 Kujiri, Izumi-cho, Toki
- ☎ 0572-55-5527
- 🕒 9:00 – 16:30
- 🗓 Mon. (Tue./Wed. if Mon. is a public holiday), day after public holidays, year-end and New Year holiday period



MIZUNAMI/Q-5

Hirota Ichinose Memorial Art Museum, Mizunami



Exhibits the works of Hiroo Amano and the late Hirota Ichinose, famous sculptors who hailed from Mizunami. The museum also holds special exhibitions of artists who have connections to the local area.

- 📍 2-17 Togari, Akiyo-cho, Mizunami
- ☎ 0572-68-9400
- 🕒 9:00 – 17:00
- 🗓 Mon., day after public holidays, year-end and New Year holiday period, other



KANI/K-2

Arakawa Toyozo Museum



Works and collections of Living National Treasure, Toyozo Arakawa, who is famous for the Shino and Setoguro styles of Minoyaki, are on display. His pottery studio and residence are also open to the public.

- 📍 Kukurikakishitanyukai, Kani
- ☎ 0574-64-1461
- 🕒 9:30 – 16:00 (last entry 15:30)
- 🗓 Monday, day after public holiday, year-end/New Year holidays, etc.



TOKI/L-4

Oribenosato Park



Featuring Motoyashiki Pottery Kiln, the oldest renboshiki-noribagana (multi-chambered climbing kiln) for Minoyaki, and the reconstruction of a kiln from the Azuchi-Momoyama period, this park presents the history of Minoyaki.

- 📍 1246-1 Kujiri, Izumi-cho, Toki
- ☎ 0572-54-2710
- 🕒 9:00 – 17:00
- 🗓 Mon. (Tue./Wed. if Mon. is a public holiday), day after public holidays (excluding Sat. and Sun.), year-end and New Year holiday period



MIZUNAMI/Q-5

Ceramics Museum, Mizunami



Production tools used for Minoyaki and other ceramic ware from ancient times to the present are on display, along with the works of Living National Treasure, Kozo Kato. The hands-on ceramic painting experience is also popular.

- 📍 1-6 Yamanouchi, Akiyo-cho, Mizunami
- ☎ 0572-67-2506
- 🕒 9:00 – 17:00
- 🗓 Mon., day after public holidays, year-end and New Year holiday period, other



MIZUNAMI/T-6

NPO Mizunami Art Center



A contemporary gallery located in a renovated thatched house from the Edo period. Regularly holds various events including painting, ceramics, woodworking, lectures, and live concerts.

- 📍 1220-2 Hagiwara, Inatsu-cho, Mizunami
- ☎ 0572-66-2170
- 🗓 Irregular (Please check the website)



KANI/K-2

Kani City Local History Museum



Located in the Kukuri area with the ruins of the old kilns of Ohira and Ogaya, this museum exhibits outstanding works of Momoyama-period Minoyaki, namely Kizeto, Shino, and Oribe.

- 📍 1644-1 Kukuri, Kani
- ☎ 0574-64-0211
- 🕒 9:00 – 16:30 (last entry 16:00)
- 🗓 Monday, day after public holiday, year-end/New Year holidays, etc.





Important Intangible Cultural Property
"Setoguro"

Kozo Kato



Japan Kogei Association Collection

Kozo Kato trained under Koubei Kato V at Gifu Ceramics Research Laboratory, then under Toyozo Arakawa after establishing his own studio. With Shino and Setoguro as his starting points, he seeks to pass down the traditional techniques of Minoyaki and to express his own creativity in his pottery.



Important Intangible Cultural Property
"Sansai"

Takuo Kato



Mino Ceramic Art Museum, Tajimi collection

Fascinated by the colors and shapes of ancient Persian pottery, Takuo Kato succeeded in the reproduction of Lusterware, a fabled famous ceramic technique. Commissioned by the Imperial Household Agency to reproduce Sansai pieces housed in the Shosoin Treasure House, he delivered two pieces, Sansai Kodo (ceramic drum body, three colored glaze) and Nisai Bachi (bowl, two colored glaze).



Important Intangible Cultural Property
"Shino"

Osamu Suzuki



Japan Kogei Association Collection

Using modern techniques and his unique creativity, Osamu Suzuki worked in Shino, the ceramic style of his hometown, and in 1994, he was accredited as the holder of Important Intangible Cultural Property with Shino, the second holder following Toyozo Arakawa.



Important Intangible Cultural Property
"Hakuji / Seihakuji"

Kaiji Tsukamoto



Toki City Historical Museum of Mino Ceramics collection

Kaiji Tsukamoto is the 11th-generation master of Kaizan-gama Pottery, which has existed since the Edo period in Dachi-cho, Toki City. He established his own designs of shapes, while at the same time modeling his work on Chinese Hakuji (white porcelain) and Seihakuji (white porcelain with pale blue glaze). His distinctive style is characterized by the intricate designs he adds before the base material is completely dried.



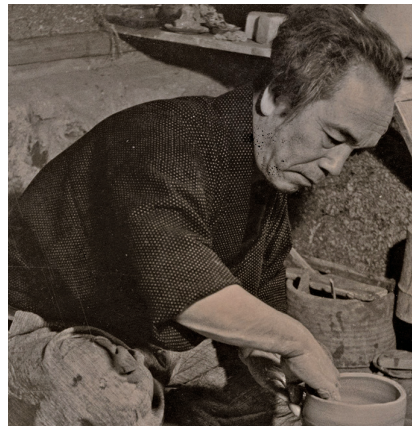
Important Intangible Cultural Property
"Iro-e jiki"

Hajime Kato



Museum of Modern Ceramic Art, Gifu Collection

Hajime Kato worked to improve Minoyaki at the Gifu Ceramics Research Laboratory before establishing his own studio and dedicating his efforts to researching the overglaze techniques of ancient Chinese ceramics. He succeeded in recreating techniques such as oji-kosai (yellow and red enamels) and moegi-kinrande (gold leaves on overglaze spring green enamel), the most difficult of Chinese overglaze techniques.



Important Intangible Cultural Property
"Shino / Setoguro"

Toyozo Arakawa



Arakawa Toyozo Museum Collection

After discovering some fragments of Shino ware at an old kiln site in Kani City, Toyozo Arakawa established his own kiln in the same location and devoted himself to recreating Momoyama-period Minoyaki styles. As the certified holder of Important Intangible Cultural Properties with Shino and Setoguro, he has established an original style called "Arakawa-Shino."

Ceramic Artists of Minoyaki

In addition to the famous ceramic studios (kilns), there are many individual ceramic artists who are engaged in creative work. They all have their own individual styles. Here are 22 modern creators who are actively engaged in Minoyaki, cherishing both tradition and individuality.

UFO-gama Pottery Masaki Ariga



Ariga is also active as a painter. His pieces are charming for their humorous worldview, with their playful shapes and rich colors.



Tora to Usagi no Kazari-guinomi (decorative sake cup with tiger and rabbit)
At first glance, it looks like a sculpture of a tiger and rabbit sharing a drink, but when turned upside down, it transforms into a sake cup.

📍 44-1 Ori, Inatsu-cho, Mizunami
☎ 0572-68-9791 (Tel & Fax)

MIZUNAMI / S-7

Sentaro-gama Pottery Hidetake Ando



Ando is engaged in the research and reproduction of Momoyama-period Minoyaki styles, pursuing the depth and substance of their atmosphere, which for Kizeto in particular, differs from conventional techniques.



Kizeto Chawan (tea bowl)
Ando is accredited as the holder of a Gifu Prefectural Important Intangible Cultural Property with Kizeto.

📍 10-98 Ichinokura-cho, Tajimi
☎ 0572-22-3750 🕒 10:00 - 17:00
☒ Sun., Public holiday 🌐 <https://www.sentarogama.jp/>

TAJIMI / G-6

Kusanokashira-gama Pottery Soukei Aoyama



Recipient of the 2015 Gifu Prefecture Art and Culture Award Registered as the holder of an Important Intangible Cultural Property of Tajimi City (Shiro tenmoku) in 2018. Studio with Gallery



Shiro Tenmoku
(Reproduction of piece in the Tokugawa Art Museum collection)

A reproduction of a work from the Muromachi period after 500 years.

📍 4-3 Onada-cho, Tajimi
☎ 0572-22-2950 🕒 10:00 - 17:00 ☒ Sun.
🌐 <https://www.kusanokashiragama.com/>

TAJIMI / C-3

Yutaka Ito



His distinctive style is characterized by the meticulous carving out of patterns into the piece after he has thrown it on the potter's wheel. He treasure a sensibility of "making what I want to make."

Deep plate with block pattern

This is a modern piece featuring the rustic color of clay and shaded expressions.



Tsubusa Kato



Born in Tajimi City. Graduated from Tajimi City Pottery Design And Technical Center in 1979. Recipient of several awards, including the 2013 Japan Ceramic Society Award.

Shizuku-zara (teardrop dish)

He makes the most of the delicacy of porcelain clay in his creations.



Tatsuki-gama Pottery Masaki Kawai



Recipient of multiple awards, including the 8th Contemporary Ceramic Art 2000 Gold Award, 2002 Ueno Royal Museum Award, and 2020 Mino Ceramic Art Exhibition Gold Award.



Kaiyu Chawan
(tea cup with ash glaze)

Kawai has worked exclusively with ash glaze for 40 years, a technique that he will continue to dedicate himself to into the future.

📍 1606-7 Dachi-cho, Toki
☎ 0572-59-8849
🌐 <http://www.tatukigama.com/>

TOKI / O-6

Yamatadakatouen Inc. Toubei Ceramic Studio Tomonari Kato



Kato is an internationally renowned potter whose achievements include winning the 56th Premio Faenza and the 11th International Ceramics Competition Mino Gold Award.



Topological Formation 2017-1
Challenging the malleability of clay, Kato's works give a sense of freedom and strength.

📍 8-46 Takata-cho, Tajimi
☎ 0572-23-6421
🕒 8:00 - 17:00 (Open by appointment only)
🌐 <http://yamatada.jp/>

TAJIMI / C-4

Hanzawa-gama Pottery Hirohisa Kondo



While touring throughout Japan holding solo exhibitions, Kondo devotes himself to the development of local culture, including operating the Mizunami Art Center, with his father, Seiko, who was an apprentice of famed potter, Fujio Koyama.



Kaiyu Tetsumon Tsubo
(jar with ash glaze and rail pattern)

Made with natural materials, this work is brimming with warmth created by wood-kiln firing in a noborigama (climbing kiln) and anagama (single-chamber, small-hole kiln).

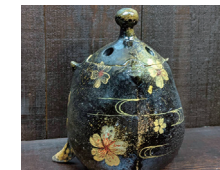
📍 4764-1-3 Hiyoshi-cho, Mizunami
☎ 090-7300-5861 / 0572-69-2845
☒ Irregular (By appointment only) 🌐 <https://hanzawagama.com>

MIZUNAMI / R-3

Genpoan Yasuyuki Kato



Left his family business of uwa-etsuke (a technique of painting designs after glazing) to embark on his pottery journey. Recipient of several awards, including Asahi Ceramic Art Exhibition, Japan Fine Arts Exhibition (Nitten), and Gifu Prefecture Traditional Culture Successors Award.



Irodori-hana-nishiki Koro Sakuramon

A unique painting style with uwa-etsuke that adorns Shino and Oribe ceramics.

📍 1427-1 Oroshi-cho, Toki City
☎ 0572-57-7292 🕒 10:00 - 17:00 ☒ Wed.
🌐 <http://genpoan.com/kato.html>

TOKI / M-7

Zuikou-gama Pottery Shinji Sasaki



Born in Toki City. Accredited as a traditional craftsman by METI in 1999, Sasaki currently serves as the chairman of Minoyaki Traditional Craft Association.



Ao-oribe Chawan (tea bowl)

With "study the old to understand the new" as his motto, he uses traditional techniques and raw materials to create his pieces.

📍 308 Takayama, Tokitsu-cho, Toki
☎ 0572-55-3005
🌐 zuikou@minoyaki.gr.jp

TOKI / M-4

Gyokuzan-gama Pottery Yasuo Tamaoki



Master craftsman who has inherited secret techniques that have been nurtured for more than a hundred years. He creates graceful pieces based on a fusion of tradition and modern ceramic art.



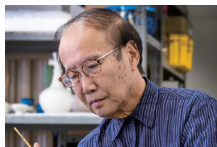
Imaoribe Tsubo (jar)

Expresses modern Oribe with a tireless spirit of innovation.

📍 10-69 Ichinokura-cho, Tajimi
☎ 0572-22-3707 🕒 9:00 - 16:00
🗓 Sat., Sun., Public holiday (please ask)
🌐 <https://act-co.sakura.ne.jp/gyokuzan/index.html>

TAJIMI / G-6

Koubei-gama Pottery Koubei Kato VII



Creates works that are brimming with modern sensibilities, using techniques such as Lustervare, Tansaiyu (pale blue glaze), and Sansai (three-colored decoration). He is also focused on cultural exchanges with Iran.



Lustervare incense burner with cattleya design

An incense burner that symbolizes nomadic culture. The sheen of lustervare is a feature of this piece.

📍 4-124 Ichinokuramachi, Tajimi
☎ 0572-22-3821 🕒 10:00 - 17:00
🗓 Year-end and new-year holiday, O-bon summer holiday, during exhibition changeovers
🌐 <http://www.koubei-gama.co.jp>

TAJIMI / H-7

Kaizan-gama Pottery Mitsuru Tsukamoto



Trained in the techniques of Seihakuji (white porcelain with pale blue glaze) and Hakuji (white porcelain) under his father, Kaiji Tsukamoto. Tsukamoto's outstanding techniques are registered as an intangible cultural property of Toki City.



Seihakuji Yamaboshimon Zara (white porcelain dish with pale blue glaze and Yamaboshi design)

Painted with elegantly beautiful, fresh, white flowers of the early summer-blooming Kousa dogwood tree.

📍 1805 Dachi-cho, Toki
☎ 0572-59-8415 🕒 9:30 - 17:00
🗓 Bookings required on Sat. and Sun. 🌐 <http://www.kaizan.net/>

TOKI / O-6

Tokubei-gama Pottery Kyosuke Hayashi



Honed his skills by training under Living National Treasure, Kozo Kato. Known for his success in recreating the *yohen tenmoku* style, as well as for his Kizeto works.

Kizeto bowl

He continues to challenge the concept of "the fusion of Kizeto with the contemporary."



Musashi-gama Pottery Musashi Tsujii



Studied at Aichi Prefectural College of Ceramics after graduating from Tokyo Zokei University. He draws nature, such as plants, flowers and living creatures in an approachable style.



Coffee cup and saucer with wheat design

He created this work with the wish to bring color and warmth to daily life.

📍 5451-1 Hiyoshi-cho, Mizunami
☎ 090-8807-8390 🕒 Telephone reservations required.
🌐 https://instagram.com/tsujii_musashi

MIZUNAMI / R-3

Shojin-gama Pottery Shotaro Hayashi



Creator and leader of Minoyaki with his research of Shino ware from the Momoyama period and his rare warikodai (cut foot) shape. He is also the holder of a Gifu Prefectural Important Intangible Cultural Property.

Rikyu Seishi Shino Warikodai Chawan (tea bowl with cut feet with violet-blue glaze)

This piece has a beautiful balance of blue, violet, and pink colors and feldspar glaze.



Hokumei-gama Pottery Yasue Hayashi



Granddaughter of Kagemasa Hayashi, a master of the Kizeto style. An apprentice of her father, Torao, Hayashi brings traditional techniques into the present day.



Shino Shihozara (square plate) Shino Sangetsu Futamono (dish with lid)

While cherishing traditional techniques, she creates works such as tableware, vases, and tea cups for modern life.

📍 221-31 Okute-cho, Mizunami
☎ 0572-63-2556 (Tel & Fax)
🗓 Irregular (Please check in advance)

MIZUNAMI / T-2

Kizantenjin-gama Pottery Teruyuki Mizuno



Born in Toki City. Recipient of the METI Minister's Award and Director-General's Award of Chubu Bureau of Economy, Trade and Industry for his Shino ware creations.



His works, which make the most of the Shino style's unique rustic character, also fit in well into a contemporary lifestyle.

📍 442-1 Jorinji, Izumi-cho, Toki
☎ 0572-54-1821
🕒 Telephone reservations required.

TOKI / M-3

Kaneri Touryou Ltd. Tetsuya Hioki



In his dual roles as a representative of a clay production company and a potter himself, he presents works that challenge the possibilities of clay.



Gensho to Nanika (Phenomena and Something)

For this piece, different types of raw clay was molded using the same mold, and the changes in the molded clay due to changes in material, firing method, and temperature were verified.

📍 1161-1 Ori, Inatsu-cho, Mizunami
☎ 0572-68-3229 🕒 9:00 - 18:00
🗓 Sat., Sun., public holidays 🌐 <https://kaneritouryou.com/>

MIZUNAMI / R-7

Hokumei-gama Pottery Ippo Mukai



Mukai is passionate about passing down, preserving, and creating Oribe ware. Recipient of the 2016 Gifu Prefecture Traditional Culture Successors Award.



Oribe Kasanebachi (multi-tiered food box)

He creates tea bowls for use in tea ceremony and tableware for everyday use, based on the traditional Minoyaki styles of Oribe and Ofuke.

📍 221-31 Okute-cho, Mizunami
☎ 0572-63-2556 (Tel & Fax)
🗓 Irregular (Please check in advance)
📧 est.1987.hokumei@gmail.com

MIZUNAMI / T-2

Inoguchi-gama Pottery, the home of Kizeto Keiko Mizuno



Born in Toki City, trained under Tokuro Kato. Accredited as a traditional craftsman by METI and recipient of the Director-General's Award of the Chubu Bureau of Economy, Trade and Industry.



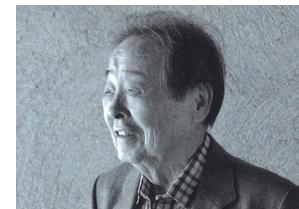
Kizeto coffee cup

Mizuno creates mainly Kizeto ware with a delicate, gentle, and warm touch.

📍 3-1 Dachi-cho, Toki
☎ 0572-59-8025

TOKI / O-7

Toshisada Wakao



The holder of a Gifu Prefectural Important Intangible Cultural Property. Wakao devotes himself to creating and handing down the Shino style of Minoyaki. Recipient of various awards, including the Order of the Rising Sun.

Nezumi Shino Tobako (ceramic box)

As the leader of the Nezumi Shino style, Wakao's outstanding skills shine in this piece.



Ceramic Artists of Minoyaki

《 Young Creators 》

These young creators have inherited the traditions of Minoyaki and strive to spread the word about it. Their active efforts are truly a sight to behold. In an age when mail order services and craft markets are so popular, they are sure to bring Minoyaki even closer.

Asaka



▲Minamo-no-moare

Striving to create works that could only be born of his own experiences, he aims to make pieces that will elicit gasps of surprise when first held.

Masaki Irohara



▲Gofun tea jar

Born in Kochi Prefecture. He started creating in Mizunami City, after graduating from Tajimi City Pottery Design And Technical Center. Working primarily in porcelain clay, he creates tableware that fits into daily life.

Takuya Ogi



▲Tsuchi no Keitai (Shape of Clay) 1603

Captivated by forming shapes with clay, Ogi continues to create shapes that convey clay's unique charms, such as its softness and a texture that makes it irresistible to touch.

Yuri Ogino



▲Doke no Katachi (Shape of a Buffoon)

Joined Tajimi City Pottery Design And Technical Center Ceramics Lab after graduating from Aichi University of Education, Graduate School of the University, and the Ceramics Lab of the Tajimi City Pottery Design and Technical Center. She continues her creative work captivated by the soft expression of clay.

Keigo Akiyama



▲Cup with ash glaze

Attracted by the natural color of glazes made from plant ash, he strives every day to create tableware that will enrich daily life.

Akari Karugane



▲Pot

Its warm texture, generous solidity and presence, and delicate expression are all the charms of clay. Firing the clay brings out those charms and gives them expression.

Seika Takahashi



▲Fukagawa Teaware teapot

Graduated from Tajimi City Pottery Design And Technical Center. Inspired by British ceramics, she uses casting, a traditional method of making Western tableware, to craft each individual piece by hand.

Tsutomu Takeshita



▲Seihakujji Kotsubo (white porcelain small jar with pale blue glaze)

Takeshita mainly creates tableware with white glazes. The one piece among many on the shelf that you will want to reach for every time. He faces the clay squarely every day to create his pieces. Instagram: tebcuro

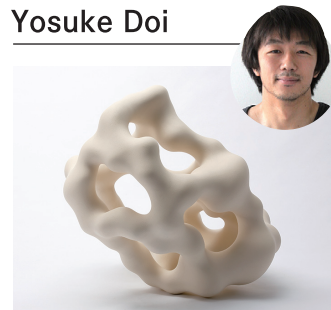
Shiho Tanaka



▲Kobana (small flowers)

Studied design and ceramic art in Florence, Italy, for 13 years. After returning to Japan, Tanaka graduated from Aichi Prefectural College of Ceramics and currently creates her works at a studio in Oribe Hills.

Yosuke Doi



▲Sugata (figure)

Using hand-kneading techniques to pile up ropes of clay, he takes several months to create a single piece. Currently, he works for Tajimi City Pottery Design And Technical Center.

Masatomo Toi



▲Thorny

Graduated from Tajimi City Pottery Design And Technical Center. Cherishing the affinity between thorns and the softness of clay and glaze, he creates organic pieces that conjure images of ascension, rebellion, and indomitability.

Yoshiyuki Toyoda



▲Tatzumai

Making use of the slackening and tightening that are created by clay's soft expressions, he purposefully creates charming shapes that are somehow coquettish.

Mayuko Makino



▲Little Medusa

Creatures crafted with the concept of "opening up the world of the viewer's imagination and creating works that can be enjoyed in a relaxed manner" express a world view that is both somehow humorous and draws you in.



Since its inaugural event in 1986, the International Ceramics Festival Mino has gained more recognition overseas each time it has been held. The festival's main event, the International Ceramics Competition Mino, Japan, is now recognized as a gateway to success for ceramics designers and creators around the world.

The cities of Tajimi, Mizunami, and Toki, where the festival is held, are making various efforts to draw in foreign tourists. In addition to “Home of Clay Arts HO-CA”, a pottery studio with guest rooms where visitors can learn pottery during a one-month stay, popular kilns and workshops offer hands-on ceramic painting and pottery experiences that attract many foreign tourists every year. In 2016, Tajimi City Pottery Design and Technical Center established a special selective entry quota for foreign nationals. Many foreign nationals who want to learn pottery in Japan apply for places at the Center every year.

Minoyaki's diversity comes from the way it has responded to the changing trends and needs of the times. In other words, Minoyaki has a generosity that is accepting of everything, without the kind of insular thinking that stubbornly seeks to preserve tradition. This also applies to its people, as evidenced by the warm welcome extended to students from overseas and visitors who want a hands-on experience of pottery. This region of Minoyaki production offers everything, from places to learn, the perfect environment for pottery creation, and opportunities to present one's works, making it an appealing place for all those who love pottery.

Lovers of Minoyaki



Xueyun Lu

Minoyaki was a very familiar presence in China. From traditional wares to modern works of art, Minoyaki's expression is appealing for its many different colors. While working at a gallery, I continue to create my own works, and I am striving to use light and wind in the expression of my pieces.

Born in China Joined Tajimi City Pottery Design and Technical Center Ceramics Lab after graduating from Traditional Arts Super College of Kyoto's Traditional Course, majoring in ceramics. She currently works at gallery VOICE in the Tajimi City Cultural Atelier.



Hyowon Son

At university, I was interested in glazes as well as design, and I presented multiple papers on the subject. I am engaged in the creation of recycled tableware at my company. The charm of Minoyaki is its accepting nature that lets artists try anything. I want to create designs that will make people want to stop and pick them up in their hands.

Born in South Korea. Enrolled in Aichi University of the Arts Graduate School of Fine Arts' Ceramics Course. After completing the master's program, he joined Ichihara Seito Co., Ltd. in Mizunami City, where he now works as a designer.



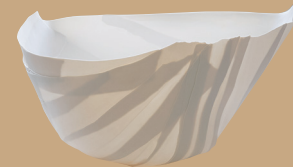
Madeline Faye Allman

I first encountered ceramic art when I was in junior high school. I loved the freedom of being able to form shapes and draw pictures. I was delighted when I happened to be posted to Toki, which is a ceramics paradise. I still enjoy creating various pieces as a hobby.

Born in the United States. While majoring in environmental studies at university, she also took pottery classes as a hobby. She is currently working as an Assistant Language Teacher at elementary and junior high schools in Toki City.

Title

Fuyu (Floating) I



Title

Futaba Series chopstick rests



Title

Dream



Accepting of everything, transcending national borders
It is from such generosity that the next Minoyaki will be born

Experience Minoyaki

Create your own, one-of-a-kind piece at a facility offering Minoyaki pottery-making experiences. Make a mug or a tea cup by hand-forming or with an electric potter's wheel or create your own ceramic accessories. Even if you have never done pottery before, you are sure to have fun. Come and create beautiful pieces and wonderful memories.

TOKI/L-4

Kakuyama Potteries

At this pottery, which has a history spanning more than 130 years, enjoy a pottery-making experience where you can also feel the unique atmosphere of a working pottery that produces tableware every day.



- 5-1 Izumimeijimachi, Toki
- ☎ 0572-55-2886
- 🕒 Depends on status of bookings.
- ☒ Depends on status of bookings.

MIZUNAMI/S-8

Sue-Yozaemon-gama Kiln

A six-chambered climbing kiln located quite close to the world's largest komainu guardian dog statues and the world's largest tea jar. Firing takes place in September every year.



- 786-1 Okawa, Sue-cho, Mizunami
- ☎ 0572-62-3776 (bookings required)
- 🕒 Depends on status of bookings.
- ☒ Occasional

TOKI/L-2

Tewaza Kobo, Takumi-no-Yakata

Create your own original cup or dish on a potter's wheel. This workshop also sells the works of the dozen or so ceramic artists it partners with.



- 3-2 Izumi Kitayama-cho, Toki (Oribe Hills)
- ☎ 0572-55-1322 (bookings required)
- 🕒 9:00 – 17:00 (16:00 in winter)
- ☒ Occasional

MIZUNAMI/Q-5

Ceramic Museum, Mizunami

Offers a hands-on experience painting on a coaster or small ocarina with special crayons and oil-based markers that even children can enjoy easily.



- 1-6 Akiyo-cho Yamanouchi, Mizunami
- ☎ 0572-67-2506
- 🕒 10:00 – 15:00 (For painting experience)
- ☒ Monday, day after public holiday, year-end/New Year holidays, etc.

TAJIMI / B-5

Kokei-gama Kiln

Even beginners can try their hands at genuine Minoyaki using a potter's wheel, then use one of the many glazes to explore an original item all of their own.



- 2-29 Sumiyoshi-cho, Tajimi
- ☎ 0572-22-0129
- 🕒 9:00 – 17:00
- ☒ Tue.

TAJIMI / D-6

Azuchi-Momoyama Toji no Sato VOICE Kobo

At the annual Anagama Fair, enjoy a precious experience feeding firewood into the anagama, or "cave kiln" and using time-honored methods to fire your own ceramic piece.

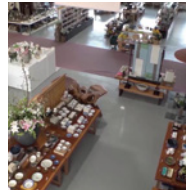


- 1-9-17 Higashi-machi, Tajimi
- ☎ 0572-25-2233
- 🕒 9:00 – 18:00 (last reception 16:00)
- ☒ Tue.

TAJIMI / B-3

Oribe Main Shop and Clay Park

Hands-on workshop attached to a shop with a vast array of merchandise. Use a potter's wheel, hand-forming, and foot-bellows to create your very own work of ceramic art.



- 10-6 Asahigaoka, Tajimi
- ☎ 0572-26-9555
- 🕒 10:00 – 17:30 (last reception 16:00)
- ☒ Occasional

TAJIMI / C-4

Nanayosha, Suzuki Tile Shop

Enjoy a "Ceramic Art Accessary" workshop experience, where you can feel the warmth of Minoyaki tiles and ceramics.



- 8-106 Takata-cho, Tajimi
- ☎ 0572-22-0388
- 🕒 10:00 – 18:00 (Sat.-15:00 pm)
- ☒ Sun., public holidays

TAJIMI / B-4

Kids Ceramic Museum KIDS LAND

Come! See! Experience! Enjoy a hands-on experience of painting on ceramics in an easy way. A Porcelarts (tracing) course is also available (booking required).



- 10-6-67 Asahigaoka, Tajimi
- ☎ 0572-27-8038
- 🕒 10:00 – 16:00
- ☒ Mon., Tue. (but open if public holiday falls on a Mon. or Tue.)

TAJIMI / A-7

Voice of Ceramics

Even complete novices can enjoy a ceramics experience with an electric potter's wheel or by hand-forming. The large experience space can accommodate groups of up to 200 visitors.



- 3-68-1 Fujimi-cho, Tajimi
- ☎ 0572-25-7267
- 🕒 10:00 – 18:00 (class reception by 15:00)
- ☒ Wed. (Occasional)

Vacherin with Crimson Foliage and Berries

Insisting on local ingredients and cooking styles, this restaurant serves its dishes only on Mizunami ware, a style of Minoyaki.

French Restaurant La Belle Equipe

MIZUNAMI/Q-6

📍 2-55-1 Yakushi-cho, Mizunami

☎ 0572-68-2361

🕒 11:30 - 15:00 (LO14:00), 18:00 - 22:00 (LO21:00)

🚫 Occasional 🅅 10 cars (shared lot)

WEB



A Man's Hamburger Steak

A sophisticated, tucked-away atmosphere. Because many of the staff were young potters themselves, works of ceramic art can be seen in various parts of the restaurant.

LOTUS

TAJIMI/C-6

📍 2-44-1 Miyamae-cho, Tajimi

☎ 0572-21-6537

🕒 16:00 - 22:00 (LO21:30)

🚫 Mon., Tue.

WEB



Deluxe Sushi

The restaurant offers sushi, sashimi, steamed items, deep-fried foods, hot pots, and other delicious offerings for diners of all ages to enjoy, served on Minoyaki tableware.

Japanese Restaurant Minozushi

TOKI/L-4

📍 43-8 Kujiri, Izumi-cho, Toki

☎ 0572-54-6318

🕒 11:30 - 14:00, 17:30 - LO22:00

🚫 Mon. 🅅 10 cars

WEB



Hida Beef Roast Beef Rice Bowl

The Minoyaki tiles that cover the counter and an entire wall and the highly distinctive ceramic panels are stunning.

Minoyaki Traditional Japanese Restaurant Nidaime Naniwa

TAJIMI/G-3

📍 1-46 Sakaemachi, Tajimi

☎ 0572-23-6639

🕒 11:00 - 14:00 (LO13:30), 17:00 - 22:30 (LO22:00)

🚫 Mon.

WEB



Gourmet and Minoyaki

Tableware that brings color and richness to mealtime. Enjoy mealtimes with tableware that will fill your heart with colorful delights woven by food and Minoyaki.

Matcha Latte

A combined gallery and café. Relax on tatami mats with an irori hearth and admire the works of local artists as you enjoy your meal.

Genpoan

TOKI/M-7

📍 1427-1 Oroshi-cho, Toki ☎ 0572-57-7292

🕒 10:00 - 17:00 (Lunch 11:00 - 13:30)

🚫 Wed. 🅅 5 cars

WEB



Mizunami Buono Pork Steak

Uses Mizunami's own branded pork, "Buono Pork." A famous restaurant serving a diverse selection of highly creative nouvelle Japanese cuisine.

Nouvelle Cuisine Riku

📍 1-36 Honami, Mizunami

☎ 0572-68-5133

🕒 11:00 - 14:00 (LO13:30)

17:30 - 22:00 (LO21:30)

🚫 Sun., 3rd Mon.

🅅 18 cars

WEB



MIZUNAMI/Q-6



The Tono area offers a variety of shops selling Minoyaki tableware and accessories.
Each shop has its own distinctive character.
Enjoy window shopping to find your favorite piece.

TAJIMI/H-3

Touto Souzoukan



The modern exterior incorporates elements of Japan's traditional kura storehouses. Sells Tajimi souvenirs and Minoyaki items. There is also a gallery attached.

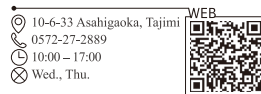


TAJIMI/B-3

Minoyaki Square



A ceramics wholesale outlet located inside the Tajimi Minoyaki Wholesale Center. Displays and sells numerous Japanese and Western tableware, as well as one-off works by ceramic artists.

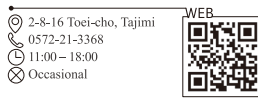


TAJIMI/D-5

Galerie Momogusa



Gallery run by ceramic artist, Masanobu Ando. Presents a vision for art and craft from the perspectives of life's necessities.

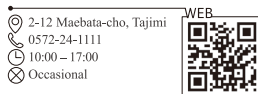


TAJIMI/G-3

Maebata (M Shop)



A shop where you can encounter both the traditional and the contemporary of Minoyaki. Displays and sells a wide variety of items to adorn daily life. Recommended for presents and thank you gifts.

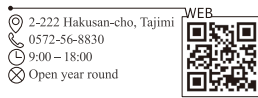


TAJIMI/G-3

Galleria Oribe



Displays and sells ceramics created by up-and-coming artists who have carefully selected for the quality of their handcrafted work. There is also a café that serves coffee in special cups.

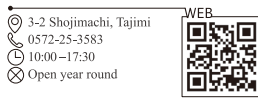


TAJIMI/H-3

Oribe Utsuwa-tei



A traditional old merchant house, full of atmosphere, converted into ceramics shop. This shop sells unique works from local kilns, Japanese and western ceramics, and Japanese zakka items.



TOKI/L-2

Michinoeki Shino Oribe



Look out for the chimney, a symbol of this area where many great ceramics were produced, including Shino, Oribe, and Kisedo. Ceramic items are available for reasonable prices at this roadside station.

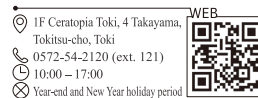


TOKI/M-4

Toutouan



Everything from new works in traditional Minoyaki style to creations by young ceramic artists is available at reasonable prices. Scheduled to re-open after renovations in 2022.

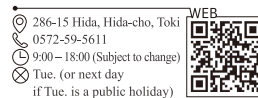


TOKI/N-6

Michinoeki Toki Minoyaki Kaido Donburi Kaikan



As well as hands-on pottery experiences, items from about 100 potteries in the city are sold here. The restaurant serves a lunch set that comes with a bowl you can take home.

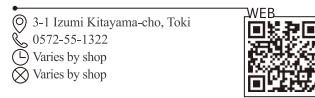


TOKI/L-2

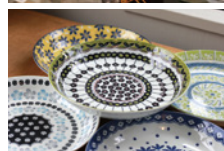
Oribe Hills



Twelve very distinctive shops, located in an area the size of five Nagoya Dome s, propose a lifestyle with ceramics of high quality.



Come and look for ceramics that you will love!



TAJIMI/J-3

Ceramic Park MINO Shop & Gallery MI-NO



Attached to the Museum of Modern Ceramic Art, Gifu (p.16). Minoyaki tableware and local souvenirs are available.

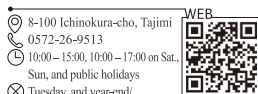


TAJIMI/G-6

Utsuwa-no-mise TAKAGI



Exhibits and sells various items, from works of Living National Treasures and modern ceramic artists to high-grade Japanese tableware. Reasonable pricing is part of this shop's appeal.

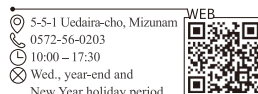


MIZUNAMI/R-6

Chawan-ya Mizunami



Sells Minoyaki items, including Mizunami ware, which offers simple, unique designs and excellent durability, wear resistance, and heat resistance.

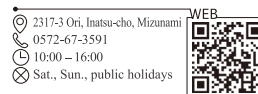


MIZUNAMI/R-7

Gallery Yudachigama



Offers a range of items, such as earthenware pots that are popular mail order purchases and rare items that are only available at store. Workshop tours are also available (bookings required).

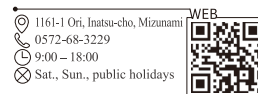


MIZUNAMI/R-7

Kaneri Touryou Ltd. Clay Shop



Sells a wide variety of raw clay powders and ceramic clays in small packages. *Open by appointment only.



If you want to know more! /

美濃焼くらくら

www.minoyaki-kurukuru.com



Minoyaki Kurukuru is an information source that communicates the appeal of Minoyaki to lovers of Minoyaki and people visiting the Tono area. Enjoy the popular pastime of pottery cruising and deepen your understanding of ceramics. Visit the production areas to **touch**, **create**, **taste**, and **buy**. Spend a memorable day with experiences that are outside the everyday.

Tono Event Calendar

Spring (Mar. – May) Summer (Jun. – Aug.) Autumn (Sep. – Nov.) Winter (Dec. – Feb.)



Minoyaki-related Events

TAJIMI | 2nd Sat. and Sun. of April

Tajimi Pottery Festival (Spring)

A fixture on the spring calendar that attracts lively crowds from all over the prefecture and beyond. Discover a variety of ceramics at the bargain market.



MIZUNAMI | Sun. close to April 14

Hanbara Bunraku Hono Performance

Performance of bunraku, Japan's traditional puppetry featuring puppets and Joruri chanters, dedicated to the gods. This performance has been designated as an Important Intangible Cultural Heritage of Gifu Prefecture.



TOKI | May 3 to 5

Traditional Industrial Crafts Festival

Sales of single items created by certified traditional craftspeople, as well as tea ceremonies conducted with traditional craft items.



TOKI | May 3 to 5

Toki Minoyaki Festival

One of the three largest ceramics markets in Japan, with more than 300 booths.



In the Tono Area, major Minoyaki events are held in spring and autumn, while other lively events, such as local folk events and summer festivals, are held throughout the year.

TOKI | Late Jul.

Fire Festival Toki City Oribe Festival

Fireworks festival held on the riverbed of the Toki River. A fixture on Toki City's summer calendar.



TAJIMI | Sun. closest to Aug. 1 (TBC)

Tajimi City Foundation Commemorative Fireworks Festival

Fireworks display set to music. The Gozasse Yokochi summer festival attracts many children.



MIZUNAMI | Fri., Sat., and Sun. close to Aug. 7

Mizunami Mino Genji Tanabata Festival

Attractions include Basara street dancing, fireworks, and a ceramic clay festa, where you can play with the clay used in Minoyaki.



TAJIMI | Mid-September to mid-October

International Ceramics Festival MINO, Japan

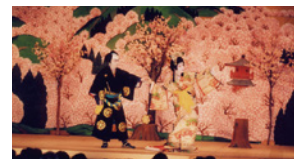
One of the world's largest ceramics festivals, held every three years. Ceramic works from all over the world are exhibited.



MIZUNAMI | Last Fri. and Sat. of Sept.

Mino Kabuki Performance

Performance by the Mino Kabuki Preservation Society at Aioiza, a Meiji-era playhouse that has been relocated and restored.



TAJIMI | Mid Oct.

Tajimi Pottery Festival(Autumn)

A massive Minoyaki bargain market and warehouse sale. A giant raffle and attractions are also held at the same time.



TAJIMI | Mid Oct.

Minoyaki Ware Festival

Communicates the appeal of Minoyaki through exhibitions of works by master ceramic artists and sales of ceramics produced by local potteries.



TOKI | 2nd Sunday of Oct.

Hachiman-jinja Shrine Annual Yabusame Festival

Six boys dressed in the hat and coat of the ancient common soldier and other ancient costumes gallop on horseback down the shrine approach in a powerful display.



TOKI | Late Oct. or early Nov.

Oroshi Ceramics Festival

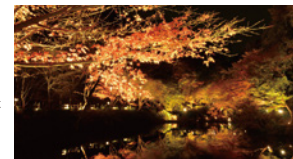
Held in the town of Oroshi, home to close to 100 potteries. Explore the different potteries and enjoy the various stage events.



TOKI | Nov.

Light-up of Anakobo Fall Foliage and 100 Jizo Statues

Fall foliage in the twilight and 104 candle-lit stone Buddhist statues make a beautiful sight.



TAJIMI | Nov. 3

Tajimi Festival

A parade in which military commanders with connections to Mino and their wives proceed down the streets of Tajimi. Events are also held in the station square.



MIZUNAMI | Nov.

Mizunami Ceramics Festival

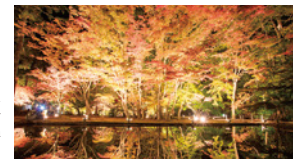
Including potteries selling their wares direct to the public, ceramic painting experience corner, and Mizunami specialty food corner, there is something for visitors of all ages to enjoy.



TOKI | Early to mid-November.

Sogi Park Momiji Light-Up

About 300 maples and other trees in all their autumnal glory are lit up at night. Test your photography skills by capturing the upside-down reflection of the fall foliage in the eight ponds of various sizes.



MIZUNAMI | Mid Dec.

Basara Carnival

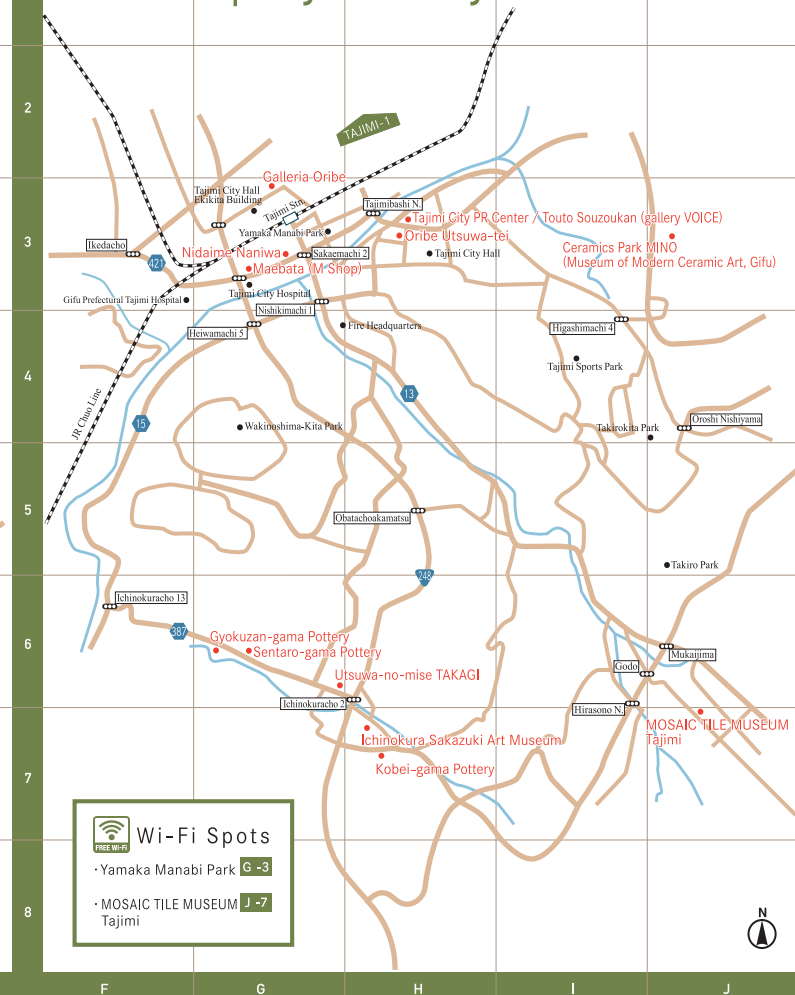
More than 10,000 people gather from all over Japan to show off their dances. A commemorative mochi-throwing event is also held.



Area Map Tajimi 1 (Tajimi Stn. North)



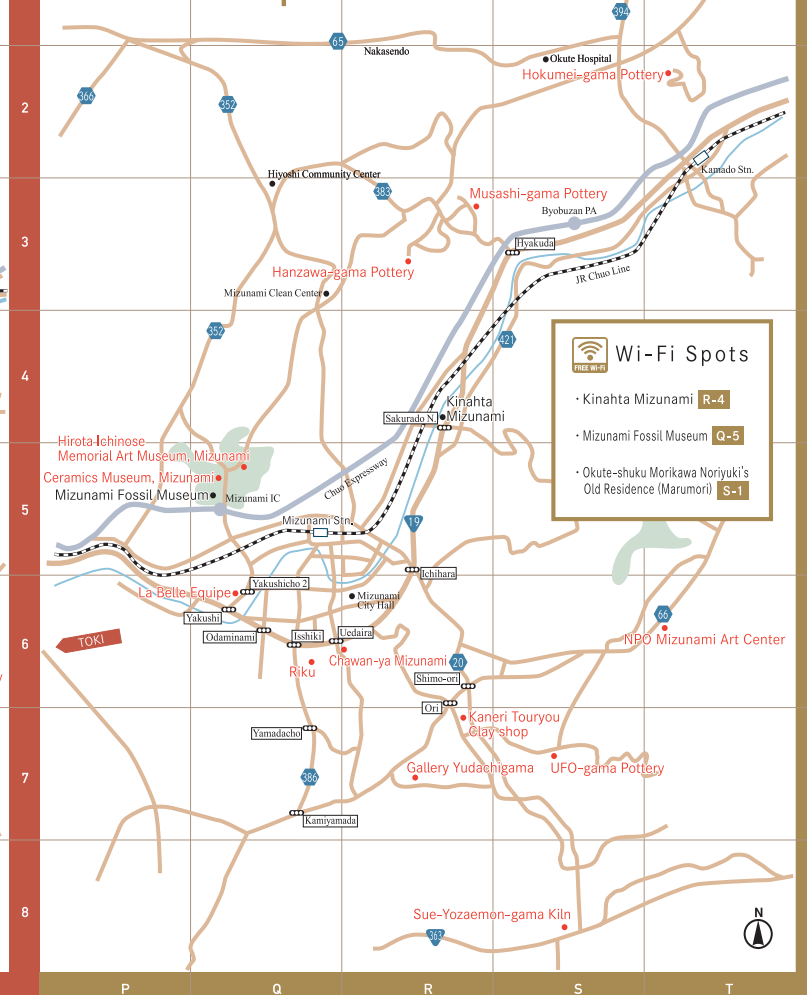
Area Map Tajimi 1 (Tajimi Stn. South)



Area Map Toki

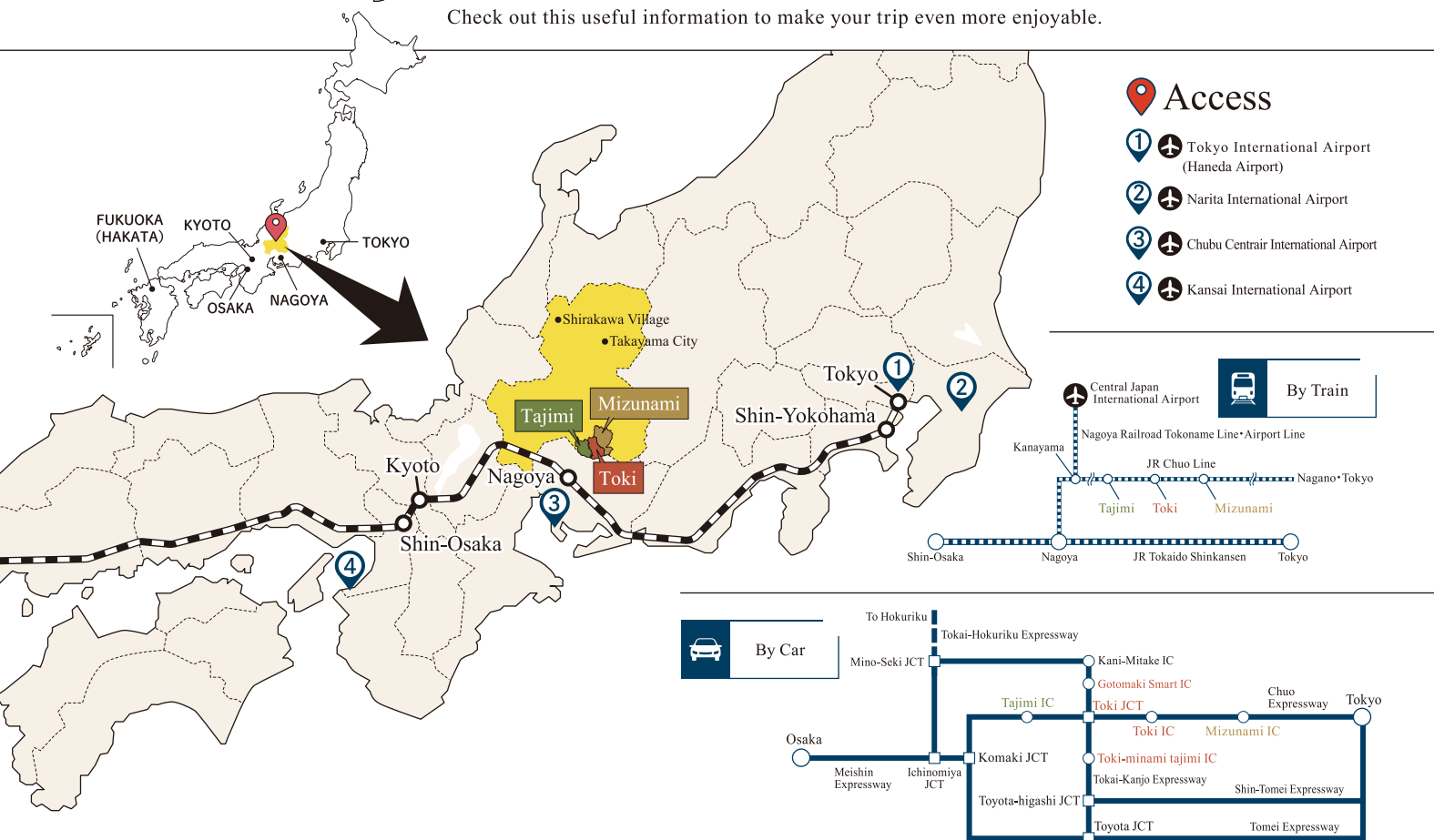


Area Map Mizunami



Minoyaki Travel INFORMATION

Check out this useful information to make your trip even more enjoyable.



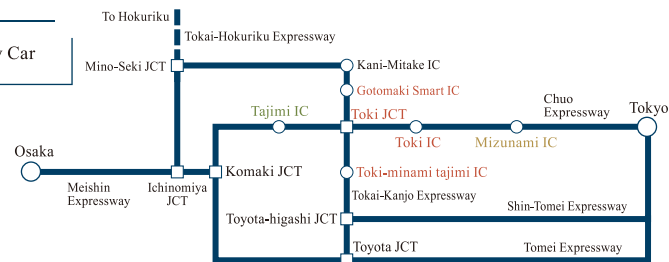
Access

- 1 Tokyo International Airport (Haneda Airport)
- 2 Narita International Airport
- 3 Chubu Centrair International Airport
- 4 Kansai International Airport

By Train



By Car



Tourism Inquiries

Tajimi City PR Center

☎0572-23-5444 ☎5-9-1 Honmachi, Tajimi (1F Touto Souzoukan) @tajimi-pr.jp

Tajimi Station Tourist Information Center

☎0572-24-6460 @2F Tajimi Station, 2 Otowa-cho, Tajimi

Nakasendo Tourist Information Center (Marumori)

☎0572-63-2455 ☎445-2 Okute-cho, Mizunami @okute-shuku.jp/about/marumori

Toki City Tourist Association

☎0572-54-1111 @2101 Tokiguchi, Tokitsu-cho, Toki (Toki City Hall) @toki-kankou.jp

Mototerasu Higashimino

☎0572-55-1123 ☎4-5-3 Tokigaoka, Toki (Terrace Gate Toki, Machiyui)

Mizunami City Tourist Association

☎0572-68-2111 ☎1043-2 Terakawado-cho, Mizunami (Mizunami City Hall) @Mizunami.com(xn--w0w51m.com)

Car Rental

Japan Rent-A-Car, Tajimi Office

☎0572-24-2121 ☎2-19-1 Wakamatsu-cho, Tajimi
@j-rentacar.com/store/tajimi.php

Toyota Rent-A-Lease Gifu, Toki Office

☎0572-25-0160 ☎2-21 Izumi Terada-cho, Toki
@rent.toyota.co.jp/sp/shop/detail.aspx?rCode=64501&eCode=006

Orix Rent-A-Car, Tajimi Office

☎0572-21-0543 ☎1-9-1 Wakamatsu-cho, Tajimi
@car.orix.co.jp/shops/?shops_pk=428

Honda Cars Gifu, Toki Office

☎0572-55-4611 ☎5-8 Izumi Oshima-cho, Toki
@www.hondacars-gifu.co.jp/home/sr10.html

Toyota Rent-A-Lease Gifu, Toki Office

☎0572-53-1200 ☎2-21 Izumi Terada-cho, Toki
@rent.toyota.co.jp/sp/shop/detail.aspx?rCode=64501&eCode=017

Niconico Rent-A-Car, Mizunami Yakushi Office

☎0572-67-3711 ☎4-30-1 Yakushi-cho, Mizunami
@2525r.com/gifu/mizunami/store-00074-002.html

Taxi

Covered area: ■ Tajimi ■ Toki ■ Mizunami

Tajimi Taxi

☎0572-22-2216

Sawada Taxi

☎0572-59-2131

Heiwa Taxi

☎0572-68-6111

Kintetsu Tobi Taxi, Tajimi Office

☎0572-22-6236

Tohtetsu Taxi

☎0572-22-1211 (Tajimi) ☎0572-68-2277 (Toki&Mizunami)

Kobayashi Taxi

☎0572-68-3311 0120-33-1168

SKU Taxi

☎0572-65-2889

Bus

Kikyo bus

<https://www.city.tajimi.lg.jp/kurashi/toshikekaku/kotsu/kikyobus/index.html>



Toki Community Bus

<https://www.city.toki.lg.jp/docs/copy-6av6e0hmvkgfm.html>



Heiwa Corporation

<https://www.heiwa-co.com/>



Tohtetsu railway

<https://tohtetsu.co.jp/>



For inquiries about this pamphlet

Industry and Tourism Department Tajimi

☎0572-22-1250

Industry Promotion Department, Toki

☎0572-54-1111

Commerce and Industry Department, Mizunami

☎0572-68-2111