

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

43

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View the entire mountain village from a hilltop

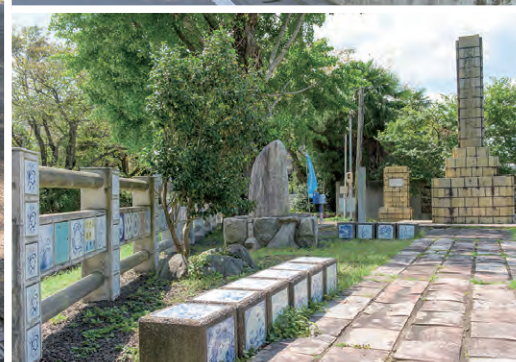
From Route Tōban-no Michi to Tōso-ga-oka

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

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...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.

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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. Special exhibitions are held on the second floor.

Inside cover MAP B-6



In the foreground is a piece representative of old Tobeyaki: Kitakawage Tetsue Shōchikubai-mon Tokkuri ("Kitagawake sake bottle with iron painting of pine, bamboo, and plum" height: 35cm).

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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.

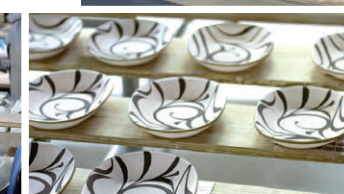
089-962-2311
Location: 1441 Ōminami, Tobe
Open: 8:05am-4:50pm
Closed: Irregular holidays
Admission: Free
Parking: Free

Inside cover MAP B-6



Interesting!

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



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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 (Commercial and Industrial Tourism Section)
Location: Near 885 Gohonmatsu, Tobe
Parking: Free

Inside cover MAP C-6

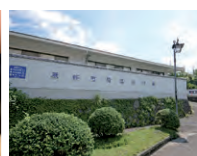
Don't miss this popular experience as a memento of your trip

Tobe Town Pottery Creation Center

A facility for experiencing the Tobeyaki pottery, founded in 1983. Visitors can choose from around 80 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: 9am-5pm
Closed: December 31
Parking: Free

Inside cover MAP B-5

Recommended Route

Tobeyaki Town Route

- 1 Tobe Pottery Traditional Industrial Hall
↓ nearby
- 2 Ōminami Shopping Street Monument
↓ 200m
- 3 Site of a handmade soy sauce factory
↓ 400m
- 4 Shinmin Sakamura Memorial Hall
- 5 Hatsuyukihai Sake Brewing Museum
↓ nearby
- 6 Route Tōban-no michi
↓ 300m
- 7 Tōso-ga-oka
↓ nearby
- 8 Tobe Town Pottery Creation Center

Visit pottery kilns if you have extra time

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

Inside cover MAP B-6



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.



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

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.

Traditional patterns



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]



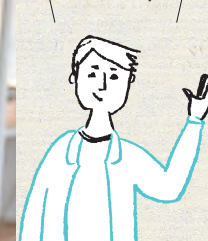
Choose from biscuit-fired plates, cups, or bowls and paint pictures and letters with a brush. Can be enjoyed by visitors of all ages.

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

- ! ¥660 and up (15 colors)
- ! ¥2,200/500 g
- ! ¥3,300/kg
- ! ¥2,200/kg (¥1,100 needed for first time only)

Tobeyaki Tourist Center En-no-sato

DATA P4

☎089-962-2070
Location: 359 Senzoku, Tobe
Open: 9am-5pm
Closed: December 31
Parking: Free

- ! ¥660 and up
- ! ¥2,750 and up (reservations needed for groups of 10 or more)

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

- ! ¥350 (chopsticks holder) and up
- ! ¥2,000 per person (reservation required)
- ! ¥1,600 per person (reservation required)

Tobeyaki Pottery Center

DATA P9

☎089-962-3900
Location: 83 Miyauchi, Tobe
Open: 8:30am-5pm
Closed: Wednesdays (if a national holiday, the following day), Jan. 1
Parking: Free

- ! ¥1,430 and up
- ! ¥3,850 per person (reservation required) approx. 90 min.
- ! ¥6,600 and up (reservation required)

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

Lessons from the past

How Tobeyaki developed

◆Porcelain developed by order of the Ōzu Clan

Scraps of Iyoto whetstones, a local specialty, were utilized, and the area was blessed with pinetrees, which provided fuel, as well. With the sloping terrain at the foot of the mountain was ideal for noborigama climbing kilns, Tobeyaki flourished under the patronage of the Ōzu Domain.

◆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 Muneyoshi Yanagi. Shōji Hamada and others sets the spotlight on Tobeyaki again.

After WWII, philosopher Muneyoshi 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.



Muneyoshi Yanagi who made Tobeyaki famous

Northern Tobe Zoological Park Vicinity

A wonderland of play, fun, and relaxation
Lots of ways for both kids and grownups to
have fun

~Popular places for families and couples~

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53 Stations of the
(Pottery) Tokaido

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

Tobe Zoological Park of Ehime Prefecture

This large-scale zoo with more than 620 animals of about 140 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: ¥600 (adults), ¥100 (elementary & middle school students), ¥200 (high school students), ¥300 (65 & above)
Parking: ¥300 (standard-sized cars)

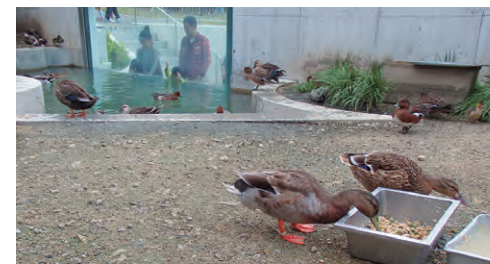
Inside cover MAP B-3

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 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!

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53 Stations of the
(Pottery) Tokaido

The entire forest around the castle is a playground for kids Ehime Children's Castle

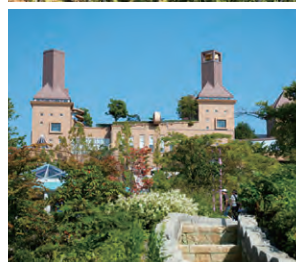
This nature-filled children's kingdom is right next door to the Tobe Zoological Park. There are boats in the pond and you can travel through the forest on a monorail or giant slide. This European style castle also has an obstacle course and a music room. Don't miss the fun and learning events that children 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: Mondays (if a national holiday, the following day), Dec. 29-Jan. 1
Admission: Free admission with charges to use rides and other attractions
Parking: ¥300 (standard-sized cars)

Inside cover MAP A-4

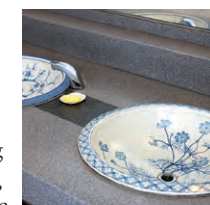
Electric carts make 2-km circuits around the park in about 30 minutes.



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53 Stations of the
(Pottery) Tokaido

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: 9am-5pm
Closed: Wednesdays (if a national holiday, the following day), Jan. 1
Parking: Free

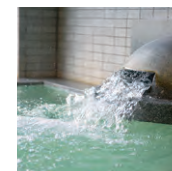
Inside cover MAP B-4



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53 Stations of the
(Pottery) Tokaido

Admire the ceramic mural as you bathe in the water of beauty SPA P-SPO Yutori-kan Onsen

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 Tobesarasa-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: 12pm-10pm weekdays (entry until 9:30pm only)
10am-10pm weekends (entry until 9:30pm only)
Closed: None
Admission: ¥550/Adults, ¥250/Children, free for children under 2
Parking: Free

Inside cover MAP A-5