

# ICHINOSEKI

## JAPAN





 **Chuson-ji Temple**

The priest Jikaku Daishi founded Chuson-ji Temple in 850 AD. Then, the first generation member of the Northern Fujiwara clan, Kiyohira, had a grand monastery with over 40 pagodas and 300 priests' quarters constructed. The main structure of Konjikido, designated a National Treasure, was built here, and is a treasure house of Heian Buddhist art which boasts over 3,000 National Treasures and Important Cultural Assets. [\[MAP: 2-C\]](#)

## Enjoy Ichinoseki together with the World Heritage site Hiraizumi

Ichinoseki City borders on the World Heritage site Hiraizumi and is the southern gateway to Iwate Prefecture. Hiraizumi is the 12<sup>th</sup> World Heritage Site within Japan, and has been recognized by UNESCO as the first World Cultural Asset in the Tohoku region. Ichinoseki and Hiraizumi are both very accessible to each other and they are also the base for Hiraizumi tourism. If you're going to tour the World Heritage site, we especially recommend visiting the two grand gorges, the pride of Ichinoseki. The famed downriver Geibikei Gorge can be reached from Hiraizumi by driving east for 35 minutes, while it's only a short 18-minute drive west to reach Genbikei Gorge.

In addition, there are valuable historic ruins within the city that relate scenery from medieval times into the present day, and the Honedera Village Estate Historical Site affiliated with the Northern Fujiwara clan. Please enjoy your tour around Hiraizumi and Ichinoseki while thinking about these historical times.



 **Mt. Kinkeisan**

Located roughly between Chuson-ji Temple and Motsu-ji Temple, Mt. Kinkeisan is known as a mountain of faith that contained such a huge number of sutra burial mounds (kyozuka) that it also has the alternate name of Tsukuriyama, or "Mountain of Creation". It is a mysterious mountain with colorful legends of buried treasure and chickens made of gold.

[\[MAP: 3-C\]](#)



 **Muryoko-in Ato Site**

This is the site of the temple that the third-generation Fujiwara clan member Hidehira built to imitate the Hoo-do hall at the Byodo-in Temple in Uji, Kyoto. The center line of the building lines up with Mt. Kinkeisan to the west, and the setting sun on that ridgeline is said to be one of the greatest Pure Land sights.

[\[MAP: 3-C\]](#)



 **Kanjizaio-in Ato Site**

Bordering to the east of Motsu-ji Temple, this is the site of a temple built by the wife of Fujiwara no Motohira. The Pure Land Garden is believed to follow the code written in the oldest Japanese gardening book Sakuteiki, which was written during the Heian period.

[\[MAP: 3-C\]](#)

### Here is what you need to know about Hiraizumi!

#### Hiraizumi Cultural Heritage Center



This center offers an outline of World Heritage site Hiraizumi's cultural heritage, as well as a broad range of Hiraizumi's historical culture as a tourist visitor's center within the town. There are also various exhibits of important archaeological artifacts dug up during excavations.

[\[MAP: 3-C\]](#)

To inquire about Hiraizumi tourism:

**Hiraizumi Tourism Association, 61-7 Aza Izumiya, Hiraizumi, Hiraizumi-cho Tel +81-191-46-2110**



### **Motsu-ji Temple**

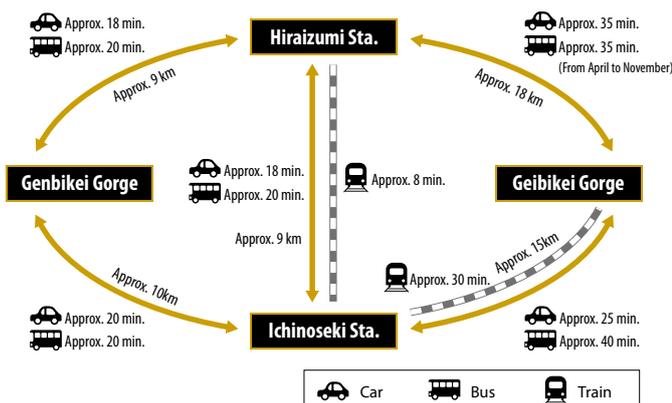
Like Chuson-ji Temple, this temple was also founded by Jikaku Daishi. Between the days of the second-generation Fujiwara clan member Motohira and the third-generation member Hidehira, many monasteries were constructed, and in these ancient times, Chuson-ji boasted an outstanding scale. It has received designations as both a special historical site and a special place of scenic beauty. [\[MAP: 3-C\]](#)

## For Future Generations: Honederamura Shoen Iseki Estate Site

The Honederamura Shoen Iseki Estate Site retains the landscape of a farming village from more than 800 years ago, and is a place that can undoubtedly be called the original scenery of Japan. The scenery from an existing pictorial map illustrated in the medieval period is preserved in the present day close to the form of that time. It is a precious historical site like no other in Japan. They are aiming for an additional registration with World Heritage Hiraizumi as a legacy for future generations in Ichinoseki. [\[MAP: 3-B\]](#)



"Mutsu no Kuni Honederamura Ezu"  
(Drawing Map of Honederamura)



### Recommended sightseeing course

#### Course A [2 days 1 night]



#### Course B [day trip]



# Geibikei

Geibikei Gorge, which is counted as one of The 100 Landscapes of Japan, has interwoven precipices of strangely-shaped and bizarre rocks which tower approximately 100 meters in height and span for about 2 kilometers. The wonder of the gorge has been designated as a national site of scenic beauty. The intensity of the valley when approaching the rock face never fails to fascinate visitors as it changes with the new leaves of spring, the flowers of summer, the blazing leaves of fall and the silvery world of winter.

Within this grand valley are boatmen who expertly paddle downriver with one pole, a special sight that can only be experienced here. Along with the changing of the seasons, you can enjoy viewing such delights of nature as the scattering of wild birds and the splashing about of the river fish at the surface of the water.

And during the snow-swept winter, the "Kotatsubune" are in operation. As you warm yourself at a kotatsu (a table heated underneath and covered with a quilt), a Japanese winter tradition, enjoy the elegance of the world like that of an Indian ink painting.

[MAP: 3-D]

- Access from Ichinoseki Station  
By car, it's about 25 min via Pref. Rte. 19 (about 15 km)  
By bus, it's about 40 min "Iwate Kotsu"  
By train, it's about 30 min "JR Ofunato Line"
- Access from Ichinoseki Interchange  
By car, it's about 25 min by Nat'l. Rte. 342 via Pref. Rte. 19 (about 18 km)



You can enjoy the beauty of the gorge from a boat all year round.

The popular times are May for wisteria-viewing and October for the autumn colors. The winter scenery viewed from the kotatsubune is also spectacular. Enjoy sake and a Kinagashi hot pot made with miso together with the superb scenery.

Geibi Tourism Center/Boatman  
Mr. Toshiharu Sasaki

Enjoy the proximity to the beauty of the valley riding in a boat

Colored by the seasons, and with the intensity of the approaching rock faces, Geibikei Gorge guides you through the valley on a graceful boat ride downstream. The surrounding history, culture and traditions even now provide many breathtaking sights. It is one place that will never leave you as you enjoy this elegant journey.



**Winter Yakatabune (a Japanese-Style roofed boat)**

Boats are operating in which you can enjoy the delicacy of hot pot cuisine as you draw warmth from a "kotatsu", a part of Japanese winter culture. Enjoy winter scenes like those of Indian ink paintings.



**Grilled salted sweetfish**

Charcoal-grilled salted sweetfish is the perfect combination with a trip downriver. Being filled with the tastes of nature while enjoying the scenery is an absolutely exceptional experience.



Is there a stone to easy throw?

**Undama (Luck Stones)**

Throw in a luck stone and if you are indeed lucky, it's said that you will be blessed with good fortune. There are 10 kinds you can throw: Luck, Longevity, Good Fortune, Relationships, Wishes, Passion, Love, Bonds, Income, and Assets.

**The Boatmen's Shanty**

The shanty "Geibi Oiwake," which is such by boatmen, is a Japanese cultural icon. The song, which echoes throughout the fantastical gorge, is a famous Geibikei Gorge specialty.

**Scenery of the four seasons**

Bright green, pale pink cherry blossoms and wisteria, Geibikei Gorge is a treasure trove of flowers to decorate the season. Enjoy of scenery of the gorge.



**Nearby Attractions**



**Mt. Murone**

There are plenty of recreational facilities such as a new paragliding and hang gliding school, a campground, a forest park, and a Furusato nature park center.

[MAP: 3-E]



**Yugendo Cave**

A natural cave museum of limestone boasting a history of 350 million years. There is a mysterious contrast between the milky white color of the limestone, stalactites, stalagmites and other flowstones, and the emerald of the underground lakes.

[MAP: 2-D]



**Daito Furusato Bunko**

These accommodation facilities boast being located at the magnificent Murone Highlands, which spread in front of your eyes. After working up a good sweat, take your time in the grand bath to refresh yourself!

[MAP: 3-E]



**Astro Roman Daito**

This is a forest recreation area that capitalizes on the nature of Mt. Murone. Starting with mountain bike and field athletics, the campground completes the picture.

[MAP: 2-E]



**Iwate Safari Park**

Carnivores, such as tigers, cheetahs and lions which are called the King of the Beasts, are out in full force. It is a powerful experience to see wild animals through the windows of the bus. There is also a herbivore zone where you can feed giraffes and camels.

[MAP: 4-D]

# Genbikei

Genbikei Gorge, shaped by the erosion of the river, has an impressive scenery of rich diversity that goes on for about 2 kilometers. The valley has complex and interwoven rock faces, an emerald-green flowing river, and is colored by an accompanying grove of trees by the river banks. The beautiful scenery of the changing seasons has been designated a national site of scenic beauty and a natural monument.

Upstream, there is the lively spray of the churning, wild rapids and downstream one can see the calm ravine. This contrast in scenery is an attractive feature of the Genbikei Gorge. The power and beauty playing off of each other invites people into a world that is soothing.

Speaking about Genbikei Gorge, one thing that cannot be left out is the "Soratobu Dango" (Flying Dumplings). Take part in the fun custom of placing some money into a basket at the rock face and then hitting a wooden mallet, after which a rope carries dumplings down from the other side of the gorge. There are plenty of different flavors to choose from.

[MAP: 3-C]

■ Access from Ichinoseki Station

By car, it's about 20 min. (about 10 km)

By bus, it's about 20 min. Buses operate generally once every 40 min. (about 10 km)

■ Access from Ichinoseki Interchange

By car, it's about 8 min. via Nat'l Rte. 342 (about 5 km)

\*From Genbikei Gorge to Hiraizumi takes about 18 min. by car. (about 9 km)

## Come and watch the different expressions of the 2 streams

Genbikei Gorge has a contrasting beauty showing different expressions which consist of an upper stream that has forceful, wild rapids kicking up a spray and a calm lower stream. It's a tourist spot that represents Ichinoseki and is visited by many people. We would also like everyone to try the famous Flying Dumplings.



### Genbikei Gorge Dumplings

A delicacy of Genbikei Gorge: Flying Dumplings take part in a fun custom of placing some money into the basket at the rock face and hitting a wooden mallet, after which a rope will carry down dumplings from the other side of the gorge.



### A Famous Place for Cherry Blossoms: Genbikei Gorge

Genbikei Gorge is also famed as the site for cherry blossoms. The light peach of the cherry blossoms, the green of the shores, the rough-hewn rock face and the emerald water surface all play a quartet of magnificent color.



### Genbikei Gorge Rest Area

Besides the farmers' market, which sells everything from fresh farm produce to traditional crafts, there is also a mochi (rice cake) restaurant where you can sample a wide variety of mochi dishes.

It's a popular spot known for the Flying Dumplings and its cherry blossoms.



Roadside Station Genbikei Gorge  
Mr. Takuya Onodera

Genbikei Gorge is said to have been visited many times by the feudal lord of Sendai, Masamune Date, who also ruled the Matsushima area of Miyagi Prefecture. Enjoy a relaxing time with flying dumplings, the tourist carriage, the roadside station, and so on.

## Nearby Attractions



### Ichinoseki Hot Springs

Soothing the fatigue of the journey is the true charm of the hot springs. Refresh your mind and body at the Ichinoseki Hot Springs which is located along National Route 342 and has 8 hot springs bubbling away with variations in scenery and charm. It is located near the Honedera Village Estate Historical Site and Genbikei Gorge, and is convenient as a base site for sight-seeing. The accommodations are welcoming with their fine hot springs and cuisine, and a spirit of hospitality that is the pride of Japan.

[MAP: 2, 3-A, C]



### Ichinoseki Kenko no Mori Maturube Snowland

With 2 runs and 2 lifts, Maturube Snowland is a ski resort which everyone from novices to veterans can enjoy. Especially ideal for groups, it also has secondary facilities for meals, etc.

[MAP: 2-A]



### Ichinoseki City Museum

The museum exhibits the "Mokusatou" sword which is said to be the origin of Japanese sword. In addition, the museum introduces the history and regional characteristics of Ichinoseki, and the great exploits of its pioneers.

[MAP: 3-C]



### Polano Gelato

With different tastes on offer each season, this gelato is made with 20 kinds of fresh, locally-made flavors and milk. It's an ice cream with a fresh taste that is even popular among the locals.

[MAP: 3-B]



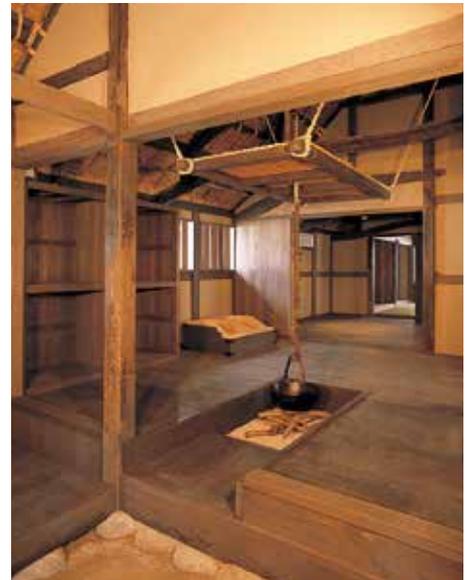
### Sahara Glass Park (glass shop and workshop)

Notable for its colorful building at the side of Genbikei Gorge, 10,000 examples of the world's glassware are exhibited and sold here. In the participatory workshops, you can try out glassblowing and even create your own original glassware.

[MAP: 3-C]

# An Ichinoseki tour that lets you sense the **history** and the **traditional beauty** of Japan

The remains of a castle town are filled with the spirit of Japan, and history from times of old is etched into a townscape that retains a traditional beauty. Take a walk through that Ichinoseki. Following history as you walk along, you can encounter many kinds of historical settings such as the samurai residences of roughly 300 years in the past, storehouses like those of long ago and Japanese gardens which symbolize the culture of the country. Take an easy stroll through the town as you watch the scenery of the remaining vestiges of history centered around the architecture which retain the traditions of old Japan.



## Former Numata Family Samurai Residence

In the latter half of the Edo period, this was the residence of the Numata family, chief counselors for the Ichinoseki clan. This is a valuable building with about 300 years of history where you can get a glimpse of the life of a samurai at that time. [\[MAP: 3-C\]](#)



## Urashima Park

This is a park that had the remnants of the guest house of the Tamura samurai family, the lords of Ichinoseki. This pure Japanese-style garden luxuriates with various kinds of flowers and trees. You can fully enjoy the beauty of the garden from season to season.

[\[MAP: 3-C\]](#)



## Sekinoichi Sake Ethnic Culture Museum

There are restaurants and facilities introducing the sake brewing of the old days. There is the group of historically valuable storehouses which integrated architectural techniques of Japan and the West and were constructed about 100 years ago.

[\[MAP: 3-C\]](#)

## Ichinoseki City Senmaya Sakenokura Exchange Facility (Former Yokoya Shuzo Sake Brewery/Sato Family Residence)

This group of storehouses was constructed during the Meiji to Taisho eras. It has been registered as a Tangible Cultural Property of Japan. The Western-style home and the main building, where you can fully enjoy the Taisho Romantic style, are must-see sites. [\[MAP: 3-E\]](#)



## A Spot for a Short Break

### Jazz Coffeehouse Basie

This is a jazz coffeehouse with fans nationwide. Live performances with professional stars are also held here, and even Count Basie himself visited.

[\[MAP: 3-C\]](#)

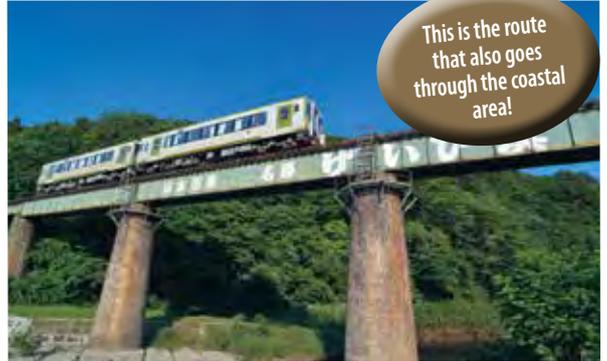
# Encounter artistic Mother Nature colored by the seasons

Japan's traditional beauty and a culture that adores that beauty. The nature of Ichinoseki where one can encounter that beautiful scenery of which Japan is proud. There are countless flowers coloring the four seasons such as the billowing cherry blossoms, the flowers spreading out across fields and the blazing red leaves of Autumn. Magnificent mountains which seem to hear the breath of the land. The scenery of Sano can be called Japan's unspoiled landscape. In Ichinoseki where nature is embraced, there is still scenery that can surprise and move one, so come and find the Ichinoseki that interests you.



## Mt. Kurikoma

The landscape of Mt. Kurikoma is very diverse with primeval forests, ravines, lakes & marshes and highland marshes. It is an unending landscape where you can enjoy mountain climbing in any season: the last of the snow of spring, the high mountain flora of summer, and the leaves of autumn. [MAP: 3-A]



## Dragon Rail Ofunato Line

This is a local railroad that has been given its name due to the route being shaped like a dragon. It's convenient for touring a broad part of Ichinoseki.



## Tategamori Ark Farm

We recommend the popular lunch buffet and the various souvenirs that are blessed with delicious flavors from the farm.

[MAP: 4-D]



## Yamabuki Terraced Rice Fields

About 40 paddies fields are arranged on approximately 2 hectares of a mountain slope. These terraced fields of the Yamabuki District display an indelible scene of Japan. This is the northernmost entry in "Japan's 100 Terraced Fields", certified by the Minister of Agriculture, Forestry and Fisheries in 1999. [MAP: 2-E]



## Tsuriyama Park

Famed for cherry blossoms, this park has plenty of elegance where you can bask in the brilliance of the autumn colors. There are some monuments in the park devoted to pioneers such as Kogoro Takahira, Junma Nomura and Gutoku Nagata.

[MAP: 3-C]



## Hana-to-Izumino Koen (Flowers and Springs Park)

This is a theme park where you can enjoy vivid flowers all year round. The superb pizza baked in a genuine stone oven is very popular. [MAP: 4-D]

# Foodies would be completely satisfied. Ichinoseki gourmets must believe it if they eat!

Ichinoseki created an original food culture on a great land of plenty. Traditional food passed down with hometown spirit and skill - a new taste born of the desire for local development. Savor Ichinoseki cuisine that deliciously colors your journey.



### Iwate Minamigyu Beef

Kuroge Wagyu beef has received Japan's highest ratings. The beautiful marbling throughout the meat has led to it excelling in quality, being filled with flavor, and being recognized as the top of its class from all corners. As the brand of Wagyu that Ichinoseki is proud of, it is getting offers from famous restaurants all over the country.



### Iwate Kura Beer

Winning the Gold Prize at the Monde Selection, the beer is brewed with vitamins and traces of other kinds of nutrients. It is a fresh and healthy beer on which no filtration or sterilization is performed.



### Gomasuri Dango (Ground Sesame Dumplings)

The bite-sized dumplings have plenty of honey with ground sesame seeds. Because they are sold frozen, please thaw before eating.



### Nanbu Ichiro Kabocha Udon

The udon is made from local pumpkin which grows in the Honedera Village Estate Park area and has a sugar content of over 15.



### Ohashi Ganzuki

Ganzuki is a confection that resembles a steamed bread and is eaten by a lot of people in the region. It is frequently eaten at breaks during farm work and has been loved since the old days as local treat.

You can eat Japanese representative cuisine, Sushi, Tempura, Soba noodles and Ramen.



### Japanese Sake

Brewers trained in age-old manufacturing methods create Seishu, or clear sake, of exceptional taste using the ideal rice and pure water that Ichinoseki's rich nature provides. There is depth and purity to the traditions of Japanese sake.

### Mochi Cuisine

Mochi (rice cake) is an indispensable ingredient for the Japanese, and there is the culinary custom of using mochi traditionally for events and ceremonies such as on New Year's Day. The mochi cuisine of Ichinoseki is a food culture that has continued since the Edo period with 300 flavor variations. To enjoy the many tastes of mochi cuisine at one time, the mochi is made into bite-sized pieces.

## Be sure to try Ichinoseki's traditional mochi (rice cake) cuisine

Enjoy the mochi culture of Ichinoseki through mochitsuki (rice cake pounding), and general products such as sweet bean paste and sesame seeds with various ingredients such as grated radish and ginger.



You can try your hand at mochitsuki (rice cake pounding) using steamed Ichinoseki glutinous rice. Savor fresh mochi that you have made yourself!



## Lots of traditional goods imbued with the soul of craftsmen who are the pride of Ichinoseki

In Iwate Prefecture, there exist many traditional crafts that have a reputation for high quality. We will introduce these gems that make Ichinoseki proud, including splendid handicrafts that shine with the technique of the craftsmen and food products that guarantee satisfaction.



### Hidehira-nuri Lacquerware

There are traditional handcrafted items such as splendid bowls and trays made with lacquer and gold which have been made for more than 800 years. The refined luster also has a beautiful appearance and it is currently seen as one of Japan's representative examples of lacquer ware. It has also been designated as a traditional handicraft recognized by a Japanese ministry.

### Shiunseki Suzuri (Purple cloud inkstone)

Shiunseki suzuri is a beautiful purple inkstone excavated from Takozu in Higashiyama. It has been produced since around the third generation of the Fujiwara clan. In addition to shiunseki suzuri's grace and smoothness, the surface of the stone is also extremely precise, giving it an air of dignity.



### Tozan Washi (Japanese paper)

Time-honored Japanese paper that is made using original techniques going back over 800 years, it possesses the traditional qualities of natural hues and is delicate and soft but also durable. Used frequently for calligraphy and letter writing, you can also try your hand at creating the paper and making original items of your own.

# Ichinoseki Almanac of Seasonal Words

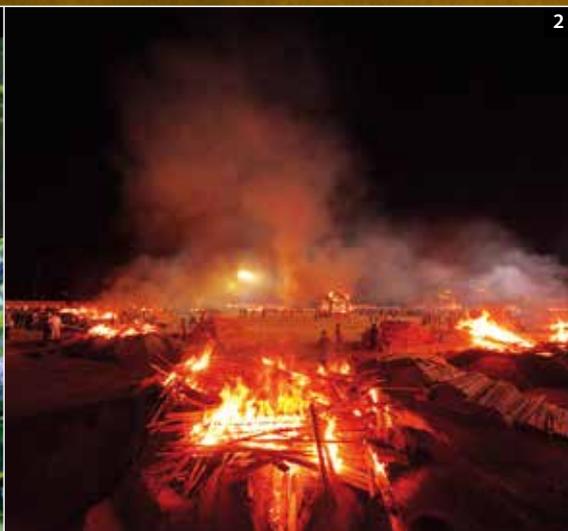


1. Ichinoseki Daïto Ohara Water Festival: An unusual festival in which men of a certain age, wearing very little, run in the intense cold while being doused in water. This festival has been going on for over 350 years. [Feb. 11/MAP: 2-E]
2. The Spring Fujiwara Festival (Hiraizumi Town): The biggest highlight is Yoshitsune's Eastern Flight Processional, in which Minamoto no Yoshitsune, a general from the Minamoto clan, returns to Hiraizumi as he flees from his older brother, Yoritomo. [May 1-5/MAP: 2, 3-C]
3. Ichinoseki Summer Festival: Portable shrines are brought out, and everyone gets caught up in the massive parade dance of the Kurukuru Odori that citizens partake in. [The 1st Friday, Saturday and Sunday in August/MAP: 3-C]
4. Karaumedate Emaki: This is a re-enactment of the state of affairs of a war council that took place in 1590 on whether they would follow or rebel against Hideyoshi Toyotomi. [Late-September/MAP: 2-D]
5. Murone Shrine Festival Matsuriba Event: A festival centered around Murone Shrine, which attracts approximately 1,000 visitors. It has been designated a National Important Intangible Folk Cultural Asset. (Next festival to be held late October 2018) [MAP: 3-E]

Area festivals filled with joy and enthusiasm take place all year round. You would enjoy the heartwarming people, and be drawn in by the traditions passed down from generation to generation. You can observe or take part, waiting for that thrilling moment to arrive.



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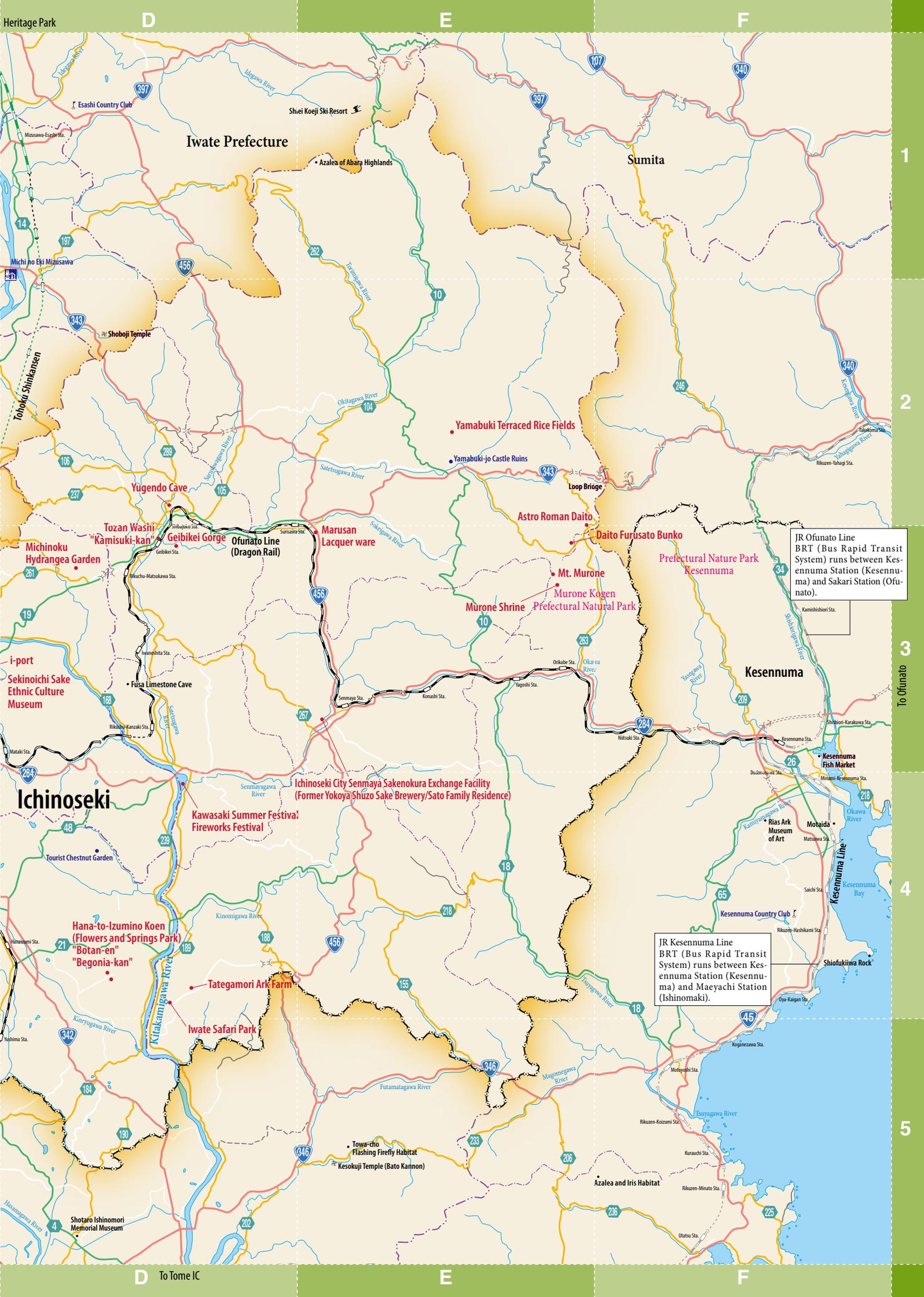
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1. Michinoku Hydrangea Festival: This festival boasts the blossoming of about 30,000 hydrangeas spanning 300 varieties, in a cedar forest that covers about 15 hectares. [Late June through late August/MAP: 3-D]
2. Fujisawa Noyaki Festival: A big event in the summer in which a specially set-up Jomon village is opened at Fujisawa Junior High School. The flames shooting from 16 kilns are an impressive sight to behold. [The 2nd weekend in August/MAP: 4-D]
3. Kawasaki Summer Festival Fireworks Festival "Huge Fireworks That We Are Proud Of": 10,000 fireworks that light up the summer night sky and the river surface. [August. 16/MAP: 4-D]
4. Nationwide Local Beer Festival in Ichinoseki: Japan's largest local beer event. Nationwide fans of local beer congregate here. [mid-August/MAP: 3-C]
5. Gotochi Mochi Summit: You can enjoy not only Ichinoseki mochi but also various other mochi from the central Tohoku region. According to the area, every mochi has its own characteristics, so the taste and appearance are also differ. [Early November/MAP: 3-C]
6. Ichinoseki-Hiraizumi Balloon Festival: Along with hot-air balloon races, you can also enjoy riding the balloons so you can get a panoramic view of Ichinoseki City. [mid-October/MAP: 3-C]





Iwate Prefecture

Sumita

Yugendo Cave

Tozan Washi  
"Kamisuki-kan"

Geibikei Gorge

Ofunato Line  
(Dragon Rail)

Michinoku  
Hydrangea Garden

Sekinoichi Sake  
Ethnic Culture  
Museum

Fusa Limestone Cave

Ichinoseki

Kawasaki Summer Festival!  
Fireworks Festival

Hana-to-Izumino Koen  
(Flowers and Springs Park)  
"Botan-en"  
"Begonia-kan"

Tategamori Ark Farm

Iwate Safari Park

Shotaro Ishinomori  
Memorial Museum

Marusan  
Lacquer ware

Ichinoseki City Senmaya Sakenokura Exchange Facility  
(Former Yokoya Shuzo Sake Brewery/Sato Family Residence)

Kinomigawa River

Tategami

Iwate

Shoto

Shotaro

Ishinomori

Memorial

Museum

Shotaro

Ishinomori

Memorial

Museum

Yamabuki Terraced Rice Fields

Yamabuki-jo Castle Ruins

Astro Roman Daito

Daito Furusato Bunko

Mt. Murone

Murone Shrine

Murone Kogen  
Prefectural Natural Park

Prefectural Nature Park  
Kesenuma

Kesenuma

Kesenuma Fish Market

Rias Ark  
Museum of Art

Motaida

Shiofukiwa Rock

Kesenuma Country Club

Azalea and Iris Habitat

Kesenuma

JR Ofunato Line  
BRT (Bus Rapid Transit  
System) runs between Kesenuma Station (Kesenuma) and Sakari Station (Ofunato).

JR Kesenuma Line  
BRT (Bus Rapid Transit  
System) runs between Kesenuma Station (Kesenuma) and Maeyachi Station (Ishinomaki).

