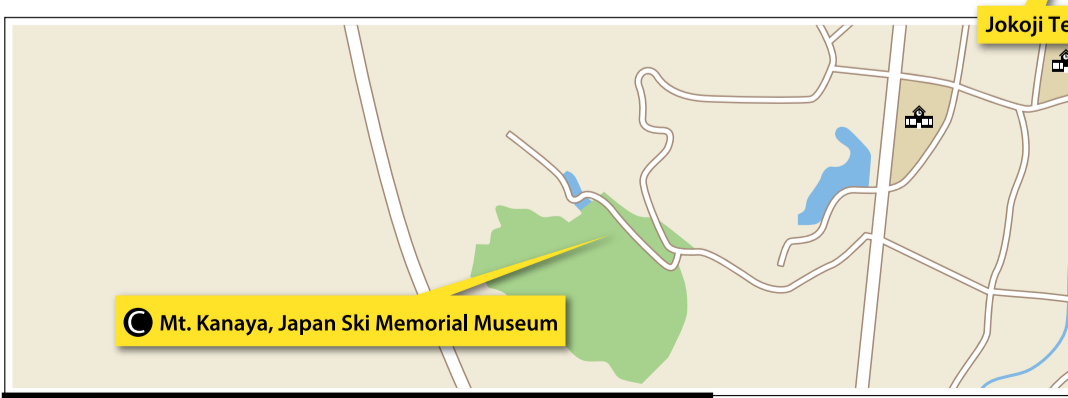
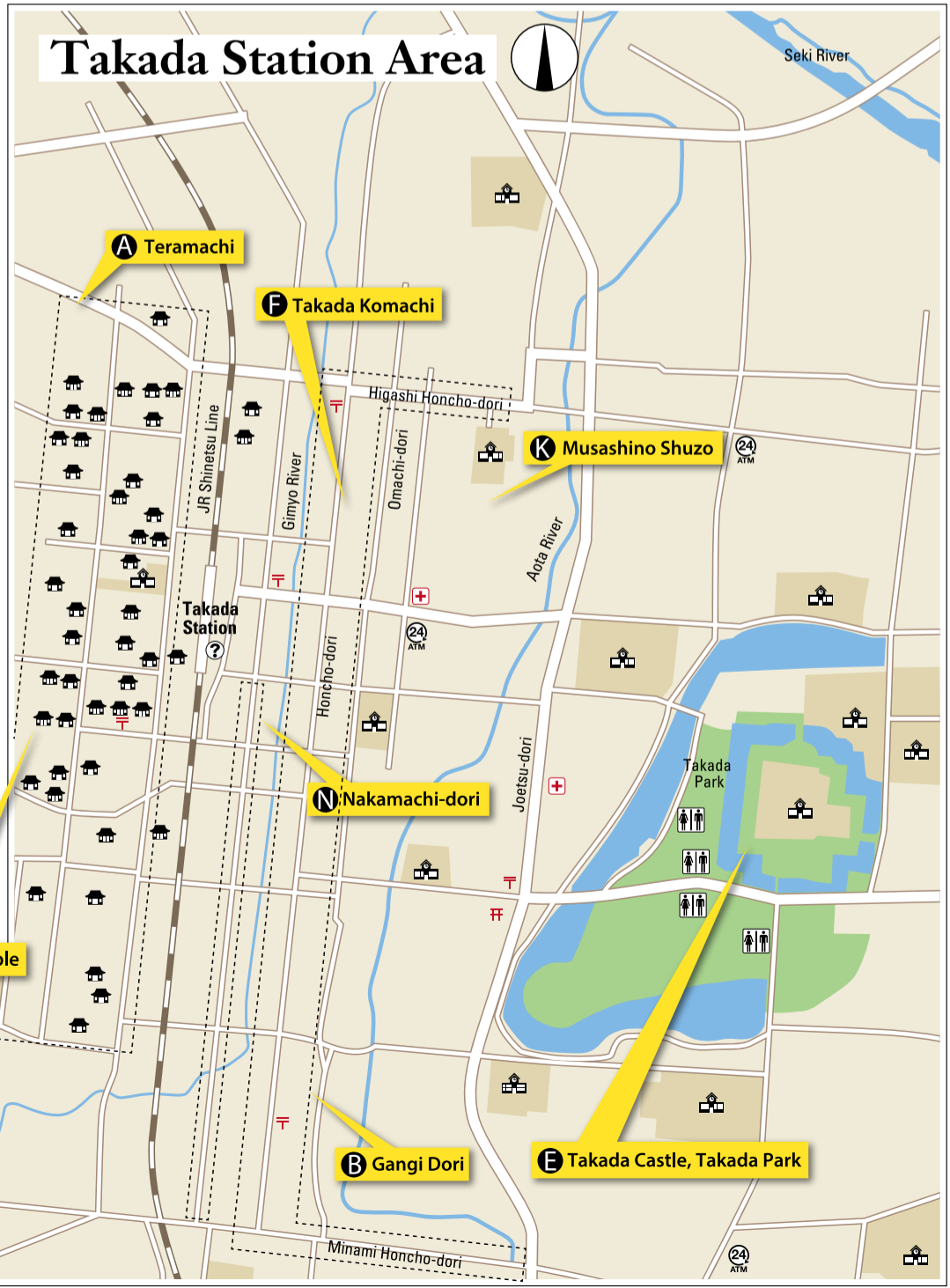
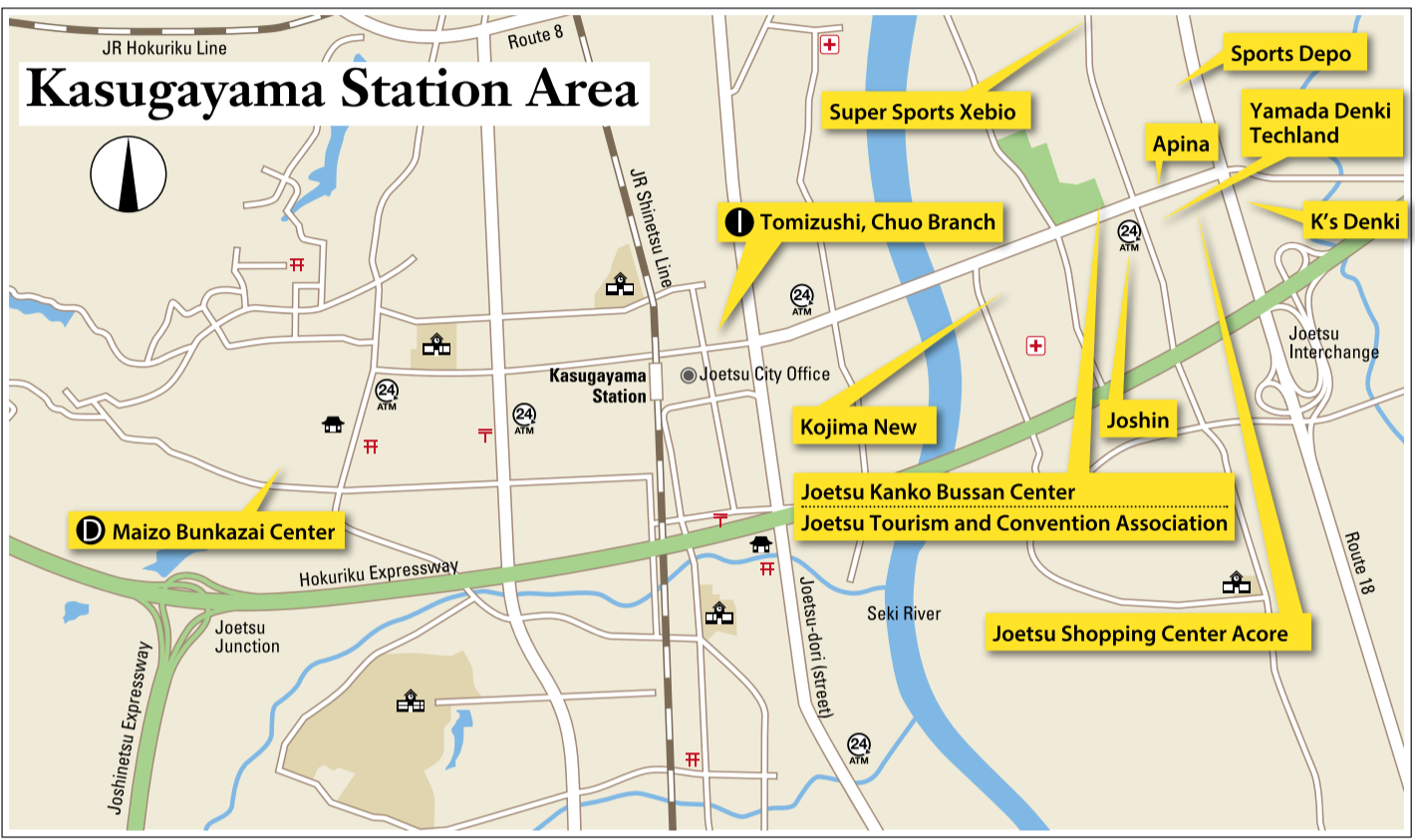
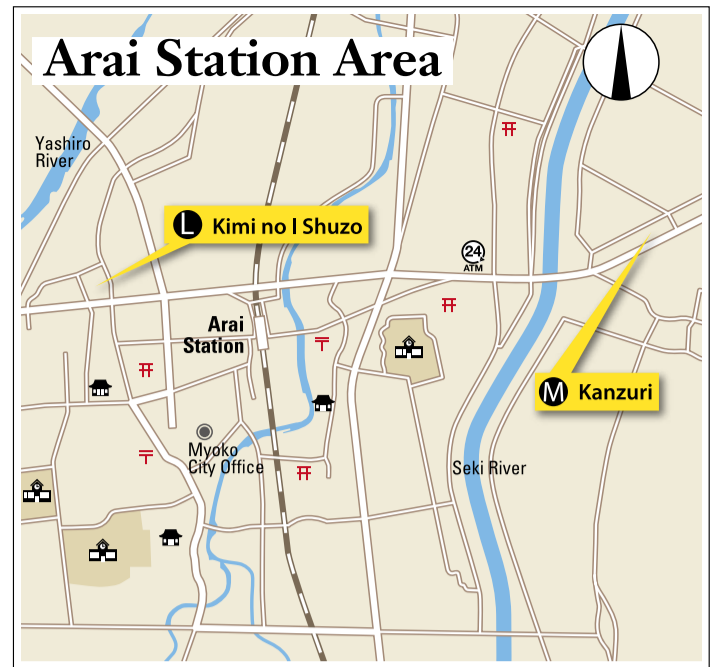




# Joetsu-Myoko Area Guide



**Legend**

- School
- Temple
- Shrine
- Hospital
- Question & Answer
- Post Office
- Convenience Store and ATM
- Toilet

## History and Culture



### Jokoji Temple

Jokoji Temple was established by Shinran, the founder of the Jodo Shinshu sect of Buddhism. The main temple was designated as a National Cultural Property, and underwent a major restoration in 2004 that brought it back to its original form. The temple includes a reliquary including

remains of Shinran. The area in which Jokoji is located is known as Teramachi (literally “temple town”); in a north-south strip about two kilometers long, it includes some 65 temples, an unusually large number for such a small area. The area was created as part of the fortifications intended to protect the west side of Takada Castle.

**Jokoji Temple**  
2-6-45 Teramachi, Joetsu  
Tel: (025)524-5970  
Nearest station: Takada Station, 7 minutes on foot



### Gangi Dori

*Gangi* are the eaves of row houses, extended out so that people can walk unobstructed through town in the winter—a smart idea where life is often defined by the heavy snow. The total length of gangi remaining in the city is some 16 kilometers, the most in all of Japan. Walking under the gangi provides the feeling of an older Japan. Location: Throughout Joetsu, but particularly along Omachi-dori, Higashi Honcho-dori and Minami Honcho-dori.



Nearest station: Takada Station, 5 to 20 minutes on foot

### Theodor von Lerch, Mt. Kanaya and Japan Ski Memorial Museum



On January 12, 1911, Austro-Hungarian Army Major Theodore Edler von Lerch gave the first formal ski instruction ever in Japan, right here in Joetsu. He taught

soldiers from the local military base, who in turn spread the sport across the country. Today his statue welcomes visitors to Mt. Kanaya, which still is a ski area, and to the Japan Ski Memorial Museum, which holds an interesting collection of ski equipment, texts, and material

related to Lerch.

2-18-37 Onuki, Joetsu  
Hours: 9 am to 5 pm; 10 am to 4 pm from November 1 to March 31  
Closed: Mondays (open when national holiday; closed on Tuesday in this case), days after national holidays, December 29 to January 3  
Admission: ¥300, primary and secondary students ¥100  
Credit cards: not accepted  
Nearest station: Takada Station, 10 minutes by car  
Tel: (025)523-3766



### Echigo Joetsu Uesugi Omotenashi Bushotai

Uesugi Kenshin was the military commander who ruled the Echigo region (today's Niigata Prefecture) during the Warring States period of Japan (1467 to 1603) from a castle in the Kasugayama area. He was known for adhering to righteousness, one of the Five Constants of Confucianism, as well as being both a witty and shrewd military commander. He remains a highly popular historical figure throughout Japan.

The Uesugi Omotenashi Bushotai (military group) is a troupe presenting magnificent dance performances in the costumes of Uesugi and other figures. Performances are held daily at the Maizo Bunkazai Center near Kasugayama.

Tel: (025)543-2777 (Joetsu Tourism and Convention Association)

### Maizo Bunkazai Center

1-2-8 Kasugayama-machi, Joetsu  
Hours: 9 am to 5 pm  
Closed: Tuesdays (open when national holiday; closed on Wednesday in this case), December 29 to January 3  
Admission: Free  
Nearest station: Kasugayama Station, 20 minutes on foot  
Tel: (025)521-6280



### Uesugi Kenshin-related spots

In the area around Kasugayama is Kasugayama Shrine, dedicated to Uesugi's memory, and Rinsenji Temple, where Uesugi studied and also practiced martial arts. Locations: In the Kasugayama area  
Nearest station: Kasugayama Station, about 40 minutes to the center of the area



### Takada Castle Three-Roofed Tower, Takada Park

Takada Castle was built in 1614 as the castle of *daimyo* Matsudaira Tadateru\*, the sixth son of shogun Tokugawa Ieyasu. The building was destroyed by fire in 1870, but the *sanjyu yagura* (three-roofed tower) symbolic of the entire castle was rebuilt in 1993. Takada Park is very famous for its spring cherry blossoms, which draw in huge crowds of people. Some 4,000 trees in bloom are illuminated by 3,000 paper lanterns; the trees and tower are beautifully reflected on the castle moat. This is widely known as one of the big three nighttime cherry blossom viewing spots in Japan.

\*Historical names are given in Japanese style, with family name first.

6-1 Motoshiro-cho, Joetsu  
Castle hours: 9 am to 5 pm  
Closed: Mondays (open when national holiday; closed on Tuesday in this case), December 29 to January 3  
Admission: ¥200; primary and junior high school students ¥100  
Credit cards: not accepted  
Nearest station: Takada Station, 30 minutes on foot  
Tel: (025)526-5915



### Takada Komachi

Buildings constructed in the Meiji Era (1868 to 1912) have been brought back to life as a place to literally meet the past. Take a look at the *machiya*—traditional townhouses—with the atriums and thick-walled storehouses that are typically Takada. Restrooms and rest areas make this a good place to stop during walking trips.

6-3-4 Honcho, Joetsu  
Hours: 9 am to 10 pm  
Closed: Fourth Monday of the month (open when national holiday; closed on Tuesday in this case), December 29 to January 3  
Admission: free  
Nearest station: Takada Station, 10 minutes on foot  
Tel: (025)526-8103



## Aquarium/Sea of Japan



### Joetsu Municipal Aquarium

Some 10,000 creatures representing about 400 different species are on display at the aquarium. Not to be missed is the collection of some 100 Magellan penguins, one of the largest breeding colonies in Japan. Free feeding of the penguins is held three times daily. Marine Jumbo, a large tank for migratory fish tank, 2,000 fish from 40 species, with a view like being in the ocean.

4-19-27 Nishi Honcho, Joetsu

Hours: 9 am to 5 pm

Closed: Mondays (open when national holiday; closed on Tuesday in this case), December 29 to January 1

Admission:

Adults (high school and older) ¥900, primary and junior high school students ¥400, children 3 to 6 ¥200

Credit cards: not accepted

Nearest station: Naoetsu Station, 15 minutes on foot

Tel: (025)543-2449



### Japan Sea in Winter

Winter is a time of stormy weather on the Japan Sea coast, as cold winds blow in from China and Siberia. It's a time to experience the piercing winds and raging seas—and the beauty of the season. Perhaps the most convenient—and warmest—place to do this is from the fifth-floor observation area at the Naoetsu Sado Ferry terminal.



### Naoetsu Sado Kisen Ferry Terminal observation area

1-9-1 Minato-cho, Joetsu

Hours: 8 am to 5 pm

Nearest station: Naoetsu Station, 35 minutes on foot



## Dining

### Sushi

Joetsu's location on the Sea of Japan also means access to some of the freshest fish available. Also, the deep snows of the surrounding mountains and the temperature changes between day and night make this an almost ideal place for rice production. Put together the best of both seafood and rice, and you have outstanding sushi. Enjoy the best seasonal selection, carefully selected by local chefs.

Perhaps the easiest way to approach sushi is with *kaitenzushi*—the famous sushi served on a moving belt. It's an enjoyable, fun and very Japanese style that makes it easy to pick out your favorite flavors.

### Tomizushi, Chuo Branch

1-7 Shinko-cho, Joetsu  
Hours: Weekdays 11 am to 2:30 pm; 5 to 10 pm  
Saturdays, Sundays and holidays: 11 am to 10 pm

Closed: Open daily  
Credit cards: accepted  
Nearest station: Kasugayama Station, 5 minutes on foot  
Tel: (025)521-7211

### Tomizushi, Minato Branch

277-1 Shimogennyu, Joetsu  
Hours: Weekdays 11 am to 2:30 pm; 5 to 10 pm  
Saturdays, Sundays and holidays: 11 am to 10 pm

Closed: Open daily  
Credit cards: accepted  
Nearest station: Naoetsu Station, 40 minutes on foot  
Tel: (025)531-3737



### Nihonshu (Saké)

Superior water, delicious rice and the ideal climate combine with the skills of local specialists known as *toji* (brew masters) to create nationally-famous *nihonshu*, better known outside Japan as saké (“sa-kay,” not “sak-ee”). In the Joetsu and Myoko area are 15 different breweries, each with their own distinctive flavor. Enjoy your own tasting of these different, distinctive brews.

### Saké Kura (brewery) Tours

Several local *kura*, or breweries, can provide an introduction to the history and brewing method of saké. Reservations must be made in advance.

### Musashino Shuzo

Founded in 1916, its most famous brand is Ski Masamune.

4-7-46 Nishishiro-cho, Joetsu

Tour hours: 10 am to 4 pm

Closed: Weekends

Fee: Free

Nearest station: Takada Station, 15 minutes on foot

Tel: (025)523-2169

### Kimi no I Shuzo

Founded in 1842, its most famous brand is also called Kimi no I.

3-11 Shimomachi, Myoko

Tour hours: 9 am to 5 pm

Closed: Weekends and holidays

Fee: ¥540, with tasting

Nearest station: Arai Station, 10 minutes on foot

Tel: (0255)72-3136

### Kanzuri

Kanzuri is a unique flavoring from Myoko created using chili peppers which have been cold-cured on the surface of the snow. The peppers are then mixed with *kaji* (a mold used to start fermentation in saké and miso), *yuzu* (an aromatic citrus fruit) and salt before being fermented for three years. A special, delicious and light pepper paste from Snow Country.

438-1 Nishijo, Myoko

Closed: Sundays and holidays

(irregularly on Saturdays)

Credit cards: not accepted

Nearest station: Arai Station, 25 minutes on foot

Tel: (0255)72-3813



### Nakamachi-dori

Close to Takada Station, Nakamachi-dori is home to many different restaurants and bars all in very close proximity to each other. There are many places ideal for some conversation, snacks and drinks, as well as restaurants serving great foods from the Japan Sea and the nearby mountains, along with superior *jizaké* (local saké).

Nearest station: Takada Station, 5 minutes on foot



## Shopping, entertainment

### Joetsu Products

• **Joetsu Kanko Bussan Center**  
Hours: 9 am to 6 pm; Credit cards: Yes

### Shopping Center

• **Joetsu Shopping Center Acore**  
Hours: 10 am to 8 pm; Credit card: Yes

### Sporting Goods

• **Super Sports Xebio**  
Hours: 10 am to 8 pm; Credit cards: Yes

• **Sports Depo**  
Hours: 10 am to 8 pm; Credit cards: Yes

### Consumer Electronics

• **K's Denki**  
Hours: 10 am to 9 pm; Credit cards: Yes

• **Kojima New**  
Hours: Weekdays: 10 am to 8:30 pm; Weekends and holidays: 10 am to 9 pm  
Credit cards: Yes

• **Joshin**  
Hours: 10 am to 9 pm; Credit cards: Yes

• **Yamada Denki Techland**  
Hours: Weekdays 10:30 am to 9 pm; Weekends and holidays: 10:15 am to 9 pm  
Credit cards: Yes

### Game Center

• **Apina**  
Hours: 10 am to midnight; Credit cards: No