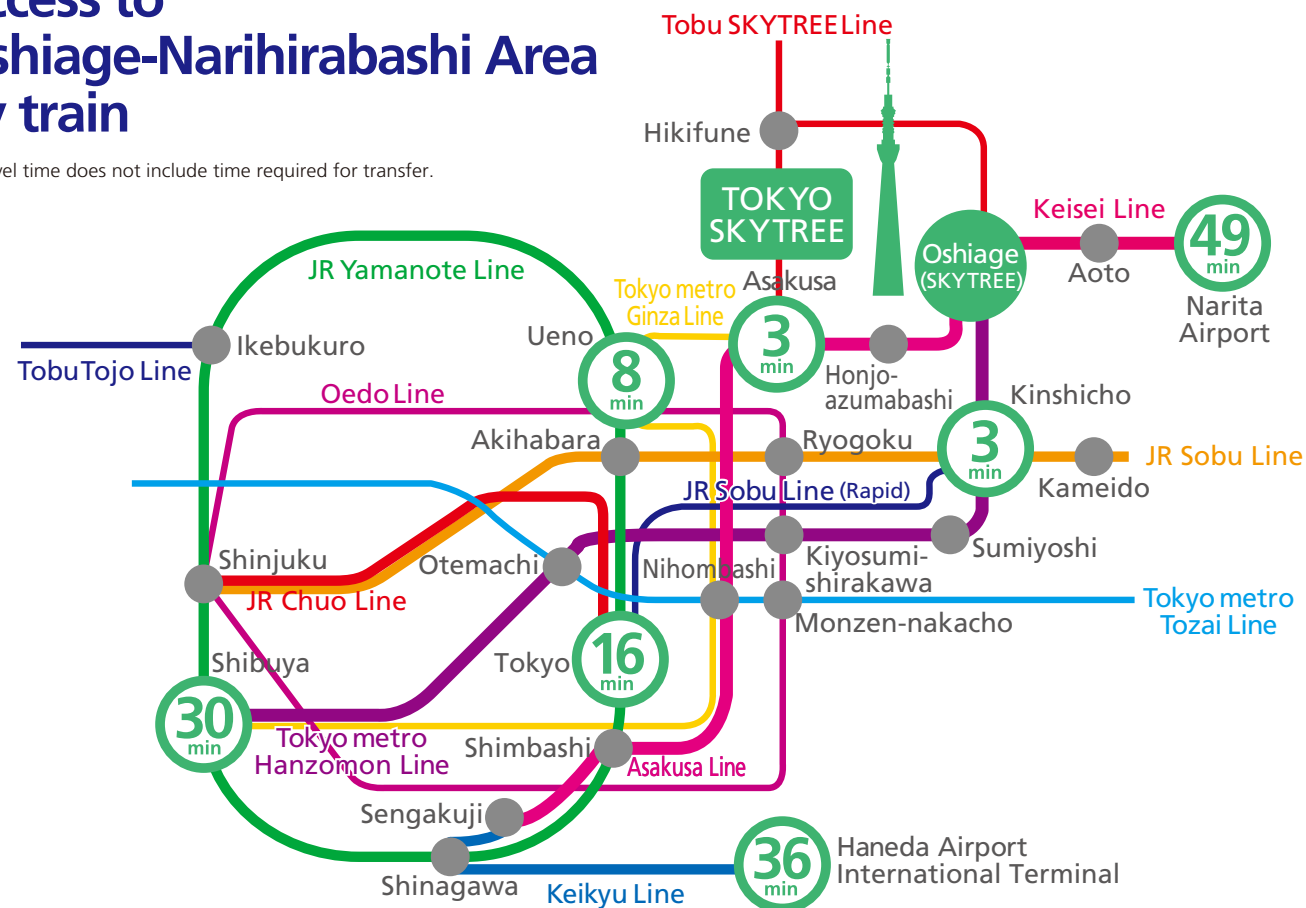


Access to Oshiage-Narihirabashi Area by train

* Travel time does not include time required for transfer.



Sumida City Tourist Information Centers



Sumida Free Spot / Sumida Mobile Wi-Fi Project

In order to provide greater convenience for visiting foreigners and better broadcast local information overseas, Sumida is providing free Wi-Fi spots and free rentals of mobile routers. As a monitored experiment, this project encourages visiting foreigners to tour around Sumida and to make all sorts of discoveries.

These icons indicate the languages available at each facility

Language: English Chinese Korean

Azumabashi Tourist Information Center



2nd floor of the Sumida City Office,
1-23-20 Azumabashi, Sumida-ku,
Tokyo
Tel 03-6658-8097
● Closed on Saturdays, Sundays,
national holidays, and during the
year-end/New year holidays.
Information Counter 9am - 5pm
Café 11am - 4pm
5:30pm - 7:30pm

MAP14



Sumida Industry and Tourism Information Center Sumida City Point



TOKYO SKYTREE TOWN・Solamachi
5th floor 1-1-2 Oshiage,
Sumida-ku, Tokyo
Tel 03-3626-6341
● Open every day
Information counter 10am - 6pm
Shop 10am - 9pm
Café 10am - 6:30pm

MAP15



Ryogoku Tourist Information Center



1st floor of the -Ryogoku-EDO NOREN,
1-3-20 Yokoami, Sumida-ku, Tokyo
Tel 03-5637-7551
● Closed on January 1st, 2nd,
maintenance(irregular)
Information Center 10am - 6pm*
*During the Tokyo Grand Sumo
Tournament 10am - 7pm
Souvenir Shop 11am - 7:30pm

MAP16



Edo-Tokyo museum Sumida Corner



1st floor of the Edo-Tokyo museum,
1-4-1 Yokoami, Sumida-ku, Tokyo
Tel 03-3626-0721
● 9:30am - 5:30pm
Saturday 9:30am - 6:30pm
● Closed on Mondays except
during the Tokyo Grand Sumo
Tournament (Open when a national
holiday or its substitute falls on a
Monday, and is closed on the
following day)

MAP17





Authentic Sumida

Oshiage-Narիրabashi Area
Tourism & Cultural Experience Map



Bridge to the blossoming of Edo culture

Sumida began to flourish in the Edo era (17th to 19th centuries). People have come and gone ever since Ryogoku-bashi, the first bridge to span the Sumida-gawa River, was built. Entertainers and fruit stands lined the wide avenues near the bridge, and crowds would gather to watch the fireworks, or stop by on their way to watch sumo at Ekoin Temple. You can tour historic sites or try your hand at traditional crafts.



Keywords tracing the history of Edo and Sumida

EDO
After many battles, Tokugawa Ieyasu took control of Edo Castle and was appointed Shogun, ruler of Japan's military government, in 1603. Edo became the nation's capital and remained so until 1868, when its name was changed to Tokyo. This 265-year rule of the Tokugawa shogunate is referred to as the Edo Period. The townspeople who lived there were known as 'Edokko', and while their characteristics changed through the generations, they were said to have an 'Edokko spirit', meaning that they were warmhearted and did not fuss over trivial matters.

Sumida Park (Ushijima-jinja Shrine)

One of the best spots in Tokyo for cherry blossoms, Sumida Park boasts a beautiful Japanese garden built on the remains of the Mito Tokugawa residence. In the adjacent Ushijima-jinja Shrine, there is bronze cow that is said to heal you if you rub it on the same spot as your ailments.



A unique blend of old and new

Sumida is the heart of "shitamachi" of old Edo. The opening of TOKYO SKYTREE in 2012 brought new people and culture into the area. The blend of traditional and modern is what makes the area so warm-hearted and so fascinating.

CONTENTS

4 TOKYO SKYTREE® & TOKYO SKYTREE TOWN®

Explore the latest fashion, sundries, cuisine and entertainment.



5 Sumida Industry and Tourism Information Center Sumida City Point

Get information on Sumida's history, culture and sights. The perfect starting point for a walk.



6 Traditional craft workshops

Learn how to make traditional Japanese crafts under the guidance of local artisans.



8 Shitamachi Dining

Sumida has a wide variety of friendly eateries. Enjoy unique local cuisine and traditional Japanese food in Sumida.



10 Annual events in Sumida

You can enjoy a number of historical and cultural events throughout the year in Sumida. Check out the schedule and immerse yourself in the shitamachi atmosphere.



12 Katsushika Hokusai

Sumida has ties to the famous ukiyo-e artist, Katsushika Hokusai, who influenced many Western artists.



13 More to see in Sumida

Sumida is home to several public baths. Enjoy unique architecture and wall paintings while you bathe. Also, the area around TOKYO SKYTREE is full of things to see.



14 Area map

Oshiage-Narիրabashi area, Ryogoku area





TOKYO SKYTREE® & TOKYO SKYTREE TOWN®

Visit Japan's most talked-about spot
and soak up the spirit and vitality of Tokyo *Shitamachi*!



© TOKYO-SKYTREE

Traditional construction methods meet cutting-edge technology

Opened in 2012, TOKYO SKYTREE measures 634 meters, making it the tallest free-standing broadcasting tower in the world. The tower is equipped with a revolutionary anti-vibration system inspired by the structural profile of a timber five-story pagoda, an icon of traditional Japanese architecture that has never collapsed in an earthquake in the whole of recorded history. Now, the pagoda's unique properties have been given new life in TOKYO SKYTREE. Inside Skytree is observation floors offering views across the entire Tokyo metropolis. At the base of the tower you will find TOKYO Solamachi®, home to many distinctive retail outlets and leisure facilities that are sure to leave you excited, entertained, and moved.

TOKYO SKYTREE Tembo Deck
(Observation Deck)
TOKYO SKYTREE Tembo Galleria
(Observation Galleria)



© TOKYO-SKYTREE



© TOKYO-SKYTREE

Enjoy panoramic views of the Tokyo metropolis from TOKYO SKYTREE. Located 350 meters above ground level, the Tembo Deck boasts a restaurant, café, and official goods store. Even further up, at 450 meters off the ground, is a stunning all-glass walkway called Tembo Galleria.

**Shopping,
dining
and entertainment**
TOKYO Solamachi



©TOKYO-SKYTREETOWN



©TOKYO-SKYTREETOWN

The TOKYO Solamachi is a commercial facility, home to more than 300 retailers. Some of these are front-line outlets, appearing in Tokyo for the first time. Others focus on traditional Japanese culture or give visitors a taste of the retro chic of Japan's Showa era.

**Sumida Aquarium
&
Konica Minolta
Planetarium "Tenku"**



Encounter more than 5,000 creatures across 260 species right here in central Tokyo at the Sumida Aquarium. Star attractions include a giant glass tank where you can get up close with penguins and fur seals. Meanwhile, at the Konica Minolta Planetarium "Tenku", you can observe 400,000 stars on a dome screen.



Sumida Industry and Tourism Information Center Sumida City Point

TOKYO Solamachi
East Yard, 5th Floor

The public relations center for Sumida City. The staff can help you plan a fun walk.



The perfect starting point for a walk around Sumida

Sumida City Point is on the 5th floor of TOKYO Solamachi®, East Yard. It offers exhibits on Sumida's history and culture, traditional craft displays and tourist information, making it the perfect place to learn about Sumida. The tourist information counter has many pamphlets and maps and provides foreign language support on digital terminals.

Traditional crafts made before your very own eyes!

Stop by the event space in the "Sumida no Saiji" corner to see demonstrations by craftsmen from the Sumida City Traditional Crafts Preservation Association (offered irregularly). You can also watch masters craft Edo glassware, tortoiseshell ornaments and *hagoita* (shuttlecock) paddles— free of charge!



Enjoy local flavors at Sumida-jaya!

At Sumida-jaya you can try drinks and sweets popular with the locals. Enjoy an old-fashioned treat and locally-roasted coffee in a retro Edo-themed atmosphere.



Keywords tracing the history of
Edo and Sumida

Edo urban culture

Once society was stabilized in the Edo era and the commoners in the castle town were able to make a reasonable living, an urban culture based on entertainment such as *kabuki* and *yoruri* puppet theater developed and flourished.

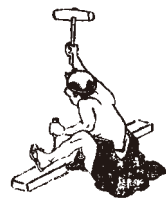
Sumida Modern

"Sumida Modern" is a certified brand of quality products and restaurant menus which meet the Sumida Local Brand Values. You can purchase some of these items at Sumida City Point.



Sumida Modern





Traditional craft workshops



Sumida: A craft-making town since the Edo era

Amid the merchant culture of old Edo, Sumida thrived as a center of traditional crafts. Many workshops survive even today and continue to make original crafts. Visitors can make their trip to Sumida unforgettable by creating their own crafts. Learn at the hands of real artisans and create your own, one-of-a-kind souvenir of your trip.

Keywords tracing the history of Edo and Sumida

Traditional crafts

Skilled artisans made everyday merchandise such as fabric, dyes, woodwork, and bamboo crafts using traditional techniques and materials from the regions. The crafts were designed so as to bring out the natural qualities of the materials or ingredients.

Recommended workshops for foreign tourists

To apply, inquire at the tourist information counter in Sumida City Point located on the 5th floor of TOKYO Solamachi® (→ p.5).



Make a folding screen

MAP①

Kataoka Byobu 片岡屏風店



This is the only folding screen (*byobu*) specialty store in Tokyo. You paste cloth or paper onto the wooden screen and create a beautiful picture. Byobu are traditional Japanese furnishings which can be used as room dividers, wind barriers or simply for decoration. They are popular internationally in interior design.

Hours: 10am - 5pm Closed: Sunday, public holidays
Charge: 1500 yen Time needed for activities: 40 minutes
Tel: 03-3622-4470 e-mail: kataoka@byoubu.co.jp
<http://byoubu.co.jp/> English speaking staff available.



Make leather goods

MAP②

Sakura 紗蔵



The leather-making process in Sakura starts by matching the right design to the right leather. We pursue the manufacture of high quality leather goods by applying our accumulated know-how and through constant collaboration on new designs with designers.

Hours: 10am~4pm Closed: Sunday, public holidays
Charge: 3000 yen / per person - min. of 4 persons
Time needed for activity: 30 minutes ~
Reservations required

Some of the many traditional craft workshops in Sumida will let foreign tourists try their hand at craft-making.
Join a crafts program for an experience that is uniquely Sumida!



Edo *kimekomi* doll

MAP③

Tsukada Kobo 塚田工房



Kimekomi dolls are beautiful wooden dolls with Japanese costumes made from cloth with the edges tucked into grooves in the wood. The technique was pioneered in Kyoto and brought to Edo where it developed in a unique way.

Hours: 10am~5pm
Closed: Sunday, public holidays
Charge: left 2800 yen right 1000 yen - min. of 2 persons
Time needed for activities: 30minutes ~ 2 hours



Write *Edomoji* Japanese lettering on a lantern

MAP④

Atelier Sogeikan アトリエ創藝館



This studio mainly makes Japanese lanterns with handwritten brush calligraphy. You can enjoy just looking at all the lanterns and fans of various shapes and different lettering styles displayed in the studio. You can try your hand at writing *Edomoji*, a special kind of lettering, on a lantern.

Hours: 10am~5pm No scheduled holidays
Charge: 1500~3000 yen
Time needed for activities: 1 hour~



Experience *Edokiriko* (cut glass)

MAP⑤

Sumida Edokirikokan (Museum of Edokiriko) すみだ江戸切子館



At the Museum of Edokiriko in Sumida, the traditional cutting process is illustrated in detail through displays and models.

In a cutting studio attached to the museum, glass cutting instruments and tools are exhibited. You can watch a demonstration and even try your hand at a simple cutting process.

Hours: 10am~6pm Closed: Sunday, public holidays
Charge: 4320 yen Time needed for activities: 90 minutes
Reservation required <http://www.edokiriko.net/>



Note

For more information on the sights listed here, please inquire at Sumida City Point (→ p.5) or one of the tourist information centers listed at the end of this pamphlet. Please refer to the map on p.14-15 for the locations of the places introduced here.



Shitamachi Dining

The welcoming restaurants of Sumida are full of old town hospitality. Enjoy some delicious food and drink!



MAP7

Yoheizushi Enjoy fresh Sushi prepared right in front of you at the counter! Try a Japanese-style omelet as well, beautifully decorated with the restaurant's name.

Sushi

Sumida is said to be one of the places where sushi culture originated. Enjoy sushi in the "home of sushi"!

Japan's most famous dish was originally fermented for preservation. Modern sushi, made with fresh seafood on top of vinegared rice – known as "Edomae" style in Japan – was invented as a fast food in the early 19th century, when dining out became a common practice among the general public. It is said that food stalls in the *Shitamachi* area, including Sumida, were the first to serve it. Eventually, *Edomae*-style sushi spread across the entire country, and high-end sushi restaurants began to appear.

Keywords tracing the history of
Edo and Sumida

Shitamachi (low-lying part of town)

In the Edo Period, the samurai residences were in Yamanote, the high part of town, while the townsfolk lived in the commercial and working-class district known as the '*shitamachi*'. The word means low-lying area, close to the sea or river. Sumida is one of the *shitamachi* in Tokyo.

Chestnut monaka
(Japanese sweet)
¥216



MAP9



The castle-shaped Morihachi Hongo has been in business since 1933.

Shitamachi Sweets

Charming sweets from venerable confectioners

The Sumida-gawa River between Asakusa and Sumida is a famous spot for viewing cherry blossoms in the spring. This area is also home to several old Japanese confectioners, making it the perfect place to pick up some souvenirs. You can also try new treats shaped like the SKYTREE.



MAP8

Sakura Café Mukojima's towering SKYTREE parfait.
¥1800

Washoku (Traditional Japanese cuisine)

Enjoy traditional Japanese dining in Sumida!

There are various places in Sumida where you can enjoy traditional Japanese dishes - some of these restaurants are over 100 years old. Traditional Japanese cuisine, known as "*washoku*," was added to UNESCO's Intangible Cultural Heritage list in 2013. It is a food culture founded upon the Japanese spirit of "valuing mother nature."

The traditional Japanese restaurants of Sumida offer the perfect opportunity to experience it.

MAP10



Kappo Tombo This traditional Japanese restaurant opened in 1933.

MAP11



Oowada Established in 1924, this restaurant is located in the Mukojima area, where traditional Japanese culture lives on.

Unagi (eel)

Eel has been popular with the Japanese as a hearty food for hundreds of years.

Charcoal grilled eel coated with a sweetened, soy-based sauce, is a very popular dish. Skewered eel became a popular *shitamachi* dish during the Edo period, after the reclamation of Tokyo Bay created swamps in the area, which attracted a large eel population. In particular, eel caught near the mouth of the Sumida River have been highly prized as "*Edomae*" eel since the Edo period.

Although grilled eel has become a slightly more expensive delicacy in modern Japan, it is one of the dishes that visitors to Japan are strongly recommended to try.

Soba (Buckwheat noodles)

Experience various aspects of Japan's rich and varied food culture by dining at a *soba* restaurant.

As was the case with sushi, *soba* noodles also became a type of fast food popular among the townsfolk, with the dish being frequently mentioned in the *rakugo* (comic stories) of the time. Today, there are still many fast-food style, stand-up *soba* noodle restaurants, located in train stations and throughout the city. It is also quite common for *Soba* restaurants to offer Tempura to be enjoyed with *Soba* as well as other Japanese dishes. They are great places for anyone who wish to experience Japanese food culture casually and reasonably.

MAP12

Koume no Yabusoba
Enjoy their original, hand-made *soba* noodles,
freshly prepared every day.



MAP13



Ikadanagashisoba Sakagoyomi Mifune
Experience "Soba-on-a-Raft" in a Japanese garden themed environment.

Get local dining info at Sumida City Point!

Stop by the tourist information counter at Sumida City Point, located inside TOKYO Solamachi® (p.5), for restaurant recommendations.

Note

For more information on the sights listed here, please inquire at Sumida City Point (→ p.5) or one of the tourist information centers listed at the end of this pamphlet. Please refer to the map on p.14-15 for the locations of the places introduced here.



Annual events in Sumida

You can enjoy a number of historical and cultural events throughout the year in Sumida including the annual events held at historical shrines, the Sumida River fireworks festival and the Sumo Tournaments at Kokugikan Sumo Stadium. Check out the schedule and immerse yourself in the *shitamachi* atmosphere.



Sumida River Bokutei Cherry Blossom Festival



Grand Sumo Tournament



Noryo-no-Yube (Refreshing Summer Evening at Former Yasuda Garden)



Sumida River Fireworks Festival



Ushijima Shrine Festival



TOKYO SKYTREE TOWN® Illumination

春 SPRING Mar. ~ May

- Sumida River Bokutei Cherry Blossom Festival
- Keiko-Soken (general practice session of Sumo) in Kokugikan Sumo Stadium
- Summer Grand Sumo Tournament

夏 SUMMER Jun. ~ Aug.

- Sumida River Fireworks Festival
- Noryo-no-Yube (Refreshing Summer Evening at Former Yasuda Garden)
- Azumabashi Beer Fest

秋 AUTUMN Sep. ~ Nov.

- Autumn Grand Sumo Tournament
- Ushijima Shrine Festival
- Hokusai Festival

冬 WINTER Dec. ~ Feb.

- TOKYO SKYTREE TOWN® Illumination
- New Year Grand Sumo Tournament
- Plum Blossom Festival at Mukojima Hyakkaen
- Plum Blossom Festival at Kobaen



Katsushika Hokusai

Sumida has close ties to the famous *ukiyo-e* artist, Katsushika Hokusai, who influenced many Western artists.

The birthplace of Hokusai

Many writers and artists were born in Sumida, including the world-famous Katsushika Hokusai. Hokusai was born near Honjo-warigesui (now Hokusai-dori Street) and spent most of his 90 years in Sumida. He was a prolific artist whose works included paintings of Ryogoku-bashi Bridge, Ushijima-jinja Shrine, Hosen-ji Temple and other local sights.



South Wind, Clear Sky (also known as "Red Fuji") (Sumida City collection)



Viewing Sunset over Ryogoku Bridge from the Ommaya Embankment (Sumida City collection)



The Great Wave off Kanagawa (Sumida City collection)



Rainstorm Beneath the Summit (Sumida City collection)



From Vol. 11, Hokusai Manga (Hokusai's Sketch books) (Sumida City collection)

A master of many styles over a long career

Hokusai worked in such a variety of styles that it is hard to imagine his works were all his. He began drawing as a young boy and learned *ukiyo-e* woodblock genre prints as well as Western and other styles of painting. He tried his hand at serial paintings, something akin to modern-day comic strips, and constantly sought to express his originality. Later, his works would go on to influence some of Europe's greatest painters.



The Sumida Hokusai Museum

Sumida City has opened the Sumida Hokusai Museum in 2016, not only for eternal celebration of the life and works of Katsushika Hokusai, the magnificent artist and pride of the local people, but also as a cultural center which contributes to tourism as well as the city's revitalization efforts.

In addition to the works of Hokusai and his pupils, the museum also provides a wealth of information on the intimate relationship Hokusai shared with the city of Sumida.

Location: 2-7 Kamezawa, Sumida-ku, Tokyo (Inside the Midoricho Park)



More to see in Sumida

Sumida's appeal lies in the many old traditions that are still practiced here. Experience a deeper level of Japanese culture.

Local community centers

Japan's public baths

Unique Japanese architecture and wall art

With imposing gabled roofs and gargoyle-like tile ornaments, you may think you've stumbled upon a rich estate at first glance, but if there is a chimney on the roof, you've found a public bath. Public bathing became popular in the Edo era, and Sumida is still home to many old-fashioned bathhouses. Now that baths are commonplace in the home, most people tend to use public baths recreationally. Visitors will enjoy the Japanese architecture and the wall paintings inside.



Public baths within Tokyo cost ¥460 for adults. You can also buy towels, shampoo and other supplies for about ¥100 each.



The work of expert painters, the wall paintings in public baths often depict Mt. Fuji, pine trees and other natural scenery.

Ryogoku

Kokugikan

Professional sumo tournaments are held here in January, May and September. There is a free Sumo Museum on site with ceremonial loincloths and other items on display.



Mukojima

A famous entertainment district since the Meiji Era



You might see a geigi (often known as "geisha" outside Japan) on Kenban-dori Street, home to a geigi agency. There are also many small shops selling Japanese sweets and knick-knacks.

Kyojima

A bustling old town shopping district

Shitamachi Ninjo Kirakira Tachibana Shotengai is the busiest of Sumida's many shopping precincts. You can look for hidden gems or enjoy some tasty foods as you stroll down the street.



Edo-Tokyo Museum

This museum presents 400 years of Edo and Tokyo culture and history. Exhibits include life-sized replicas of Nihon-bashi Bridge and old Edo row houses, as well as models of a feudal lord's house, Ryogoku-bashi Bridge and a theater.



© Edo Tokyo Museum

Japanese Sword Museum

The Japanese Sword Museum has moved to Ryogoku in Sumida City and reopened in January 2018.

The museum originally opened in Yoyogi in Shibuya Ward in 1968 and hosts a collection of around 190 swords, sword mountings including scabbards, housings and associated

fittings for swords including hand guards, as well as armor, old manuscripts, and other items.

The museum intends to promote Japanese swords globally, as well as preserve and disseminate the traditional Japanese culture embodied in the Japanese sword.



Note

For more information on the sights listed here, please inquire at Sumida City Point (→ p.5) or one of the tourist information centers listed at the end of this pamphlet. Please refer to the map on p.14-15 for the locations of the places introduced here.

Area map Oshiage, Narihirabashi

