



Nice to meet you, everyone! We are Joetsu City, Niigata Prefecture.



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Have you heard of our beautiful city?

We are a "Town," surrounded by rich nature, changing with the seasons, making it a place where everyone can live as their best selves.

We are a "Time," enjoying a unique blend of history and culture, where the past and present come together.

We are also a "People," sometimes a bit shy, but with warm and caring hearts.

In Joetsu, you can enjoy outdoor activities surrounded by nature, and partake of the very best of local Japanese food.

Consider this book a business card for Joetsu City. We've filled it with photos that show off the charms of our beloved city with few words. By the time you reach the last page, we're sure you'll fall in love with Joetsu City, too.

Come join us on a photo tour of Joetsu,
where unforgettable memories await! _____



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● Joetsu

Tokyo ●

History and Culture

During the “Warring States” period, Joetsu was situated at the base of the legendary warlord Uesugi Kenshin’s fortress, Kasugayama Castle. The region has been an important center for politics, economy and culture in Echigo Province (now Niigata) since the Echigo provincial government was established during the Nara period. In the Edo period, Matsudaira Tadateru, the sixth son of Takugawa Ieyasu, became the first lord of Takada Castle, which he had built in the Takada area. It became the center of government for Echigo and four northern Shinano districts. Naoetsu, which was a port of call for the Kitamaebune trading ships, prospered as the gateway to the sea for the Takada domain. Later, the area was subdivided and reorganized by the Meiji government. In 1971, Takada City and Naoetsu City merged to form Joetsu City, in an effort to centralize the region. In 2005, the region was again reorganized by incorporating 14 towns and villages into Joetsu City, which was the largest municipal merger in Japan at that time.

Cherry Blossoms

The spring tradition of cherry blossoms in Takada Castle Site Park has been famous since Niigata was known as Echigo. The tradition began when the local veterans’ association first planted 2,200 cherry trees in 1909 to commemorate the stationing of the Imperial Army’s 13th Division to Takada. Presently there are more than 4,000 cherry trees which bloom each spring in the park and its surroundings. As night falls, some 3,000 paper lanterns illuminate the park, creating a magical scene with the castle’s three-storied turret and surrounding moat, which has become known as one of the three greatest night-time cherry blossom views in Japan.





Takada: The Castle Town

The Takada area of Joetsu still retains much of the character of its past as a castle town. You can see the long and narrow “machiya,” (traditional townhouses) or the cobblestone walkways and lattice doors that front the “gangi” streets. “Gangi” refers to the eaves that extend over the walkways to secure a passage during the snowy months. Maintaining these private eaves for the benefit of others symbolize the spirit of mutual support which is necessary in the snow country. The length of the remaining gangi streets in Takada is approximately 12 kilometers, the longest in Japan.





Left: The cobblestone “Gangi Streets” recall bygone days.

Top: The Former Imai Dye Shop is a center for cultural preservation and exchange.



Top: Takada Sekaikan is one of the oldest running movie theaters in the country.

Right: The rare mix of Meiji-era Western and Japanese architecture seen in the “Former Division Commander’s Residence,” which now operates as a restaurant.



Lord Uesugi Kenshin

Uesugi Kenshin, born in present day Joetsu City, unified Echigo Province which had been in turmoil for many years from his base at Kasugayama Castle. He fought against the famous warlords of the Warring States period, including Takeda Shingen, Hojo Ujiyasu, and Oda Nobunaga. However, it is said that his battles were fought more from a sense of justice than for greed. Many historical sites associated with Kenshin, beginning with the site of Kasugayama Castle itself, dot the city.



Kenshin's vision was focused on
a bright future for the region.



The “mountain castle” Kasugayama Castle made skillful use of the natural terrain and was said to be impregnable. The changing colors of the single ginkgo tree in the second hold are said to herald the coming of winter.



After passing through a tranquil area, the road opens up to Kasuga Shrine. The shrine is the basis for the name of the mountain, Kasugayama.

Kasugayama Shrine has enshrined Uesugi Kenshin as its deity. Throughout the year, people visit the shrine hoping to share in the warlord’s strength.



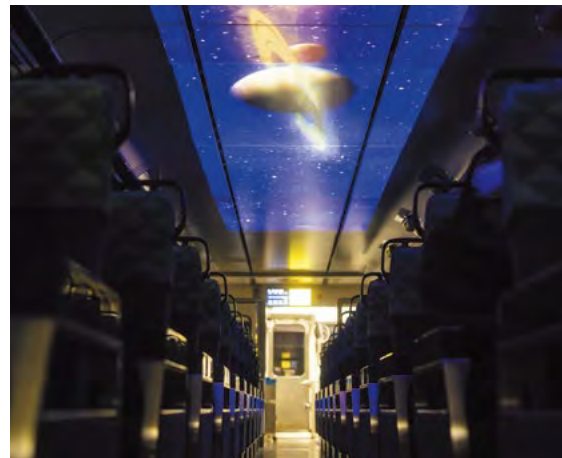


Naoetsu: Town of the Sea and the Railway

Naoetsu boasts good beaches where people enjoy swimming and marine sports all year long. The beaches are shallow and the water quality is good. The “Umigatari” aquarium features the largest number of Magellanic penguins in Japan.

Naoetsu also has a history of being the birthplace of the railway in Niigata prefecture. Special touring trains as well as steam locomotives to ride at the Rail Park attracts train fans from near and far.





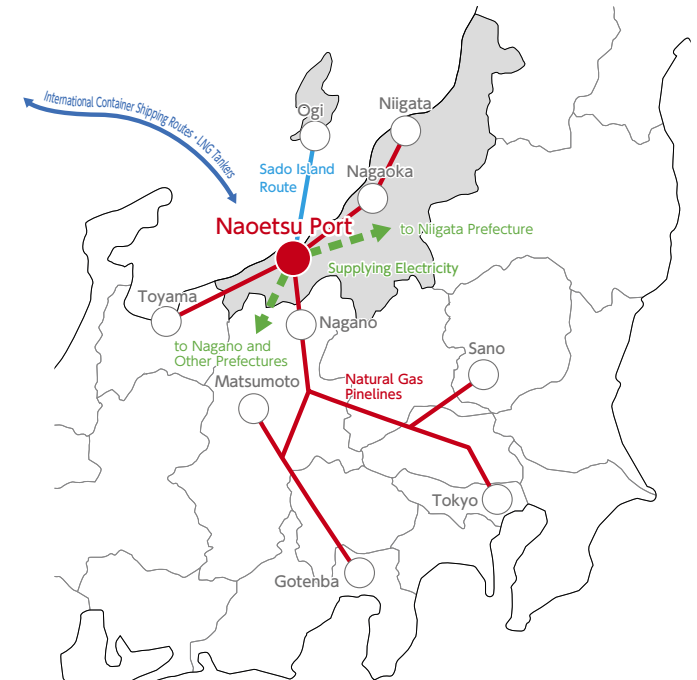


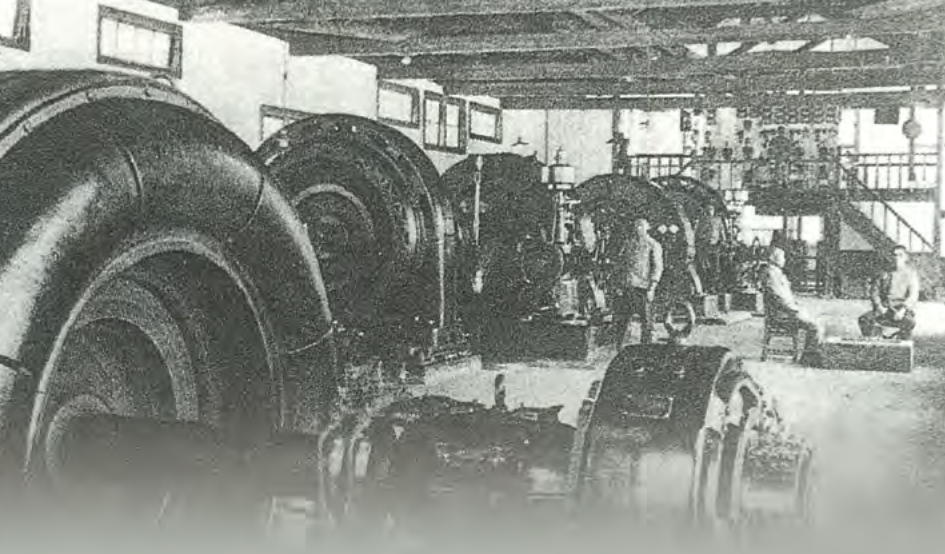


Naoetsu Port: Supporting Our Livelihood

Since ancient times, the Port of Naoetsu has prospered as a key port in the region, and has been so designated as an important port. It is a transportation and commerce hub connecting to other ports in Japan, Asia, and the rest of the world. Naoetsu Port also serves as a link between the mainland and Sado Island, where the “Kinzan Goldmine” registered as a World Cultural Heritage Site.

In addition, Naoetsu serves as an energy hub by importing LNG (liquid natural gas) and converting it into electricity and gas to supply to the Tohoku, Kanto, Chubu and Hokuriku regions. In this way, economies as well as people’s daily lives are supported.





Global Enterprises Born in Joetsu

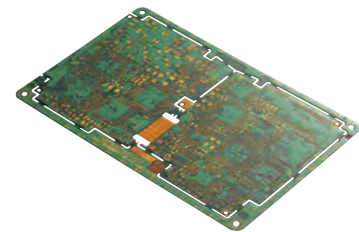
Industry of Joetsu

The city of Joetsu has long prospered as a key transportation hub. Even today, the city continues to play an important role in connecting the region to the rest of Japan with the Port of Naoetsu, the Hokuriku Shinkansen ("bullet train"), the Hokuriku Expressway and the Joshinetsu Expressway.

Unravelling the city's history, we can see that the heavy snowfall played a part in the development of the city's industry. Melting snow was used for hydropower generation, leading to a relatively rapid advance of hydro-electricity plants, which in turn contributed to the development of the chemical and steel industries.

Thanks to the unique craftsmanship and know-how cultivated here over many years, the industry leaders of today will be able to thrive not only in Japan but around the world.

Quoted from "Rivers are alive Sekikawa Himekawa 100 selections of water"



Arisawa Manufacturing Company, Ltd.

One contributor to the city's industry is Arisawa Manufacturing, which has its headquarters in Joetsu. By using their unique manufacturing line capable of "weaving, coating and shaping," Arisawa Manufacturing produces electronic materials integrated in computers and mobile devices and aircraft interior panels, as well as other industrial building materials and electrical insulation.



Shinetsu Chemical Company, Ltd., Naoetsu Factory

At the Naoetsu Factory, where Shinetsu Chemical was first started, value-added chemical products are delivered to customers around the world. Shinetsu's products include photoresists, which are indispensable for the manufacture of semi-conductors, cellulose derivatives, used in medicine, food, construction and civil engineering, and synthetic pheromones, which inhibit the communication of agricultural pests.



Nippon Soda Company, Ltd, Nihongi Plant

The Nippon Soda Company's main plant in Nihongi Village (now Nihongi Ward, Joetsu City), exports chemical products and agricultural chemicals worldwide. To adapt to the times, in recent years the factory has been focused on manufacturing pharmaceutical additives and new agricultural products.

Play Your Heart Out !

In Joetsu City, with its rich nature and distinct seasonal changes, you can enjoy sports and leisure activities all year long.

In 1911 (Meiji 44), Major Theodor Von Lerch of the Austro-Hungarian Empire was invited to teach alpine skiing in Japan, which he did in Joetsu City.

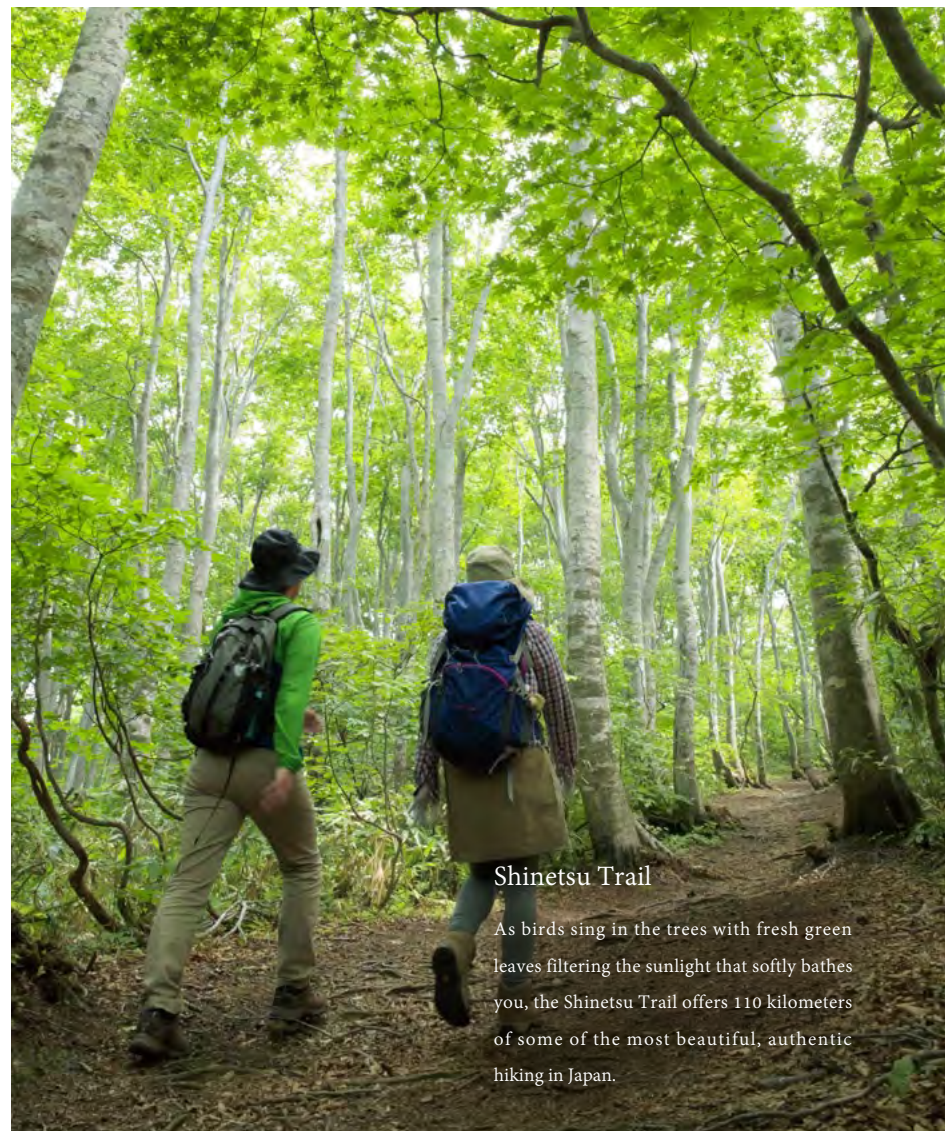
In addition to outdoor activities, Joetsu City has well-equipped indoor sports facilities including gymnastics areas, swimming pools and ice rinks.

We look forward to seeing what you can do!



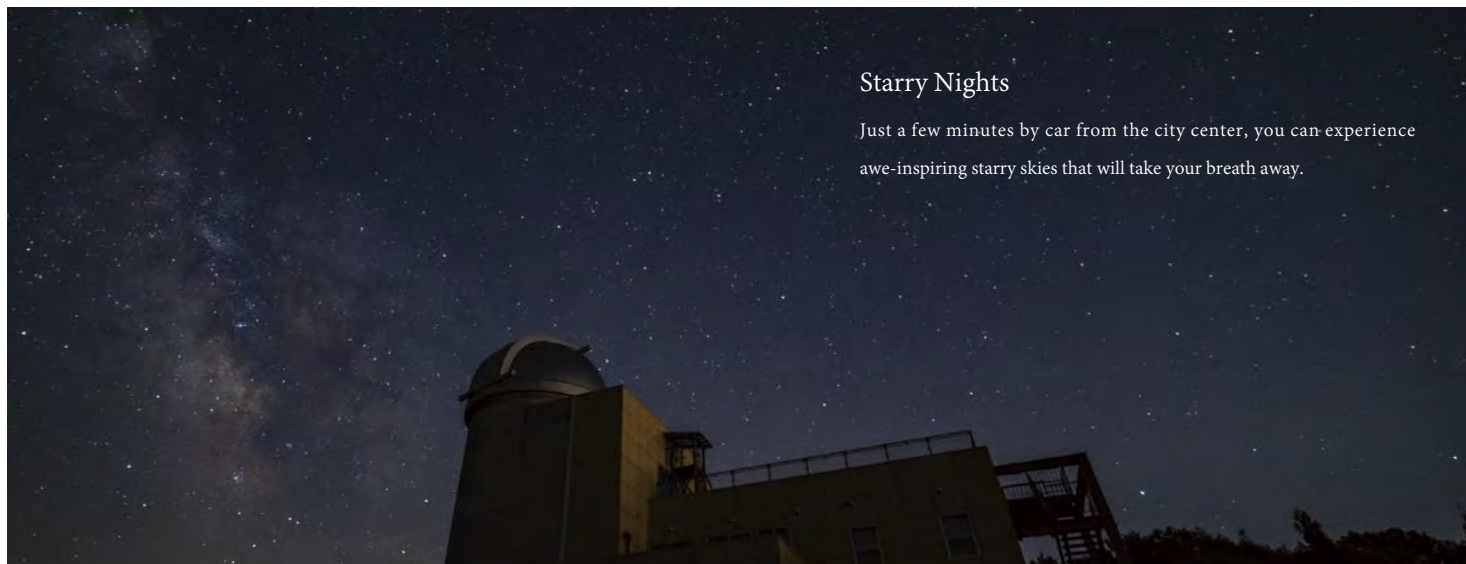
Camp

Enjoy the freedom of the great outdoors with your family or friends. In Joetsu, in addition to mountain campgrounds, you can also camp by a lake or near the sea.



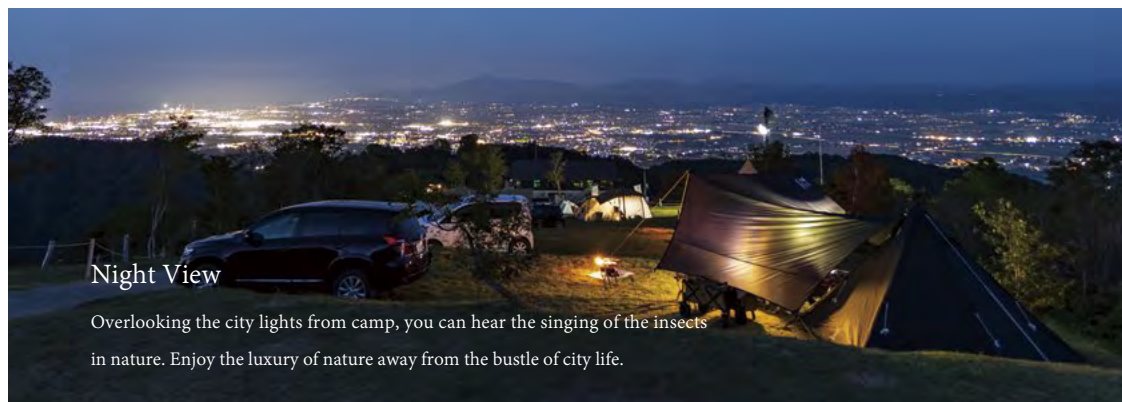
Shinetsu Trail

As birds sing in the trees with fresh green leaves filtering the sunlight that softly bathes you, the Shinetsu Trail offers 110 kilometers of some of the most beautiful, authentic hiking in Japan.



Starry Nights

Just a few minutes by car from the city center, you can experience awe-inspiring starry skies that will take your breath away.



Night View

Overlooking the city lights from camp, you can hear the singing of the insects in nature. Enjoy the luxury of nature away from the bustle of city life.

Naoetsu Beach

Looking back, you can see the majesty of the mountains and golden ocean waves glistening in the morning sun. Swimming in the summer is not the only way to enjoy the sea!



Paragliding

Enjoy the view of Joetsu interwoven with the sea, the mountains and the sky, all to yourself.



Urban Sports

Compare yourself not to others, but to who you were yesterday. The joy of “jumping” is a moment that excites the body and mind.



BMX

The Bicycle Motocross park in Joetsu City, while being one of the largest in Japan, can be enjoyed by both beginners and experienced riders.




Kubiki Bicycle Road

This cycling road winds along the seaside along the path of the former Hokuriku Railroad. Cut through the sea breeze as you ride along the coast.



Corridor of Lights

Some 100,000 candles illuminate a night of mysterious beauty. The warm light of the snow festival lanterns will warm your heart.

A close-up photograph of a black ceramic bowl filled with fluffy white rice. Wisps of steam are rising from the rice, indicating it is freshly cooked. In the background, out of focus, are wooden chopsticks and other bowls containing food, suggesting a traditional Japanese dining setting.

The Highest Quality “Rice”

Have you ever eaten rice grown in Joetsu? The fragrance spreads as it glistens in the steam from a freshly cooked pot. Each bite releases a sweetness that will leave you satisfied with this fine white rice, even by itself.

The taste of the Koshihikari brand of rice has won the top “Special A” ranking from the Japan Grain Inspection Association for ten years running and its deliciousness is guaranteed.



A Town of “Cultured” Food

The humidity in Joetsu is high throughout the year, making it an ideal environment for fermentation. As a result, many fermented foods have been incorporated into the local cuisine, which has been enjoyed for generations. The fermented, or “cultured” foods of Joetsu were born of the region’s natural environment and traditions, leading to award-winning foods including sake and miso, as well as pickled vegetables, seafood, seasonings, unfiltered sake (“doburoku”) and wine. The culture of fermentation has flourished in this snowy region, making these foods part of the cultural heritage which gives color and tradition to the dining table.



Joetsu-grown Ingredients

Farmers bring their fresh fruits and vegetables to direct outlets throughout the city. The seasonal produce sold at these markets are freshly picked at the peak of their flavor. The fun of these markets is discovering which fresh treats will be available when you visit!



Foods from the Snow Cellar

The “Yukimuro,” or snow cellar, is a natural refrigerator that has been used in the snow country of Joetsu for generations. Without the use of electricity, air cooled by snow is circulated in the snow cellar. Even during summer months, the stored food is not subject to stress, and in fact benefits from the natural sweetening caused by the cold temperatures.



**made in
JOETSU**

The “Made in Joetsu” brand is the name given to the specialty goods and industrial products promoted by the city to the rest of Japan and the world. These unique products undergo strict screening based on originality, reliability and local flavor. The products which carry the “Made in Joetsu” label are attracting significant attention.



Local Production and Local Consumption: Eating Joetsu!

Using fresh fruits and vegetables nurtured by the crystal clear water created from snowmelt, and fresh seafood raised in the rough waves of the Sea of Japan, local chefs use Joetsu-grown ingredients to create dishes that satisfy both your eyes and your mouth.





Working and Living Your Way

As new, diverse work styles gain attention, new “spaces” such as co-working spaces and satellite offices are popping up all over town! In Joetsu, you could choose to live in a renovated “machiya” townhouse in the center of town, or live out in the country surrounded by nature. One of the charms of Joetsu is being able to choose the kind of lifestyle you want.



An Exciting Day, Every Day, for Children.

Children enjoy chasing insects in the schoolyard or getting muddy while planting and harvesting rice. At lunch, school meals that have won many awards in the prefecture await hungry mouths. Everyone is bound to ask for seconds!

Here in Joetsu, children learn and grow in a relaxed, healthy environment.



A National University Supporting the Future of Aspiring Educators

Joetsu University of Education

The Joetsu University of Education is for both aspiring teachers and those who want to deepen their knowledge as educators. The University cultivates educators who have a strong sense of mission, a deep love for humanity, and a powerful sense of imagination. In its location surrounded by nature, history and culture, and with a deep understanding and love for education, the University strives to provide teacher training with roots in the local community.



Niigata College of Nursing: A Public Prefectural University

The Niigata Prefectural College of Nursing trains students to have a compassionate personality, to understand the importance of life as well as the joys and sorrows of others, and to act as nurse practitioners with a sense of responsibility. The University develops a comprehensive understanding of healthcare, medical care and welfare in its students, and develops skills to coordinate and manage these systems through practical experience in collaboration with professionals in related fields.



In Closing...

How did you enjoy your trip around Joetsu?

Have we been able to express the charm of this city that we love so much?

We hope that this book will serve as a passport to bring you closer to Joetsu.

Finally, we'd love to invite you to come to experience the "real Joetsu" with all of your senses.

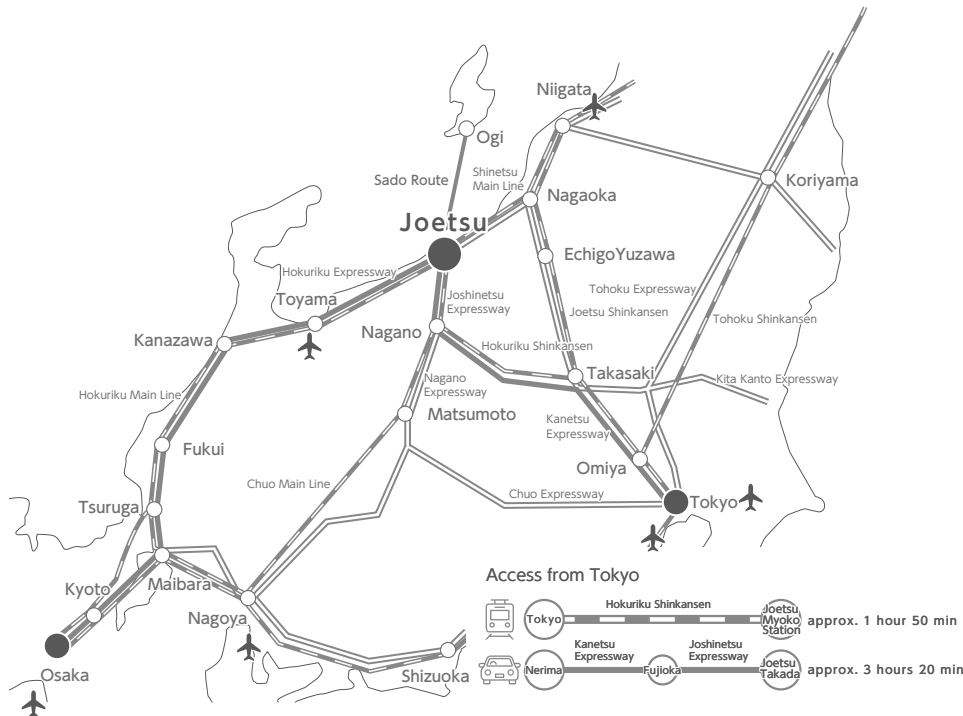
We're sincerely looking forward to your visit to Joetsu!

Joetsu City Guidebook

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Niigata Prefecture



foreign language



JOETSU_NIIGATA

Facilities and Locations

Takada Castle Site Park (Motoshirocho)	04	16	Cupid Valley Ski Resort (Yasuzuka Ward, Sugawa)
Gangi Street (Omachi 5)	06	17	Region Plaza Joetsu Ice Arena (End of September through May) (Shimomonzen)
Gangi Street (Kita Honcho 3) / Former Imai Dying Shop (Omachi 5)	07	18	Namba Heights Campsite (Nakanomata)
Takada Sekaikan (Honcho 6) / Former Commander's Residence (Omachi 2)	08	19	Shinetsu Trail (Yasuzuka · Oshima · Maki · Itakura · Kiyosato)
Kasugayama Castle Site Lord Uesugi Kenshin Statue 上杉謙信公像 (Nakayashiki)	09	20	Joetsu Kiyosato Hoshino Furusato Planetarium (Kiyosato Ward, Aoyanagi) /
Kasugayama Castle Site Single Ginkgo of Ninomaru (Nakayashiki)	10	21	Namba Heights Campsite (Nakanomata)
Kasuga Shrine (Kasuga) / Kasugayama Shrine (Daizu)	11	22	Naoetsu Beach (Mushu Iwato) / Skytopia Yuuland (Yoshikawa Ward, Tsubono)
Joetsu Municipal Aquarium "Umigatari" (Gochi 2) / Naoetsu Beach (Mushu Iwato)	12	23	Joetsu Active Sports Park (Tomioka) / Joetsu City BMX Park (Onuki)
Naoetsu D51 Rail Park (Azumacho) / Echigo Tokimeki Railroad (Setsugekkan)	13	24	Kubiki Cycling Road (Mushu Iwato ~ Itoigawa City)
Niigata Prefecture Railroad Birthplace (Naoetsu Station Free Passage)	14	25	Corridor of Lights (End of February · Yasuzuka, Uragawara, Oshima, Maki, Takashi, Nadachi)
Hokuriku Express (Yumezora)	15	26	bibit (Honcho 4) / JM-DAWN (Yamato 5)
Naoetsu Port Panorama	16	27	Share House Omachi (Omachi 3) / Ushidaya (Tamugi, Oshima Ward)
Naoetsu Port Gantry Crane (Minatocho 1) / Sado Steamship Terminal (Minatocho 1)	17	28	A.P. Green, Ltd. (Uragawara Ward, Imaguma)
Joetsu Thermal Power Station, Naoetsu LNG Terminal (Yachiho)	18	29	Takada Castle Site Park Oren Plaza Children's Center (Motoshirocho)
Arisawa Manufacturing Company, Ltd. (Minami Honcho 1)	19	30	Minamigawa Elementary School (Kubiki Ward, Kamiyoshi) /
Shinetsu Chemical Company, Ltd. Naoetsu Factory (Kubiki Ward, Nishi Fukushima)	20	31	Ogatamachi Elementary School (Ogata Ward, Dosokohama)
Nippon Soda Company, Ltd. Nihongi Plant (Nakago Ward, Nihongi)	21	32	Joetsu University of Education (Yamayashikimachi)
	22	33	Niigata College of Nursing (Shinnancho)
	23	34	Uno Pond (Ogata Ward)