

MOUNT FUJI

Timeless Symbol of Japan

Mount Fuji is a world-famous mountain symbolic of Japan. Mt. Fuji presents different faces in different seasons, fascinating people. In summer, many climbers throng to Mt. Fuji. Hot springs as well as food and wine of Yamanashi charm tourists.



"South Wind, Clear Sky," also known as "Red Fuji," is a part of the *Thirty-six Views of Mount Fuji* series of *ukiyo-e* (woodblock prints) produced by famous Japanese artist Katsushika Hokusai (1760–1849). He has influenced overseas artists like Vincent van Gogh. (Photo courtesy of Yamanashi Prefectural Museum)



Fuji's symmetrical beauty was revered in ancient spiritual beliefs and is the subject of many works of art. Fuji presents itself in many different ways: A view from the flowering lakeshore, "Upside-Down Fuji" reflected in a lake surface, "Red Fuji" lit by the morning sun and "Diamond Fuji" with a halo when backlit by the sun.

Hakone

Hot Springs and Natural Beauty Born of a Volcano

Steeped in ancient Japanese history and tradition, Hakone is the place domestic and foreign sightseers and Tokyoites alike go for rest, relaxation, nature, hot springs and more!



Hakone Tozan Railway provides convenient access to Hakone, operating on some of the steepest slopes in Japan.



In Owakudani Valley, hot vapor continues to spout from the ground after a volcanic eruption 3,000 years ago.



Kurotamago, or "black eggs," an Owakudani Valley specialty



An open-air spa at Sengokuhara, one of the "17 hot springs of Hakone," with a view of Mt. Fuji. (Photo: Hotel Green Plaza Hakone)



Hakone offers a wealth of fresh seafood, perfect for skillfully made sushi. (Cooperation: Yamahiko-zushi)

Crafted with parquet design, this "secret box" cannot be opened unless a certain sequence is followed. (Cooperation: Mitsuya)



A spectacular view of Mount Fuji seen from Lake Ashinoko



Skewered or deep-fried *wakasagi* smelt caught in Lake Ashinoko make for a delicious meal.



Lined with cedar trees, the old Tokaido Road offers a glimpse of the Edo era.



Kamabako fish cake is a specialty in Odawara, a city next to Hakone.

Many local restaurants serve tofu and *soba* noodles made using Hakone's crystal-clear water. (Cooperation: Hakone Akatsuki-an)



Green Tea

A Centuries-Old Japanese Drink for Healthy Life



Green tea enjoyed outdoors from flasks and thermoses (left photo, AFLO), or bought in plastic bottles (at right)



Green tea carefully brewed in a small teapot

Around the world, Japanese green tea has been acclaimed as one of the healthiest drinks available, but few people know much about its ancient origins, varieties and popularity throughout present-day Japan.



Towel dyed with antibacterial, odor-resistant catechin and soap with green tea extract, known for its moisturizing properties



Simple glamour of eau de parfum with the refreshing fragrance of green tea



Incense made of green tea—a sniff of the fragrance of green tea soothes the Japanese soul



Bottled green tea stocked next to sodas and sports drinks on convenience store shelves

Japanese Modern Service Areas

A Fun-filled Trip Destination

No longer simply places for a quick break, Service Areas have undergone a complete transformation into innovative multipurpose facilities.



There are even Service Areas with lodging accommodations (Ashigara Service Area) and a hot spring spa (Suwako Service Area, Nagano Prefecture)



A *donburi* (bowl meal) made with local seafood at the Nihondaira Service Area, Shizuoka Prefecture



Beautiful Mt. Fuji vista seen from Fujikawa Service Area in Shizuoka Prefecture



The spacious dog run at Usuzan Service Area, Hokkaido



Pastries in the shape of characters in a local folk tale at the Ashigara Service Area



Concierges at the Ashigara Service Area in Shizuoka Prefecture



A market selling fruits and vegetables in season at the Yokokawa Service Area, Gunma Prefecture

EVER-EVOLVING KARAOKE

Japan's Musical Gift to World

In its birthplace of Japan, karaoke is evolving further, with more advanced karaoke machines harnessing web technologies to broaden the scope for fun, including dubbing of anime scenes and singing duets with strangers.



A young man plays guitar as he reads chords on the screen in a karaoke room of Joysound Nakano in Tokyo's Nakano Ward.



Five karaoke videos that customers can select to sing a duet. This service that lets customers sing a duet with a stranger has proved popular.



A "furikara" screenshot from a video featuring popular idols explaining key choreography dance points for karaoke-goers. © 2013 Daiichikoshu Co.

This room at Festa Iikura in Tokyo's Minato Ward is so spacious that it even has a piano. Here customers can enjoy an authentic course menu in a relaxed ambiance as they sing karaoke.



This Evangelion Room featuring characters from *Neon Genesis Evangelion* at karaoke shop Joysound Nakano is a karaoke paradise for Evangelion fans. © khara



Two women try their hand at voice acting as they dub the voices for this anime at karaoke shop Joysound Nakano. © Nippon Animation Co., Ltd. (C) 2012 NBGI

Japan's Beloved Symbol of Spring

The Fleeting Beauty of Cherry Blossoms

Blossoming cherry trees (*sakura*) have held a special place in Japanese people's hearts for centuries. Famous cherry-blossom spots around the country include mountain spots where cherry trees grow wild, historic temples and castles, and parks.



Around 30,000 cherry trees come into bloom every spring at Mt. Yoshino in Nara Prefecture, which has been inscribed on the UNESCO World Heritage Site.



The Usuzumi-zakura in Neodani, Gifu Prefecture. The petals are light pink when the buds appear, white when the flowers are in full bloom, and a light inky color as the petals fall.



A boat trip down Sumida River is a great way to enjoy the cherry trees that were first planted along its banks back in the Edo Period.



Hirosaki Castle in the northeast of Japan is surrounded by some 2,600 cherry trees.

YUKATA

Traditional Garment for Summer

Yukata is one of traditional garments for summer in Japan. Especially popular among women, yukata with modern and colorful designs have made their appearance in addition to traditional ones in recent years.



Candidates for "Miss Yukata" 2012 in colorful yukata at Kinosaki Onsen, Hyogo Prefecture. ©Kinosaki Hot Spring Tourist Association



Left: A classic white yukata adorned with a pattern of small orchid flowers and coordinated with an indigo blue-based obi, making up a refreshing outfit. Geta (sandals) and uchiwa (fan) are also important accessories. ©TOKYO MASUIWAYA

Right: A pink-tone yukata coordinated with a pale green obi with a floral pattern creates a casual atmosphere. A drawstring bag with a basket base is good for summer. ©TOKYO MASUIWAYA



If you put on yukata right, it naturally makes your comportment befitting a Japanese woman. ©Kinosaki Hot Spring Tourist Association



Putting on an unobtrusive obidome, an obi accessory, gives an accent to the outfit. ©Mamechiyo Modern



Coordinating pokkuri, wooden clogs with thick, rounded soles, with yukata is fun. ©Mamechiyo Modern



Kanzashi, a traditional Japanese hair ornament, used in a hairstyle done up to look gorgeous. ©Furifu



Hair ornament consisting of large and small flowers and a bow. ©Furifu



Left: A butterfly-like arrangement of obi, popular among young women.

Right: Putting another transparent obi on top of the solid cloth obi makes a cute, modern look. ©Furifu



A yuzen atelier in Kyoto welcomes an increasing number of people who come to create their own yukata using an authentic dyeing process. © Marumasu-Nishimuraya Co., Ltd.

STREET STYLE Vol.1



STREET STYLE Vol.4



A Brilliant Blend of Old and New

Japan's Unique City, Nagoya



The golden *shachihoko* are the symbol of Nagoya Castle. (C)Nagoya Convention & Visitors Bureau

Nagoya, the largest city in the Chubu region of central Honshu, got its start as a castle town in 1610. It has continued to grow and develop ever since, holding on to its rich samurai past while growing into one of the world's leading centers of the automobile industry.



Nagoya's colorful *uiro* come in a variety of flavors, including *azuki* beans and *matcha* green tea. (C)Nagoya Convention & Visitors Bureau



Tokugawaen garden, a distillation of natural Japanese scenery. (C)Nagoya Convention & Visitors Bureau



Miso katsu, a pork cutlet topped with a sweet *miso*-flavored sauce. (C)Nagoya Convention & Visitors Bureau



The *ten-musu*—a rice ball containing a tempura shrimp. (C)Omusubi Gonbei