

NIIGATA to GO



8/20~22
2024
tue thu

10:30~18:00
*Until 17:00 on the last day

What comes to your mind when you hear the word “Niigata Prefecture”? You probably think of some of the local specialties, but there are many more charms than you can think of in Niigata. Products, experiences, scents, landscapes... each one of them reflects the stories of people’s lives who take part in it. NIIGATA to GO: from Niigata, with Niigata, to Niigata. Discover Niigata through the local heroes who are active in the various regions of Niigata and Tokyo.

GINZA/NIIGATA INFORMATION CENTER

THE NIIGATA
3F - Event space
[5-6-7 Ginza, Chuo-ku, Tokyo, JAPAN]



Hardwoods in Niigata

MORRY GO ROUND

0820
tue



Fruits from Niigata

Ginza Tsuki to Hana

0820
tue



Art Brut in Niigata

Iemmikki

0820
tue



“The Niigata” from Ginza

MUJI GINZA

0820
tue



Manufacturing in Niigata

Tsubame-Sanjo KOUBA FES

0821-22
Wed Thu



Rice from Niigata

Onigiri Tonjiru Yamatarou

0821-22
Wed Thu



0820 tue

MORRY GO ROUND モリーゴラウンド

This group is made up of members from nine small furniture studios in Niigata who joined together voluntarily. We will exhibit furniture pieces made of hardwoods produced there. These pieces of work are the embodiment of the activities in the forest that involve people from different industries.

About

Exhibiting furniture made of hardwoods from Niigata

Exhibiting artworks, photographs and woodblock prints related to the forest in Niigata

Sales of MORRY GO ROUND members' products: Drip Coffee Bag, Prepacked game meat curry with food of the mountains, and Fresh fruit syrup juice base (bottled food) etc.

**Ginza Tsuki to Hana** 銀座 月と花

Our jam buns are filled with the domestic fruit jams, which are made with the finest ingredients. The Parisien dough, crispy on the outside and chewy on the inside, is lavishly filled with generous amounts of jam. It is a "jam bun for grown-ups" that breaks the fixed idea of what jam buns are to be.

About

Sales of "Kyoho Grapes Jam Bun" produced in Niigata Prefecture

**Iemmikki** レンミッキ

Art Brut artists, Takumi Osada, Haruto Baba, and Takanori Watabe, are an art unit. The artists love to spend their time painting more than anything else! The works created from their love of painting bring joy and warmth to the hearts of those who see their works. We hope that their works will become your "Iemmikki" (favorites)

About

Meet the Artists

Sale of Yuto Baba "Suji (Number)" Tenugui (Towel)

Presentation of "Our shushushu" and "Our maimaimai"

**MUJI GINZA** 無印良品 銀座

Ginza is an ever-growing district where many people from all over the world visit, and where the world's latest technology and culture coexist with Japan's long-established culture. At MUJI Ginza, we believe in learning from the lifestyles of people around the world, and by learning from their surroundings, wisdom and lifestyle culture, we hope to give true authenticity in the form of products, services and environment, where tradition and state-of-the-art are in harmony. We would like to create a store where everyone would be able to experience these things. We also aim to be a gateway for visitors to learn more about Ginza and come to love the district even more.

About

Sales of Seasonal Fruits and Vegetables from Niigata Prefecture

Sales of "Matsunoi Sake Brewery Tokamachi Niigata Jummai (pure rice) un-charcoal filtered sake"

0821-22 wed
thu**Tsubame-Sanjo Factory Festival "KOUBA"** 燕三条 工場の祭典

The Tsubame-Sanjo area is home to a wide variety of factories engaged in manufacturing, mainly metalworking and forging. The characteristic feature of these factories is the division of labor, in which the technologies of multiple factories are connected to produce a single finished product. There are many unique and fascinating features that cannot be found only by holding a finished product in your hands. In order to spread these charms, we are working to connect factories and people through hands-on activities. *The total number of visitors to the "Tsubame-Sanjo Factory Festival," an open factory event, has reached more than 300,000 since 2013.

About

Exhibition and sale of products made in the Tsubame-Sanjo area

Hands-on craftsmanship workshop

*Craftsmen working at the factory are waiting for you!

**Onigiri Tonjiru Yamatarou** おにぎり・とん汁 山太郎

For many Japanese, Onigiri (Rice Balls) is a "something special" that evokes fond memories. Even now, as an adult, I still wish to have Onigiri for my last supper. This deepest desire was the foundation of my starting this business. The main store has a floor space of about 20m²(215 sqft), with six counter seatings and three tables. However, the space couldn't hold the many customers who came to our place, so we opened a take-out store right next to the main store, and also started "Yoru-Yamatarou" where you can enjoy drinks with onigiri ingredients in the evening.

About

Sales of Onigiri (Rice Balls) made with Koshihikari produced in Minami-Uonuma, Niigata Prefecture



Contents may change without notice. Please note.

■ Organized by Niigata Prefecture ■ Operationed by Ryohin Keikaku Co., Ltd. ■ Supported by Joetsu City / Minamiuonuma City / Sado City / Minamiuonuma town planning propulsion mechanism

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