

About Seto City—

Seto is located in Aichi Prefecture which is situated around central Japan.

The area is surrounded by a range of hills 100 to 300 meters high, and is characterized by a temperate climate. Seto produces high quality kaolin, raw material for ceramics; and silica sand, raw material for glass.

The ceramic products created in Seto, an area blessed with an abundant production of these quality raw materials, are known as "Setomono," a name that has become a generic word for ceramics in Japan and also around the world.

Seto City is endowed with a long history of ceramic culture and tradition as well as a bountiful natural environment.



SETOMESHI—Seto Cuisine

Seto is best known for its eel. In the olden days, eel was seen as an important source of nourishment for craftsmen who fired pottery in kilns. Today, the city is still dotted with many eel restaurants. The thick sweet sauce brushed atop the eel is the defining characteristic. We invite you to explore the eel restaurants in the city to find one with a flavor that suits your palate.



Eel dish

The "Seto Yakisoba," a "Gotochi" gourmet food, or local specialty has gained popularity in recent years. The brown-colored steamed noodles and pork broth flavored with soy sauce are combined together to create the signature flavor of Seto Yakisoba. The restaurants in Seto serve the yakisoba on Setoyaki ceramic plates allowing you to enjoy a well-rounded Seto experience that is pleasing to both the eyes and taste buds.



Seto Yakisoba (Seto fried noodles with sauce)

The "Gomohan" or "Gomokugohan," a quick-and-easy-to-eat dish consisting of rice cooked together with the side dish, is another well-known Seto Cuisine dish. This highly nutritious rice dish was eaten by craftsmen as a source of nourishment.

When in Seto, we hope you will take time to enjoy a taste of Seto Cuisine.

Events

- Annual Events**
- February to March**
The Seto City Hina Dolls Tour
 - March**
The Seto Exposition Commemoration Park "Ai Park Memorial" Event
 - April**
Toshiro Memorial Festival
 - July to August**
Summer in Seto (Seto-natsu)
 - September**
The Setomono Festival
Traditional Good-luck-welcoming Cats (Maneki Neko) in Seto
 - October**
Seto Pottery Studio Fair and Market
 - November**
Leisurely visits to kilns in the fall
Autumn Leaves Festival at Iwayado and Jokoji
 - December**
Festival of Ceramic Lights



Toshiro Memorial Festival (April)



The Setomono Festival (September)

Marutto Museum SETO

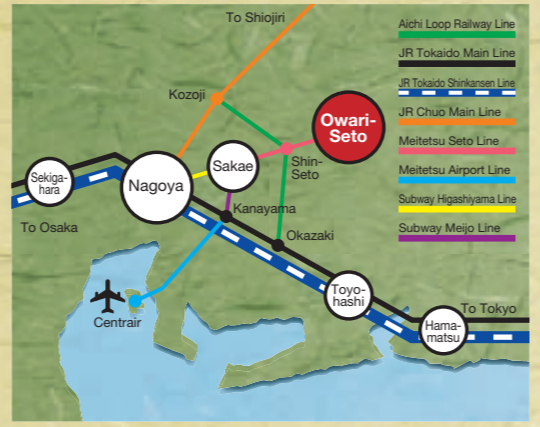
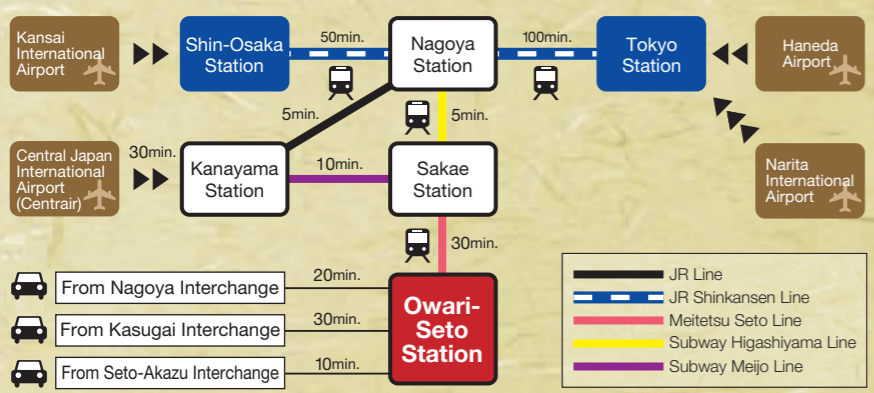
Where the entire city has been transformed into a living museum and gallery

Discovery Seto



Welcome to Seto

Access



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Large Kisetu linear design dish created by Kato Tozaburo



Narumi Oribe Kutsu-gata (shoe-shaped) tea bowl created by Iwatsuki Takemitsu

A city of enchanting sights

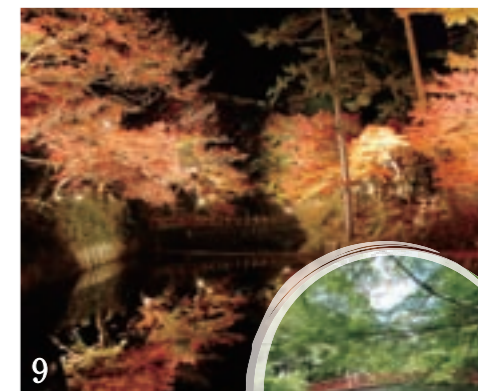
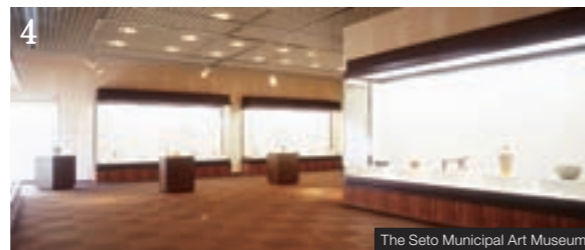
Seto's history and culture in Setoyaki ceramic production span over 1,000 years.

During the Edo period, Seto's ceramic industry flourished and ceramic tableware, particularly products made in Seto, spread its way across Japan, so much so that the generic word for ceramics in Japanese has become "Setomono."

Seto is also characterized by its lush verdure which helped shape the Setoyaki ceramic industry.

In developing the Seto Marutto Museum project, under which the entire city is being converted into a living museum, we draw upon the history and culture of Setoyaki as well as the natural splendor of the four seasons. We invite you to come and enjoy the walkways and pottery studios for an up-close look at pottery making; the pottery stores that line the city streets; and abundant natural beauty including cherry blossoms and autumn leaves.

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1. Seto-Gura Museum

This museum showcases the history of ceramics and its transition over a period of more than 1,000 years. Old coal-fired kilns, workshops, and the Seto townscape have been recreated to bring Seto of the olden days back to life.

2. Hexagon-shaped Pottery Monument

This hexagonal pottery monument built in honor of Kato Toshiro, founder of Seto pottery, is one of the largest pottery monuments in the world. It has been designated as a municipal cultural asset.

3. Ceramics

Seto is one of the most famous ceramic-producing sites in Japan. With a deep and rich history, Seto was the only area using Uwagusuri glaze from the time of its origin.

4. Museums

The city is filled with many art galleries, museums and workshops where visitors can get an up-close view and enjoy a first-hand experience at pottery and glass-making. Visitors can also explore works of ceramic art at the approximately 180 registered street-side galleries scattered throughout the city including kilns, artists' workshops, and small window galleries.

5. Traditional Good-luck-welcoming Cats (Maneki Neko) in Seto

This is an annual event held in September. Enjoy the variety of Maneki Neko items including a display of original Maneki Neko ornaments created by artists from various genres across Japan.

6. The Seto City Hina Dolls Tour

This is an annual event held in February. Approximately 1,000 colorful Hina dolls made of ceramic and glass produced in Seto are displayed on a 4 m-high pyramid-shaped Hina platform.

7. Kamagaki-no-Komichi Path and Museum

Kamagaki-no-Komichi is a path bordered by beautiful walls and fences inlaid with kiln tools arranged in a geometric pattern. You will also find an old pottery workshop that has been converted into a gallery.

8. Jokoji Park

This park is famous for its cherry blossoms and autumn leaves. A section of the forest in Aichi Kogen Quasi-National Park has many spots for people to enjoy nature, such as campsites and breeding grounds for fireflies.

9. Iwayado Park

Situated within the Aichi Kogen Quasi-National Park, Iwayado Park is a popular spot where one can enjoy the natural scenery of all four seasons, such as cherry blossoms, playing in the river, autumn leaves and the Seto waterfall.



Seto-chan
Mascot of Seto Marutto Museum

The image is of a little girl inside a Setoyaki tea bowl. This mascot is a very popular crowd-pleaser.