



MARUTTO Museum
SETO
JAPAN

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Kamagaki-no-Komichi Museum



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Seto city Art Museum



Aichi Prefectural Ceramic Museum

Seto Novelty Children's Creative Center (Novelty Museum)



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Seto Blue and White Ceramics Center

Seto Ceramics and Glass Art Center

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 path 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.



Princess Ann
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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. Hexagonal Ceramic Monument

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

3. Ceramics

Seto is one of Japan's major pottery producers, and one of the few regions to produce both ceramics and porcelain.

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. KURUFUKU Manekineko Festival in Seto

Manekineko is a statue of a cat beckoning fortune. The festival is an annual event held in September. Enjoy the variety of Manekineko items including a display of original Manekineko ornaments created by artists from various genres across Japan, and a wide variety of Manekineko-related events are held.

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 ceramic 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 rice bowl. This mascot is a very popular crowd-pleaser.