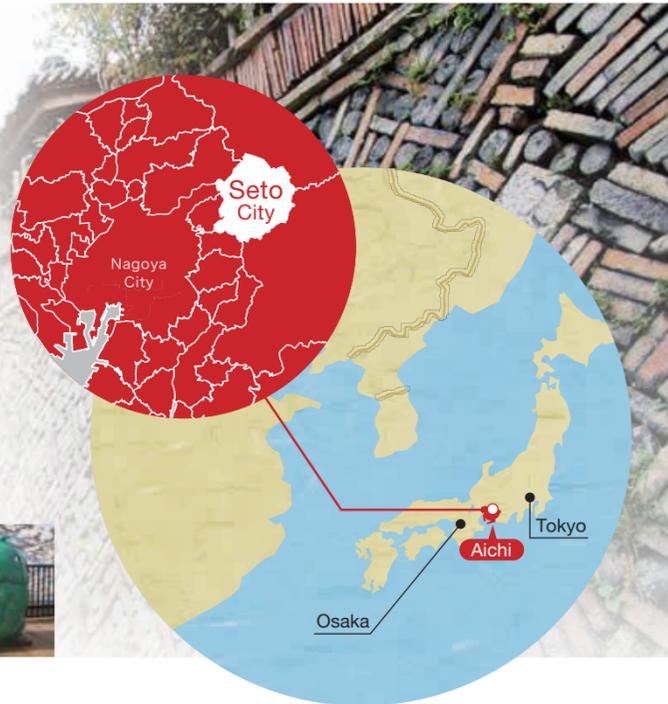


# More than 1000 years of history Seto, a Japan Heritage City

Seto is located in Aichi Prefecture which is situated in 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 clay, 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.

In April 2017 Seto, alongside Tokoname, Shigaraki, Tanba, Bizen, and Echizen, was recognized by the Agency of Cultural Affairs' Japan Heritage as one of Japan's Six Ancient Kilns.



## SETOMESHI – Seto Cuisine

Seto is 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.

"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.

The "Gomomeshi" or "Gomokugohan," a quick-and-easy-to-eat dish consisting of rice cooked together with a 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.



Eel dish



Seto Yakisoba (Seto fried noodles with sauce)

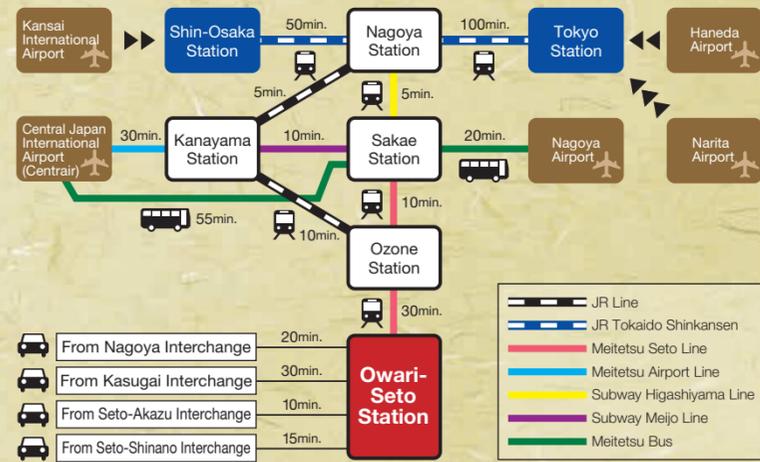
## Events

- Annual Events**
- February to March**
    - The Seto City Hina Dolls Tour
  - April**
    - Seto Toso Festival
  - September**
    - Setomono Festival
    - KURUFUKU Manekineko Festival in Seto
  - November**
    - Great Journey around the MARUTTO Museum
    - Autumn Leaves Festival at Iwayado and Jokoji



Setomono Festival (September)

### Access



# MARUTTO Museum SETO

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

Discovery 瀬戸 JAPAN



# Welcome to the Japan Heritage city of Seto

**Contact information**  
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**Seto City Exchange Promotion Department**  
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**Tel: +81-561-85-2730** <http://www.seto-marutto.info/>



Large dish, Kisetu type with linear design created by Kato Tozaburo