Experience the Traditional Crafts of Edo

The Appealing Beauty and Skillful techniques of Amezaiku (Candy Art)

Asakusa, Tokyo, is part of the Shitamachi, an area of Tokyo famous for its local traditions, craftsmanship and proud distinctive culture. Since the Edo Period, Asakusa has prospered as a center of many trades. The culture of craftsmanship remains strong today. First-person craft experiences are recently extremely popular among foreign visitors to the district, with visitors trying their hand at crafts including traditional Edo Kiriko cut glass and paper lantern painting. Another popular craft experience is producing amezaiku, a style of ‘candy art’ which has for many years been a fixture of local festivals. We look at the appeal of these unique crafts.

Asakusa Amezaiku Ameshin is currently running courses for visitors. You can make a reservation via the website https://www.ame-shin.com/en/

You can also click the following link to see video of the art: https://youtu.be/Pws5s93525I

A craftsman who discovered the secrets of Amezaiku through self-study

Asakusa Amezaiku Ameshin’s Shinri Tezuka

Shinri Tezuka tells us that “As a young boy, I used to love making things with my hands. If I wanted something, I would make it myself”. Tezuka’s amezaiku ‘candy art’ is so impressive and intricate that many overseas tourists come looking for his store after seeing videos and photographs of his work. Tezuka remembers that when he first became interested in the art there was nowhere for him to go and study as an apprentice, as the only amezaiku on sale were pieces intended for children at festivals. Tezuka felt that he could change the public’s impression of the art by producing more complicated, higher quality pieces. Eventually he taught himself to create works including this lifelike goldfish that looks as if it could almost swim away. Tezuka, who now shows off his skills around the world, says the appeal of the art is that “in the short period of time while the candy is hardening, you only have an instant to get it right. It is a true test of your abilities.

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Travel like a local in Sumida Ward, a district of Tokyo retaining Shitamachi atmosphere

After enjoying the shitamachi culture in Asakusa, we are pleased to recommend the ‘T-home’, residential-style accommodation opened in June 2018, just one minute’s walk from Oshiage Station (direct trains to both Tokyo Airports). The rooms, decorated in a traditional Japanese style, providing guests with a true Japanese experience. Travel like a local

Booking: http://u0u1.net/X9mp

The Taito, Sumida, Tokyo Shitamachi Excursion Ticket is recommended for visitors to the Shitamachi Area

The Taito, Sumida, Tokyo Shitamachi Excursion Ticket provides a ticket from stations on the Tobu Line to destinations in the shitamachi areas including SKYTREE TOWN, Asakusa, Ryogoku, Ueno and Yanaka, in addition to unlimited travel on the Skytree Shuttle Ueno / Asakusa Line, the Megurin Bus in Taito Ward, and the Sumida-Hyakkiyai, Sumimaru-Kun, and Sumirin-chan buses in Sumida Ward. These buses follow circular routes.

Please visit the website http://www.tobu.co.jp/foreign/en/pass/taito-sumida.html

<Information about recommended sightseeing areas along the Tobu Railways>

The Tobu Railway Group is a major Japanese corporate group consisting of approximately 80 companies. The Tobu Railways cover the longest operating distance in the Greater Tokyo area, and lead to many tourist attractions including Asakusa and TOKYO SKYTREE in Tokyo, Nikko and Kinugawa Onsen, famous as a world heritage and hot spring location, the TATEBAYASHI and ASHIKAGA area known for its beautiful blooming flower fields, and KAWAGOE, where the atmosphere of the Edo era still live on.

Explore destinations around Tobu Railway Group at TOBU JAPAN TRIP: http://www.tobujapantrip.com/en/

*Please refer to the site listed on the right for other media materials and images. Mynewsdesk: https://www.mynewsdesk.com/tobu-railway