



一般社団法人
SOE

SOE means...

= Sustainability of ECHIZEN

Building a neighbourhood that'll last 100 years, and 1000 more after that.

Echizen-Sabae, Realizing a Self-Sufficient Region.



General Incorporated Tourism Association SOE was Founded in 2022
Manufacturing, Town Development,
and HR, with a Focus on Industrial
Tourism.

Vision

Creating a Self-Sustaining Community through Industrial Tourism

SOE is a general incorporated association that aims to establish a self-sustainable region in the Echizen-Sabae region (Sabae City, Echizen City, and Echizen Town, located in Fukui Prefecture) through industrial tourism as its main focus. To promote enjoyable industrial tourism in Echizen-Sabae, we are expanding into various businesses such as a tourism content development, hotel management, and school management.

Our members...



一般社団法人
SOE

CEO Toru Uchida

The eighth generation representative of
Urushirindo Lacquerware

The youngest traditional craftsman of Echizen
lacquerware certified in the region

代表理事



副理事



Vice Director Naohiro Niyama
Representative of TSUGI LLC / Sabae City
Branding Planning Committee
Member of Echizen-Sabae Design
Management School

副理事



Vice Director Seiichi Yoshikawa
Representative of KISSO
Director of the Fukui Prefecture Glasses
Industry Association/Company Reception

専務理事



Executing Director Eri Hamamoto
Travel Director / Travel Agent
Experiences during 20 years.

理事



Director Taki
Taki Paper Mill Representative
Millennium Future Crafts Festival Executive

Tourism members

スタッフ



Staff Hibiki Sano
From Fukui



Staff Haruka Kudo
From Kanagawa



Staff Sawyer Scherbenske
From America

顧問



Advisor Yasuhiko Taniguchi
Representative of Taniguchi Megane

監事



Auditor Shohei Yasuda
Hokuriku Sky Co.
Regional Travel Agency Manager

スタッフ



Staff Miku Yamada
From Aichi Prefecture

スタッフ



Staff Hoyu Nishiyama
From Gunma Prefecture

スタッフ



Staff Airi Hirata
From Tokyo Prefecture

スタッフ



Staff Naoko Yamagishi
From Fukui Prefecture

and
4 more staff...

Making Echizen-Sabae Japan's, and the World's, Top Industrial Tourism Destination.

Through manufacturing, human resources, and town development, we will carve out a future for local industry. Believing in our taken strides and challenges to come, we'll act as model for craft production areas and a catalyst for craftsmanship's revival across Japan.

Community Revitalization

2024-Accommodation Management



Community Revitalization

2024-Industrial Environment Initiatives



Boosting Manufacturing

2024-Attracting Wealthy Foreign Visitors



Boosting Manufacturing

Promoting Year-Round Industrial Tourism



Boosting Manufacturing

2024- Industrial Tourism Event Management



Boosting Manufacturing

2024-Industrial Tourism Media Mangement



Galvanization

2024-Attracting Wealthy Foreign Visitors



Community Revitalization

Promoting Year-Round Industrial Tourism



About Fukui...

How to get to Fukui...



AREA

Sabae city, Echizen city, Echizen town

= Echizen Sabae

NEW

Since March, 2024, the Hokuriku Shinkansen has been extended from Tokyo to Fukui.
A direct ride will take 2 hours and 51 minutes.

ACCESS from Tokyo to Fukui

<By Air>

Komatsu Airport Route:

Haneda Airport → Komatsu Airport → Fukui Station

Usage: JAL/ANA

Time: about 2 hours

<By Train>

Hokuriku Shinkansen Route:

Tokyo Station → Fukui Station

Usage: Kagayaki / Hakutaka

Time: Approximately 2 hours 51 minutes

<By Train>

Tokaido Shinkansen Route:

Tokyo Station → Maibara Station → Tsuruga Station → Fukui Station

Use: Hikari, Shirasagi, Hokuriku Shinkansen

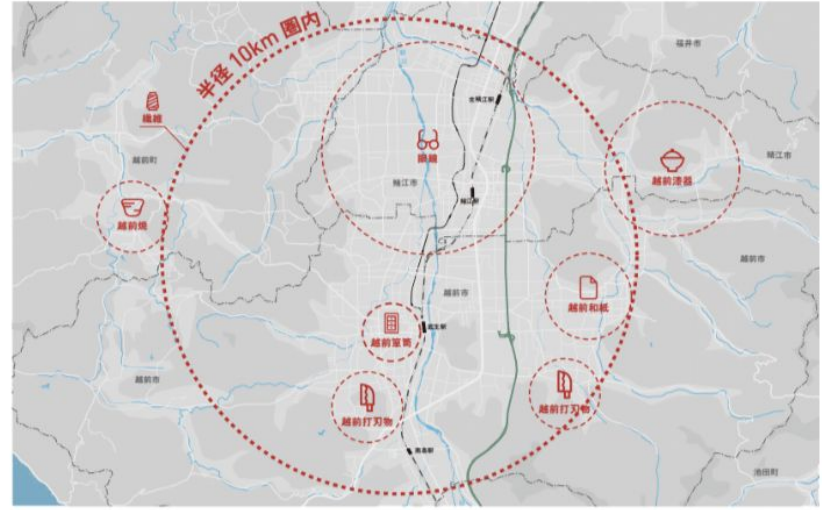
Time: Approximately 3 hours 20 minutes

Fukui's Traditional Crafts are

Aesthetic Crafts < Industrial Crafts

**Products that transcend time.
Adopting what works from past and future.**





Japan's Largest Concentration of Local Industries

Sabae City, Echizen City, and Echizen Town in Fukui Prefecture are home to seven traditional crafts: Echizen lacquerware, Echizen Japanese paper, Echizen cutlery, Echizen chests, Echizen pottery, glasses, and textiles. The high-density concentration of these seven industries within a 10-kilometer radius of the prefecture is the highest in Japan, and is a rare tourist resource in the country.

越前漆器

Echizen
Lacquerware



Durable, Long-Lasting Products for Lifelong Use, Taking Advantage of Lacquer's Natural Antimicrobial Properties

Echizen Lacquerware is said to have roughly 1,500 years of history years, but decoration techniques were introduced comparatively recently, during the Edo period (1603–1868) — including maki-e gold powder decorations from Kyoto, and chinkin gold inlay from Wajima (in northern present-day Ishikawa) — making these inherently durable lacquerware products gorgeously decorative ever since.

Traditionally, Echizen Lacquerware items were primarily bowls, but over time artisans have diversified to now make square and rectangular items, such as small dining tables, food boxes, jewelry cases, trays, and confectionery boxes. In recent years, numerous new types of tableware and other items have arrived on the market, as well.

On the one hand, these products inherit 10,000 years of lacquerware tradition and excellent functionality; at the same time, they are carefully designed for ease of modern-day use, with dishwasher-safe lacquerware items, as well as items in colors that better fit contemporary tastes.

The possibilities are endless for these lacquerware items: use them to serve side dishes, as small rice bowls, or as plates for individual servings. With use, they become a beloved part of everyday life — perfect for items that last a lifetime.



Scan for Video



越前和紙

Echizen
Washi



Leading Japan in Both Variety and Quality, with Textures That Beg to Become Part of Everyday Life

Echizen Washi's history goes back some 1,500 years. It has long been renowned as some of Japan's finest washi paper for both its beauty and strength: it was used for Japan's first paper banknotes, and was the choice of famous artists such as Yokoyama Taikan and Hirayama Ikuo. In recent years, it has been used as a material for space suits due to its antibacterial and deodorizing effects.

Applications of Echizen Washi continue to expand beyond the boundaries of paper for writing, painting, and printing: these include not only wallpaper and sliding screens, but also interior design products and other items that fit into everyday life. Accessory cases feature gentle wrinkled textures and delightful shapes, while other items have vivid, colorful finishes with patterns created through crisp creases on their surfaces. As a result, these make even ordinary situations instantly picturesque.



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越前打刃物

Echizen
Knives



From Sickles Known Nationwide to Knives Beloved by Chefs from Around the World

Echizen Forged Blades date back to about 700 years ago, but at the time, the main products artisans produced were sickles for farmers. Over the centuries, one change led to another, and today, the region is known for cooking knives. Echizen Knife artisans have preserved tradition and techniques while simultaneously pursuing functionality and sophisticated design, creating knives that are highly regarded not only in Japan but also internationally. Knives from different makers each feature their own unique hammered patterns and beautiful handles.

Echizen Knives are beloved by famous chefs overseas, as well as by passionate home cooks all over. They maintain an excellent sharpness, said to make cooking easier and faster, and perhaps even improve the flavor of food — once you try one of these knives, you may never want to go back to any other. With regular sharpening and occasional replacement of damaged handles, these premium knives can remain a reliable part of everyday life for many years.

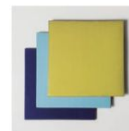


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越前焼

Echizen
Pottery



A Tasteful Way to Add a Sense of Sophistication to any Meal

Echizen Pottery originated in Echizen Town (formerly Miyazaki Village and Ota Town), in Fukui's Nyu District, due to the sticky, iron-rich pottery clay found there. Today, the prefecture is home to about 80 pottery producers, each with their own kilns and their own styles.

Traditional Echizen Pottery is characterized by its simple, unglazed finish, made mainly by firing at high temperatures and using ash glaze. On the other hand, though, today's artisans also work to develop new styles of pottery that build upon these traditions, such as thinner products that take advantage of the characteristics of Echizen clay, as well as items made with iron glaze or colored glazes, helping this traditional craft continue to evolve with changing times. The types and designs of these works are as varied and unique as the artisans who create them.

These modern dishes and cups fit into contemporary life, flexible enough for serving any type of food, making everyday dining just that little bit more special.



Scan for Video



越前 箆笥

Echizen
Chests



Chests with Beauty and Character — Truly, Works of Art

Over time, Echizen Chests came to be made by artisans who specialized in Japanese-style joinery — a technique that takes advantage of the characteristics of the wood itself to join panels together without using nails. For the finish, these chests feature local Echizen Lacquerware techniques, and the metal decorations are made of iron, produced using the techniques used for Echizen Knives.

For centuries, they have been treasured as wedding presents and family heirlooms. Today, artisans continue to develop new products that incorporate the traditional designs, beauty, and durability of Echizen Chests alongside modern ideas, creating items still suited for everyday life. This blend of traditional and contemporary makes these chests works of practical art, ready to lend any room an air of sophistication.



Scan for Video



Industrial Tourism Event「RENEW」...

1 Summary ▶ Industrial Tourism Event 「RENEW」is...



RENEW is an open workshop event held in Sabae City, Echizen City, and Echizen Town in Fukui Prefecture to promote sustainable regional development. Through workshop tours and workshops, visitors can learn about the backgrounds and thoughts of the craftspeople behind the products, experience the skills of the makers, and purchase the products. The workshops also provide opportunities for manufacturers to interact with the general public. Through this grass-roots process, customers can hear about new products, and workshops can build their reputations. In addition, the recent increase in the number of visitors, buyers, and retailers from around the country has also helped to improve business negotiations and customer service.

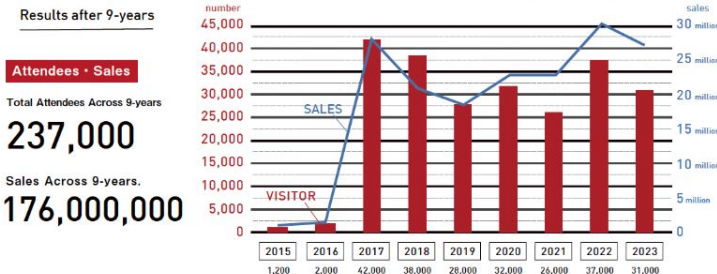
3 Concept ▶ Come See Crafts Village Echizen-Sabae



2 Contents ▶ To Convey the charm of our area, and build momentum through workshop programs.



4 Renew by the Numbers ▶ From humble beginnings, we've grown to be one of the largest in Japan.



RENEW's Results:

As workshops and stores grow, employment and orders grow with them.



35 Workshop Stores Opened

In the last 9 years, 35 local businesses have renovated their workshops and opened directly managed stores. Thanks to their efforts, it's now possible to tour the workshops, experience products, and purchase products at any time, even outside of the RENEW period. This has increased the momentum for industrial tourism by making it possible to travel around the area anytime.



65 Jobs Created Across 9 Years

RENEW's "Fukui Migration EXPO" has provided opportunities for 65 people to find local employment. In addition, family-run workshops and businesses on the verge of collapse have begun training successors, and the circle of people sensing a future for Echizen-Sabae is expanding.



Increased Opportunity Creation within the Production Area

With increased media exposure and an image of the area as a young and energetic production area, new orders and life is coming. In addition, RENEW has led to the creation of several inhouse brands by local companies.



Strengthening Cooperation within the Region

Fresh bonds of cooperation between the three cities hosting RENEW, the workshops, government, unions, transportation companies, banks, etc have been forged. As a result, a wide-area taxi system led by the government and projects jointly hosted by the cities have been born.

Experiences...

WORK SHOP

Experiences

Fukui Prefecture has a thriving manufacturing industry.
Lacquer, Japanese paper, eyeglasses, knives, drawers, etc. A large collection of crafts.
Souvenirs from your trip can also be made by yourself. Create great memories.



**Japanese Local Sake Tasting
with Lacquered Glasses [Kubota
Liquor Store]**

🕒 ¥ 2,200 ~

Echizen Lacquerware



**A deeper look into Japanese
paper; Washi making experience
at RYOZO Paper Mill**

🕒 About 2 hours 15,000JPY

Echizen Washi



**Private Echizen Lacquerware
Experience and Cycling Tour**

🕒 About 3 hours ¥15,000

Echizen Lacquerware





Experience making your own ring from colorful eyeglass materials / KISSO

⌚ About 1.5 hours ¥5,000

Glasses



Japanese Local Sake Tasting with Lacquered Glasses [Kubota Liquor Store]

⌚ ¥ 2,200 ~

Echizen Lacquerware



Lunch Course with Japanese Sake Pairing with Lacquered Glasses [Mutsunohana]

⌚ 11,000JPY

Echizen Lacquerware



Feel like a glasses craftsman! Children's glasses making experience

⌚ About 1.5 hours ¥40,000

Glasses

For parents and children



A journey to Sabae, the mecca of glasses. Order a custom eyeglass straight from a craftsman

⌚ About 2 hours

130,000JPY

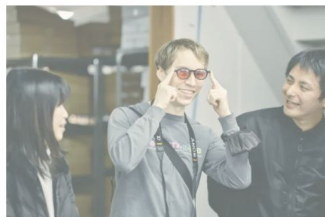
Glasses



Learn about the world of woodworking and lacquerware through making your own original spoon

⌚ About 3 hours 20,000JPY

Echizen Lacquerware



Choose from about 300 types of lenses and experience making your own sunglasses / Lens Park

⌚ About 1.5 hours ¥11,000

Glasses



Personalize the handle of a kitchen knife and visit the workshop with the craftsman

⌚ About 1.5 hours ¥40,000

Echizen Knife



Experience lacquering a tray while learning about Echizen lacquerware from experienced craftsman

⌚ About 1 hours 15,000JPY

Echizen Lacquerware



A deeper look into Japanese paper; Washi making experience at RYOZO Paper Mill

⌚ About 2 hours 15,000JPY

Echizen Washi



Private Echizen Lacquerware Experience and Cycling Tour

¥15,000

Echizen Lacquerware



Echizen Pottery and Echizen Chest Craft Tour with Japanese Sake Tasting

¥50,000~

Echizen Chest

Echizen Pottery



Echizen Lacquerware and Echizen Washi Craft Tour with Calligraphy Experience

¥50,000~

Echizen Lacquerware

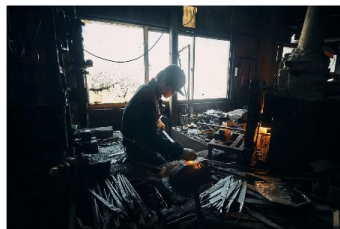
Echizen Washi



Private Echizen Washi Paper Making Experience and Walking Tour

¥20,000

Echizen Washi



Private Echizen Knife Factory Tour

¥15,000

Echizen Knife



Private ART & CRAFT Tour in Echizen Pottery Village

¥15,000

Echizen Pottery

Top 3

Experiences

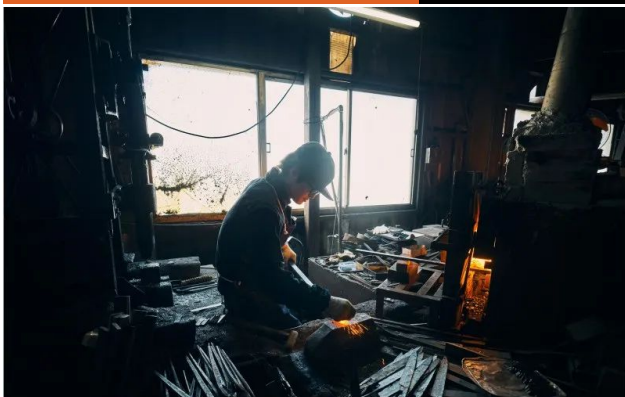
1. [Private Washi Paper-Making Experience](#) and Walking Tour
2. Private Echizen Knife Factory Tour & [Personal Knife Making Experience.](#)
3. Private Wooden Tray [Lacquerware Painting Experience](#) with Cycling Tour

Guided Tours

1. Tour of Echizen's Crafting Area - Walk around a [Traditional Knife Smithy.](#)
2. Tour of Echizen's Crafting Area - Walk around a [Traditional Paper Mill.](#)
3. [Echizen Pottery and Chest Craft Tour](#) with Japanese Sake Tasting

Unique Experiences

Echizen Bladesmith「Ryusen Hamono」Original Knife-Making Experience



Highlights :

The 700 year-old tradition of Echizen cutlery dates back to Kyoto bladesmith Chiyo-zuru Kuniyasu. In search of high-quality water for smithing and a strong craftsman community, he arrived in Echizen City where he began work making sickles for local farmers. Inheriting this tradition, the Echizen-Sabae area continues to develop handmade products using techniques honed through the generations.

In this experience, Mr. Koji Masutani, the chairman of Ryusen Knives, will give you a tour of his cutlery workshop. You can also experience how to sharpen and polish a knife, and how to attach a knife handle. You can even experience making your own original knife while receiving support.

Contact Us :

- Operating Business: General Incorporated Association SOE
- Supervisor: Sawya・Hamamoto
- Phone Number: 0778-78-9967
- Mail Address: info@soe.or.jp
- Address: 916-1223 Fukui Prefecture, Sabae City, Kawada Village 7-10-4
- Homepage: <https://soe.or.jp/> <https://craftinvitation.jp/>

Tour Price :

TBA

Available Days :

On request (9:00 / 13:00 / 14:00 Start)
Holiday : Sunday, Public Holiday

Duration :

3-4 hours

Inclusions :

Experience fees (Guide Fee is excluded)

Minimum Participants :

2 people

Maximum Participants :

4 people

Cancellation Policy :

- 14-3 days before the tour day : 20 % of the total.
- 3 days before the tour day : 50 % of the total.
- 1 day before, on the tour day, or cancellation without notice : 100% of the total.

*※写真はイメージです。ツアー詳細・金額等は変更になる場合がございます。

Unique Experiences

Echizen Washi Workshop Tour & Calligraphy or Sutra Copying Experience at Iwano Heizaburo Paper Mill



Highlights :

Echizen washi paper making is a sacred process, taught to the people of Echizen-Sabae 1,500 years ago by "Kawakamigozen," the goddess of paper. It boasts the highest quality and techniques in Japan. Now, Echizen papermaking craftsmen, highly skilled since ancient times, have created many techniques to meet the needs of the modern times.

In this experience, Ms. Makiko Iwano, a traditional craftsman, will guide you through their workshop. In addition to making Japanese painting paper, which has been loved by great masters such as Taikan Yokoyama and Ikuo Hirayama, the sight of four or six people working in pairs to make large sheets of paper is an awe-inspiring sight. After visiting the workshop, you will be invited by a calligraphy teacher to an old private house next door for a "calligraphy" or "sutra copying" experience, and visit a washi store.

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Tour Price :

TBA

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Unique Experiences

Lacquerware Shop Komamoto Maki-e Kobo Bowl Painting Experience



Highlights :

Echizen is the oldest lacquerware production area in Japan. Lacquerware production has been handed down since ancient times thanks to Echizen-Sabae's wet climate and the detailed division of labor that has been established by the craftsman.

Maki-e is a decorative technique in which a pattern is drawn on top of a lacquered surface after the base "nuri" (lacquering) process. The most outstanding feature is that it produces a unique luster called "Hira-nagashi maki-e". In this experience, Mr. Naganobu Komamoto, a traditional craftsman and maki-e artist, will assist customers to create one-of-a-kind special Echizen lacquerware bowls. You can also draw your original design.

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Tour Price :

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Unique Experiences

Holy Land of Glasses,「Sabae」Original Glasses Making Experience



Highlights :

Sabae City in Fukui Prefecture is also known as the “Holy Land of Eyeglasses” for its production of eyeglasses. More than 90% of all eyeglasses made in Japan are made in Sabae, and the city is highly regarded overseas as well.

In this hands-on experience, you will be taken backstage at a glasses factory to observe the manufacturing process, and can choose your favorite frames and temples. Once your original frames are completed, we will move to “Lens Park,” a store specializing in lenses, where you will be able to choose the lenses for your personalized sunglasses.

After listening to the customer's needs and requests, lenses that suit the customer's needs are inserted and the process is completed. You can take your original sunglasses home on the same day.

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Tour Price :

TBA

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Accommodation...

1. Courtyard by Marriott Fukui

★★★★

The hotel boasts 252 guest rooms, including 12 suites, located on the upper floors of a 27-story building offering a stunning view over Fukui City.



2. Hakujukan of Eiheiiji Temple

★★★★★

18 Japanese/Western-style rooms in total, with a large public bath (in addition to a private bathroom in each room)



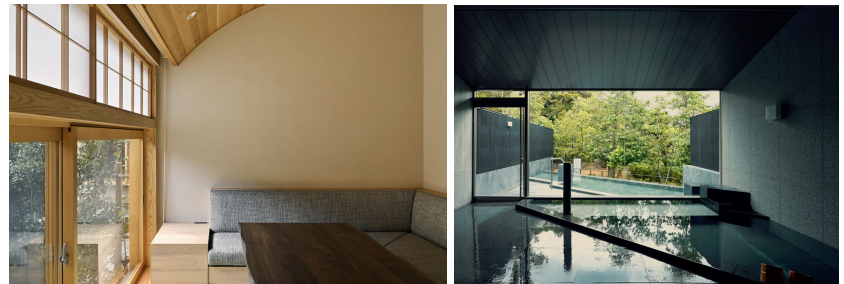
3. Bouyourou (Mikuni Onsen)

Natural materials such as stone and paper sourced in Fukui are used in the interior design of every guest room (7 in total), creating a unique atmosphere.



4. Kofu Yuden Beniya (Awara Onsen)

All rooms (17 rooms) come with a semi-open-air bath.
Long-established ryokan first established in 1884, renovated in 2021



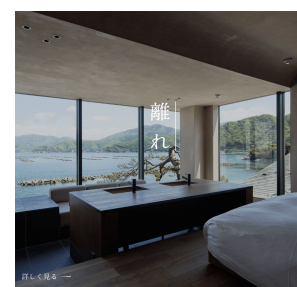
5. Auberge Homachi Mikuniminato (Mikuni)

This auberge has 9 buildings with 16 rooms and 1 restaurant. The hotel is a renovated old house, and is based on traditional Japanese architecture, including the "Kagura-tate Machiya" style townhouse.



6. Wakasa Kajitsu (Obama)

All rooms (17 rooms) come with a semi-open-air bath.
Long-established ryokan first established in 1884, renovated in 2021



Recommend Route...

Tokyo-Kanazawa-Echizen-Kyoto Model Route] Zen x Craft x Food / Eiheiji Temple and Courtyard Marriott Stay Plan

Day-1

Arrival at Kanazawa Station
Sightseeing in Kanazawa by private car
Check-in at the Hotel

Stay in Kanazawa

Day-2

Breakfast at the hotel
Free time in Kanazawa

Stay in Kanazawa

Day-3

Breakfast at the hotel and transfer to Eiheiji-temple by private car.
Western lunch at ESHIKOTO - acoya -
Check-in at the Hotel "Hakuju-kan"
Zazen Meditation Experience in Eiheiji-temple
Shojin Ryori (Buddhist Vegetarian Cuisine) in the hotel

Stay in Hakuju-kan

Day-4

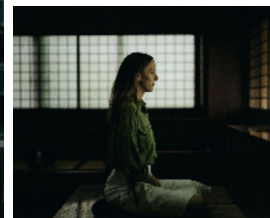
The morning ceremony in Eiheiji-temple
Breakfast at the hotel
Check-out at the Hotel "Hakuju-kan"
Factory tour in Echizen Lacquerware area
Lunch at restaurant
Factory tour in Echizen pottery
Dinner at restaurant

Stay in Courtyard by Marriott Fukui

Day-5

Breakfast at the hotel
Factory tour in Echizen Washi paper and knife area
Lunch at restaurant
Factory tour in Echizen traditional chest
Transfer from JR Echizen-Takefu station to Kyoto by train
Arrive at Kyoto station

Stay in Kyoto



Tour Location

Daihonzan Eiheiji Temple (Soto sect)

Eiheiji is a Zen training center founded in 1244 by Zen Master Dogen.
At Eiheiji Temple, ascetic monks are undertaking daily ascetic training.

Experience of Ascetic Practices at Eiheiji Temple

- Visit Historic Halls, and undertake Meditation Training.
- Try Buddhist Cuisine, and Join Monks in their Morning Service.

Stay overnight at "Hakuju-kan," a hotel where visitors can experience buddhist training. With this plan you can experience ZEN.

Craft & Food Experience;

Try Vegan Buddhist cooking prepared in French style, and see behind the scenes and factories normally inaccessible by the public.

Tokyo-Kanazawa-Echizen-Kyoto Model Route] Zen x Craft x Food / Awara Onsen or Mikuni Onsen 2 nights Stay Plan

Day-1

Bullet train from JR Tokyo Station to Kanazawa Station.
From Kanazawa Station, depart by private car.
Kanazawa sightseeing.
Kanazawa hotel check in.

Stay in Kanazawa

Day-2

Breakfast at the hotel
Free time in Kanazawa

Stay in Kanazawa

Day-3

After breakfast, depart by private car for Eihei Temple.
Observe a Buddhist ritual at Eihei Temple.
Eat lunch fully sourced from Fukui at ESHIKOTO - acoya -.
Watch the sunset at the Tojinbo Cliffs.
Dinner at a Japanese inn.

Stay in Awara Onsen or Mikuni Onsen

Day-4

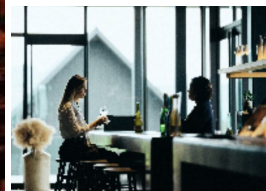
Eat breakfast at a Japanese inn, then depart by private car.
See how Echizen lacquer is made at a lacquerware factory.
Try eating a traditional Fukui lunch.
Echizen Pottery Village & Museum tour.
Behind the scenes at an Echizen Pottery Factory tour.
French dinner in Mikuni city.

Stay in Awara Onsen or Mikuni Onsen

Day-5

See how Echizen washi paper is made by a craftsman.
See how Echizen knives are forged at a factory.
Eat lunch like a local.
See how Echizen chests are put together.
Arrive at JR Echizen-Takefu Station.
Ride a bullet train from JR Echizen-Takefu Station to Kyoto.

Stay in Kyoto



Tour Location

ESHIKOTO (Acoya)

A sake facility of Ishidaya Nizaemon, which owns Kokuryu Sake Brewery. Under the concept of “Zen, Food, and Sake,” the attached restaurant offers lunchtime meals using locally sourced Fukui ingredients and seasonings, as well as tableware made with traditional Fukui crafts,

Tojinbo

If you are staying at Awara Onsen, stop by before going to your lodgings.
If you stay at Bouyourou, you can watch the sunset from the dining area.

For those who wish to stay in luxury accommodations, stay for more than two nights, or skip Eiheiiji’s morning service, we recommend this plan.

Thank you so much for your attention....

General Incorporated Association SOE
916-1223 Fukui, Sabae, Katayama-cho 7-10-4
0778-78-9967 / 050-1731-2735
travel@soe.or.jp
<https://craftinvitation.jp/workshop/>

