

The Sawara Iroha Karuta Playing Cards Map

The Sawara Iroha Karuta Playing Cards Map' was published as one of the local cooperative projects, 'Sawara appeal mapping,' between our university and Katori City in order to convey how much Sawara can appeal to people.

The Map introduces Sawara's history, traditional culture and people's life styles by using a set of playing cards consisting of letters and picture cards.

You can scan the QR code on the map with your cell phone and get the details about Sawara's sightseeing spots.

In addition, on the Web site, you can see a video on Sawara and dancing scenes at the Sawara Grand Festivals and other events in 3D which was developed by our university.

Please take advantage of the 3D images and information on the handy map to explore Sawara's interesting spots and its historic landscape.


- Produced by Katori City and Tokyo Jōhō University
- Designed and edited by Takachiho Network Corporation
- Cooperation provided by the Sawara Chamber of Commerce and Industry
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What are Sawara Iroha Karuta Playing Cards?



'Sawara Iroha Karuta Playing Cards' depict various aspects of Sawara and its people: the town, nationally-designated as an Important Preservation District for Groups of Traditional Buildings; the Ono River, running through the town reflecting the historic landscape; Sawara Grand Float Festivals and festival music tunes; a great man, Inō Tadataka, who once lived in Sawara; and people's life styles and noted products from local farmers.

As many as 273 citizens and school children applied the Japanese cards or Iroha Karuta competition. Out of 583 verses, 47 verses were rightly selected. It goes without saying that the completion of these playing cards has been produced with the cooperation of the whole community of Sawara.



Iroha Karuta Game Competition

How to use the Sawara Iroha Karuta Playing Card Map



You can use the handy map to explore the landscape of Sawara.



You can walk through the streets, comparing the explanation on a letter card with its real image.



You can get in-depth information about the spots if you download the QR code to your cell-phone.



On the Web site, you can view how the study of Sawara was done by Tokyo Jōhō University.



Study Introduction

Tokyo Jōhō University: Yasuoka Hiroshi Laboratory

Tokyo Jōhō University: Jong Geol Park

Tokyo Jōhō University: Ippai Harada

The website of study at Tokyo Jōhō University
http://www.t-net.co.jp/irohakaruta/

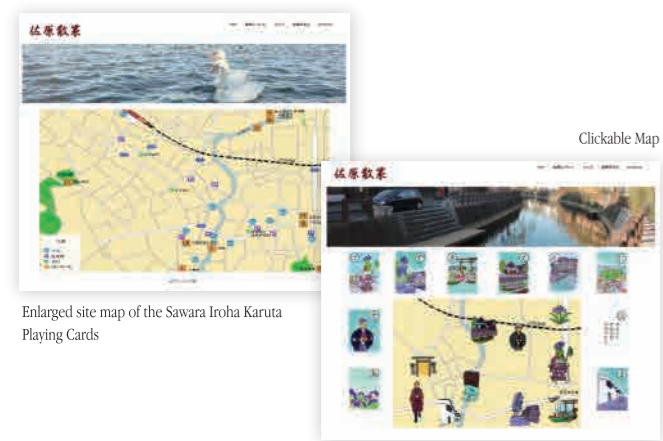
Tokyo Jōhō University: Kevin Short

Why we created the 'Sawara Iroha Karuta Playing Cards' website.

As a part of the joint study project by Katori City and our university, we have set up the 'Sawara Iroha Karuta Playing Cards' website which was published by the Sawara Chamber of Commerce Industry with the support of Katori City. The aim of its publication is to pass on the history of Sawara to future generations.

Anyone who sees the website will feel like visiting Sawara; this was why it was made. We built the site to make it easy to browse the content by using a tablet or a PC.

When you click on the QR code on the playing card, you can see the animated display of the picture card and its location. (<http://ns.fash.tuis.ac.jp/sawara2/>)

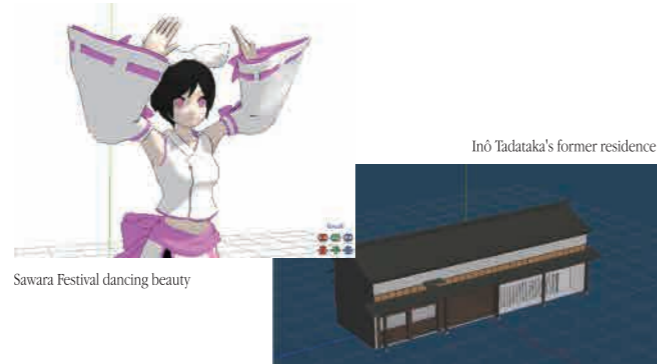


AR (Augmented Reality) Touring Map

With the increase of smartphones and tablets, the transmission of information from local districts has become easier than ever. The ways of transmitting information have changed from paper media into a digital one by using digital devices.

However, most of the digital information is from paper media which has simply been digitalized. Even today, digital devices have not been used to their full potential. So we have converted 2D information from the sightseeing map into 3D information in AR (Augmented Reality).

Katori City has preserved the historic structures of the Edo era such as Inō Tadataka's former residence and other buildings. You can get information displayed in 3D with the aid of a digital device.



The making of an attractive map by using Sawara Iroha Karuta Playing Cards

The locations of 37 spots, related to 47 playing cards, are displayed in latitude and longitude on the satellite image (Fig.1).

These data images (GeoEye-1, taken on Oct 26, 2011, spatial resolution of 0.5m) were provided by Japan Space Imaging Corporation.

The basic data on roads, railway-lines and the railway stations comes from GIS data, digital map 2500 (Kokudo-chiri-in (Geospatial Information Authority of Japan)).

In addition, you can explore the natural observation course through the forest of Katori-jingū and the rural scenes in about one hour and a half on foot (Fig.2).



The mapping of Sawara attractive spots (Analogue & Digital)

Tokyo Jōhō University and Katori City signed a regional partnership agreement in November 2012 and are now advancing projects such as the development of town making, content for information transmission, the practical use of map information, and so on.

The Institute of Comprehensive Information in our university has set up a regional partnership project called 'Sawara attractive mapping (analogue and digital versions)'. As one of these projects, we have created the Illustrated Walking Map of 'the Power Spots of Northern Chiba: The forest of Katori-jingū' in order to introduce attractive sightseeing spots of Sawara.

In 2012, we completed 'the Natural Observation Map of the Forest of Katori-jingū'.



Three Gems of Sawara

Festivals



Sawara Grand Float Festivals are held twice a year. The Yasaka-Shrine Gion Festival is held in July and the Suwa-Shrine Autumn Festival in October.

These energetic festivals have been continuing for over 300 years and are designated as Important Intangible Folk Cultural Property. Ten festival floats in summer and fourteen in fall move elegantly and gorgeously through the streets with nostalgic festival music played by a band of musicians sitting on the floats.

The town

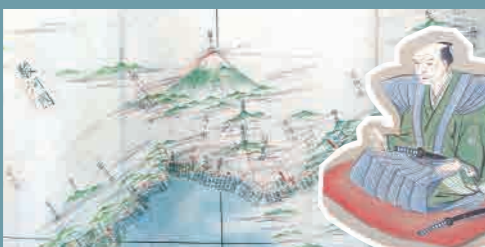


In the Edo era, the shops and warehouses stood along the Ono River and Katori Kaidō (street).

Even today, we can still see the historic shop buildings and warehouses which have been preserved for a long time. In 1996, this area was nationally-designated as an Important Preservation District for Groups of Traditional Buildings.

Most of the shops have been passed down to the present time since the Edo era and they still sell the same kinds of items as their forefathers did 100 years ago. That is why Sawara is called 'a living historic town.'

Inō Tadataka



Inō Tadataka was the first to complete accurate maps of Japan by surveying the land and observing the planets. At the age of 17, he came to Sawara village to be adopted into a wealthy merchant family. The family served as the headman of the village for generations. During the time of busy trade business, Tadataka bought books on astronomy, calendar making and scientific subjects. At 50, he went over to Edo (Tokyo) to further his studies.

At 55, he started surveying the land and for 17 years walked all over Japan to complete accurate maps of Japan. The distance of his walking tours totaled about 35,000 km, about the circumference of the Earth.

The Sawara Gourmet Map

01 UNAGI HASEGAWA (Eel restaurant) Established in 1831. This rich and simple tasting sauce (tare) goes well with grilled eels. You can enjoy it with delicious rice boiled with water which is used to make 'sake.' 584 Sawara ☎0478-54-3011 Closed on Wednesdays	10 SUMOTO (Japanese restaurant) Established in the Edo era, this grand-style restaurant features traditional Japanese food using selected local ingredients. You can enjoy a real traditional Japanese dish. 521 Sawara ☎0478-54-2217 Closed irregularly	19 OGI (Western food restaurant) They use finely selected local rice (Koshihikari) and home-made bread crumbs for frying. You can enjoy delicious western-style dishes made with fresh and safe ingredients. 3-11-4 Sawara kita ☎0478-54-5252 Closed on Sundays
02 YAMADA UNAGI (Eel restaurant) Delicious eels grilled on special charcoal, with the rich taste of sauce (tare). They have kept the original recipe for 300 years. 457 Sawara ☎0478-52-4375 Closed on Mondays (The following day if it is a national holiday)	11 TENSEI (Tempura restaurant) This restaurant serves Tempura fried in special blended oil. Tempura of shrimps and local vegetables go well with cha-soba (green tea soba). You can enjoy quality Tempura in Sawara. 469 Sawara ☎0478-52-2422 Closed on Mondays	20 ROTISSERIE KITTEI (Buffet-style restaurant) The chef's theme is 'local products for local consumption.' The restaurants offers on-all-you-can-eat buffet. You can enjoy various kinds of dishes (Japanese, Chinese and western). 4748 in the grounds of NTT Sawara ☎0478-55-0800 Closed on Wednesdays
03 ASŌ-YA (Japanese restaurant) It was established in 1832 as a wholesaler of freshwater fish. You can enjoy plain grilled eel on hot cooked rice (shira-yaki-don) with original spices. Also, you can eat it as chazuke (with hot green tea poured over rice). 3400 Sawara ☎0478-79-0508 Open through year	12 CHIYOFUKU (Japanese restaurant) This sophisticated warehouse-style restaurant has particular ways of serving. They offer a special lunch box called 'Gozen.' They want you to feel 'each season.' 1720-1 Sawara ☎0478-52-1611 Closed on Mondays	21 WORDSWORTH (Italian restaurant) This riverside Italian restaurant has outside seating. They serve a reasonable lunch menu. You can select a variety of Italian dishes. 491-1 Sawara ☎0478-50-0202 Closed on Wednesdays
04 KOBORIYA HONTEN (Soba restaurant) For generations, this restaurant has preserved a picture scroll of secrets in which the way of making 'Kuro-kiri soba' is explained. The black color of soba is made with powdered sea-hemp (konbu) from Hokkaidō. You can enjoy 'Kuro-kiri soba' only here. 505 Sawara ☎0478-52-4128 Closed on Wednesdays	13 CHŪKEI JAYA (Restaurant) The most popular dish is a bowl of rice with tempura and udon or soba (cold or hot). 60 people can be seated. A special lunch box called 'Goyōbento' is provided for group tours. 1903 Sawara ☎0478-52-4362 Closed on Mondays	22 RISTRANTE CARSA ALBERATA (Italian restaurant) It is located on the west side of the Ono River. You can enjoy real Italian dishes overlooking a beautiful Japanese garden. Reservation is essential for dinner. It will remain closed if there is no reservation on the day by 6 pm. 1727 Sawara ☎0478-79-9422 Closed on Mondays (On Tuesdays irregularly)
05 MATSUYA (Soba restaurant) This restaurant uses soba flour from Hokkaidō. You can enjoy it with delicious soup dip (tsuyu) sauce, and grated hot radish (karami daikon). 389 Sawara ☎0478-52-2224 Closed on Mondays	14 SŌMA (Japanese restaurant) The chef was awarded 'the best artisan of the present day' and 'Ōjū Honors.' They serve Japanese dishes using local products. They are proud of keeping the traditional style of Japanese food. 494 Sawara ☎0478-54-3665 Closed on Mondays	23 LAQUE (Cafe restaurant) The speciality is a Manzōku-lunch course. Handmade soba, udon and pasta courses can also be chosen. Plenty of dishes are on the menu for all customers. Bread and baked confectionaries are also recommended. 2895-1 Sawara ☎0478-54-1135 Closed on Mondays
06 KATORIYA HONTEN (Sushi restaurant) The chef, a former fish wholesaler, makes sushi with fresh ingredients and fish selected by himself. They use a brand-famous local rice (Tako-mai) loved by a lot of people. Good sushi (a reasonable price) will make you satisfied. 525 Sawara ☎0478-52-5141 Closed on Tuesdays	15 OKEMATSU (Japanese restaurant) Established in 1912. They are particular about rice, eggs, pork and other ingredients. This restaurant has been traditionally famous for katsudon for over 100 years. 525 Sawara ☎0478-52-3188 Closed on Wednesdays	24 JIMAN-YAKI HONPO (Japanese sweets shop) Various kinds of ice cream, which is not very sweet, will be liked by both adults and kids. The original taste and flavor of sweet potato is loved by everyone. Or this shop sells well-known sweet potato confectionery. 460-1 Sawara ☎0478-52-3252 Closed on Wednesdays
07 TAKARA ZUSHI (Sushi restaurant) They are proud of making traditional Edo-style sushi with fresh ingredients such as cooked gourd shavings, kohacha and anago. Rice is cooked on special charcoal. The leaves called Baran for food decoration are real bamboo leaves. Enjoy kind hospitality in the traditional ways of Sawara. 521 Sawara ☎0478-52-3570 Open through year	16 TŌYŌKEN (Western food restaurant) Established in 1926. Their speciality is crisp fried shrimp with a splendid taste using special bread crumbs. You can enjoy the popular taste loved by the locals. 593 Sawara ☎0478-52-9141 Closed on Mondays	25 DONDON (Ice cream stand) Original gelato using locally-brewed soy sauce. They also have a variety of ice cream. You will be amazed to find a good compatibility between sweets and soy sauce. In Kimera Parking Lot (Sawara) ☎0478-52-9313 Open through year
08 TSUNA ZUSHI (Sushi restaurant) Nigiri and Makimono using local rice is served on one plate. You can enjoy Edomae Zushi with seasonal ingredients and homemade Tanagayaki (Japanese rolled omelet). 2553-10 Sawara ☎0478-52-6868 Closed on Tuesdays and Wednesdays	17 AUBERGE DE MANOIR KITTEI (French restaurant) They serve French, Japanese, Chinese and Italian food for all occasions. 789-2 Sawara ☎0478-55-0350 Closed on Mondays	26 SAKASHITA (Cafe restaurant) You can enjoy hot rice-dumplings (dango) using Koshihikari rice with healthy green tea and other Japanese sweets and drinks. Enjoy our freshly made dango. 504 Sawara ☎0478-52-2588 Closed Irregularly
09 DAIKOKU ZUSHI (Sushi restaurant) They use brand-famous rice (Tako-mai), fresh fish and other carefully selected ingredients and are very proud of their seasoning. 3-11-19 Sawara-kita ☎0478-54-6673 Closed on Tuesdays	18 MOUGINS (French restaurant) You can enjoy real French dishes in a calm and restful space. This restaurant was renovated from a Japanese traditional warehouse. The fatty Kinokuni (Red fish) from Choshi and sweet cabbage are on a plate. The green space using fresh herbs brings out the flavor of the ingredients. 3403-2 Sawara ☎0478-52-2466 Closed on Tuesdays	

Please turn over the map to find the exact location of the eating places marked with the numbers 1-26.

