

## Insight column

### Hongyo Tiles

In Seto, the production of pottery started in the second half of the 10th century, while the production of porcelain started at the beginning of the 19th century. This is the reason why pottery ware is called *hongyo*, which means "initial work" and porcelain ware is called *shinsei*, which means "new work" in Japanese. Therefore, hongyo tiles mean tiles made from pottery.

At the end of the Edo Period (1603-1868), the demand for tiles increased due to the construction of buildings in areas where foreigners were residing. Seto was the city that responded the most rapidly to that demand. Craftspeople in the city introduced new techniques and produced tiles with innovative designs. That is why hongyo tiles are known as the first mass-produced tiles in modern Japan.



## Seto, the pottery capital with more than 1000 years of history

Seto City in Aichi Prefecture is located at approximately 20 km to the north east of Nagoya. Surrounded by hills of 100 to 300 meters high, the city enjoys a warm climate.

Thanks to the rich and high-quality clay material available in the region, the ceramics produced in the city have become well-known not only in Japan, but also internationally under the name "Setomono". Seto could prosper as the city of pottery because the first potters were open-minded and succeeded in assimilating new techniques and cultural elements.

The history, traditions, and culture inherited from these first craftspeople, as well as the rich nature of the region, can still be seen clearly in Seto.

### By train

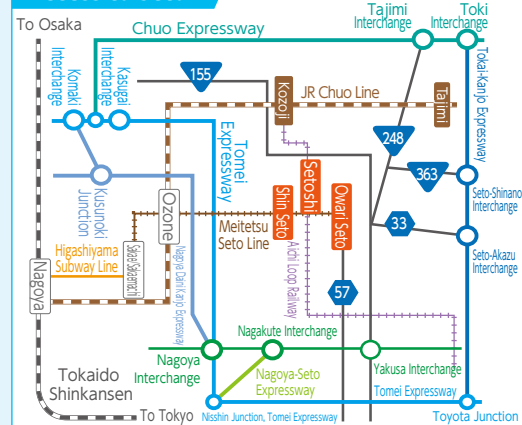


From Kozoji or Okazaki, use Aichi Loop Railway, get off at Setoshi Station, and then take the Meitetsu Seto Line.

### By car

- Approx. 10 min. from Seto-Akazu interchange on Tokai-Kanjo Expressway
- Approx. 15 min. from Seto-Shinano interchange on Tokai-Kanjo Expressway
- Approx. 15 min. from Nagakute interchange on Nagoya-Seto Expressway (by the Nishin Junction on Tomei Expressway)

### Access to Seto



### Contact

Cultural Affairs Division, Seto City  
TEL:+81-561-84-1093 email:bunka@city.seto.lg.jp  
113-3, Nishiibara-cho, Seto City,  
Aichi Prefecture 489-0884  
(Inside Seto City Cultural Center)



Supported by the Agency for Cultural Affairs, Government of Japan in the fiscal 2018.

## Map of Seto City of Japan Heritage



### Thematic Guide 4

## Tour of Kamagaki walls in Hora

