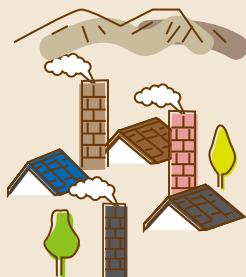


Insight column

「If you don't go to Seto, where would you go?」

In the modern times, following the use of coal kilns in Seto, the city was covered by a sea of stacks and a black smoke that colored even the sparrows black. The water of the Seto River clouded with clay was seen as evidence of the prosperity of the ceramics industry of Seto. During this period, with the division of labor, the ceramics industry of Seto consisted of a variety of workers, such as wheel turners, painters, and firers, but also *moroshu*, who were people in charge of odd jobs. Lots of people were coming to Seto looking for a job. The phrase "If you don't go to Seto, where would you go?", which means "if you go to Seto you will certainly find a way to earn your living", comes from that period where Seto was flourishing and full of life.

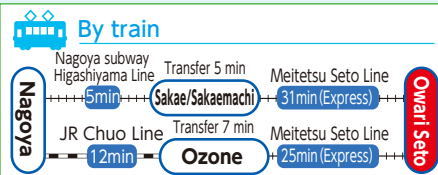


Seto, the pottery capital with more than 1000 years of history

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.

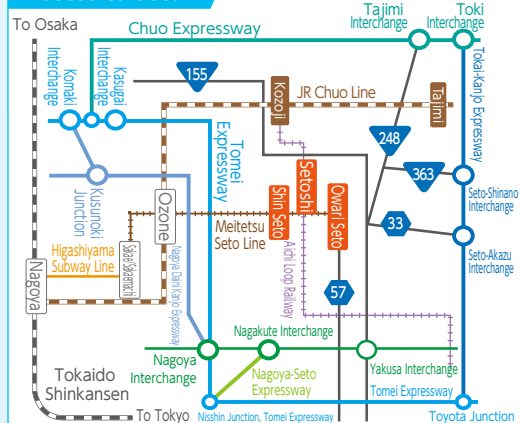
The history, traditions, and culture inherited from these first craftspeople, as well as the rich nature of the region, can still be seen clearly in Seto.



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

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(Inside Seto City Cultural Center)



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Map of Seto, City of Japan Heritage

Tour of historical buildings

