

A stroll around Seto and various sights

Ginza-dori Shopping Street

The origins of Ginza Street date back to around 1887, when merchant houses began to line the area as the front town of Fukagawa Shrine. Following the Aichi Expo (World Expo 2005), there was a surge in efforts to revitalize the shopping district, with students, artists, and NPOs actively participating in town development. The area has seen an increase in restaurants, galleries, and pottery shops, and in recent years, many young entrepreneurs have opened new businesses here.



Chuo-dori Shopping Street

A lively shopping street where you can feel the history and culture of the "Town of Pottery." Along both sides of the Seto River, which flows through the center of Seto City, you'll find shops selling Seto ware, banks, and various retail stores, making it a thriving hub of the city. The pottery shops are full of hidden treasures, offering a wide range of items from household dishes to restaurant tableware. It's a convenient shopping district where you can enjoy strolling and shopping around.



Seto Suehirocho Shopping Street

In 1897, Matsubara, a horseshoe maker (later known as Matsuchiyo-kan), established seven shops and named the area Suehirocho, which remains today. The shopping district's catchphrase is "Kura-shi Tsutawaru, Kokoro Tsunagaru" (Connecting Lives, Connecting Hearts). The area is home to a variety of businesses, primarily focused on daily necessities, and plays an important role in supporting the everyday lives of local residents.



Miyamae Underground Mall

Located on the approach to Fukagawa Shrine, this retro shopping street appears underground from the nearby park—hence its name. With shops offering local favorites like eel and Seto yakisoba, it captures the nostalgic charm of Seto, the town of artisans.



Pottery Bridges

Bridges over the Seto River are decorated with Seto ware. Miyamae Bridge shows Edo-era potters in blue-and-white, Miyawaki Bridge features zodiac signs on yellow Seto ceramics, and Kinen Bridge stands out with a flame-shaped monument. Each bridge offers its own unique charm.



Lucky Cat Hunt

Designed by Atsuko Nishida, the artist behind Pikachu and many other popular Pokémon, 29 adorable lucky cat statues are waiting to meet you throughout the town. See if you can find where these charming cats are hiding!



Instagrammable Spots

Capture nostalgic shopping streets, Seto ware bridges and walls, sunsets over the Seto River, fences made from old kiln tools, and tributes to local shogi star Sota Fujii. Take your camera and explore!



Kamagaki no Komichi

"Kamagaki" are walls made by stacking kiln tools, a unique sight found only in Seto. This 400-meter winding alley with gentle slopes is lined with traditional pottery homes. Nearby kilns and galleries let you enjoy the charming pottery town atmosphere.



Fukagawa Shrine

Founded in 771, Fukagawa Shrine is the guardian deity of Seto. According to legend, pottery founder Tōshirō was guided here to discover fine clay and later dedicated a ceramic guardian dog, now an Important Cultural Property. The shrine also houses Suehikōsha Shrine, which honors Tōshirō, and hosts the annual Tōsō Festival every April.



Pokémon Utility Hole Covers "Poké Lids"

Donated by The Pokémon Company, this unique utility hole cover featuring Torracat and Magmar is located in front of Seto-gura. It is also a Pokéstop where you can collect items in Pokémon GO.

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Information

◆Tourist Association

1F, SETO-GURA, 1-1, Kurasyo-cho

◆Tourist information center

1F, Parti Seto, 45, Sakaemachi



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