

美濃市

Mino city, Gifu Prefecture

The historic town of clear streams and washi paper.



Mino City, nestled in the heart of Gifu Prefecture, is a charming town of approximately 20,000 people. Once a bustling hub, its clear rivers – the Nagara and Itadori – flowing from the surrounding mountains, historically brought a wealth of people and culture to the area. Today, our well-preserved traditional streets beautifully blend daily life with Edo-period charm, inviting you to step back in time.



Minomachi

The heart of Mino City retains the vestiges of a **castle town** established during the Edo period by Kanamori Nagachika, Lord of Takayama. This charming area, locally known as "**Minomachi**," is lined with traditional buildings that evoke a palpable sense of history. Thanks to a river port on the Nagara River, which facilitated the exchange of numerous goods, Minomachi flourished. It was especially prosperous due to **paper merchants** selling washi produced in the paper-making villages, and **paper material merchants** who supplied raw materials to these production centers.



Along the Itadori River, a tributary of the pristine Nagara River, the rich abundance of high-quality **kozo (mulberry)** – the primary raw material for washi – combined with the blessing of pure, gushing spring water, has fostered papermaking traditions for centuries. This legacy spans over 1,300 years, establishing **Mino Washi** as one of Japan's three great washi papers.

Mino Washi is celebrated for its **remarkable thinness, even texture, and delicate softness, yet it's incredibly durable.** Historically used in traditional crafts like mounting and Japanese umbrellas, today its versatility shines in lighting fixtures, small goods, and even the restoration of artwork. In Mino, the ancient art, culture, and beauty of hand-papermaking are meticulously passed down daily from seasoned artisans to the next generation.

世界遺産の
あるまち
美濃市



Mino City

A Town of World Heritage.

The Handcrafting of Honminoshi Paper
A UNESCO Intangible Cultural Heritage.



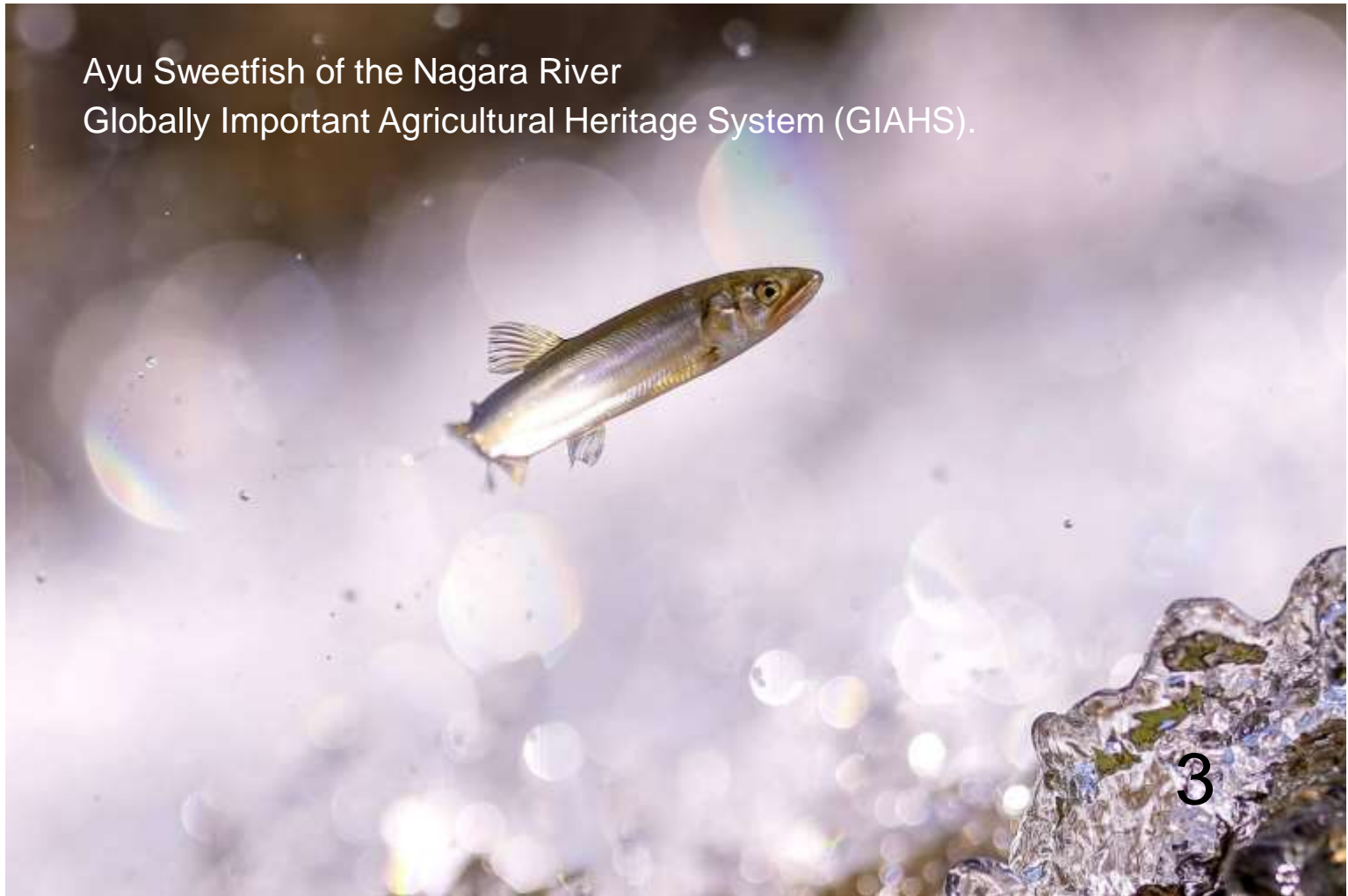
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Sodai Waterway
A World Heritage Irrigation Facility.

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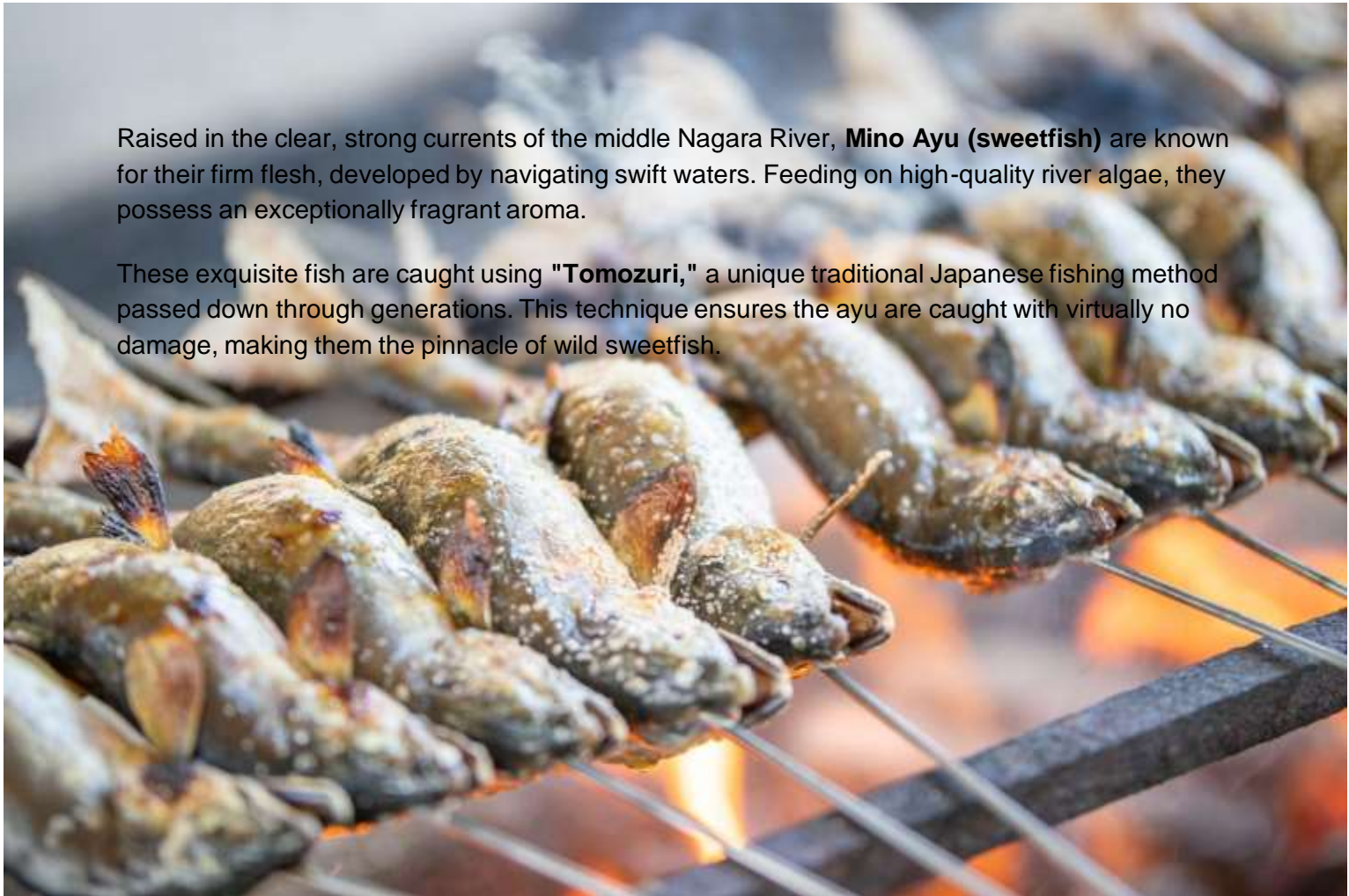
Ayu Sweetfish of the Nagara River
Globally Important Agricultural Heritage System (GIAHS).



3

Raised in the clear, strong currents of the middle Nagara River, **Mino Ayu (sweetfish)** are known for their firm flesh, developed by navigating swift waters. Feeding on high-quality river algae, they possess an exceptionally fragrant aroma.

These exquisite fish are caught using "**Tomozuri**," a unique traditional Japanese fishing method passed down through generations. This technique ensures the ayu are caught with virtually no damage, making them the pinnacle of wild sweetfish.



Mino City: Home to Three World Heritages.

1. Honminoshi Hand-Papermaking: A UNESCO Intangible Cultural Heritage

Honminoshi (Hon-Mino-shi), considered the pinnacle of Mino Washi, was inscribed as a **UNESCO Intangible Cultural Heritage** in 2014, as part of "Washi: Traditional Japanese Hand-Papermaking Technology," alongside Sekishu-Banshi (Shimane Prefecture) and Hosokawashi (Saitama Prefecture).

Honminoshi is characterized by its **soft, delicate texture coupled with remarkable durability**, a testament to its unique and sophisticated hand-papermaking techniques.

2. Sodai Waterway: A World Heritage Irrigation Facility

The **Sodai Waterway** was designated a **World Heritage Irrigation Facility** in 2015. This recognition was largely due to its remarkable 350-year contribution to agricultural development and its unique history as a rare irrigation system in Japan, built by farmers themselves during the Edo period.

Utilizing the pristine waters of the Nagara River, this waterway continues to irrigate surrounding fields and farmlands even today.

3. Ayu Sweetfish of the Clear Nagara River: A Globally Important Agricultural Heritage System (GIAHS)

The Nagara River, despite flowing through urban areas with a basin population of approximately 860,000, maintains its pristine clarity thanks to the diligent efforts of the communities living along its banks. This pure environment allows the iconic **Ayu sweetfish** to thrive.

The clear waters and the Ayu are deeply intertwined with the region's economy, history, cuisine, and culture. A unique characteristic of this region is the understanding of the entire river system—encompassing human life, the aquatic environment, and fishery resources—as the **"Nagara River System."** This holistic relationship was highly commended, leading to the designation of the Ayu sweetfish of the clear Nagara River as a **Globally Important Agricultural Heritage System (GIAHS)** in 2015.

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Sight

Mino Washi Akari Art Exhibition



Oyada Shrine Maple Valley





Mino Festival

Mino Washi Akari Art Exhibition



Mino Washi Akari Art Exhibition:

The **Mino Washi Akari Art Exhibition** is a major annual event for Mino City, now in its 32nd year. It aims to revitalize and promote the brand of **Mino Washi**, a traditional Japanese paper with a proud history of approximately 1,300 years.

This Year's Schedule: October 12 (Sunday) - November 30 (Sunday), 2025

The beautiful exhibits are displayed within acrylic cases, ensuring they can be enjoyed even in rainy weather.

Oyada Shrine Maple Valley



Oyada Shrine Maple Valley: The area around **Oyada Shrine** is a rare cluster of **wild maple (yamamomiji)** trees, renowned as one of the finest spots for autumn leaves in the Mino region, even earning the nickname "**Mino Sanzan**" (Three Mountains of Mino). You can also enjoy handmade **Goheimochi** (grilled rice cakes with miso paste) sold by locals, which are a popular, nostalgic treat.

This Year's Schedule: Mid-November to early December, 2025

The peak viewing period is typically around November 20th each year.

Mino Festival



Mino Festival: The **Mino Festival** is a major spring event held as the annual festival of Hachiman Shrine. The first day features "**Hana Mikoshi**," portable shrines adorned with washi paper flowers resembling cherry blossoms, and "**Nagashi Niwaka**," impromptu comedic street performances. On the second day, you can witness magnificent and ornate **Yama (floats)** and lively **Nerimono (processions)**.

Annual Schedule: The second Saturday of April and the following day.

Please note that dates may be subject to change due to various circumstances.



Imai House and Mino History Museum.



Mino Washi Akari Art Museum

Historic Streetscape Tourist Facilities



Imai House and Mino History Museum : Step back in time at the **Former Imai House**, the grand residence of a wealthy merchant family who prospered from the paper wholesale business. You can still see the dignified atmosphere of their shop, with the **ledger chest** and **brazier** prominently displayed in the accounting room. Discover the delightful **tea room** and **garden**, designed for entertaining guests, offering a glimpse into the elegant lifestyle of that era.

Admission & Hours Admission: 300 yen for adults

Operating Hours: April - September: 9:00 AM - 4:30 PM October - March: 9:00 AM - 4:00 PM

Closed: Tuesdays from December to February (if Tuesday is a public holiday, closed the following day) The day after a public holiday Year-end and New Year holidays **Phone:** 0575-33-0021



Mino Washi Akari Art Museum The **Mino Washi Akari Art Museum** is where you can admire the award-winning pieces from the annual **Mino Washi Akari Art Exhibition**, held every autumn. It features a collection of illuminated art created with Mino Washi paper, gathered from all over Japan over the past 30 years.

On the first floor, you'll also find a shop offering **washi paper products** and **souvenirs from Mino City**.

Admission & Hours Admission: 200 yen for adults

Operating Hours: April - September: 9:00 AM - 4:30 PM, October - March: 9:00 AM - 4:00 PM

Closed: Tuesdays from December to February (if Tuesday is a public holiday, closed the following day), The day after a public holiday, Year-end and New Year holidays **Phone:** 0575-33-3772

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Food



Nagara River Ayu

Kappo Asadaya **Kappo Asadaya** is a renowned Japanese restaurant specializing in **Ayu (sweetfish) cuisine** and **Kaiseki (traditional multi-course) meals**. Established in the Taisho era (1919), this long-standing establishment offers a refined dining experience under its elegant *mukuri-yane* (gabled roof) architecture. Guests can savor a variety of dishes crafted from **fresh, seasonal ingredients** sourced locally. Its prime location within the "**Udatsu Wall Historical District**" means you can easily drop by without needing to travel far from the main sightseeing area.

Details **Cuisine:** Japanese, Ayu (Sweetfish), Kaiseki **Access:** Central Mino City **Seating Capacity:** Up to 45 guests



Hyorokuen **Hyorokuen** is a Japanese restaurant specializing in **Ayu (sweetfish) cuisine** and **Kaiseki (traditional multi-course) meals**.

Enjoy seasonal Japanese dishes while overlooking the clear waters of the Itadori River flowing below. In summer, savor exquisite Ayu dishes, while autumn brings delightful mushroom dishes and *kamameshi* (rice cooked in a pot). Their meticulously prepared **Ayu no Kanroni** (sweet simmered ayu) is also a highly acclaimed specialty.

Details **Cuisine:** Japanese, Ayu (Sweetfish), Kaiseki **Access:** Approximately a 10-minute drive from central Mino City **Seating Capacity:** Up to 70 guests (large bus parking available)







NIPPONIA Mino Merchant Town



Fairfield by Marriott Gifu Mino

Facility Details

Facility Name	Facilities and Amenities	Number of rooms	To the historic district (m)	Room size (m ²)	Dining Area	Bathtub
NIPPONIA Mino Merchant Town		10	0m	Depends on rooms	X	O
Fairfield by Marriott Gifu Mino		55	850m	25m ²	X	X

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Feel

Washi Town Experience Plans



Washi Korokoro Crafting Experience (Ishikawa Paper Co.)



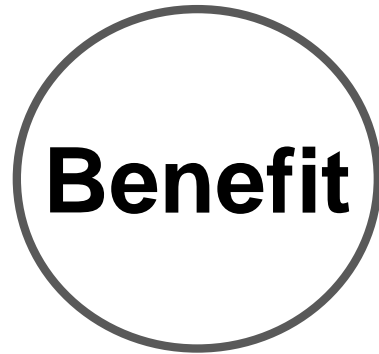
Mino Washi Paper Making Experience (Mino Washi no Sato Kaikan)



Apprentice-Style Washi Making Experience with a Master Artisan

Experience Plans: Immerse Yourself in the Art of Mino Washi

Facilities Facility Name	Duration	Capacity	Price	Reservation	To the historic district
Washi Korokoro Crafting Experience (Ishikawa Paper Co.)	30min	40pax	¥ 1100~	Necessary	0m
Mino Washi Paper Making Experience (Mino Washi no Sato Kaikan)	1h	40pax	¥ 500~	Necessary	10Km

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Benefit

Food Crawl Coupon



Enjoy your choice of up to 3 items from 8 pre-selected shops!

- **Price:** ¥550 (tax included) per person
- **Reservations:** Advance booking required.
- **To Book:** Please contact the Mino City Tourism Association.
 - **Phone:** +81 (0)575-35-3660



Townscape Volunteer Guide

Discover the charm of Mino's historic **Udatsu Wall Old Town** with our knowledgeable **local volunteer guides**. They're eager to share fascinating stories and insights into this beautifully preserved district.

Free

- **Conditions:**
 - Minimum group size of 10 people.
 - Admission to the Former Imai Family Residence is required (admission fees apply).
- **Booking:** Advance reservations are essential.
- **To Book:** Please contact the Former Imai Family Residence.
 - **Phone:** +81 (0)575-33-0031



We hope to see you amidst our charming streets!