



御守

Travel with
the Spirit of "Iki" and
Enjoy a Safe Journey



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*“Iki”—A Sensibility
of Japan*



In Tokyo's traditional neighborhoods known as shitamachi, there is a unique aesthetic called “iki”—acting with good sense and humility, carrying oneself with grace, and staying mindful of others yet not overly self-restrained. Discover Japan through the spirit of “iki”.



A simple “domo”
in passing is “iki”.



“Domo” is a casual Japanese greeting. Exchanging a simple “domo” or a small bow in passing is an expression of “iki”. In shitamachi, it smoothes daily interactions — and a smile makes it complete.



Leaving nothing
behind but
memories is “iki”.



Public spaces are shared treasures for both residents and visitors. Leaving nothing behind but memories reflects the spirit of “iki”—a quiet gift to those who come after you.



*A small gesture
at the entrance
is “iki”.*



In shops where you remove your shoes before stepping onto tatami seating, arranging them neatly is an expression of “iki”. It shows respect for the staff and consideration for other guests.



Sharing narrow
paths is “iki”.



The narrow alleys of shitamachi are part of everyday life for local residents.

Walking quietly at night goes without saying, but making room for others when passing is also “iki”. Sharing the street keeps it pleasant for everyone.



iki

Respecting
local people and
customs is “iki”.



Respecting local customs and culture, and valuing connections with local people are expressions of “iki”. It leads to warm encounters and a deeper feel for shitamachi life.



iki



Introducing
the Charms of
Arakawa City, Tokyo



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Discover a Unique
Shitamachi Culture



Arakawa is located in Tokyo's shitamachi—traditional neighborhoods known for their warm atmosphere and close community ties. Experience Arakawa's food, daily life, and distinctive traditions mood at your own pace.



Local Food



◆ Monja-yaki ◆

Monja-yaki is a signature local dish of Arakawa.

It has long been a local favorite. There are about 50 monja-yaki restaurants in the area, offering a wide variety of flavors to enjoy.



◆ Showa-Era Nostalgic Food ◆

While modern restaurants and stylish cafés are popular, traditional Japanese-style Chinese eateries and retro coffee shops feel right at home in shitamachi. Enjoy their unique atmosphere and classic menus.



Shopping Streets



◆ More Than 30 Shopping Streets ◆

Arakawa is home to more than 30 shopping streets that preserve the feel of shitamachi. They are filled with smiles, lively energy, and human warmth. Some of them have even appeared in TV dramas and commercials.

◆ Iconic Shopping Streets in Arakawa

- Joyful Minowa
- Ogu Ginza
- Kumano-mae Shopping Street
- Arakawa Ginza Showakai
- Arakawa Nakamachi-Dori



Specialty Streets



◆ Nippori Fabric Town ◆

Nippori Fabric Town is a street near the south exit of Nippori Station. With its wide range of goods, the street has always attracted apparel shoppers, cosplay enthusiasts, and DIY hobbyists. Events and contests are also held to inspire creativity and nurture future talent.



Drinks



◆ Bar Hopping ◆

“Hashigo-zake,” or bar hopping, is a Japanese drinking tradition that dates back to the Edo era. Visit multiple bars to enjoy a variety of foods and drinks.

To savor the evening without spoiling the moment, drinking in moderation is part of the spirit of “iki”.



Enjoy
Your Visit!



We hope this brochure helps you enjoy your visit to Arakawa. Take a photo with this brochure, just like the pose shown here, and share it on social media with #discoverarakawa



Find out more about Arakawa's charm below.

Instagram



Arakawa Tanbo



ArakawAmazing!



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