

Press release

Special exhibition :

## Hokusai and the Gourmets of Great Edo

20 November – 20 January 2019

The Sumida Hokusai Museum



Katsushika Hokusai *Monkfish* (1 term)

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Tokyo, Japan...The Sumida Hokusai Museum is pleased to present “Hokusai and the Gourmets of Great Edo,” on view from November 20 to January 20, 2019. The exhibition will focus on the food culture of Edo period.

Our Hokusai and the Gourmets of Great Edo exhibition is being held just five years after Washoku, the traditional dietary culture of the Japanese, was recognized as a UNESCO Intangible Cultural Heritage. The act of eating can be seen as a biological necessity for sustaining life. As a cultural activity, however, the nature of eating, of food and cuisine, reveals the distinctive qualities of each society. For Washoku, those characteristics include respecting the flavors intrinsic to ingredients and valuing seasonal differences. Japan’s food culture is, as its UNESCO status signifies, attracting intense interest from throughout the world.

The roots of that Washoku culture line in the Edo period. During two and a half centuries of peace, agriculture and fishing made great strides, the economy grew and became more complex, and, thanks to socio-economic advancement, people achieved a level of affluence that enabled them to enjoy dining as a source of pleasure. The Edo gourmet was born. Even Katsushika Hokusai, who was dedicatedly focused on his art throughout his long life, is known to have enjoyed eating sweets. Hokusai also created lively depictions of foods in Edo and of people enjoying eating them.

The exhibition is organized, in fact, with the flow of food, from farm and ocean to table, in mind. We hope you’ll enjoy every morsel of this Great Edo gourmet experience. Bon appetit!

## Exhibition Structure

### **Section 1 The Context Behind the Edo Gourmet**

focuses on work by Hokusai and his pupils introducing people working to produce food, the context behind the birth of the Edo gourmet.

### **Section 2 Edo Ingredients**

we offer the ingredients used in Edo cooking, depicted in delicate detail, for your delectation.

### **Section 3 An Edo Cookbook**

focuses on how to cook those ingredients.

### **Section 4 Popular Dishes in Edo**

we offer everything from fast food just right for the impatient Edokko to gourmet dishes to savor in each season to fine restaurants that were admired for their confectionary—a full course of popular gourmet cuisine.

## News!!

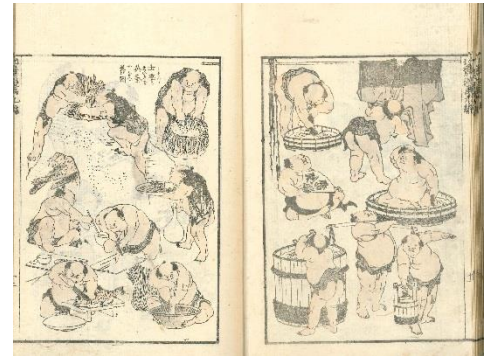
Related to this exhibition, we are processing the delicious project which visitors can eat the reproducing food of the Edo period and sweets arranged in contemporary taste at the cafes near from the museum.

We will keep you posted on the website.



Images of reproducing food of edo period. ↑ Limited Lunch box directed by Ayako Ehara (professor Edo food culture) will be offered at ORI CAFE

## Images



Katsushika Hokusai *The Rank and File Recharge Their Energy Sketches by Hokusai vol.9* (All term)



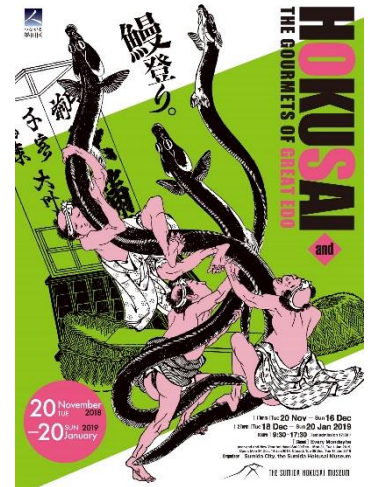
Utagawa Kunisada *The Pine Trees at Atake*, from the series *Women in Plaid as Benkei* collection: Ajinomoto Foundation for dietary culture (1 term)



*Eggs Made of Tofu (replica)* Collection: Tokyo Kasei Gakuin University (All term)

## Exhibition Overview

- ◆ **Exhibition title:** Hokusai and the Gourmets of Great Edo
- ◆ **Term :** 20 November -20 January 2019
  - \*1 term: Tue 20 Nov - Sun 16 Dec
  - \*2 term: Tue 18 Dec – Sun 20 Jan 2019
- \* Closed: Every Monday, The year-end and New Year holidays (Sat 29 Dec – Mon 31, Tue 1 Jan 2019)
- Open: Mon 24 Dec, 14 Jan 2019, Closed: Tue 25 Dec, Tue 15 Jan 2019



◆ **Organizer :** Sumida City the Sumida Hokusai Museum

◆ **Contact :** The Sumida Hokusai Museum

◆ **Admission Fees :** This ticket allow to see AURORA (Permanent exhibition room)  
 Adults ¥1000 (800) HS University Students ¥700 (560)  
 JHS Students ¥300(240) 65 and over ¥700 (560)  
 Disabled peoples ¥300 (240) ※ ( ) means group Fee

\*Group admission applies to 20 or more paying adults.

\*Students in elementary school and younger are admitted discount of charge

\*Junior high school, high school, and university students (including technical college, vocational school, and special training college students) will be requested to show student ID.

\*Adults 65 and over will be requested to show a document verifying age.

\*Persons with a certificate such as the following plus one accompanying person are admitted free of charge: physical disability, intellectual disability, rehabilitation, mentally handicapped health and welfare, atomic bomb victim health notebook, etc.

(Please show your certificate at time of admission.)

\*Use of these tickets is limited to the day on which the exhibition is visited, and allow you to see AURORA (Permanent exhibition room), too

【The Sumida Hokusai Museum】

**Hour :** 9:30-17:30 (Last admission 17:00)

**Closed :** Every Monday

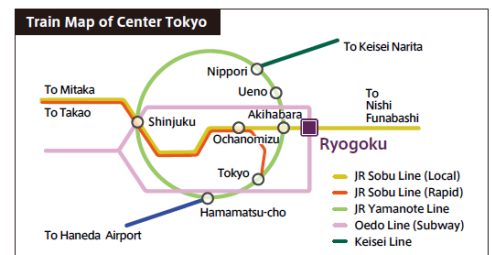
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**Tel :** 03-5777-8600 (Hello Dial)

**Official web site:** <http://hokusai-museum.jp/>

**Official Twitter :** <http://twitter.com/HokusaiMuseum/>

**Official FB :** <http://www.facebook.com/THE.SUMIDA.HOKUSAI.MUSEUM/>



5-minutes walk from the Toei Oedo Line Ryogoku Station A3 exit  
 9-minutes walk from JR Ryogoku Station East exit

