The joy of seeing, knowing, and creating real beauty – a brand of excitement and enjoyment that only Noritake provides.

Welcome Center
Open 10:00 AM – 6:00 PM
Learn about the history of Noritake along with the technologies and products developed at a manufacturing showroom.

Craft Center
Open 10:00 AM – 6:00 PM
Follow the firing process used to create bone china body from original mold production to glaze firing.

Craft Center 2F
Display showsNoritake
Create your own porcelain pieces. Place your hand over the screen to see videos. (Approx. 2 minutes long)

Technology Forum
Learn about Noritake’s historical and technological achievements, including colorful, exquisite design ideas for enjoying a comfortable lifestyle. In the prestige area, you may detect a little of the atmosphere of those early days.

Noritake Garden Gallery
Open 10:00 AM – 6:00 PM (for the last data of each month)
Find a wonderful world of artwork,hosting personal exhibitions for renowned artists and art shows of local residents.

Red Brick Building
The Noritake history began with this plate about 1904. In 1907, the Meiji Era red brick building was constructed in 1907 and reopened in 1909. It symbolizes the history of the factory style architecture. As an art center, you may detect a little of the atmosphere of those early days.

Noritake Museum
Open 10:00 AM – 5:00 PM
See the beauty of “Old Noritake”, that continues to fascinate lovers of chinaware worldwide. The Noritake Museum displays a collection of “Old Noritake” with historical and artistic value, including colorful, exquisite design ideas for enjoying a comfortable lifestyle.

Noritake Square Nagoya Lifestyle shop
Open 10:00 AM – 6:00 PM
Create original works of art by painting whatever you want onto a snow white bone china dish or mug. Your creation will be delivered to you after firing.

China Painting Experience Corner
Open 10:00 AM – 5:00 PM
A variety of porcelains are available to learn about the history of Noritake along with the technologies and products developed in manufacturing tableware. You can leisurely browse dinner sets by Noritake and Okura Art China, as well as various interior design products, each created with care by our craftsmen.

Craft Center 3F
Comfortable living begins at the table.

Craft Center 4F
Learn about the history of Noritake through sounds and videos. Place your hand over the screen to see videos to see how the products are made. (Approx. 2 minutes long)

Technology Forum
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