







## In 1904, one plate launched Noritake's dream.

Noritake's history began with this plate about one century ago. In keeping with the founders' vision, Noritake has continued to produce tableware designed to enrich our lives. Today, the Noritake brand is loved and respected all over the world for its artistic beauty and technological prowess. Noritake's manufacturing philosophy has remained unchanged throughout the passing of the years. From the past to the future, Noritake has and will continue to offer the dream of a rich life by contributing a novel perspective on the art of living.

The Noritake Garden has been nurtured to manifest this idea for the next 100 years. We invite you to enjoy Noritake's technology, long historical tradition, and artistic essence as it continues to take form under a new vision.

This is the birthplace of Noritake's dream.

## Culture

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

### Welcome Center

MAP A

● Open 10:00 AM – 5:00 PM

Learn about the history of Noritake along with the technologies and products developed in manufacturing tableware.

#### Theater

Visitors can watch a video (approx. 7 minutes long) to learn more about the history and business of Noritake, as well as Noritake Garden.

\*Please note that the video presentation may be unavailable due to specific circumstances.



#### Noritake History Table

Learn about the history of Noritake through panels and videos. Place your hand over the plate-shaped screen to see video episodes for each time period. (Approx. 2 minutes long)



#### Technology Corner

Learn about Noritake's technologies and products, besides tableware, that are utilized in a variety of fields, including automotive, steel, electronic devices, medical, food, energy, and more.



### Noritake Garden Gallery

MAP D

● Open 10:00 AM – 6:00 PM (Open until 4:00 PM on the last days of events)  
TEL 052-562-9811

Find a wonderful world of artwork

This gallery space, full of beautiful pottery, paintings, and sculptures, is a showcase for a wide variety of artwork, hosting personal exhibitions for renowned artists and art shows of local residents.



### Craft Center

MAP B

● Open 10:00 AM – 5:00 PM  
● Admission fee  
See the last page of the pamphlet  
TEL 052-561-7114  
FAX 052-561-7276

#### Craft Center 1F

##### Body Forming Process

Follow the forming process used to create bone china body from original mold production to glaze firing.



#### Craft Center 2F

##### Decoration process

Watch as accomplished craftspeople create delicate drawings, transcriptions, and gold finishes on porcelain bodies.



#### Craft Center 2F

##### China Painting Experience Corner

Reception 10:00 AM – 4:00 PM  
Fee Starting at 2,000 yen  
(includes sales tax and charge for shipping within Japan)

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.



### Noritake Museum

MAP B

#### Craft Center 3F/4F

● 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 books.



## Historical

Breathe in the atmosphere of the early days of Western-style dinnerware in the Meiji Era red brick building.

### Red Brick Building

This brick building, the first factory of Nippon Toki Gomei Kaisha was constructed in 1904 and remained in operation until 1975. It symbolizes the history of Western-style dinnerware in Japan. As you stroll around, you may detect a little of the atmosphere of those early days.



## Commercial

Rest in the rich green forest, taste delicious food, enjoy shopping – all to make your life more relaxing.

### Noritake Square Nagoya

Lifestyle shop

MAP C

● Open 10:00 AM – 6:00 PM TEL 052-561-7290

Comfortable living begins at the table.

The lifestyle shop offers a full range of kitchen-related items and housewares in addition to Noritake tableware. A variety of food and lifestyle-related events are held in the event space, providing useful ideas for enjoying a comfortable lifestyle. In the prestige area, 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.



### Kiln Restaurant

MAP D

● Hours  
Lunch 11:30 AM – 2:30 PM  
Tea time 2:30 PM – 4:00 PM  
Dinner For reservation only  
TEL 052-561-7304  
FAX 052-561-7308

French restaurant located in "Noritake Garden"

Enjoy a relaxing moment surrounded by the seasonal scenery of the Noritake Garden with creative French Cuisine served on Noritake tableware.



### CAFE DIAMOND DAYS

MAP C

● Open 10:00 AM – 6:00 PM  
TEL 052-561-7304

Have a relaxing and gentle time with Noritake tableware

Comfortable atmosphere with sophisticatedly placed wood tables and fabrics. Perfect for a relaxing break between shopping and strolling in the Garden.

