



KURANOMACHI
NAKAMACHI
GLOBAL STEP-UP



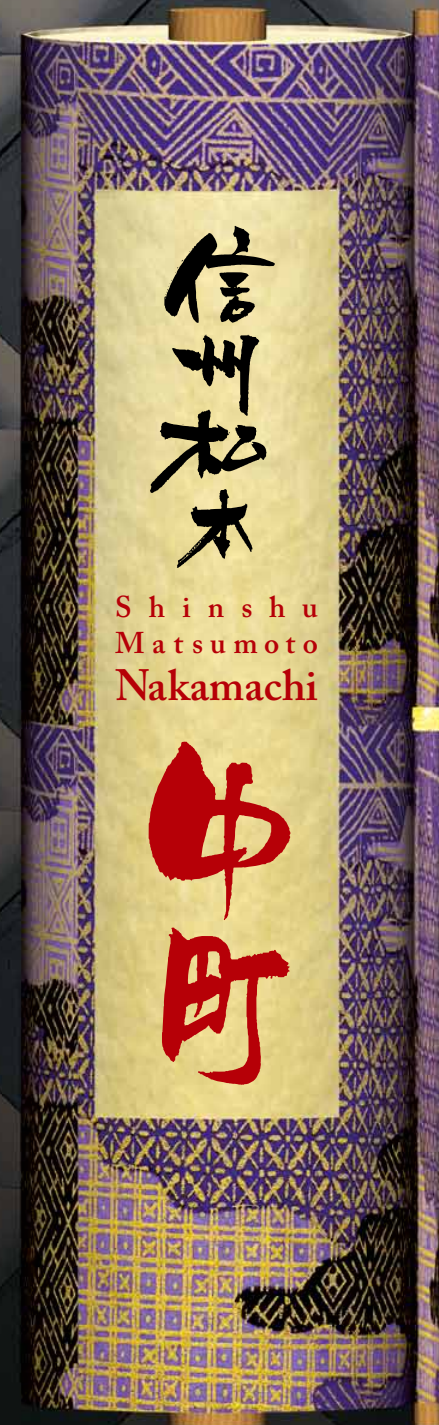
Matsumoto
Nakamachi Shopping Street Promotion Association

<http://www.mcci.or.jp/www/nakamati/>
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3-2-14, Chuo, Matsumoto, Nagano, Japan

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Feb. 2014

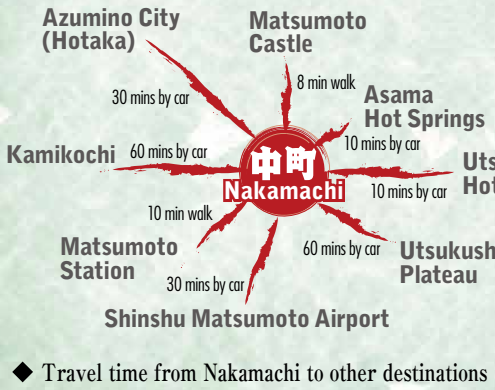
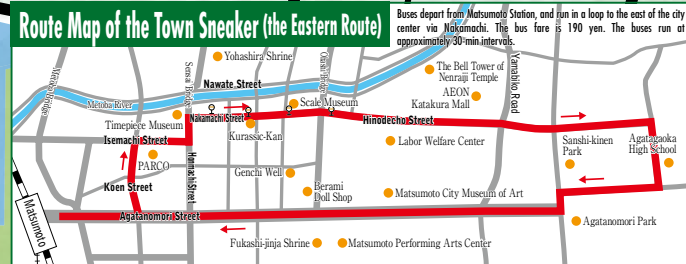


About Nakamachi

Matsumoto is a castle town with over 400 years of history, and Nakamachi is located in the central part of Matsumoto. In old times, Nakamachi was a prosperous merchants' town district, wherein many wholesale stores (mainly sake brewers and kimono merchants) gathered. However, when there were big fires in Matsumoto in the 18th and 19th centuries, many facilities and houses were destroyed, and as a result, many kura-style (earthen walled) buildings were built, in order to protect buildings and commercial products from fire. Even today, many of the kura-style buildings with their simple black-and-white design remain around Nakamachi, recreating the nostalgic atmosphere of old Matsumoto. It has a 1 star Michelin Green Guide rating.

Today, Nakamachi has a variety of shops such as folk art shops, craft shops, and restaurants. Since Nakamachi is conveniently close to both Matsumoto Station and Matsumoto Castle, it's a great place to explore before or after visiting the castle.

Explore Nakamachi with this map in hand and you are sure to find something of interest for everyone.



◆ Travel time from Nakamachi to other destinations



Highlights of Nakamachi

■Museum Of Measurement Instruments

This scale shop founded in 1902 has since been transformed into a scale museum. This kura style building has approximately 700 scales, collected from throughout Japan. These include such items as a wooden scale, a pendulum balance scale, a roman scale, a model of a Roberval Balance, a statue of Themis of Greek mythology, and a male and female silkworm sorter.

- Closed: Mon & Dec 29th - Jan 3rd
- Open: 9 am - 4:30 pm
- TEL 0263-36-1191



■Genchi Well



This well has a long history, its water having even been praised in ancient writings. There used to be many brewers in Nakamachi and Honmachi, because of this great source of water. Even today, all year round people never cease visiting the well to collect fresh spring water.

- 3-min walk from Nakamachi

■Nawate Street

Across from Nakamachi, along the other bank of the Metoba River runs Nawate Street, lined with its small stall-like shops. This street has been restored to its original look with stone pavement and many locals love to stroll through this nostalgic street.



■Nakamachi Shrine



This small shrine is located toward the eastern end of Nakamachi, on a small side street which carries on to the river side from the main street. When there was a big fire in and around Nakamachi area, this shrine was believed to have stopped the fire from going beyond the shrine, and so it is considered to house Nakamachi's guardian deity. Its festival is held on July 1st.

■Matsumoto City Museum Of Art

The museum exhibits the works of Yayoi Kusama, an internationally renowned contemporary artist born and raised in Matsumoto, along with the works of other great calligraphers and unique works of art reflecting the mountainous surroundings of Matsumoto. This is the largest building for art in Matsumoto, constantly hosting a variety of compelling exhibitions.

- Closed: Mon (Open if national holiday is on Mon) Dec 29th - Jan 3rd
- Open: 9 am - 4:30 pm
- 12-min walk from Matsumoto Station ● TEL 0263-39-7400



■Nakamachi's Kura Morning Market

Farmers from around Matsumoto bring seasonal vegetables, flowers, fruit, mountain vegetables, mushrooms, and fruit juice to this morning market. It is popular as produce is both inexpensive and fresh. The farmers give customers tips on cooking and pickling, which also attracts many visitors to the market.



- Open: Every Sat from April to December From 9:30 am
- In the "Nakamachi Kuranoaru" Carpark

■Agetsuchi Street

Great use has been made of remaining old western style buildings along the street. The classical retro look of the street with its gas lighting allows visitors to relax and feel like time has stopped.



■Nakamachi Kurassic-kan

These buildings were part of a nearby sake brewery and were built in 1888 (Meiji Era) and 1923 (Taisho Era), and they were later moved to their current location. These kura style buildings that retell the story of merchant families have now been restored as a place of culture and relaxation.



Now, the main building has become a symbol of Nakamachi Street and can be rented



as space for exhibitions, events, tea ceremony lessons, flower arranging, and the like. The name, "Kurassic-kan", was coined based upon the words for storehouse 'kura' and 'classic', and "-kan" means 'hall'. The cafe is also popular, as cakes and other sweet goods from shops in Nakamachi can be enjoyed there with tea and coffee.

- Open: 9 am - 5 pm
- Closed: Dec 29th - Jan 3rd
- TEL 0263-36-3053

This bay window was highly praised by the late Bernard Leach, a British potter who loved Japan. He made some sketches of the bay window during his stay here.



■Matsumoto Timepiece Museum



As one of Japan's most preminent collections of timepieces, the museum permanently displays approximately 110 timepieces and related items, categorized by theme with individual explanations. The museum features an outstanding gigantic pendulum style clock on the outside of the building, which is the largest of its kind in Japan.

- Closed: Mon (Open if national holiday is on Mon), Dec 29th - Jan 3rd
- Open: 9 am - 4:30 pm ● 10-min walk from JR Matsumoto Station
- TEL 0263-36-0969



Highlights of Matsumoto

■ Matsumoto Castle (National Treasure)



The castle's main building which was built more than 400 years ago is the oldest still existing in Japan. You can climb stairs to the top floor of the main building. Visitors can enjoy an excellent view of the Japan Alps and the area that was once the castle town. It is also a famous site for cherry blossoms.

- Open everyday (except Dec 29th - Jan 3rd)
- Hours 8:30 am - 4:30 pm
- 15-min walk from Matsumoto Station
- TEL 0263-32-2902



■ Matsumoto City Museum



Located near the entrance of Matsumoto Castle, the museum displays historic artifacts including items related to the history of the castle and matchlock antique. Also on display are Matsumoto's folk crafts such as tanabata dolls, ashie-bina (dolls), and wooden doso-jin (guardian deities).

This is the main museum of Matsumoto district.

- Open everyday (except Dec 29th - Jan 3rd)
- Hours 8:30 am - 4:30 pm
- Access by bus: From Matsumoto Bus Terminal, take the Utsukushigahara Onsen Line. Get off at the "Shiyakusho-mae" bus stop, and it's a 1 minute walk. From Matsumoto Station, take the Town Sneaker bus line (the Northern Route). Get off at the "Matsumotojo Kuromon" bus stop, and it's a 1 minute walk.
- TEL 0263-32-0133



■ Former Kaichi School (Important Cultural Asset)

Founded in 1873, the former Kaichi School is one of the oldest elementary schools in Japan. The building used to be located alongside the Metoba River, but upon relocation to its current premises, the building became a museum showcasing turn-of-the-century education during Japan's Meiji period.



- Closed: Sun, national holidays, Dec 29th - Jan 3rd
- Hours: 8:30 am - 4:30 pm
- 10-min walk from Matsumoto Castle
- TEL 0263-32-5725



■ Matsumoto Performing Arts Centre

Comprised of a main hall capable of staging an opera, a sub hall, and a small theater for more avant-garde type performances, this facility is equipped with functionality suited for top level stage performances. It is a hub for the arts in Matsumoto. This building, being designed by the renowned architect, Toyoo Ito, is worth a visit.

- Open everyday ● Hours: 8:30 am - 10 pm ● 10-min walk from Matsumoto Station
- TEL 0263-33-3800 FAX 0263-33-3830

■ Agatanomori Park & the Historic Former Matsumoto High School Building (Important Cultural Asset)

This park makes great use of the Former Matsumoto High School's property and its school buildings, which were built in 1919. The park is enjoyed by the locals as a place for relaxation. Some renowned Japanese authors and film directors are graduates of this high school.

- 15-min walk from Matsumoto Station
- TEL 0263-35-6226



■ Japan Ukiyo-e Museum



This museum holds an internationally acclaimed collection (100,000 pieces) of ukiyo-e (woodblock prints), which were collected by the Sakai family of Matsumoto, over a period of 5 generations (200 years). It continuously features a display of 150 to 200 works of art at a time. The museum is very popular among foreign visitors, and it has a 2 star Michelin Green Guide rating.

- Closed: Mon (Open if national holiday is on Mon) ● Open: 10 am - 4:30 pm ● 25 mins from Matsumoto Station by train and on foot, or 10 mins by car
- TEL 0263-47-4440

■ Japanese Court Museum

Built in 1908, this court building is the only existing wooden court building remaining in Japan. The building has Japanese ceramic roof tiles, and exhibits materials related to the judicial system. It is located within the Matsumoto City Open-air Architectural Museum (Rekishino-sato), where they have other facilities including a memorial hall, originally an old hut in which poor silk factory girls once stayed.



- Closed: Mon, Dec 29th - Jan 3rd ● Open: 9 pm - 4:30 pm ● 25 mins from Matsumoto Station by train and on foot, or 10 mins by car (adjacent to the Ukiyo-e Museum)
- TEL 0263-47-4515



■ Matsumoto Folk Craft Museum (Mingeikan)

This museum holds approximately 6,000 craft items (porcelain, wood, dyed woven fabrics, lacquerware, bamboo, and glass) from Matsumoto and other parts of the country as well

as from overseas. We invite you to enjoy the beauty of the designs, colors, patterns, and materials of these items usual in everyday life.

- Closed: Mon (or the following day after national holidays) ● Open: 9 am - 4:30 pm
- Access by bus: Take the Utsukushigahara Onsen Line. Get off at the "Shimogana Mingeikan-guchi" bus stop, and it's a 1 minute walk. ● TEL 0263-33-1569

■ Asama Hot Springs

Please stay in Asama Hot springs, the "Outer Matsumoto Hot-spring Retreat" (20 mins from Nakamachi by bus).

- Day-trip bathing facility "Hot Plaza Asama" Open until midnight TEL 0263-46-6278
- Asama Onsen Tourism Association TEL 0263-46-1800 FAX 0263-46-0200
- Asama Onsen Ryokan Association TEL 0263-46-1224 FAX 0263-46-3580 <http://www.asamaonsen.com/en/>



■ Utsukushigahara Hot Springs

Enjoy a stay in Utsukushigahara Hot springs, where many Japanese ryokans welcome you. (15 mins from Nakamachi by bus)

- Day-trip bathing facility "Shiraitonoyu"
- Utsukushigahara Onsen Ryokan Association TEL-FAX 0263-33-2353 <http://www.mcci.or.jp/www/utsukushi/index.htm>

Main Events in Matsumoto

Matsumoto Ameichi - Candy festival: Nakamachi's portable shrines go around the streets of Matsumoto. 2nd Sat & Sun of Jan
Sankuro: Also called Dondoyaki. It is an event where Japanese New Year's decorations and other items are burned on a bonfire, while wishing for well-being in the year ahead. Around Jan 14th & 15th
Nakamachi Shimeigu Shrine Festival Jul 1st
Tenjin Festival: Fukashi Shrine's festival, where festival floats including the ones from Nakamachi go around the street, adding a lively atmosphere to the festival. Jul 24th & 25th
Matsumoto Bon Bon: Tens of thousands of people dance on the streets of Matsumoto. 1st Sat of Aug
Aoyamasama: Boy's festival. Children carry a portable shrine around their neighborhood.
Bonbon: Girl's festival. Girls dressed up in yukata hold lanterns and walk around their neighborhood, singing. Aug 8th-16th
Shinto Festival: Yohashira Shrine's festival. Samurai dolls and other dolls are displayed. Oct 1st-3rd
Shimin (citizens) Festival: Vehicle free streets, feudal lord's procession, stalls on streets. Nov 3rd
Saito Kinen Festival: A world class annual classical music festival directed by a conductor Seiji Ozawa. Mid Aug - early Sep



▲ Saito Kinen Festival



▲ Matsumoto Bon Bon

- Dine & Drink**
- 1 Western Okinado (☎32-0975) This restaurant was founded in 1933. Enjoy a relaxing time and our classic western style meals.
 - 2 Curry restaurant Delhi (☎35-2408) Savor our rich curry in a cozy atmosphere.
 - 3 HawaiianDining HuLa-La (☎50-7677) The first restaurant in Matsumoto specializing in Hawaiian food! Our hamburgers and pancakes are terrific!
 - 4 Izakaya Yukiyoishi Uzushio (☎33-8927) A large variety of beverages are on offer, including local Nagano sake and Shochu (Japanese traditional distilled beverages). Along with its char-grilled food, the chef's original dishes are also highly recommended.
 - 5 Bar & Soba noodles Kuriya (☎35-8387) Enjoy Shinsu soba and some of our 50 different local takes from all around Nagano. Plenty of dishes featuring locally grown food and even specialty horse meat are also available.
 - 6 Izakaya Zekkocho (☎33-2977) The lunch menu offers Matsumoto's famous sanzokuyaki (local style fried chicken) and other dishes, while in the evening, this izakaya bar offers a range of original chicken dishes.
 - 7 Japanese So (☎87-8782) This is a donburi (rice bowl dish) shop, offering their original donburi dishes at reasonable prices. Various types of drinks and side dishes are also available.
 - 8 Izakaya Bunchan (☎36-8006) This izakaya bar boasts horumon-kushi (skewered pork offal) using Aomori free range pork, snacks which vary daily, and moeuan shochu (water thinned shochu left to mellow for several days).
 - 9 Japanese Fukiyose (☎88-2881) This Japanese style restaurant is located alongside the Metoba River. Along with their original seasonal dishes, alcohol can also be enjoyed in this restaurant.
 - 10 Izakaya Itoya (☎32-3826)
 - 11 Izakaya BUN (☎35-9897)
 - 12 Udon noodles Tauchiya (☎32-3183) Tauchiya offers udon noodles and inari sushi (sushi rice, stuffed in a tofu pouch).
 - 13 Japanese Akari (☎36-1756) How about some fresh fish and delicious home-style dishes at this restaurant run by two sisters. Open: 17:30-23:00
 - 14 Rice cake Gonta (☎32-2323) Enjoy freshly prepared mitashi dangos (skewered balls of rice cake glazed with sweet soy sauce) and gomahechi (grilled rice cake on a skewer). This shop also sells bedding.

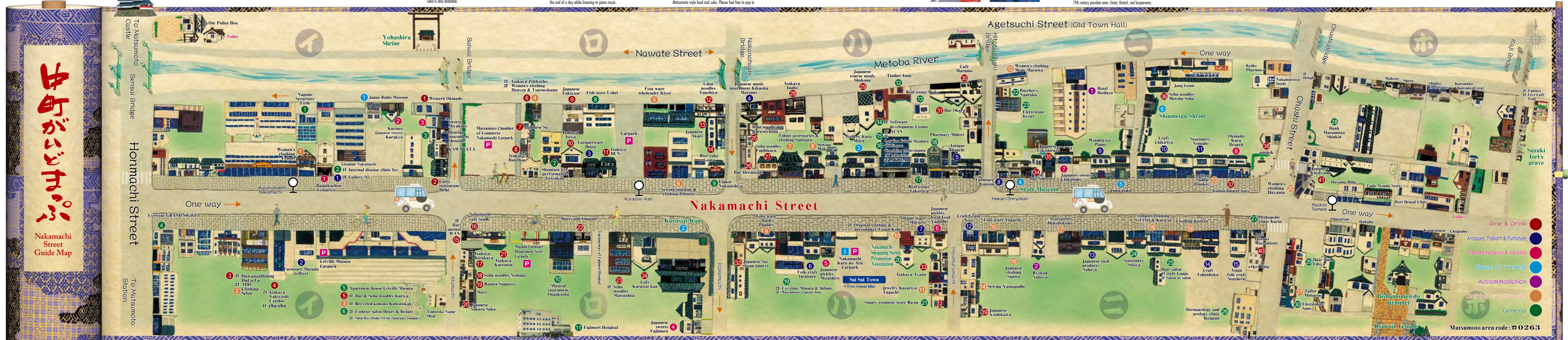
- 15 Bar Cantina WAN (☎37-1188) This friendly cafe offers menu items featuring their own soft served ice cream which was praised highly by John Lennon.
- 16 Izakaya Kirakuya (☎31-5986) We don't use pre-made frozen yakitori (grilled skewered chicken), but make our own fresh, which is grilled over coal. Enjoy our impressive but delicious food.
- 17 Soba noodles Nomugi (☎36-3753) This restaurant specializes in soba noodles, using only locally produced buckwheat from around Matsumoto. Closed: Tue, Wed. Open: 11:30 until sold out
- 18 Ramen Sapporo (☎33-2457) For over 40 years the consistent flavor and ramen noodles of this shop, originally located on Nakate Street and now in Nakamachi, have been loved by the locals.
- 19 Japanese Sakura Saku (☎33-6730) Enjoy our Japanese food, using local seasonal ingredients. Local sake is also available.
- 20 Izakaya Kuromon (☎32-7683) You will never tire of our delicious, nutritious, fish dishes. Great drinking snacks are also available. Enjoy your time with your friends and our variety of grilled fish on offer.
- 21 Darts pub Imagine (☎34-8195) Enjoy a game of darts as you drink and dine. A variety of darts gear is available.
- 22 Soba noodles Matsushita (☎33-4844) Try our handmade soba, diligently seeks to maintain the tradition and flavor of Shinsu soba.
- 23 Cafe Kurassic-kan (☎36-3053) See Front (Highlights of Nakamachi)
- 24 Soba noodles Kura-no-hana (☎34-5250) Our handmade soba uses buckwheat grown in the Yatsugatake area of Nagano. The buckwheat is stone mill ground on the premises. Zaru soba: 800 yen
- 25 Bar Hermitage (☎35-8033) We offer food including mushrooms, sasori (mountain vegetables), Matsumoto style food and sake. Please feel free to pop in.
- 26 Soba noodles Fujibikura (☎87-7232) Offering handmade soba for lunch, using local buckwheat, this shop boasts local sake, rice from the famed fields of Otsuie cooked in a clay pot, along with other dishes in the evening.
- 27 Izakaya Inaho (☎36-3717)
- 28 Japanese course meals Shokoan (☎36-7600) Welcome to kura han. Welcome to Shokoan. Enjoy nice breeze of Metoba and our Kyoto style food.
- 29 Cafe Marumo (☎32-0115)
- 30 Bar Okura (☎34-3420) A bar for more mature folk
- 31 Japanese Soy (Soan annex) (☎36-3023) Enjoy local Nagano sake with our seasonal dishes and local style food. Our handmade soba is also popular. Closed: Irregular.
- 32 Izakaya Ayana (☎35-5616) We offer food including mushrooms, sasori (mountain vegetables), Matsumoto style food and sake. Please feel free to pop in.

- 33 Bar Sidecar (☎32-8757) This is an orthodox bar, offering drinks such as, cocktails and malt whiskey. Its kura style building creates a nice atmosphere.
- 34 Japanese Tokishirazu (☎36-7559) Get lost in time in our restaurant, and enjoy our chicken hot-pot and char-grilled food in our restaurant, and enjoy our chicken hot-pot and char-grilled food along with hand picked local sake and wine.
- 35 Soba noodles Metoba Soba (☎35-8502) A soba shop specializing in handmade Shinsu soba. Open: 11am-7pm. Closed: Wed, 3rd Tuesday of month.
- 36 Italian Quatre,geats (☎36-4330) We have Kirin Heartland beer and European style food. We recommend our juicy roasted Shinsu pork!
- 37 cafe amijok (☎88-6238) This cafe and bi-coffee store's coffee with its rich aroma and their generous soft muffins are worth trying.
- 38 Japanese Yoshikawa (☎33-6070) Please come and enjoy our carefully prepared food and sake. Closed: Mon & 3rd Sun of month. Open: 5pm-11pm.
- 39 Cafe Hitsuiki Macrobiotic (☎33-1918) This macrobiotic cafe offers brown rice cooked in a traditional way, and bread made using rice porridge.
- 40 Japanese Kurayoshi (☎33-4188)

- Antiques, Folkart & Furniture**
- 1 Gallery Ai (☎34-6928) Warm your heart with some old and lovely treasure! We also appraise and buy items. Open: 10am-5pm.
 - 2 Furniture Masuta (office) (☎32-3500)
 - 3 Lacquerware Ihara (☎32-0419) Our lacquerware store's sign features a lion and a wooden bowl. We stock a selection of wooden products. Closed: Wed
 - 4 Japanese music instrument Kikukoa Matsuo (☎34-4433) Japanese music instruments are a core part of our culture and tradition. We produce and sell the shamisen and koto. We also provide lessons for performing nagauta, bugaku, and koto (traditional forms of Japanese music).
 - 5 Antique Higuchi (☎36-1467) We have a variety of items including Japanese antique chests, 17th-19th century porcelain ware (Imari, Karai), and lacquerware.

- Folk craft furniture**
- 1 Matsumoto Mingei Kagu (☎33-5760) Using mainly Japanese cherry birch, craftsmen hand-make furniture. We also take special orders.
 - 2 Antique ware Maestro (☎33-7895) Carefully crafted handmade items including porcelain and blown glass products from around the country, and lacquerware made in our workshop.
 - 3 Furniture Kanzan (☎34-1413) Our workshop of wood products was built in the early 20th century, one of items imported interior furniture and a workshop of local craftsmen.
 - 4 Japanese music instrument Kikukoa Matsuo (☎34-4433) Japanese music instruments are a core part of our culture and tradition. We produce and sell the shamisen and koto. We also provide lessons for performing nagauta, bugaku, and koto (traditional forms of Japanese music).
 - 5 Wooden toy Piano (☎36-8805) Featuring beautiful European wooden toys, we stock a selection of toys which can also be enjoyed by adults.
 - 6 Craft Chikiriya (☎33-2522)

- Accommodation**
- 1 Hotel Ikedaya (☎32-0805) We bundle the mindset of ryokan style hospitality into our "hotel" labeled inn. Guests will feel the warmth of their hosts in our hotel.
 - 2 Ryokan Nunoya (☎32-0545) We bundle the mindset of ryokan style hospitality into our "hotel" labeled inn. Guests will feel the warmth of their hosts in our hotel.
 - 3 Pottery shop & experience Stationery Nomado (☎36-2356) In this craft shop, visitors can enjoy a pottery making experience. Our unique pottery works awaits your visit.
 - 4 Craft Grain Note (☎32-8850) We sell Japanese style household items which also suit western style settings. Flower patterned goza mats (thin tatami style mats) made with Japanese rushes, and also, seasonal aonori (fabric door curtains) are available.
 - 5 Craft Tohenboku (☎32-0646) We are merchants of bowls. Should you buy one, we promise it will return happiness a hundred times.
 - 6 Asian folk craft Southern (☎35-4404) We stock Asian folk craft, antique porcelain ware, antique cloth, wooden crafts, lacquerware, and accessories.



- Confectionery & Pickles**
- 1 Baumkuchen Temariya (☎39-5858) Our Baumkuchen received an award at the First Baumkuchen Summit Grand Prix! Try a sample at the shop. Suitable as a souvenir!
 - 2 Karinto Japanese sweets Kurakyu (☎36-2165) Sample Nakamachi's famous karinto agemonji (Japanese confectionery). Many other varieties of karinto (a deep fried, sugar coated snack) are also available.
 - 3 Sweets Miyukido (☎32-3355) Our cafe & cake shop also sells macarons (a meringue-based confection), and other baked sweet goods.
 - 4 Japanese sweets Fujimura (☎32-1421) This shop is famous for its sanzokuyaki, a Japanese confection containing local Nagano sake. Once you try it, you will never forget the taste.
 - 5 Japanese pickles Mizushiro (☎32-2632) We make our pickles with love and tender care, using Nagano's abundant mountain produce.
 - 6 Japanese pickles, local food Yamabei (☎32-2305) Our shop was founded in 1918. We have a selection of souvenirs, including pickles and tsukudani (small pieces of meat, fish, or seaweed simmered in soy sauce and mirin). We can also arrange posting such gifts to other parts of Japan.
 - 7 Japanese sweets Chikufudo (☎36-1102) As well as selling chestnut desserts and steamed rice with chestnuts, we have a cafe where you can enjoy the relaxing view of our Japanese moss garden.
 - 8 Japanese sweets Okinada Kura Branch (☎35-6948) Our kura house back gallery is worth a visit. Our long-loved confections including Metoba no Tsuki and Okina Monaka are both very popular as souvenirs.

- Place of Interest**
- 1 Japan Radio Museum (☎36-2515) This museum exhibits the history of radio and TV in the 20th century by displaying some of their great collection.
 - 2 Kurassic-Kan (☎36-3053) See Front (Highlights of Nakamachi)
 - 3 Gallery Kura Miuru (☎32-0034) Gallery for hire. You can host various styles of exhibition in this fully equipped kura style gallery.
 - 4 Museum Of Measurement Instruments (☎36-1191) See Front (Highlights of Nakamachi)
 - 5 Gallery coto.coto (☎34-4111) This gallery mainly displays works of painter artists. The display includes art and crafts.
 - 6 Shrine Shinmeigu See Front (Highlights of Nakamachi)

- Clothing & Accessories**
- 1 Women's clothing Fennel (☎31-0031) This is a specialty shop is aimed at mature ladies. It also has a gallery on the 2nd floor.
 - 2 Clothing Setlie (☎34-5045)
 - 3 Recycled kimono Kimonokan (☎34-3119) This is a pre-loved kimono store, dealing with more than 3,000 kimonos including both antique and modern kimonos.
 - 4 Women's clothing Heaven & Tsurutokame 2F (☎33-2020) A clothes shop for young ladies. The shop turns into a bar at night. Closed: Thu
 - 5 Footware wholesaler Kiyoi Shoten (☎32-0721) Our shop was founded in 1897. We sell logo-printed slippers and sandals for use in facilities.
 - 6 Tailor and Clothing Store Ichinose Shokai (☎32-1903) A unique sewing machine shop with clothes using antique fabrics such as cotton, hemp, and oshima tsuamugi (a famous silk fabric).
 - 7 Ethnic accessories & clothing Samsara (☎50-7893) This is a specialty shop displaying and selling commodities used both in and outside of Japan.
 - 8 Sewing Mukadeya (☎32-4150)
 - 9 Foot ware Hush Puppies (☎32-0224) This shop specializes in selling Hush Puppies, an internationally recognized shoe brand. Their shoes are exceptionally comfortable, yet still fashionable.
 - 10 Original clothing & dressmaker Yosun Kobo (☎90-4567-6833) An original clothing store, offering tailor made clothing, repairs and alterations. We also take orders for custom made wedding dresses.
 - 11 Jewelry Kazariya Taguchi (☎33-6218) Original handmade jewelry, custom orders, modifications, and repairs. We also buy gold, platinum, and gemstones.
 - 12 Women's clothing Mode Maruwa (☎32-0919) A shop specializing in ladies' fashion, in which each individual item on display has been carefully chosen.
 - 13 Clothing Saddle Blanket (☎33-8893) Our store awaits your visit to see the selection of casual style clothes we have on offer for both men and women.
 - 14 Sewing Yamaguchi (☎33-4792)
 - 15 Foot ware Yaguchi (☎32-0728)
 - 16 Japanese clothing Sanwa (☎35-0550) From Japanese style clothing reflecting the four seasons, to handmade Japanese style household accessories and bags we have a wide range of unique items.
 - 17 Accessories Dekobokodo (☎38-0552) Our store offers accessories made using both natural stones, as well as those made using glass.
 - 18 Import clothing S-FINO & Kura ja (☎33-0602) A boutique featuring goods primarily imported from Italy along a kura style gallery.
 - 19 Clothing Kurafu (☎33-3385) For the enrichment and pleasure of your lifestyle, we have carefully selected clothes for both men and women, along with other fashion accessories.
 - 20 Women's clothing Hayama (☎32-3100) An eyewear specialist with fashionable glasses, sunglasses, cases, and spectacle chains. Closed: Wed
 - 21 Tailor Mimatsu (☎32-1711) We offer range of easy order suits, made to fit you, in a fabric of your choice.

- General**
- 1 Nagano Securities Firm (☎32-0160)
 - 2 Internal disease clinic Ito (☎32-0531)
 - 3 Hearing instrument Shoseido (☎35-3387) Our shop is now 59 years old, thanks to our customers' support. Fresh and unique fish are waiting for you!
 - 4 Liquor Nakanishiya (☎32-0413) We are a liquor store! We always stock what can be called great sake. Please pop in sometime!
 - 5 Musical instrument Ongakusha (☎32-9888) Customers can try out mouth pieces for all wind instruments at our shop. Please also leave any musical instruments with us for repair or adjustments.
 - 6 Fujimori Hospital (☎33-3672) Being founded in 1889, this hospital has a 120 year history of serving the local community. Their new building was built in 2009.
 - 7 Shamisen live performance Geiyukan (☎32-1107) How would you like to sit tea as you listen to old nostalgic Japanese songs and live shamisen performances in a quiet place?
 - 8 Fish store Uohei (☎32-2327) Our shop is now 59 years old, thanks to our customers' support. Fresh and unique fish are waiting for you!
 - 9 Liquor Nakanishiya (☎32-0413) We are a liquor store! We always stock what can be called great sake. Please pop in sometime!
 - 10 Musical instrument Ongakusha (☎32-9888) Customers can try out mouth pieces for all wind instruments at our shop. Please also leave any musical instruments with us for repair or adjustments.
 - 11 Fujimori Hospital (☎33-3672) Being founded in 1889, this hospital has a 120 year history of serving the local community. Their new building was built in 2009.
 - 12 Timber Imai (☎32-2080)
 - 13 Real estate Wako (☎36-7535)
 - 14 Software development Cosmo (☎34-0872)
 - 15 Law firm Fukuda Masaharu (☎87-1980) This is a law firm. Feel free to book for a consultation.
 - 16 Translation, web development MT Laboratories (☎38-7161) We specialize in translating foreign languages and in the production of websites and brochures related to tourism.
 - 17 Real estate Takaraya (☎32-3285) We deal with real estate in and around Matsumoto City. Feel free to visit us.
 - 18 Pharmacy Midori (☎32-1559) This pharmacy with its original store facade, built in the Taisho period (1912-1926) still has an image reminiscent of those times.
 - 19 Eye clinic Mimura & Shibuki (2F) (☎32-7268)
 - 20 Sinary cosmetic store Ra-na (☎32-5103) 100% petroleum free cosmetics. Hair care products, commodities and aroma products. Beauty treatments including non-surgical face lifts at reasonable prices.
 - 21 Butcher's Nanraku (☎32-1102) Our shop is now 59 years old, thanks to our customers' support. Fresh and unique fish are waiting for you!
 - 22 Electrician Kyoei (☎32-3200) Electrical work & installations for homes, shops, and events.
 - 23 Stationery Sekiya (☎33-9323)
 - 24 Hair salon, cafe Gunjo(1F), Salon as salon(2F) (☎35-1006 or 34-1006) We deal with real estate in and around Matsumoto City. Feel free to visit us.
 - 25 Dermatology and urology clinic Ikegami (☎32-0411)
 - 26 Orthopedic clinic Karin (☎36-2305) We help to restore you to full health and like to do our best to put a smile back on your face. Closed: Sun & national holidays
 - 27 Bank Matsumoto Shinkin (☎32-6320) We welcome you with a smile. Feel free to drop by.
 - 28 Hair salon Edoya (☎32-1885) From haircuts to dressing in kimonos, we can assist each individual with advice on how to draw out their attractiveness.
 - 29 Electronics Sano (☎33-6031)