

Aiming for the International Exchange of Food and Plentiful Eating Habits

The late Dr. Edwin O. Reischauer, former U.S. ambassador to Japan, with his international tastes and style was a well-known authority on Japan. Dr. Reischauer provided the Kikkoman Corporation with a message stating that the "international exchange of food culture" enriched the lifestyles of the peoples of the world. An example of this is the successful introduction to America of the basic seasonings and soy sauce upon which Japanese cuisine is based.

The critic Kiyoteru Hanada has said that even a singularly Japanese product or concept becomes

international when it finds its way to other countries. This can clearly be said about soy sauce as well. In this way, entirely new food cultures are born and nurtured when the food culture of one country combines with the food cultures of the world.

The goal of the Kikkoman Institute for International Food Culture is not simply the introduction of the histories of eating habits and food cultures of the world, but rather to contribute to the "international exchange of food culture".

Kikkoman Institute for International Food Culture

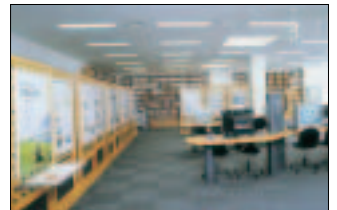
キッコーマン
国際食文化研究センター



The food and cooking section of the library. Internet users may search for our titles as well.



The buildings of Kikkoman's Noda headquarters harmonize nicely with the street running.



Display panels and video corner

〈Kikkoman Institute for International Food Culture Homepage〉

<http://kiifc.kikkoman.co.jp/>

Kikkoman Institute for International Food Culture

Noda 250 Noda-shi, Chiba-ken 278-8601 TEL: +81-4-7123-5215 FAX: +81-4-7123-5218

Hours: 10:00am-5:00pm, Monday-Friday The Institute is closed for the year's end and New Year's holiday, Golden Week and Obon
Call for details regarding dates.



Cover: *Kidai Shoran* (The Scroll of Prospering Nihonbashi)

The Kidai Shoran scroll painting depicts the liveliness of the prosperous Nihonbashi area of Edo in the Bunka era (1804—1818). This scroll, measuring twelve meters in length and dating from the second year of the Bunka era (1805), illustrates in minute detail the main street between the Imagawa bridge to the riverbank.

This precious scroll was discovered by accident nearly ten years ago by supporting member of the Berlin East Asian Art Museum, Mr. Hans Joachim Küster, while moving out of his house. Mr. Küster was a collector of Chinese art and had stored the scroll with other pieces of art. Upon his death, Mr. Küster bequeathed his entire collection to the Berlin East Asian Art Museum. Since that time, the scroll had been patiently awaiting rediscovery in a museum warehouse.

The title of the scroll, *Kidai Shoran*, is masterfully brushed at the top by Sano Toshu, a famed calligrapher of the time. The manner and position of the scripting seems to indicate the prosperity of the generation with the landscape of the Great Edo under the reign of the Tokugawa.

There is no signature or seal of the artist who remains unknown. Since the label on the scroll identifies it as the ten (heaven) volume, we assume that there may have been other volumes, such as the chi (earth) volume. The Kidai Shoran was displayed in Japan for the first time in January, 2003 at an exhibition of the eight-hundred-eight towns of Great Edo by the Edo-Tokyo Museum. The exhibition featured the Kidai Shoran (The Scroll of Prospering Nihonbashi), which made the news throughout the country.

Kidai Shoran: Edo-Tokyo Museum(Used with permission of the Berlin East Asian Art Museum)