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Special Feature

# Mount Fuji, Symbol of Japan





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Cover photo: Mount Fuji,  
offset with cherry blossoms  
(Photo courtesy of Aflo)

Special Feature

## Mount Fuji, Symbol of Japan

04 Mount Fuji: One of the World's Treasures

08 Reverence for Mount Fuji

12 Mount Fuji and Surrounding Area

14 An Eco-tour to a Mysterious  
Forest on Mount Fuji

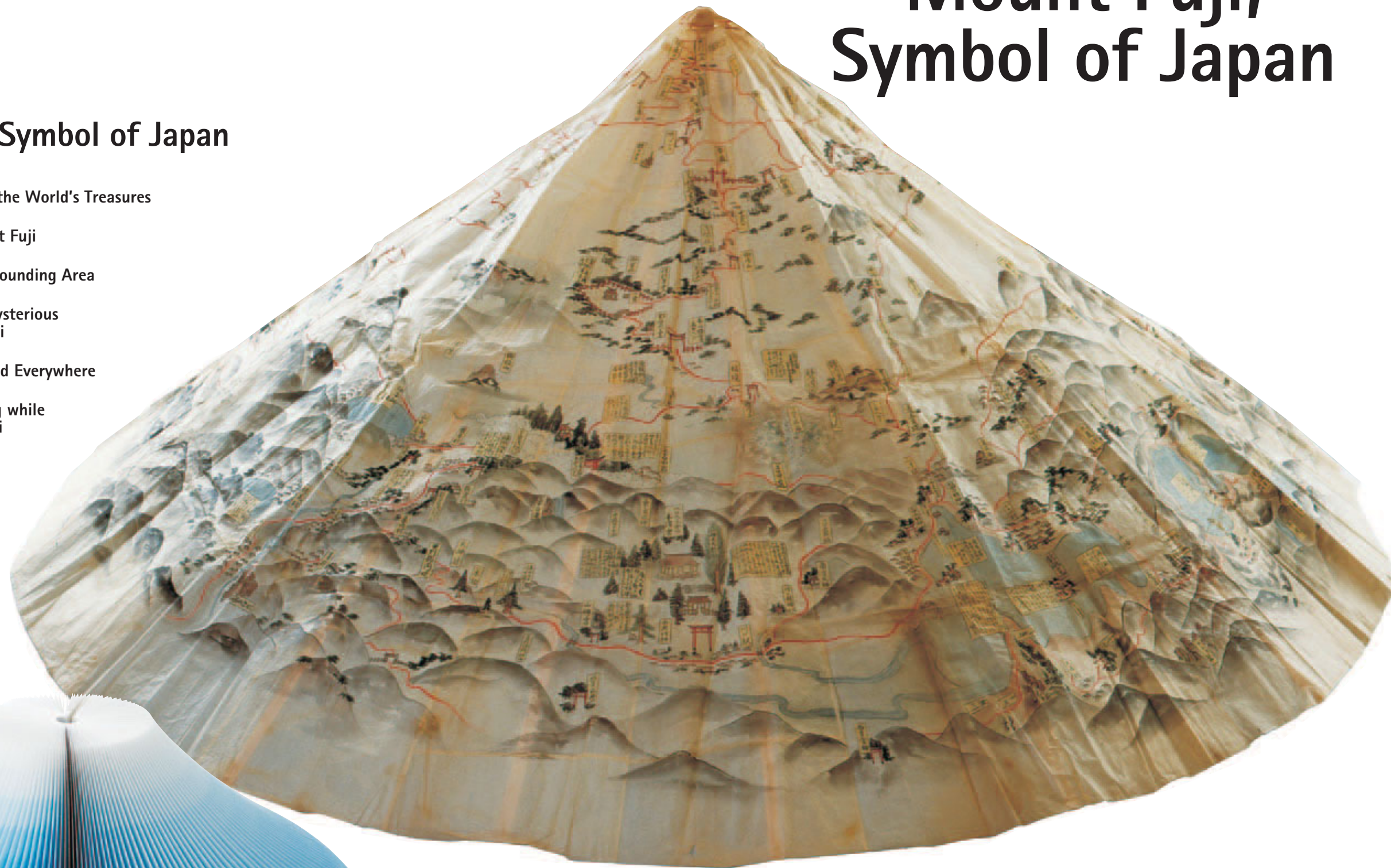
18 Fuji—Here, There, and Everywhere

24 Soak in a Hot Spring while  
Admiring Mount Fuji

26 Tasty Japan: Time to Eat!  
Wasabi

28 Souvenirs of Japan  
Mount Fuji Sweets

# Mount Fuji, Symbol of Japan



Mount Fuji, so tall, so beautiful. And for many centuries, revered as a sacred place, as well as a source of artistic inspiration. These qualities were recognized in 2013 when UNESCO inscribed Fuji on its World Heritage List as "Fujisan, sacred place and source of artistic inspiration." The following pages take you closer to this symbol of Japan.

Above: A work of art made in 1838, entitled *Fujisan Shinzu* ("A Lifelike Illustration Depicting Places on Mount Fuji"), showing points of interest in relief form. Made by gluing sheets of paper together. Private collection (Photo courtesy of the Fujiyoshida Museum of Local History)  
Left: The memo pad becomes a paper Fuji when spread open. (Collaboration: Kagayaka)





# Mount Fuji

## One of the World's Treasures

Mount Fuji's appearance changes, depending on the weather, the position of the sun, and your location when looking at it. But one thing never changes—the mountain's majestic beauty always justifies its reputation as one of the world's treasures.

Fuji seen from Mount Kushigata in Minami-Arupusu City, Yamanashi Prefecture. (Photo by Oyama Yukio)





The "Diamond Fuji" effect occurs when the sun is precisely aligned with the summit. (Photo courtesy of Afilio)  
 Below: Water from under the mountain joins a river that drops over the Shiraito no Taki waterfalls. At times the flow over the falls amounts to 1.5 tons of water every second. (Photo courtesy of Afilio)  
 Page 7: Lake Motosuko (Photo courtesy of Yamanashi Nichinichi Shimbun-sha)







# Reverence for Mount Fuji

From a conversation with Yamaori Tetsuo Photos by Ono Shoichi

The Japanese hold Mount Fuji in a special place in their hearts, and not just because of its beauty. They have an attachment also to its truly mystical qualities, and regard it as a place of prayer. To understand why many consider the mountain sacred, we need to get to the heart of traditional beliefs surrounding Fuji.



The outer rim of the crater at the summit has eight points higher than their immediate surroundings, and at each point a *torii* gate typical of Shinto architecture has been erected. Decorative *nawa* ropes indicate the sacred nature of the area. Hikers tie bells to the ropes to let them jingle in the wind.  
Left: Hikers show a special reverence for the view of the sunrise from the top of Mount Fuji.

Mount Fuji best reflects the Japanese view that mountains are to be regarded with veneration. This needs a little bit of explanation.

A glance at a map of the Japanese archipelago shows that about 75% of the land area is mountains and forest. With so many mountain peaks and ranges in the country, it was inevitable that mountains would be seen as sacred. In ancient times there arose a belief that, after death, the spirits of those who had left their earthly form climbed up mountains and became gods (*kami*) at the summit. Then they were transformed into household gods (*ujigami*), ready to protect their families.

Later, Buddhism entered the country, bringing a belief in reincarnation and the six realms that spirits encounter after death, as they wend their way over boulders and through forests to finally achieve *hotoke* buddhahood at a mountain summit. And so it was that mountains became the abode of gods and buddhas, the highest, most sacred place around.

## Mountains: A place to look up to in awe, rather than just to climb

As this form of worship developed, Japanese sensitivities became embedded with a view that mountains should be revered from below, because gods live up at the summit, the “Other World.” At the top of Mount Fuji, there is a Shinto shrine called Sengen Jinja. It is the home of the *kami* deities of the mountain. Many other Sengen Jinja have been erected on the slopes of the mountain, under the impulse to venerate the mountain itself as a *kami* deity in its own right. This belief was recorded in the *Man’yoshu*, Japan’s oldest collection of *waka* poetry, which was compiled over a period of about a hundred years starting in the second half of the 7th century. One of the court poets, Yamabe no Akahito, praised Mount Fuji’s height and beauty, and its sacred nature, saying it was “*kami-sabite iru*,” which means “acting like a *kami* god.” Here we have a clear and early literary reference to the sacred nature of Mount Fuji.





Mihonomatsubara pine tree grove is situated about 45 km southwest of the summit. Miho Shrine here venerates a sacred pine tree. An old legend has it that an angel descended to this spot, took off her *hagoromo* robe, and hung it on the tree. The mystique of the place and the stupendous view of Mount Fuji have provided inspiration for *waka* poetry, Noh theater and illustrative art. (Photo courtesy of Aflo)

Page 11, top: The highest point on Mount Fuji lies within the grounds of Fujisan Hongu Sengen Taisha Shrine. There in the depth of the night, stone dogs stand guard, protecting the sacred area.

Page 11, bottom: You can hike completely around the crater at the summit (distance: about 3 km).

In the West there is a belief that the natural world, which including mountains, is under the control of God. This is quite different from the view in Japan, where bountiful nature points to the presence of Shinto and Buddhist deities, and where mountains are regarded as *kami*.

### Travel, and Fuji lovers

Japan's highest mountain rises near the main traffic corridor between Tokyo and Kyoto/Osaka, so it is almost bound to come into view for people travelling between these two most populated regions. In the Edo period (1603-1867), the Hakone Hachiri trunk road was built along part of that corridor. It became the best route for beautiful views of Mount Fuji.

I once hiked on that old Hakone Hachiri road. I went only a relatively short distance, but I still remember very well the stupendous views of Mount Fuji when I looked up from Gotemba in eastern Shizuoka Prefecture. Even where the road runs on level ground, Fuji changes its aura with practically every passing minute—one could never possibly become bored! When my tired feet persuaded me to lay down by the shore, the mountain still overwhelmed me. It was so big, so beautiful, framed with nearby spray and waves, just like an *ukiyo*e woodblock print.

Mount Fuji is both an object of veneration and a magnet satisfying our desire to travel in beautiful nature. One can well imagine the route of the old Hakone Hachiri road being purposely chosen to allow travelers to enjoy the experience. As the work of *ukiyo*e artists like Utagawa Hiroshige and Katsushika Hokusai, who illustrated scenes along the way, grew in popularity, *Fuji-ko* pilgrimages to climb the

mountain and worship there became more popular. This in turn led to more traffic along the road, spreading the sense of reverence for Mount Fuji.

### Another aspect we cannot forget: Awesome power

And yet, for all its beauty, Fuji has another side in its history: a fearsome mountain justifiably classified as an active volcano. The last major eruption was in 1707, more than 300 years ago.

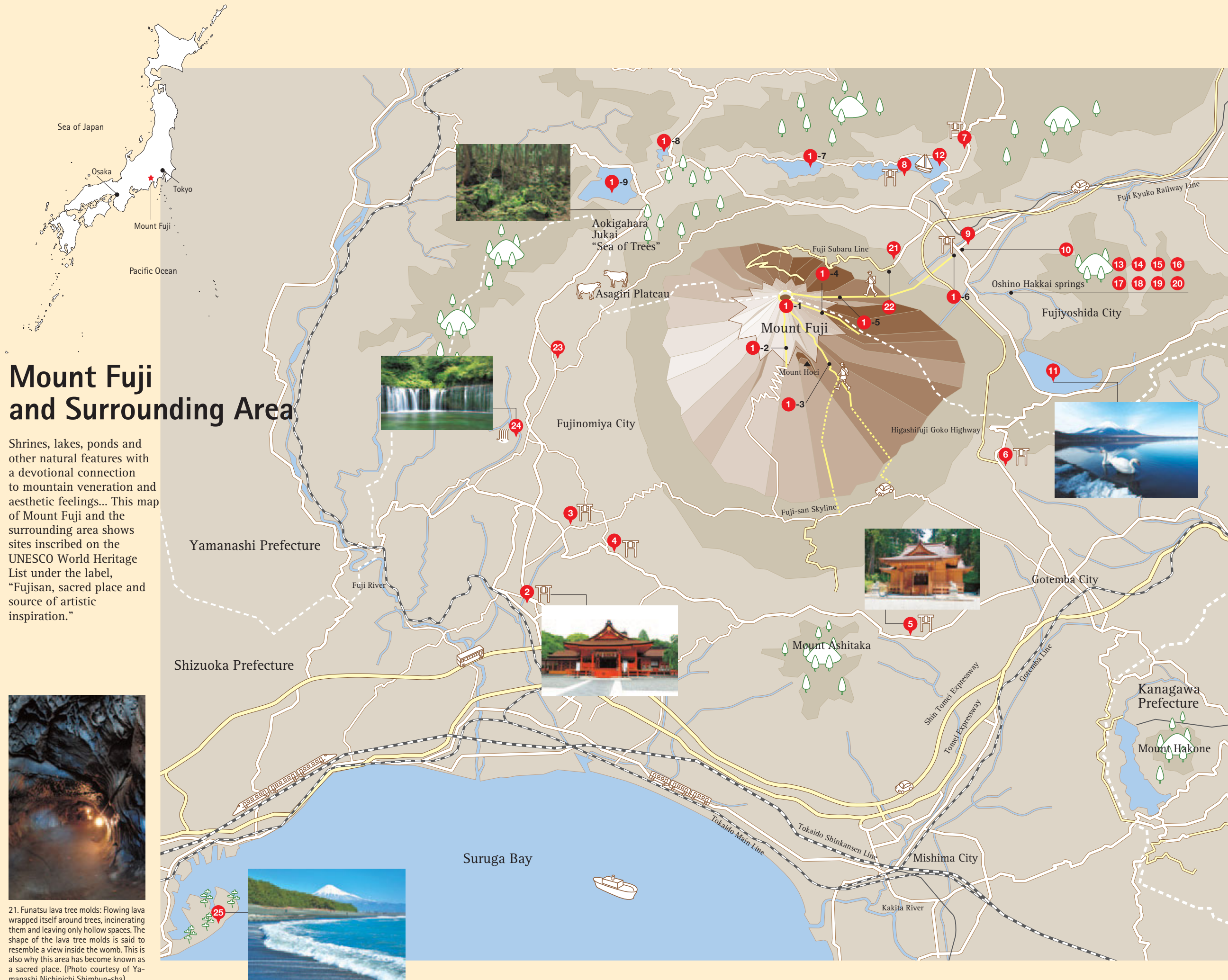
Mount Fuji soars as both a *kami* and as an author of rare yet terrible catastrophe. Deep in our psyche, we Japanese remain awed by nature, keenly aware of the impermanent, ever-changing world, beautiful yet capable of violence and destruction, as we saw in the Great East Japan Earthquake in 2011 after seismic activity and tsunami waves struck. The many Sengen Jinja shrines on Fuji embody hopes for freedom from horrific disaster.

#### Yamaori Tetsuo

Religious studies scholar, commentator, and professor emeritus at the International Research Center for Japanese Studies. Has served in a number of prestigious positions, including Professor at the National Museum of Japanese History, Graduate School President at Kyoto University of Art and Design, and Director-General of the International Research Center for Japanese Studies. Author of *Nihon Bunmei towa Nani Ka* (Japanese Civilization: Another View), and many other works.







# Mount Fuji and Surrounding Area

Shrines, lakes, ponds and other natural features with a devotional connection to mountain veneration and aesthetic feelings... This map of Mount Fuji and the surrounding area shows sites inscribed on the UNESCO World Heritage List under the label, "Fujisan, sacred place and source of artistic inspiration."



21. Funatsu lava tree molds: Flowing lava wrapped itself around trees, incinerating them and leaving only hollow spaces. The shape of the lava tree molds is said to resemble a view inside the womb. This is also why this area has become known as a sacred place. (Photo courtesy of Yamanashi Nichinichi Shimbun-sha)

Mount Fuji sites inscribed on the UNESCO World Heritage List as "Fujisan, sacred place and source of artistic inspiration"

## Fujisan Mountain Area

- 1-1 Mountaintop worship sites
- 1-2 Omiya-Murayama Ascending Route (present Fujinomiya Ascending Route)
- 1-3 Suyama Ascending Route (present Gotemba Ascending Route)
- 1-4 Subashiri Ascending Route
- 1-5 Yoshida Ascending Route
- 1-6 Kitaguchi Hongu Fuji Sengen-jinja Shrine

- 1-7 Lake Saiko
- 1-8 Lake Shojiko
- 1-9 Lake Motosuko

- 2 Fujisan Hongu Sengen Taisha Shrine
- 3 Yamamiya Sengen-jinja Shrine
- 4 Murayama Sengen-jinja Shrine
- 5 Suyama Sengen-jinja Shrine
- 6 Fuji Sengen-jinja Shrine (Subashiri Sengen-jinja Shrine)
- 7 Kawaguchi Asama-jinja Shrine
- 8 Fuji Omuro Sengen-jinja Shrine
- 9 "Oshi" Lodging House (Former House of the Togawa Family)
- 10 "Oshi" Lodging House (House of the Osano Family) \*Not open to the public

- 11 Lake Yamanakako
- 12 Lake Kawaguchiko

## Oshino Hakkai springs

- 13 Deguchiike Pond
- 14 Okamaike Pond
- 15 Sokonashiike Pond
- 16 Choshiike Pond
- 17 Wakuike Pond
- 18 Nigoriike Pond
- 19 Kagamiike Pond
- 20 Shobuike Pond

- 21 Funatsu lava tree molds
- 22 Yoshida lava tree molds
- 23 Hitoana Fuji-ko Iseki
- 24 Shiraito no Taki waterfalls
- 25 Mihonomatsubara pine tree grove

Map compilation: Oguro Kenji  
Photos by Natori Kazuhisa and pixta



# An Eco-tour to a Mysterious Forest on Mount Fuji

Proof of Fuji's past eruptions is obvious in many places around the mountain, such as the Aokigahara Jukai "Sea of Trees," a mysterious forest in the rolling hills northwest of the mountain. Come with us on an eco-tour to see strange rock formations and caves attesting to violent volcanic activity, as well as unusual vegetation—all part of the mysterious world of nature associated with the mountain.

Photos by Natori Kazuhisa Map compilation: Oguro Kenji

With each of its eruptions over the centuries, Mount Fuji has changed the surrounding topography. After the Jogan eruption in the year 864, lava hardened and formed a base where a "Sea of Trees" called Aokigahara Jukai would eventually develop on the northwestern lower slope. The forest now extends over a huge area—about 3,000 hectares—between 900 and 1,300 meters above sea level.

Trees grow in abundance and the forest seems practically impenetrable. It is so thick that, in the old days, people found something fearsome about the place, with rumors that people who found their way in would never come out again. This may explain why very few people—even the local Japanese—set foot in it. But that is changing with a recent appreciation of the forest's remarkable natural environment, and eco-tours there are now on lists of easily accessible destinations. Kuribayashi Shuki is a nature guide registered in the town of Fujikawaguchiko, and he will now take us into the forest.

After a lava field forms, the first things to grow are lichens (organisms made up of fungi and algae). Later, moss appears, then grass, and these plants build up the soil little by little. What sets this forest apart from others in the world is that, even though the soil is only about 10 cm thick, it supports the growth of trees. This is possible because of the Pacific Ocean, lying not far off to the south. The air blowing in from the ocean is humid, creating an ideal environment for moss, and that moss holds plenty of moisture for the trees to grow.

About 80% of the trees here are *hinoki* cypress and southern Japanese hemlock, both evergreens. In the shallow soil over the hard lava, their roots must spread sideways, sometimes rising above the ground to make humps and hollows. After the trees reach a certain height their roots can no longer support the trunks, and they fall over. So they are mostly around the same height.

Under the tree canopy, the air is oppressively humid and the trees give off a noticeable fragrance. They grow thick

overhead, making an umbrella unnecessary in a light rain. This is a great place to enjoy a "forest sauna."

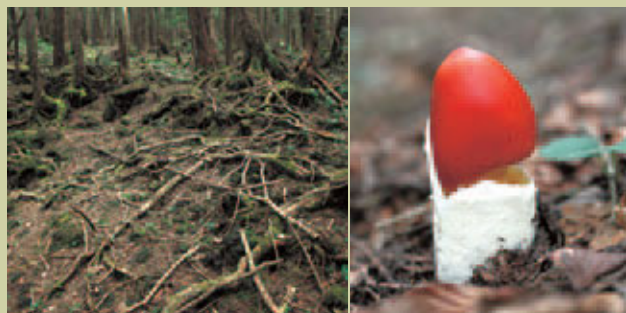
We walk about 30 minutes from the trailhead and come to the Fuji Fuketsu wind cave. It is more than 230 meters long and, in places, runs as deep as almost 20 meters below ground level. Like other wind caves, it was formed during a volcanic eruption, when gas in the lava burst through, leaving a cave or tunnel as the lava cooled.

There is some ice inside, even in summer. The locals say that in the early Edo period (17th century) the Shogun, Tokugawa Ieyasu, had ice brought from wind caves like this one to the metropolis of Edo (present-day Tokyo). We grope our way down into a pitch-black hole and, about 30 meters inside, see ice on the walls and other surfaces. The ice crystals developed from underground water that continuously seeped in from Mount Fuji. The freezing temperature is due to the fact that evaporation is a cooling process—when water in the cave evaporates, the ambient temperature drops. The thermometer registers -2 °C in summer, -15 °C in winter.

We find our way out of the cave and then climb nearby Mount Omuro. Right away the ground feels different under our feet. In Aokigahara Jukai, the lava bed was readily visible and the footpaths were hard, but here on Omuro, broad-leaf trees like Japanese beeches and Mongolian oaks rule—their dead leaves and soil have accumulated over time, making a soft trail bed. And the sun shines bright through the trees.

"I really like Mount Fuji. I wanted to learn more about it, so I began working as a guide," says Kuribayashi. "The Aokigahara Jukai is part of Mount Fuji. The forest's wonders and its ability to thrive and mystify can be experienced during an eco-tour, and I hope many more people will come and see for themselves."

Aokigahara Jukai evolved under the influence of Mount Fuji. Our tour has shown us the beauty of an old growth forest, where nature offers plenty of wonder.



Top left: Water from the cave ceiling freezes as ice "stalagmites." These can be seen throughout the year.  
Top right: The transparency of the ice indicates that the water seeping into the cave from the mountain is very clean.  
Below: The Fuji Fuketsu wind cave, formed when the lava hardened. Deep inside the cave there is no light, making it too dangerous to enter without a permit and a guide to lead the way.







Page 16: Trees in Aokigahara Jukai must extend their roots along the surface. The most common trees here are *hinoki* cypress and hemlock.



Photos taken very close to Aokigahara Jukai on Mount Omuro (elevation: 1,468 m), a volcano on the side of Mount Fuji. Fuji has many such flank volcanoes.

Two photos above: Mount Omuro is clothed with many types of trees, such as the deciduous Japanese beech and Mongolian oak, and a conifer originating in Japan called tiger tail spruce. A thick crimson glory vine used as a swing—a gift of nature.

Left: Kuribayashi Shuki is a nature guide registered by the town of Fujikawaguchiko. When he talks about Mount Fuji's history and the unique characteristics of the trees, his eco-tourists find him easy to understand. "A world without trees would be a world without humans. We need to take better care of forests—that's the theme behind my explanations."

Right: Immense trees on Mount Omuro have been growing for three or even four centuries.



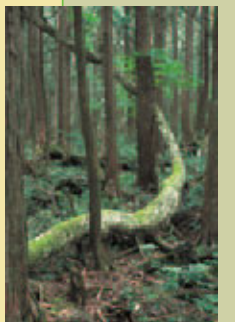
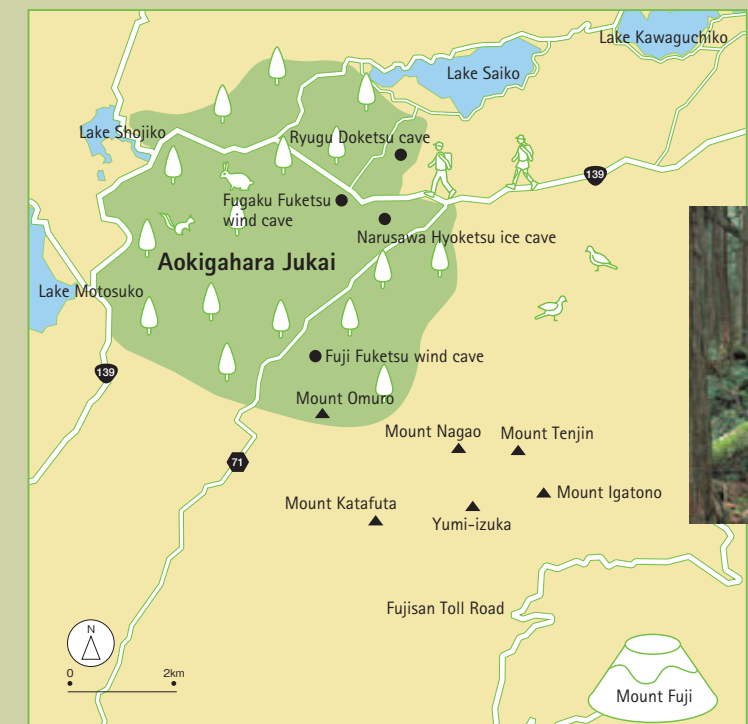
#### Map of Aokigahara Jukai "Sea of Trees" and environs

The Fuji Fuketsu wind cave is prized phenomena in an untouched natural world, and you need a permit to enter it. (Join an eco-tour, and the tour organizer will apply for a permit for you.) To facilitate tours, infrastructure for tourists has been added at the Fugaku Fuketsu wind cave and Narusawa Hyoketsu ice cave.

#### For more info

Fuji Eco-tour Service (Japanese language website) introduces tours to Fuji Fuketsu wind cave and Mount Omuro, and eco-tours up Mount Fuji:  
<http://www.fuji-eco.com/>

Fujikawaguchiko Sightseeing Information Site (in Chinese, English, Japanese and Korean):  
<http://www.fujisan.ne.jp/nature/>





# Fuji—Here, There, and Everywhere

Fuji has made its way into the lives of the people, coming in from different angles. Feelings run strong about Japan’s most-famous mountain, giving it a defining presence in society.



The mountain today, and a woodblock print from the 19th century. The photographer and the artist worked from the same vantage point. (Photos taken in Shizuoka, Shizuoka Prefecture, by Shoji Hirohiko. Woodblock print entitled *Tokaido Gajusan-tsugi no uchi, Yui Satta Mine* ("Yui, Satta Pass, from the Fifty-Three Stations of the Tokaido Road"), by Utagawa Hiroshige. (Property of the Tokyo Metropolitan Central Library, Special Collection Room)

## Finding Fuji

There it soars, beyond small communities located on its foothills, beyond the nation’s capital Tokyo, beyond the metropolitan airport... whenever you catch a glimpse of it, Mount Fuji is sure to make a beautiful backdrop.



## Scenes from near and far

- 1. The mountain provides the backdrop to a festival being held with a wish for successful fishing and safety at sea. The Ose Festival in Numazu City, Shizuoka Prefecture. (Photo by Shoji Hirohiko)
- 2. Hikers took stones from the seashore and piled them up in this mound, praying for safety before setting out for religious observances on the mountain. Location: Fuji City, Shizuoka Prefecture. (Photo by Shoji Hirohiko)
- 3. Fuji seen from Futamigaura in Ise, Mie Prefecture, about 200 km away. (Photo courtesy of pixta)
- 4. The Tokyo Skytree, a new hot spot in the metropolis, graced by the mountain. (Photo courtesy of Aflo)
- 5. On a clear day you can see Fuji even from Tokyo International Airport (Haneda Airport). (Photo courtesy of Aflo)



## Mount Fuji, source of artistic inspiration

The Japanese people have treasured Mount Fuji for centuries, and these feelings have evolved into a heartfelt affection for its beautiful shape. Today, this affection is found expressed in the shape of a wide variety of things.

### Powerful design

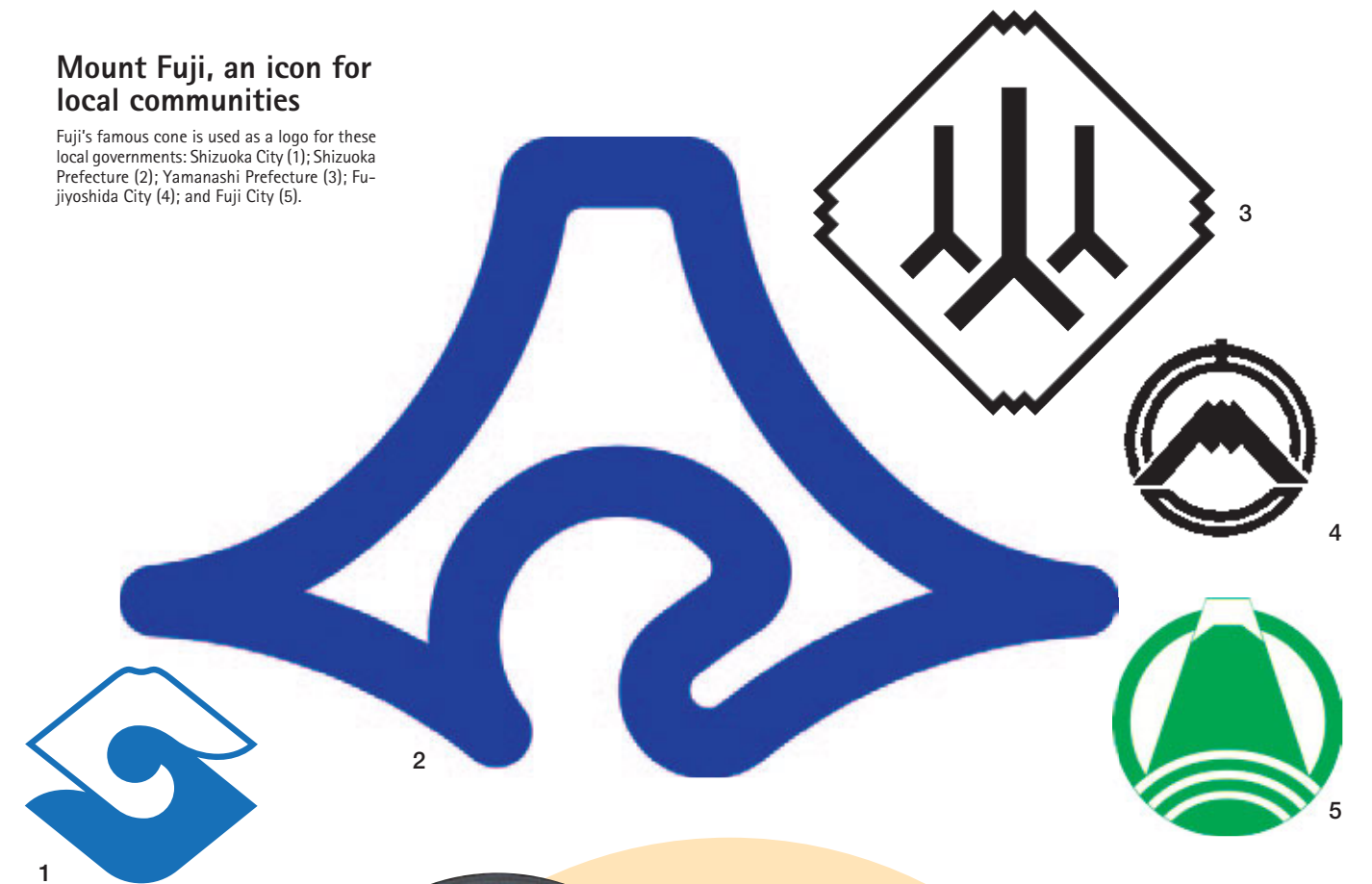
Right: Kimono from the early 20th century, depicting Fuji and the Mihonomatsubara pine tree grove. (Property of the Tokyo National Museum; image by TNM Image Archives)

Two photos below: A *mikoshi* portable shrine shaped like the mountain is carried during the Fire Festival at Kitaguchi Hongu Fuji Sengen-jinja Shrine. (Photo of the Fire Festival courtesy of the Fujiyoshida Museum of Local History)

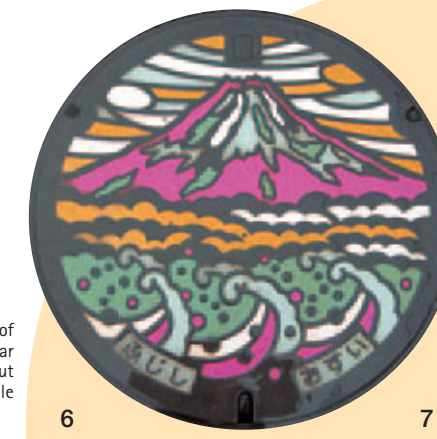


## Mount Fuji, an icon for local communities

Fuji's famous cone is used as a logo for these local governments: Shizuoka City (1); Shizuoka Prefecture (2); Yamanashi Prefecture (3); Fujiyoshida City (4); and Fuji City (5).



When walking in the cities of Fuji (6) and Fujiyoshida (7) near the mountain, keep an eye out for the decorative manhole covers.



## Not the real thing, but still very nice

In public baths throughout the country, there is a good chance Fuji is the star attraction on the wall above the large bath. So even in communities without a real view of Mount Fuji, bathers can still enjoy the mountain's beauty while soaking at leisure in the hot water. (Photo courtesy of Aflo)





## Mount Fuji in today's lifestyles

Its profile is simple, easily recognizable, a perfect cone shape. So Mount Fuji has the ability to influence the design of many everyday items. These days, cute little Fuji items are seen more and more in pop culture, too.

Photos by Horiguchi Hiroaki



### Decorating everyday items

1. Open up the folding fan and yes, another Mount Fuji.
2. For people who want a protective cover for their passport, one option closely resembles a famous wood-block print.
3. Set the handkerchief down so that air remains trapped underneath.
4. Roll it up and you have a long, thin megaphone with a Fuji design.
5. Pull the tissue paper from the middle of the case and *voila*, snow on the summit.
6. A safety cone for construction sites and other locations where caution is required.

Collaboration: Kamakura Koshidou (1); goodbymarket (3 & 5); AD Line (4 & 6)

### Fuji makes it even better

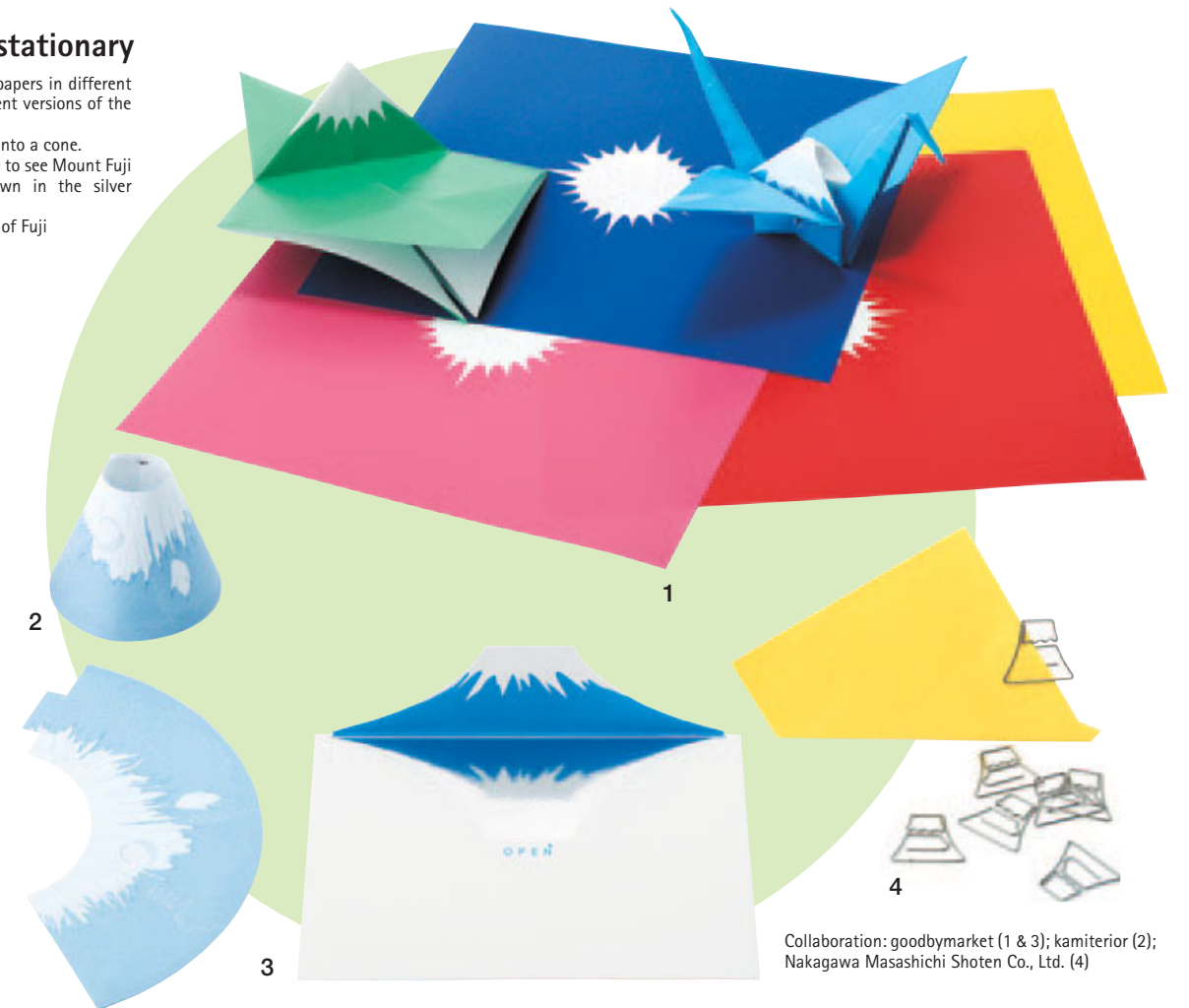
1. Small cups for serving saké. Turn them upside down to enjoy the view.
2. The Fuji on the cup is actually part of a teabag.
3. The ice cube maker's ice is shaped like Fuji. Drop it in a glass and enjoy a transparent Mount Fuji.
4. Pour some beer in the glass and there is Mount Fuji, complete with snow on the top.



Collaboration: Kinshodo (1); Sorarine (2); Idea International Co., Ltd. (3); Sugahara Glassworks Inc. (4)

### Delightful stationary

1. Fold the origami papers in different ways to make different versions of the mountain.
2. Fold a memo pad into a cone.
3. Open the envelope to see Mount Fuji reflected upside down in the silver paper.
4. Paperclip versions of Fuji



Collaboration: goodbymarket (1 & 3); kamiterior (2); Nakagawa Masashichi Shoten Co., Ltd. (4)





# Soak in a Hot Spring while Admiring Mount Fuji

Mount Fuji instills reverence in the Japanese and is a popular place for hiking. It has another charm, one that gives pure enjoyment: you can gaze at its beauty while soaking in a hot spring. Come to experience the bliss for yourself near the mountain, in Yamanashi or Shizuoka prefecture.

Map compilation: Oguro Kenji



1. The entire mountain, right to its base, is yours to see from an open-air hot spring bath. Each season presents a different picture-perfect Mount Fuji. (Hotel Kaneyamaen, Yamanashi Prefecture)
2. Beyond the wide expanse of glass at a public bath lies a view you will never forget. (Gotembashi Onsenkaihan, Shizuoka Prefecture)
3. When the weather cooperates, the mountain is reflected, upside-down, in Lake Kawaguchiko. (Koraku Onyado Fujiginkei, Yamanashi Prefecture)
4. This spa is so accessible that you have time to soak in its waters after hiking on the mountain and sightseeing. (Yamanakako Onsen Benifuji no Yu, Yamanashi Prefecture)
5. The highland location offers an extraordinary vista for bathers in the open-air hot spring. (Ohito Hotel, Shizuoka Prefecture)



# Wasabi

## Playing a small yet famously spicy role in Japanese cuisine

Photos by Natori Kazuhisa Collaboration: Tamaruya Honten



The most commonly eaten part of the wasabi plant is the stem. The leaf stalks and leaves are generally pickled.

It would be hard to imagine *sashimi* or *nigiri-zushi* without wasabi. Wasabi dissolves in soy sauce to make a zesty dip for *sashimi* slices of raw fish, and gives a nice bite when spread thin between the sushi rice and the *nigiri-zushi* fish. Its sharp edge kindles up the nasal passages, takes away the fishy smell, and brings out the flavor.

Wasabi comes from a plant native to Japan. A perennial in the mustard family, in science it goes by the name *Wasabia japonica*. It is mentioned in Japanese literature as far back as the 10th century. The underground stem is finely grated to make a paste that has a distinctively zesty bite. One of the ingredients, allyl mustard oil, has antibacterial properties which keep food freshness. In addition to the stem, the leaf stalks and leaves can also be eaten, generally in pickled form.

Whether growing in the wild beside mountain streams or cultivated in narrow valleys, the wasabi plant needs sparklingly pure, running water. Certain locations in Fuji's foothills are

known for growing it. The photos on page 27 were taken at a wasabi farm in Fujinomiya, Shizuoka Prefecture, where underground water wells up in numerous springs, creating a naturally hydroponic environment. The nearby Shiba River, fed by springs on Mount Fuji, is swollen and flows so fast that its spray fogs the air. The mountain itself has no rivers, ponds or lakes, but rainwater and melted snow get filtered for a long time underground, finally bubbling up at lower elevations. That water ends up in rivers and lakes.

Water from Mount Fuji is rich in minerals, "and that's ideal for wasabi plants," says Kinezuka Mami of the farm. Their plants are bedded in sandy soil with a mix of gravel from the mountain. The temperature of the water coming from underground remains constant, between 10 and 11°C throughout the year. The plants require around 18 to 24 months before their white flowers bloom, showing that the underground stems are big

enough to harvest. This farm uses staggered planting so the stems can be harvested year-round.

The important thing is to keep the water at a constant temperature and at a steady flow. Anything that impedes the flow, like litter or waterweeds, has to be removed without fail. The rivers become muddy after a heavy rain and this could cause discoloration, so the workers have to manage the situation and of course limit inflow.

"Our water and gravel—they both come from Mount Fuji," says Kinezuka. "Thanks to Fuji, we produce really tasty wasabi."

Wasabi commands a high price, so substitutes based on horseradish are often used today. But they cannot achieve the refreshing bite that is special to wasabi. Taking advantage of Japan's water-rich topography and climate, wasabi plays an impressive supporting role in Japanese cuisine.



Left: The piquant bite of the wasabi plant is obtained by grating the stem.  
Right: Wasabi takes away the fishy smell and brings out the flavor.  
Page 27: Wasabi grown at the Tamaruya Wasabi Farm in Fujinomiya, Shizuoka Prefecture. Bottom left: A river of pure, clear water flows nearby.







1

2

3

4



# Mount Fuji Sweets

Photos by Horiguchi Hiroaki

Collaboration: Nakagawa Masashichi Shoten Co., Ltd., Fujiyama Cookie, and Mary Chocolate Co., Ltd.

Confection makers in Japan began selling *o-kashi* sweets shaped like Mount Fuji many years ago, and the number and variety of different types have continued to grow since 2013, when UNESCO added Fuji to its list of world heritage sites. This page features just a few of them.

*Monaka* is baked rice flour dough stuffed with *an* bean paste. These ones give a double dose of happiness—the shape is charming, and the crane “husband and wife” image is said to bring good luck (1).

Cute cookies with their pastel colors and soft lines are right out of pop culture, ready to offer comfort to the soul (2). Some tiny Fujis are made from a fruity jelly (3). Then there are candies that capture the mountain with a bright red sun over it (4). Just thinking about popping one of these in your mouth is enjoyable.

The next time you are at an airport in Japan, or at a railway station or shop near Mount Fuji, look for colorful sweets like these.