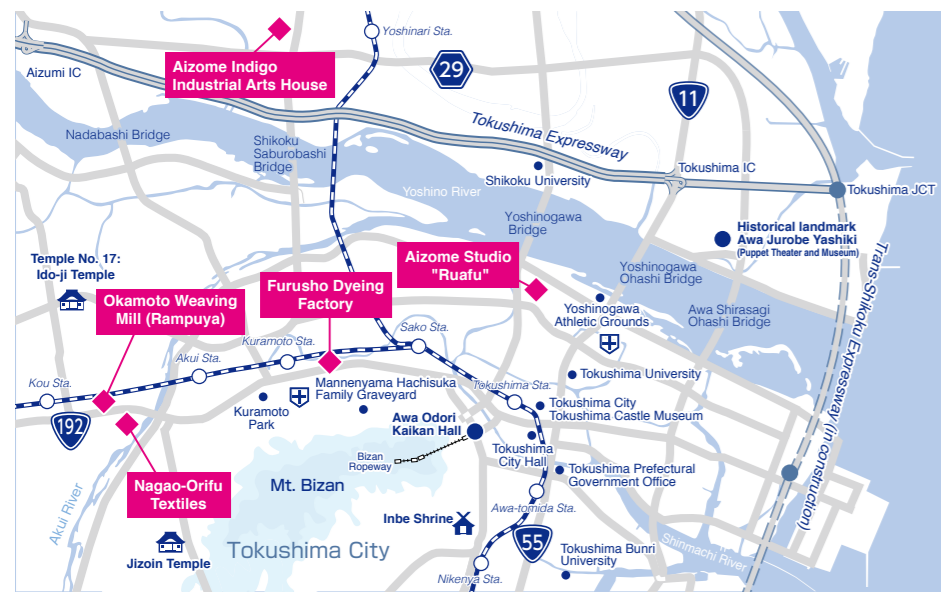


## Map & Access



Tokushima City is the capital of the Tokushima prefecture. It is connected to the Kansai area by an expressway, and is conveniently located about 20 minutes away from the Tokushima Awa Odori Airport.

There are 138 rivers that flow through the city, including the famous Yoshino River. The city is surrounded by beautiful nature, the ocean, mountains, and rivers, and thrives with businesses born from this surrounding nature.

The banks surrounding the Yoshino River are home to the number one producers of indigo dye in all of Japan. This area is home to workers who continue the tradition of indigo dye production in the hometown of Japan Blue.



2020.3

**[For contact] Tokushima City Economic Policy Division**

2-5 Saiwai-cho, Tokushima City, Tokushima Prefecture 〒 770-8571  
TEL 088-621-5225 FAX 088-621-5196

Tokushima City business: traditional arts [Search](#)



# Report from a first-time indigo-dyeing experience

Skilled professionals will kindly teach the ways of indigo dyeing, so even first-time dyers can enjoy the experience in a relaxed environment.

Please note that the order of steps (etc.) of an experience varies by workshop.

## 1 Choose the material and pattern to dye

We decided to dye a handkerchief and scarf. We were able to choose which pattern to dye while browsing through samples. Depending on the shade of indigo and pattern you decide to dye, the dyeing process will be different.



## 2 Preparing the materials

We decided to dye the handkerchief in the random, white cloud-like "Murakumo-zome" color scheme and the scarf in the indigo-to-white gradation "Dan-zome" color design.

### "Murakumo-zome" coloring



You bunch and squeeze the material together. The color pattern is created by the overlapping of material. I wonder what the design will look like in the end!

This is what it should look like!



### "Dan-zome" coloring



You cover the parts you don't want to dye with vinyl wrap and tie it together with rubber bands. You made the gradation design by dyeing specific sections and by soaking the material several times.

This is what it should look like!



## 3 Dyeing

We were told to soak the material in the indigo dyeing liquid for 3 minutes and then to take it out and expose the material to the air for 3 minutes. We repeated this process several times.

### ① Soak material in the dye (3min)



### ② Expose material to air (3min)

When the material is exposed to the air, the color of the dye changes due to oxidation.



Open and spread the scarf so that its entirety can be exposed to the air.



### ③ Repeat steps ① & ②

When we removed the part of the scarf that was soaking in the dye, the dyed color became even darker!



## 4 Wash the material to finish!

After we finished dyeing the material, we cleaned it up by washing away the remaining, unnecessary dye. The indigo color turned out beautiful! We were told that if you wash the material thoroughly, that the dye actually becomes more resistant to fading.



# Indigo Dyeing Experiences

Experience the renowned "Japan Blue" with your own hands

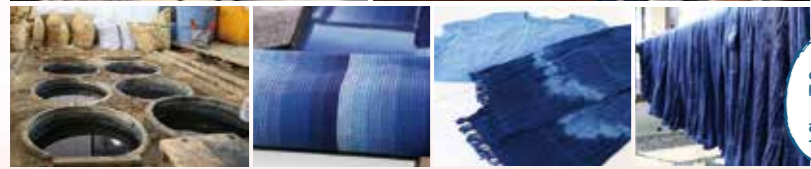
## Introducing a life with "Japanese-style" Awa Shijira/indigo dyeing

### Nagao-Orifu Unlimited Partnership

Founded in 1897. The shop here makes "Awa Shijira-ori". We inherited this tradition that was born from the skills of the indigo dyeing masters.



Connected to a shop where you can purchase souvenirs.



〒779-3121 189 Wada, Kokufu-cho, Tokushima-shi (~15min by car from the Aizumi IC)  
tel.088-642-1228 fax.088-642-1229  
e-mail:orifu@bronze.ocn.ne.jp  
http://www.awa-shijira.com/

(Open hours) 9:00~16:00  
(Days off) Sat, Sun, and national holidays (The shop is open on the 1st and 3rd Saturdays of each month)  
\*It is possible to book a group reservation on closed days (please contact the facility to confirm)  
□Parking lot: Appx. 10 spaces  
□Tours:(Free/20min) Reservation required



### Dyeing experiences

- Please make a reservation 5 days in advance
- It is possible for reservations up to 100 people (Please ask in advance)
- Cash only

Item	Required time (est.)	Price (tax included)
Handkerchief	~30min	1,000yen
Towel scarf	~30min	1,600yen
Short-sleeve shirt (F)	30-60min	3,900yen
Linen scarf	30-60min	2,200yen
Silk scarf	30-60min	2,500yen

The cost for bringing in your own item to be dyed is 500yen per person. The dyeing cost is 750yen for items weighing less than 50 grams. Additional weight is charged a surplus of 15yen per 1 gram.



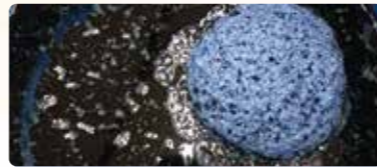
You can still enjoy the experience in groups with large numbers. If you request so in advance, it is also possible to try hand looms.

We hope you can enjoy the unique experience of indigo dyeing!

Introduction to indigo factories in Tokushima City

# Dyeing with Ai

This magical blue indigo color, known as "Japan Blue", is well revered around the world. Indigo dyeing, which is expressed through the unique shading of indigo, is simple but profound. Try indigo dyeing for yourself, taught by dyeing professionals of whom have learned the craft throughout generations.



### Tokushima, the home of indigo dyeing

Tokushima has been the number one producer of the natural dye "Sukumo" since the Edo period. Sukumo from Tokushima = Awa Ai. Awa Ai's high quality distinguishes it from other indigo plants.

### Beautiful appearance for practical items

Natural indigo dye is not only beautiful, but also gentle on the skin and has antibacterial and insect repellent effects. The indigo dye is also said to have a heat retaining effect and to be good for promoting good circulation.

※ Polyester, nylon, and other synthetic materials cannot be dyed. ※ Wool may shrink. ※ Price is based per 1 person

## Bring the heat-resisting Awa Shijira-ori cloth to life

### Okamoto Weaving Mill + Factory Ranpuya

Founded in 1912. Today the facility produces weaved items. Awa-shou Aizome yarn is used to weave denim that is darker than any other indigo color.



Connected to a shop called "Ranpuya," where you can purchase souvenirs.

〒779-3121 161 Aza-Luchi, Wada, Kokufu-cho, Tokushima City (~15min by car from the Aizumi IC)  
tel.088-642-0062 fax.088-642-0677  
e-mail:rampuya@cosmos.ocn.ne.jp  
http://rampuya.com/

(Open hours) 10:00-16:00  
(Days off) Sat, Sun, national holidays  
\*It is possible to book a group reservation for closed days (please contact the facility to confirm)  
□Parking lot: 10 spaces  
□Tours: Available upon reservation



### Dyeing experiences

- Please contact the facility well in advance to make reservations
- Reservations available for groups of 1~15 people
- Payment by card is OK

Item	Required time (est.)	Price (tax excluded)
Handkerchief	30-45min	1,000yen
Scarf	30-45min	3,800~13,000yen
Table runner	30-45min	3,000~8,000yen
T-shirt	30-45min	From 3,800yen

If you bring in your own item to be dyed the est. price is 13,000yen per 1 kilogram of weight.

Indigo dyeing is a representative, traditional industry of Tokushima. Repeat the dye, squeeze, and drying process over and over again. I hope you can enjoy that the fabric that changes each time you dye it.



## Continuing the art of the world-wide revered "Japan Blue" in the present day

### Aizome Indigo Industrial Arts House (Awa Yuzen-Factory)

Founded in 1907. We are working on new ways of indigo dyeing while preserving traditional techniques. We continue to research ways to dye indigo with the Yuzen dyeing techniques.



Connected to a shop where you can purchase souvenirs.

KAGAWA Fumitaka is a 3rd generation traditional craftsman of the Awa Shou-ai Shijira-ori Aizome technique.

〒771-1154 81-1 Nishikawabuchi, Higashisadakata, Ojin-cho, Tokushima-shi (~8min by car from the Aizumi IC)  
tel.088-641-3181 fax.088-641-3184  
e-mail:info@awaai.jp  
http://www.awaai.jp/

(Open hours) 9:00-18:00 (Dyeing hours: 10:00-16:00)  
(Days off) No regular days off  
□Parking lot: 20 spaces (large busses are also OK)  
□Tours: 300yen per person  
\*Only available for group reservations

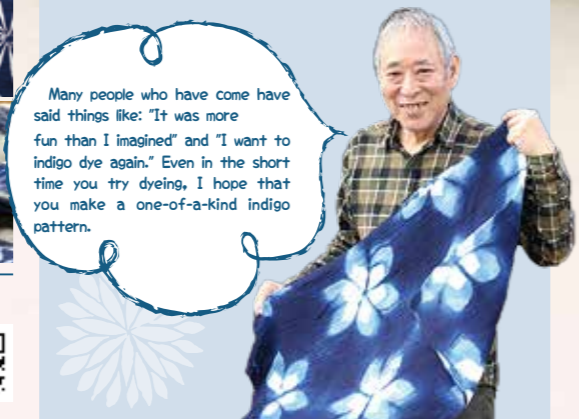


### Dyeing experiences

- Please contact the facility well in advance to make reservations
- Reservations available for groups of 30 people (It is possible to reserve for 70~100 people by adjusting workshop procedures)
- Cash only

Item	Required time (est.)	Price (tax included)
Handkerchief	30-60min	1,100yen

If you bring in your own item to be dyed the est. price is 30yen per 1 gram of weight.



Many people who have come have said things like: "It was more fun than I imagined" and "I want to indigo dye again." Even in the short time you try dyeing, I hope that you make a one-of-a-kind indigo pattern.

## Make orders or produce beautiful indigo dyed items

### Furusho Dyeing Factory

This Awa indigo dyeing factory sticks to using natural indigo from Tokushima and has continued throughout 6 generations using a manufacturing method inherited from the Edo period. You will be intrigued by the historical looking chimneys and more.



〒770-0027 9-12 Sako 7bancho, Tokushima City (~15min by car from the Tokushima IC)  
tel.088-622-3028 fax.088-622-3029

(Open hours) 9:30-15:00 (entry until 14:00)  
(Days off) Sun, national holidays, Obon period, years end-beginning period  
□Parking lot: 3 spaces  
□Tours: Available with inquiry

### Dyeing experiences

- Please contact the facility well in advance to make reservations
- Reservations available for groups of up to 5-6 people
- Cash only

Item	Required time (est.)	Price (tax included)
Handkerchief (SM, 45cm square)	~60min	1,000yen
Handkerchief (LG, 55cm square)	~60min	1,500yen
Tenugui cloth	~60min	2,000yen
Towel	~60min	2,500yen

If you bring in your own item to be dyed, the est. price is 25yen per 1 gram of weight. There is a separate 100yen fee for shipping costs per 1 item  
\*You cannot bring your dyed item home same-day. We will send your item to you after the dye is removed and the item is dried.



Please come and experience dyeing natural materials with naturally fermented indigo dye using ash lye!

You will be impressed once again after experiencing indigo dyeing once you receive your finished products.

## Dye with a smile...

### Aizome Studio "Ruafu"

Indigo dye with the Tokushima "Sukumo" naturally fermented indigo dye using ash lye! There is also a kids space here, so even children can come and enjoy the studio.



〒770-8002 6-42 Yoshino-honcho, Tokushima-shi (~8min by car from the Tokushima IC)  
tel.088-626-0536 fax.088-626-0536  
Facebook: Please search "藍染工房ルーフ" (Aizome Kōbō Ruafu)

(Open hours) 9:00-17:00  
(Days off) No regular days off  
□Parking lot: 4-5 spaces  
□Tours: Available upon reservation



\*The phone number to call to make dye experience reservations differs. Please use the number listed to the right.

### Dyeing experiences

- Reserve by the day before your desired day (Please reserve long in advance for the busy summer season)
- Reservations available for groups of 20 people
- Cash only

Item	Required time (est.)	Price (tax excluded)
Handkerchief	60min	1,000yen
Scarf	60-120min	From 2,300yen

If you bring your own item to be dyed:  
For cotton, linen, or rayon:  
30yen per 1 gram of weight  
For silk or wool:  
60yen per 1 gram of weight

\*Please contact us for more information

Contact number for reservations tel.080-2983-7550

Because you can have the facility to yourself, you can take your time and enjoy the experience while you are here.

