

# Ebisubashi-suji Shopping Street Guidebook

English  
Take  
Free



<http://www.ebisubashi.or.jp>

# OMOTENASHI

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No matter how the times have changed around it, the Namba Ebisubashi-suji Shopping Street has been flourishing as a road linking Go-en (“fate”) and Fuku (“fortune”) since the beginning of the Edo Period some 400 years ago.

It started when the bridge known as Ebisubashi was built over the Dotonbori River, after the latter was constructed as a canal connecting the outer moat of Osaka Castle with Osaka Bay in 1615. As the area surrounding the bridge was developed, Ebisubashi-suji (Ebisubashi Street) was born.

Soon Ebisubashi-suji came to be recognized as a popular approach to Imamiya Ebisu Shrine, and the street became a bustling center with numerous shops standing side by side. Still further growth was brought to the area in 1885, when Japan’s first private capital railroad, the Hankai Railway, began operating at Namba Station on the southern end of Ebisubashi-suji.

Shortly afterward came World War II, during which the entire district was decimated.

Yet following Japan’s wartime defeat, Ebisubashi-suji reemerged from the ashes to rise up once again. In the time since, it has undergone various transformations, but managed to hold onto its identity, marrying tradition and innovation over and over again on down to the present day.

Today, as it continues to serve as Osaka Minami’s road between Go-en and Fuku, the Ebisubashi-suji Shopping Street is taking aim at the next 100 years, with a commitment to offering up its hospitality for the enjoyment of visitors from all over the world.



## Ebisubashi: Bridge from Osaka Minami to the world Forever connecting person to person, city to city, past to future

### Wooden bridge phase



肥田晴三氏所蔵

Ebisubashi was constructed out of wood approximately 400 years ago. Its name derived from the fact that it was adjacent to Imamiya Ebisu Shrine, where it was common for people to go to pray for prosperity in business. Originally, Ebisubashi was under the custodianship of the towns surrounding the bridge. All repairs, renovations, cleaning, et cetera, were the responsibility of

the people of the towns. So in a very real sense, Ebisubashi and Osaka Minami grew up together.



横浜開港資料館所蔵

### Iron bridge phase

In 1878, the wooden bridge was replaced by an iron bridge. The image of the people’s figures in their Japanese and Western styles of dress

coming and going over the bridge, with its gas lamps and clock tower, captures the mood of those exciting times.

### Stone / concrete bridge phase



the people while characterizing the Osaka Minami of the Modernist Period. During this phase of Ebisubashi, Dotonbori’s iconic landmark the “Ezaki Glico Neon Sign” was completed in its first incarnation, and Japan’s jazz scene emerged forth from Osaka Minami.

### Heisei Period Reconstruction



Finally, after having undergone 14 different transformations and countless major renovations since its initial construction, on November 22, 2007, Ebisubashi was rebuilt as “Heisei

Ebisubashi,” a bridge intended to suit the contemporary age. The center of the bridge swells out to create a round space, which is meant to represent the hope that the bridge will go on connecting person to person and city to city, as “a place where people get together,” eternally.



# History of the Ebisubashi Shopping Arcade

1615 | Engineering of the Dotonbori River is completed and Ebisubashi is built.

1730 | Ebisubashi-suji was drawn in a picture book from Edo period. It was vibrant as a path to Imamiya Ebisu Shrine.

1765~ | Development of the Namba Shinchi area begins. The area quickly becomes a popular place for people to take an evening stroll while enjoying watching street performers and various shows.

1791~ | Namba's sumo wrestling ring and Noh theater are built.

1885 | "Namba Station" on the Hankai Railway (present-day Nankai Railway) begins operations.

1878 | Ebisubashi is reconstructed as an iron bridge.

1897 | Japan's first commercial motion picture is shown at the theater "Nanchi Enbujo" (located where Namba Marui and TOHO Cinemas Namba are today).

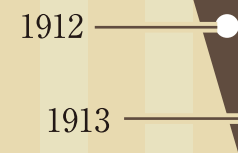
1912 | 4,779 houses are destroyed in the Great Osaka Minami Fire.

1913 | The "Ebisubashi-suji Trade Union Confederation" is formed, laying the foundation for today's "Ebisubashi Shopping Arcade Promotion Association."

1915 | Sennichimae Street is opened to traffic.

1925 | Ebisubashi is reconstructed as a stone and concrete bridge.

1928 | Decorative suzuran ("lily of the valley") lamps are installed in the district to commemorate the reign of Emperor Showa.



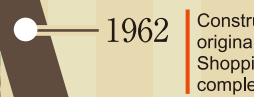
1932 | The Osaka branch of Takashimaya Department Store opens for business.



1937 | Midosuji Avenue is opened to traffic.



1945 | Massive air raids are carried out on Osaka by Allied forces. The whole of Ebisubashi-suji is reduced to charred rubble.



1962 | Construction of the original Ebisubashi-suji Shopping Arcade is completed.



1975 | The "First Night Bazaar" is held. Afterward, its name is changed to "Hassuji Summer Festival," and it continues to be held until 2010.



1980 | The first "Miss Hassuji Beauty Pageant" (now the "Ms. Ebisubashi Contest") is held.



1995 | The second generation Ebisubashi-suji Shopping Arcade, which is the one still used today, is completed.

2007 | Ebisubashi takes on its current form, being rebuilt as "Heisei Ebisubashi."

提供:株式会社高島屋

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2010 | The "Shopping Arcade Taiken (experience) Exposition" is held for the first time. It has been held twice every year since, in spring and in autumn.



2011 | We have started some events where you can enjoy shop's professional techniques and Namba's attractions.



2013 | The Ebisubashi-suji Shopping Arcade is refurbished through the "Heisei Comprehensive Renovation Project."



2013 | There are 6 kinds of auspicious illuminations in winter. Midosuji street is also lit up beautifully with illumination.



2014 | "Glico Sign", which you can see from Ebisu Bridge, was installed in 1935 by Osaka confectionery company, Glico. The current sign is the 6th generation. It is lit up from 30 minutes after the sunset till midnight.



2023 | A new tourist destination, "Namba Square" will open at the southern entrance of shopping arcade will. Please visit Osaka!



2025 | Osaka-Kansai Japan Expo will be held. Some events are being planned to be held here. Namba & Dotonbori area serves as auxiliary venues.

## Hozenji Yokochi Alley

Although located in the middle of bustling Minami, Hozenji Yokochi still has the feel of the Osaka of years gone by. This narrow, stone-paved lane creates a truly distinct space, with shops lining each of its sides and incense perpetually wafting through its air. In the center of the alley is Hozenji temple, famous for its statue of the deity Fudo Myo-o. Popularly, the statue is known as "Mizukake Fudo" (mizu: "water"; kake: "pour on"), because of how visitors splash water on it as they pray for success in matters such as business and love.







**Osaka Castle**

Construction of Osaka Castle – one of Japan’s three most highly esteemed castles – was originally begun by Hideyoshi Toyotomi – one of Japan’s three “great unifiers” – in 1583. Since that time the castle has twice been burnt down in fires, but the current edifice has stood since 1931 when it was rebuilt through the contributions of the citizens of Osaka. The castle’s main tower rises to a height of 55 meters, and is comprised of 5 outer tiers and 8 inner levels. Golden shachihoko (mythical creatures with a dragon-like head and the body of a fish) and fusetora (tigers crouching as if watching game) gleam magnificently on its roof and the undersides of its railings, respectively. The lookout on the eighth floor offers a panoramic view of Osaka.

**Check out the list of must-visit shops in the Ebisubashi Shopping Arcade!**

Items available only at Ebisubashi would make the perfect souvenir to take back to your friends and family.



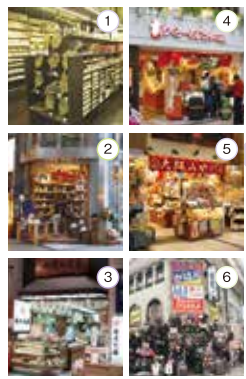
**MAP-14 Tanseido 銀**  
Place your pictures from your trip, or of your loved one, into these Japanese photo frames, and make your special photos mean that much more.



**MAP-15 SHOP MU 銀**  
Quality Japanese-made creased hats are not only trendy, but easy to wear.



**MAP-13 Oguraya TAX FREE 銀**  
Enjoy the subtle flavor and aroma of plum jam contained inside this soft candy made of kelp.



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**MAP-06 Rikuro Ojisan's Shop**  
Our popular cheesecakes are freshly baked throughout the day in our shop's kitchen.



**MAP-04 Ichibirian TAX FREE 銀**  
Inspiration of this konpeito in a sweet small bottle came from Dotonhorikawa's neon light!



**MAP-18 Jaguar Kaban TAX FREE 銀**  
They always have a great selection of more than 200 suitcases & roller carry bags. There are a lot of luggage items from famous brands such as PORTER, THE NORTH FACE, anello.

**Don't miss the gastronomical feast the Ebisubashi-suji Shopping Street has to offer!**

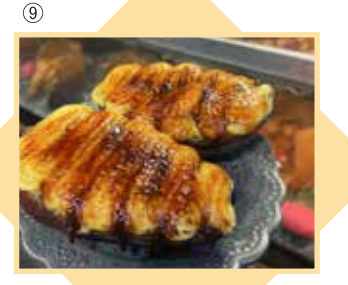
From the traditional foods of well-established stores to the latest hot item, you can find it all to enjoy as you leisurely amble through the arcade.



**MAP-08 551 Horai 銀**  
551 Horai is proud to suggest its best-selling product – the handmade, ground pork- and onion-filled meat bun!



**MAP-24 Chidoriya 銀**  
Mitarashi komochi, a rice dumpling filled with a sweet soy glaze, is THE classic Osaka souvenir.



**MAP-17 3-star sweets**  
Sweet potato braise. Freshly baked sweet potato with custard cream & sugar on it. Baked like a braise and you can enjoy a hint of bitter taste of caramel.



**MAP-11 Hokkyoku**  
Hokkyoku's "Ice Candy" popsicle has been a favorite for over 70 years. Handmade from the most carefully selected ingredients.



**MAP-21 Daitora 銀**  
Daitora's special Kamaboko is made from steamed and fried fish surimi of shrimp, octopus, and scallop.



**MAP-23 Chinmiya**  
Tianjin sweet chestnut is a specialty from Chimmiya, which has more than 100 years of tradition. They also deal with buying second-hand brand goods.



**Kuromon Ichiba Market**

Kuromon Ichiba, easily the most recognizable marketplace in Osaka, is also known as “Osaka’s Kitchen.” It is packed with not only customary fish stores, but also with shops specializing in fugu (“blowfish”) and soft-shell turtle, as well as others that handle the freshest and highest-quality vegetables, fruits, meats, and Japanese pickles around. Hamo (Japanese conger, a type of eel) in summer and fugu in winter are especially superb; the signs telling you as much will be sure to catch your eye. One more thing: Many of the shops offer fresh seafood samples, so be sure to take advantage!



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## ■ Sennichimae Doguya-suji Shopping Street

Sennichimae Doguya-suji Shopping Street is lined with specialty stores for all manners of cooking utensils and kitchenware. The stores are congregated in this area to accommodate the great number of Osakan chefs whose extensively honed minds and skills have earned Osaka the nickname, "The Kitchen of the World." Of course, these shops offer all kinds of different cooking utensils for household use, as well. Visitors of all ages can also enjoy trying their hand at making plastic food replicas, just like the ones on display in Japanese restaurant windows!



MAP-19  
attagirl 銀

They have a wide variety of shoes, from fancy high-heel shoes to comfortable low-heel shoes!! They have various trendy products with affordable price!!



MAP-16  
Karaokekan 銀

More than 70,000 foreign songs! (Western, South Korean, Chinese, Filipinos and Taiwanese songs)



MAP-09 LUNA EARTH 銀

An accessory brand of high quality and affordable price (from 330yen). They have some accessories with allergy-free and various designs.



MAP-03 DIANA TAX FREE

They have almost all items of DIANA Brand. They have bags and shoes of extra-small size, extra-big size. Please enjoy a clean, elegant atmosphere.



MAP-02 @cosme STORE 銀

A cosmetic shop produced by one of the biggest comprehensive cosmetic websites! They have Japanese cosmetics in fashion and other various popular products!



MAP-20 BOOKOFF PLUS

BOOKOFF PLUS Namba Ebisubashi branch is a second-hand shop, where there are figures, trading cards, Pokemon goods, clothes, kimono and brand bags.



MAP-05 Caricature Japan 銀

Please take a portrait back home as a souvenir for yourself to remember your fun trip in Japan. They can draw any type of portrait, such as you in kimono or Osaka in background. It takes only 10-15 minutes for them to draw one.



MAP-22 Heart dance 銀

Variety accessories from trend items to basic items.



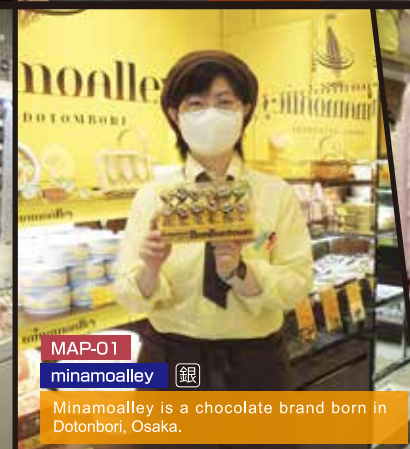
MAP-07 Horai Honkan

Chinese restaurant with calm atmosphere. Please try their delicious Cantonese & Chinese cuisine.



MAP-10 Watch Warehouse TOKIA

Watch Warehouse TOKIA has various lineups of wristwatches directly imported from overseas. Its lineup is one of the best in Japan.



MAP-01 minamoalley 銀

Minamoalley is a chocolate brand born in Dotonbori, Osaka.



MAP-12 Kawako 銀

Since opening in 1870, we at Kawako have specialized in high-quality dresses and bags for ladies.

## ■ Shinsekai district

Historically, Shinsekai has thrived as Osaka's entertainment quarter. Today, this district continues to teem with various places for entertainment, standing bars, and eateries serving such dishes as kushikatsu (Japanese-style deep-fried kebabs) or okonomiyaki. The neighborhood's centerpiece is Tsutenkaku Tower, a 103-meter high structure that serves as a familiar symbol of Osaka. A breathtaking panoramic view of the city can be enjoyed from its observation deck, where the Billiken of Tsutenkaku is enshrined as "The God Of Things As They Ought To Be." People rub the soles of his feet to make their wishes come true.

Ebisubashi-suji Shopping Street prides itself on providing friendly and polite service to all visitors, and on practicing "OMOTENASHI"

(the Japanese sense of hospitality). Why not experience for yourself the unique brand of OMOTENASHI at each and every one of our shops?



# Must-take Photo Checklist for your visit to the Ebisubashi-suji Shopping Street!



Glico

Strike up a pose like Osaka's famous Glico running man!



Kani Doraku

Snap your shot, but don't get too close to those pinchers!



Ebisubashi-suji Shopping Arcade

This shopping arcade was renovated in 2014 and won a prize for its design. It's illuminated at night and the gate at the entrance makes a great photo.



Ebitan

And last but not least, don't forget to have your picture taken with Ebitan, the official mascot of the Ebisubashi-suji Shopping Street.

## Exciting festivals held in Osaka Minami

**Mantousai**  
("Dotonbori River Lantern Festival")



During this festival, 1300 paper lanterns are illuminated on both banks of the Dotonbori River. An approximately 800 meter promenade running from Sakai-suji to Yotsubashi-suji is created with the gorgeously lit lanterns, which are aglow between the hours of 7PM and 2AM. Experience the dreamy, romantic atmosphere firsthand.  
When: Throughout the month of August (annually)  
Where: Tombori Riverwalk

**Shopping Arcade Taiken Exposition**



The Taiken ("Experience") Exposition offers visitors the opportunity to experience the charm of Osaka Minami and the Ebisubashi-suji Shopping Street, up close and personally. A self-designed postcard-making workshop has become popular among guests from overseas. Walk-up participants are welcome - no advance registration needed!  
When: Mid-October (specific dates vary from year to year)

**Hoekago Parade at Toka Ebisu, Imamiya Ebisu Shrine**



One of the grandest events of the New Year's season in Osaka Minami is the Hoekago Parade. This parade is steeped in history and tradition, harkening back to the processions of beautifully decorated carriages which transported local geishas to Imamiya Ebisu Shrine for formal visits on behalf of their patrons hundreds of years ago.  
Date: 10th January (9th January in 2016). Meet at Ebisu bridge at 10.30am.



# Welcome to the Ebisubashi-suji Shopping Street!



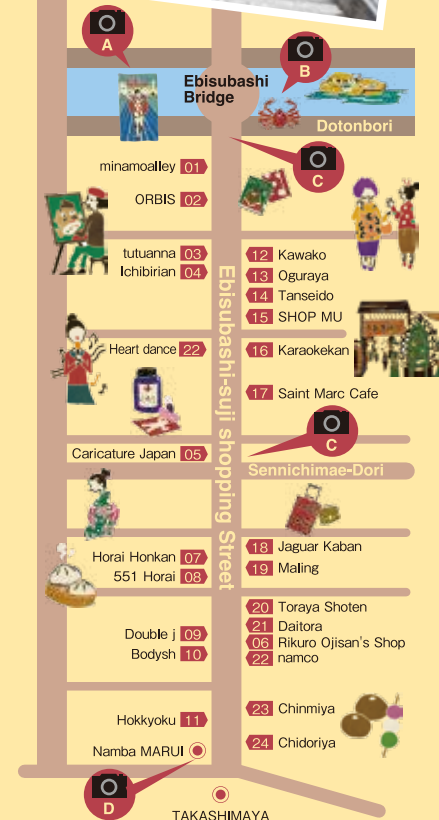
Photo Model  
Ms. Ebisubashi 40th  
(From left to right)  
• Suzuki Ai  
• Ishibashi Yui  
• Nishi Mayuko

## The Namba

Ebisubashi-suji Shopping Street is one of the busiest shopping districts in the entire world. Located in the heart of Osaka Minami, it features shops ranging from the ultra-trendy to the tried-and-true, all situated side by side in an arcade that runs 370 meters from the northern end to the southern.

Many of these shops are popular among visitors from abroad, as well, so we'll tell you where to find them along the arcade. But don't stop there - this area is also home to a number of famous tourist sites, and hosts several exciting events throughout the year around the centrally-located statue of the Street's mascot character, "Ebitan." So go on and explore, and let this book be your guide!

English- and Korean-language guide maps providing even greater detail about the Ebisubashi-suji Shopping Street and surrounding area are available in the pamphlet dispenser.



Several portions of this guidebook are designed to be used as bookmarks. Please tear along the perforated edges and make use of them. Each bookmark introduces a well-known tourist site in Osaka and provides useful information for your trip.