





EMBASSY OF JAPAN, WASHINGTON DC
JAPAN
INFORMATION & CULTURE CENTER

 [JapanEmbDC.JICC](https://www.facebook.com/JapanEmbDC.JICC)

 [user/JICCDC](https://www.youtube.com/user/JICCDC)

 [japanembdc](https://www.instagram.com/japanembdc)

 [JICCDC](https://twitter.com/JICCDC)

TEACHING TUESDAY

HOZUKI MARKET FESTIVAL

JULY 11, 2017

Every July, Sensoji Temple in Tokyo hosts a special festival known as the Hozuki Market Festival. This summer festival attracts large crowds, many of whom dress in yukata to enjoy the summer festival atmosphere.

The Hozuki Market was started in the Edo period, when it was believed that the hozuki plant, or winter cherry, had medicinal properties that were amplified on the auspicious shimanrokusennichi (四万六千日) holiday, which occurred every July 10th. Originally held at Atago Shrine, the festival eventually shifted over to Sensoji Temple. Since then, hundreds of stalls have been set up for two days, selling the gooseberries, edo furin, and of course the typical matsuri fare, including takoyaki, yakitori, and more.

Because the hozuki fruit at this festival is not edible, it seems a little odd that hundreds of these plants are sold every year. One popular way to use your hozuki plant is to make small toys or flutes out of the peel. Other times, they are simply used for decoration on the family obutsudan, or altar.