

Japanese confectionery  
making experience



Instructor  
**Ikuo Karino**  
SAIUNDO  
Japanese Confectionery Artisan, First Grade

National Treasure, Matsue Castle

Matsue City is the home of Matsudaira Fumai (1751-1818), the 7th lord of the Matsue Domain that played a pivotal role in establishing tea culture in the castle town. In this city where both sencha and matcha are enjoyed as a part of daily life, wagashi (traditional Japanese confectionery) also developed as a part of tea culture. Matsue is one of Japan's three famous centers of wagashi. This tea culture continues to live on in the lives of Matsue's citizens.

Matcha making  
experience



Instructor  
**Masaya Oshima**  
SANKOEN  
Japanese Tea Instructor

Bonjour  
茶の湯  
文化  
松江  
2025  
Matsue



# Bonjour Matsue

Matsue City Inbound Tourism Promotion Event

Special talk event  
The Charm of Matsue



Mayor of Matsue  
**Akihito Uesada**



CCI FRANCE JAPON / Director  
**Lionel Vincent**



Mr. Vincent, who studied at Shimane University and lived in Matsue, will talk about the charm of Matsue with the Mayor of Matsue City. They will touch on topics such as food, scenery, culture, and history!



Enjoy some of Matsue's  
local specialties.



Special Exhibition  
Crafts made by Matsue artisans on display.

**February 13th, 2025** 19:00 - 21:00  
[reception begins at 18:30]

Location: L' Espace@CCIFJ Nihonbashi Honcho YS Building 1F  
2-2-2 Nihonbashi Honcho Chuo-ku 103-0023 Tokyo

Participation is limited to 50 people  
(free of charge / reservation required)

The reservation  
application can be  
found on this site.



The event will be conducted in English.

Organizer : Chugoku Bureau of Economy, Trade and Industry  
Co-organizer : Local Government Matsue City

Contact Us

Bonjour Matsue Event Management Office(Naccy Corporation)  
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## What is Matsue's Tea Culture?

In Matsue, tea culture has been ingrained in people's daily lives since ancient times. Even though the Japanese tea ceremony is often perceived as a formal and codified activity, the way Matsue people practice it is simple and open to everyone.

Matsue inhabitants usually drink tea twice a day during the dedicated « tea time » (around 10am and 3pm). In the local supermarket, it is not unusual to find some high quality matcha and Japanese traditional sweets (wagashi) that are used as a side dish to balance with the tea's bitterness. The daily ritual unfolds simply : boil the water, pour it into a bowl, stir the matcha and enjoy drinking it while relaxing.

This fondness for tea has a deep connection with one historical figure : Harusato Matsudaira, locally known as « Fumaï ». Fumaï was the 7th lord of the Matsue domain during the Edo period, and a well known connoisseur of tea. Famous for his knowledge, and a figure of authority among the tea ceremony community of his time, Fumaï had the ambition to make the tea ceremony accessible to everyone. He especially highlighted the idea that the tea ceremony was before anything, an art of hospitality. The bold vision that Fumaï had, he infused in those that have come after him. One of the fruits of this legacy is the « Matsue Castle Grand Tea Ceremony », which is held every year and is known as one of the three big tea festivals in Japan.

This tea culture allowed for the development of wagashi production to take place in parallel. Thus, along with Kyoto and Kanazawa, Matsue is renowned as one of the 3 most famous places for wagashi artisans. Visitors can discover how they are made in one of the many historic shops of the castle town.

Make sure you stop by Matsue and enjoy tea in the spirit that Fumaï wanted : open to everyone, minimalistic, simple and relaxing.

## Quelle est la culture de Matsue, du thé ?

À Matsue, la culture du thé est enracinée dans la vie quotidienne des habitants depuis longtemps. Bien que la cérémonie du thé japonaise soit souvent perçue comme une activité formelle et extrêmement codifiée, sa pratique à Matsue se veut simple et ouverte à tous.

Les habitants ont pour habitude de consommer du thé deux fois par jour, à l'occasion de « l'heure du thé » vers 10h et 15h. Dans les supermarchés locaux, on trouve aisément du matcha de qualité ainsi que des gâteaux et confiseries traditionnelles pour l'accompagner. Le rituel est simple : faire bouillir de l'eau, la verser dans un bol, puis préparer le thé matcha et le savourer en toute décontraction.

Cet attachement pour le thé, trouve son origine chez Harusato Matsudaira (également connu sous le nom de « Fumaï »), 7ème seigneur du domaine de Matsue durant l'ère Edo et grand amateur de cet art ancestral. Fumaï, érudit et figure d'autorité dans les cercles d'amateurs de cérémonie du thé, avait pour ambition de rendre cet art accessible au plus grand nombre. Il insistait notamment sur le fait que l'art de la cérémonie du thé devait avant tout être un art de l'hospitalité.

Cette vision novatrice pour l'époque a infusé dans le cœur de ses sujets et s'est transmise à leurs descendants. L'un des fruits de cet héritage est « la Grande Cérémonie du Thé du château de Matsue », organisée chaque année et considérée comme l'un des trois plus grands rassemblements du genre au Japon.

En parallèle, la culture du thé a permis le développement des wagashi, ces gâteaux japonais traditionnels. Aux côtés de Kyoto et Kanazawa, Matsue est reconnue comme l'un des trois hauts lieux de leur fabrication. Les visiteurs peuvent découvrir de près les techniques derrière leur confection dans l'un des nombreuses enseignes historiques de la ville.

Sautez le pas, et venez à Matsue profiter d'une cérémonie du thé dans l'esprit que souhaitait Fumaï : ouverte à tous, sans superflu, en toute simplicité et décontraction.