

京都のれん紀行

Kyoto Noren Travelogue



Photographed by Nipponcraft.com

Welcoming guests



When we around Kyoto, we find many old architected shops hanging noren curtains at fond entrances for welcoming visitors. Noren are often set to the half or the two thirds height of entrance doors. Noren are light partitions between pedestrians and shops . Noren tells us that the shop is open or the company is on business hours, and that they are ready to welcome our visit!



Restaurant



Japanese style café



Soba (noodle) restaurant



Small restaurant



Ramen noodle restaurant



Noodle restaurant



Sweets shop



Doll gift shop



Noodle restaurant



Traditional singing club

Colors



We find many colors, however they tend to be moderate and conservative. Purple, blue, mustard, but colors are not so vivid as to avoid noisy image to visitors. Colors doesn't represent anything, but they are up to establishments owners' preferences.



Hotel entrance



Japanese sweets shop



Noodle restaurant



Sushi restaurant



Gift shop





A company



Noodle restaurant



Japanese pickles shop



A fancy restaurant



Traditional style accommodation 24

White noren



Simple characters on white base color are also popular. Especially for small size restaurants. Sometimes it is hard to know what menu they serve at what prices, until we really get into the restaurant. All we know at the entrance is the category of meals. It would be challenging, or only pre-informed people by someone's introduction would go in. However, in most cases, small menus are displayed outside the entrance door.



Antique style restaurant



Restaurant



Sweets restaurant



Restaurant



Restaurant

Logos



Companies' logos are prevalent designs for noren. Shops advertise their logos to passers-by. This custom dated back in the early 1,600's. Noren are flags, advertisements and eye-catchers. Logos are as large as the noren fabric so as to stand out in town.



Kimono shop



Japanese tea shop



Yatsunashi cookie shop





Bedding shop



Chinese cuisine

Uniqueness



Uniqueness is another aspect to catch passers-by's eyes. Characters and designs are printed to deliver implied messages to passers-by. Sentences, metaphors and even ambiguousness are used. Sometimes, we don't know what messages are written or what the symbols are meant to be. Obviously, it is enjoyable to watch these unique ones.



Japanese sweets café



Noren shop





Lollypop shop – uniquely shaped 42



Restaurant



Short size



Short-size noren are often found. Short ones are extra wide and span the whole width of the shops to be noticeable. Sometime, we see short ones decorated at the very front under eaves, and long ones also decorated at entrance slide doors.



Gift shop



Japanese sweets shop



Fish restaurant



Coffee beans shop



Noodle restaurant

English noren



English designs are popular for younger generation. English and alphabetical characters are considered to be stylish and modern. Shop and café for young and young-in-mind people tend to design English noren in Japan. People in Kyoto are open-minded, and the hybrids of the old and the modern, of the western and the Japanese are always welcome.



Japanese style café



Wear shop



Japanese traditional dance studio 54

Thank you for reading!

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