

奈良

Nara

Birthplace of Japan

奈良 文化体験プログラム

Nara Cultural Experience Programs

Presented by クラビ kurabi

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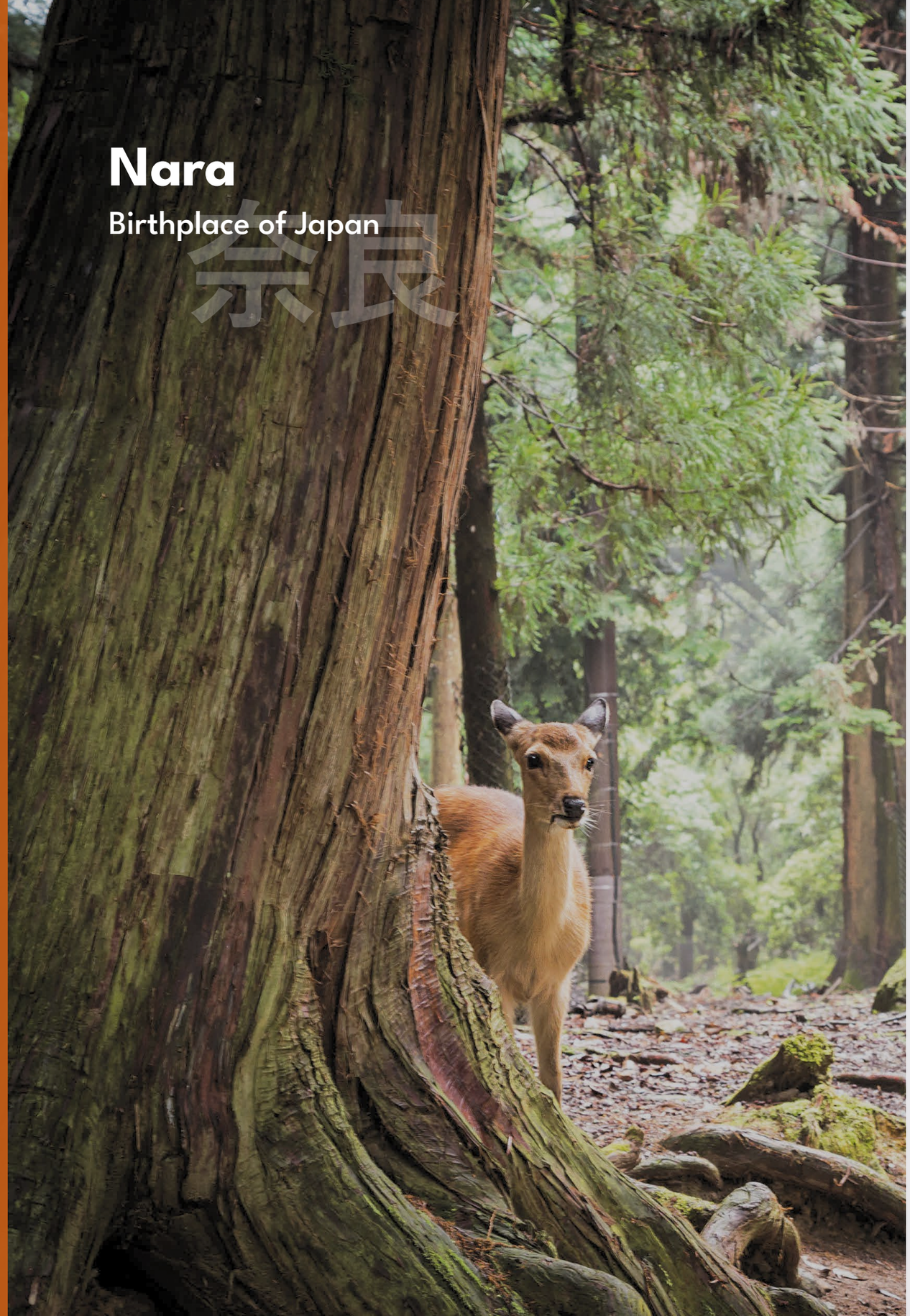

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About Nara

The origin of Japan,
continuing unbroken through time

Nara is the place where Japan's first permanent capital was established in the 8th century. Here, the ritsuryō system of governance was developed, Buddhism was placed at the center of the state, and written records and diplomacy began.

Later, the capital moved to Kyoto, but in Nara the landscape of that time remained intact. Even today, Buddhist rituals are performed daily. Forests that have not been cut for more than 1,200 years still stand. Deer, regarded as messengers of the gods, roam freely through the city.

These are not recreations made for tourism, but living proof of a way of life and faith that has continued without interruption.



About Nara 0-1 | Nara: the origin of Japan, continuously preserved through time

Located in the heart of Kansai, with excellent access

From Kyoto
45 min ~



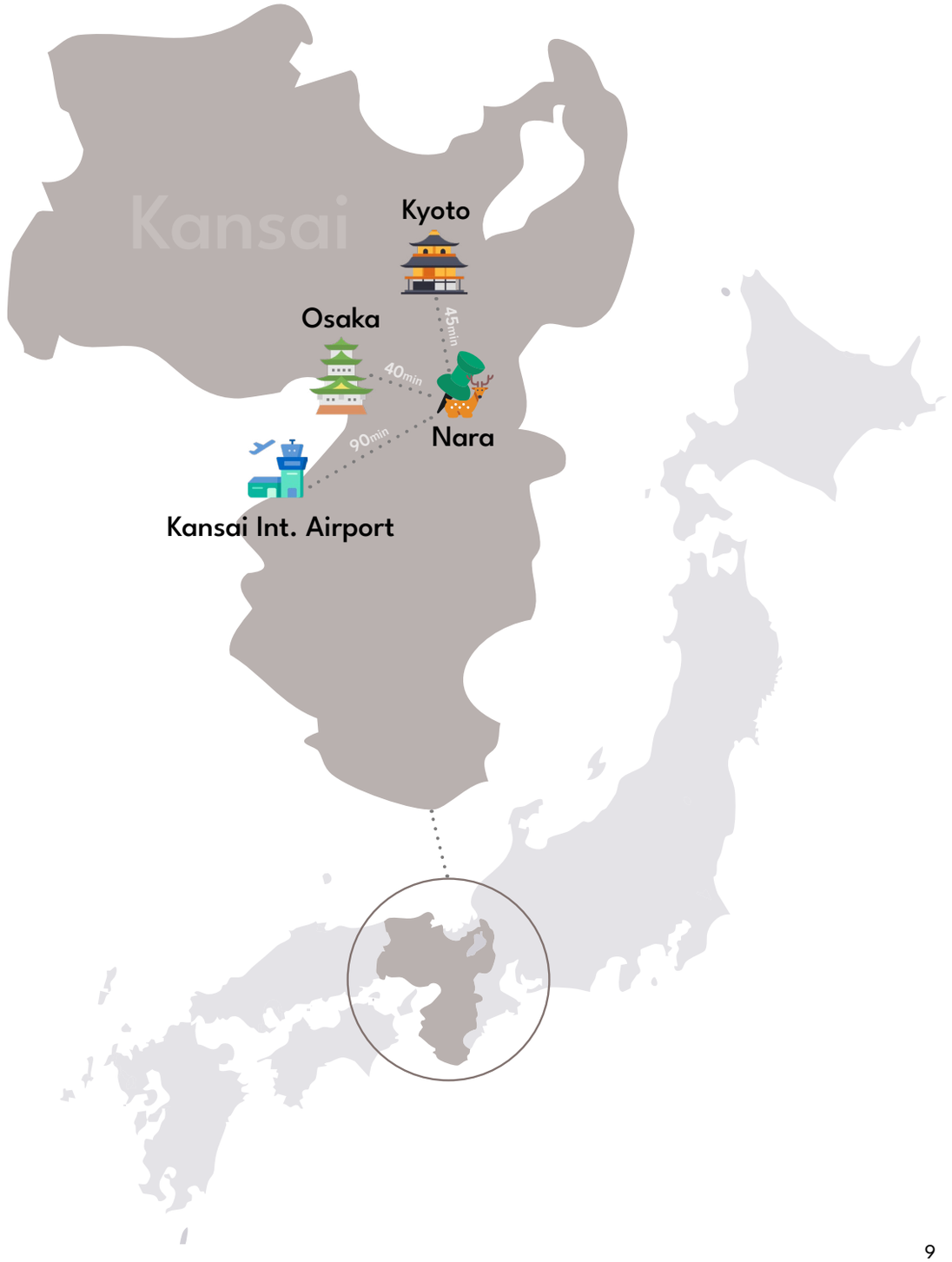
From Osaka
40 min ~

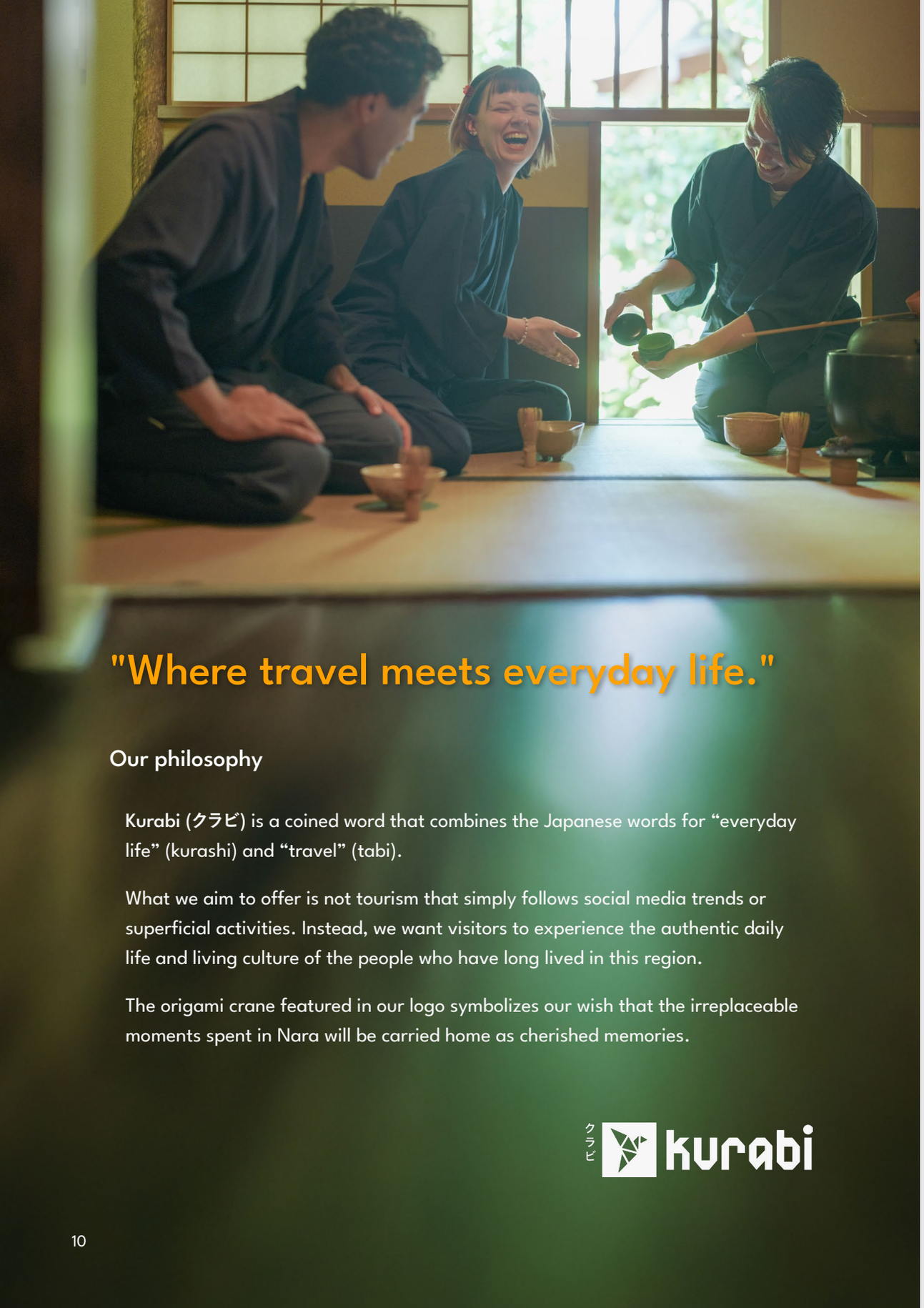


From Kansai Int. Airport
90 min ~



With Nara as a base, it is easy to access the entire Kansai region.
Visitors can choose between a day trip or an overnight stay, making Nara an ideal base camp for exploring Kansai.





"Where travel meets everyday life."

Our philosophy

Kurabi (クラビ) is a coined word that combines the Japanese words for “everyday life” (kurashi) and “travel” (tabi).

What we aim to offer is not tourism that simply follows social media trends or superficial activities. Instead, we want visitors to experience the authentic daily life and living culture of the people who have long lived in this region.

The origami crane featured in our logo symbolizes our wish that the irreplaceable moments spent in Nara will be carried home as cherished memories.

クラビ kurabi

#3 reasons to choose Kurabi

Creating “special experiences” through collaboration with the local community

Because of our deep relationships of trust with local artisans, monks, and farmers, we are able to offer experiences in places that are normally inaccessible and programs that are not available to the general public. Through direct dialogue with master craftspeople who have dedicated their lives to their craft, we create opportunities to discover the profound depth of Nara’s culture.

One-stop support, from planning to on-site coordination

We go beyond simply offering experience programs. From designing the concept based on your objectives, to arranging venues and transportation, and managing on-site attendance and program coordination, everything can be handled through a single point of contact. This greatly reduces the burden on organizers and planners while ensuring smooth operations.

Flexible customization to meet the needs of groups and MICE events

In addition to small-group visits to workshops and studios, for larger groups we can also arrange on-site programs, where artisans or instructors visit hotels or conference venues. Whether it is a welcome reception for an international conference, an off-site meeting at a temple, or a one-day tour, we design programs flexibly according to your needs.

Proven operational track record

Based in Nara, we provide experiences to more than 2,000 international visitors to Japan each year through our own platform as well as referrals from travel agencies and partner hotels.
We have extensive experience hosting guests from diverse national and cultural backgrounds, including VIP visitors. Our team is fully equipped to consistently deliver high-quality, authentic experiences.

Food culture & fermentation

EXPERIENCES

Nara is considered the birthplace of Japanese sake.
The brewing technique known as “Bodaimoto,” established at Shōryaku-ji Temple, became the prototype for modern sake production.

Nara-zuke pickles, kakinoha sushi, and Miwa somen.
These foods were born from the combination of the region’s climate and traditional preservation techniques.

Fermentation, preservation, and offerings.

Through Nara’s food culture, visitors can experience the very origins of Japanese culture.

Experience 1 | Tracing the roots of sake: sake brewery tour and tasting

Overview

Nara is considered one of the birthplaces of Japanese sake, and the region is still home to breweries that preserve traditional brewing techniques such as Bodaimoto. In this experience, visitors will visit a sake brewery near Nara City and learn how sake is made and how its traditions have been passed down through generations, from the perspective of the brewers themselves.

Program

- → Guided tour inside the sake brewery
- → Explanation of the brewing process and preparation methods
- → Introduction to the history and characteristics of sake brewing in Nara
- → Tasting of several sake varieties

※ Please note that some program details may vary depending on the season.

Value

- → Understand sake not only through its taste, but also through its background, techniques, and history
- → Discover unique features of Nara's sake brewing traditions, including Bodaimoto
- → A perspective-changing experience that transforms how you view and choose sake during your travels

Basic Information

Duration: approximately 60 minutes

Capacity: 1 – 30 participants

Availability: year-round (subject to adjustment depending on brewery availability)

Location: sake brewery approximately 10–20 minutes by car from Nara Park

Languages: Japanese / English (other languages upon request)

Price (by group size) (price per person)

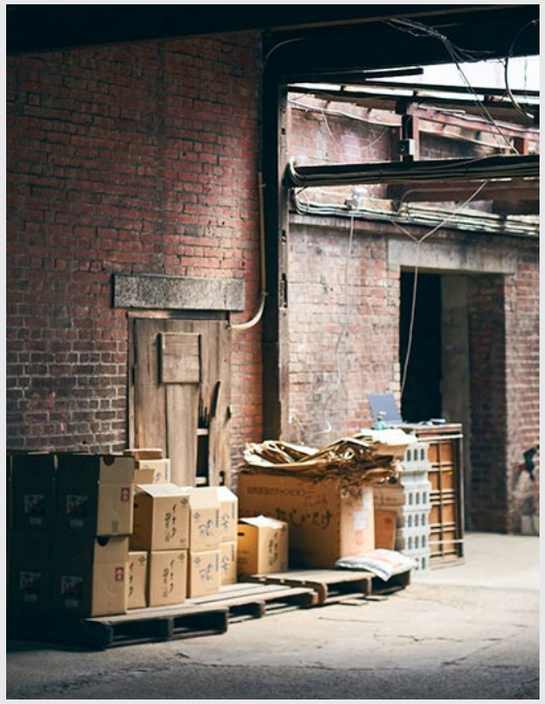
1 - 9 pax	→ from ¥9,500
10- 19 pax	→ from ¥7,600 (20% OFF)
20 - 30 pax	→ from ¥6,650 (30% OFF)













Experience 2 | Discovering the origins of fermentation culture: soy sauce workshop tour and miso-making experience

Overview

Nara has a long tradition of soy sauce brewing dating back to the Edo period, and several workshops still preserve the history and techniques of Japan's fermentation culture.
In this experience, visitors will visit a soy sauce workshop near Nara City and learn on-site how fermentation creates flavor and develops into essential seasonings. In addition to the tour, participants will also take part in a miso-making preparation experience, allowing them to understand fermentation not only through knowledge but also through hands-on practice.

Program

- → Guided tour of the soy sauce workshop
- → Explanation of traditional production methods and tools
- → Soy sauce tasting and comparative tasting experience
- → Miso-making experience (preparation stage)

※ Please note that some program details may vary depending on the season.

Value

- → Gain insight into Japanese fermentation culture and the origins of soy sauce and miso
- → Experience the differences created by fermentation through tasting and hands-on preparation
- → Discover the connection between everyday food and traditional Japanese ways of living

Basic Information

Duration: approximately 60 minutes
Capacity: 1 – 30 participants
Availability: year-round (subject to adjustment depending on workshop availability)
Location: approximately 15 minutes on foot from Nara Park
Languages: Japanese / English (other languages available upon request)

Price (by group size)	(price per person)
1 - 9 pax	→ from ¥9,500
10- 19 pax	→ from ¥7,600 (20% OFF)
20 - 30 pax	→ from ¥6,650 (30% OFF)

Experience 3 | A regional dish born from preservation wisdom: kakinoha sushi making experience

Overview

Kakinoha sushi is a traditional regional dish that originated in the mountainous areas of Nara. In times before refrigeration, it emerged from the practical wisdom of local people who needed to preserve river fish and transport it over long distances. In this experience, participants will learn about the preservation techniques and local lifestyle behind kakinoha sushi while taking part in the process of shaping the sushi and wrapping it in persimmon leaves. The finished kakinoha sushi can be enjoyed on the spot.

Program

- → Introduction to the history and cultural background of kakinoha sushi
- → Hands-on experience shaping the sushi
- → Experience wrapping the sushi in persimmon leaves
- → Tasting of the finished kakinoha sushi

Value

- → Understand the preservation techniques and cultural background behind kakinoha sushi
- → Experience the lifestyle of the region where this traditional dish was born
- → Through making and eating, gain a personal connection to the culture

Basic Information

- **Duration:** approximately 60 minutes
- **Capacity:** 1 – 40 participants
- **Availability:** year-round
- **Location:** approximately 10 minutes on foot from Nara Park
- **Languages:** Japanese / English (other languages available upon request)
- **Price** (by group size) (price per person)
  - **1 - 9** pax → from ¥7,500
  - **10- 19** pax → from ¥6,000 (20% OFF)
  - **20 - 40** pax → from ¥5,250 (30% OFF)













Experience 4 | The origin of a 1,300-year noodle tradition: Miwa somen hand-stretching experience

Overview

Miwa somen has a history of more than 1,300 years and is considered the birthplace of somen noodles in Japan. This noodle culture developed in the Miwa area of Nara.
Unlike a typical workshop visit, this experience is offered as a mobile program, where a Miwa somen artisan travels to the venue. At locations such as hotel banquet halls or conference rooms, participants will learn about the history of Miwa somen and the traditional hand-stretching technique, and will have the opportunity to experience part of the noodle-stretching process themselves.
After the experience, participants can also enjoy tasting the somen on the spot.

Program

- → Introduction to the history and cultural background of Miwa somen
- → Explanation of the traditional hand-stretching method
- → Experience the noodle-stretching process (demonstration + partial hands-on experience)
- → Tasting of the somen used in the experience

Value

- → Understand why Miwa somen is considered the origin of Japan's noodle culture
- → Experience the secrets behind the thinness and firm texture created by the hand-stretching technique
- → Gain a deeper understanding of food culture through both making and tasting

Basic Information

- **Duration:** approximately 60 minutes
- **Capacity:** 1–40 participants
- **Availability:** year-round
- **Location:** hotel banquet halls, conference rooms, or similar venues
- **Languages:** Japanese / English (other languages available upon request)
- **Price (by group size)** (price per person)
  - **1 - 9** pax → from ¥7,500
  - **10 - 19** pax → from ¥6,000 (20% OFF)
  - **20 - 40** pax → from ¥5,250 (30% OFF)

Traditional crafts

EXPERIENCES

Nara ink, Nara brushes, and Takayama chasen.

These are essential tools that support Japan's traditions of calligraphy and the tea ceremony. Ink production in Nara began about 1,000 years ago during the Heian period. With the introduction of Buddhism, ink became necessary for the practice of copying sutras. Brush-making traces back 1,300 years to the Nara period, when the technique brought from Tang China by Kūkai took root in Japan. The chasen (bamboo tea whisk) began to be produced in Takayama about 500 years ago during the Muromachi period, alongside the development of the tea ceremony.

As Japan's spiritual and cultural traditions took shape, Nara became a place where the tools that supported these traditions were crafted.

Experience 5 | Holding the ink, writing the character: Nara ink making and calligraphy experience

Overview

Nara ink is a traditional craft with origins dating back to the Asuka period, and it developed alongside Japan's tradition of sutra copying. It remains one of the most representative traditional crafts of Japan.
In this experience, participants will learn about the history and production methods of Nara ink while taking part in the process of making hand-molded ink by kneading soot and animal glue together. Participants will then use the ink for a calligraphy session, experiencing how the act of writing characters itself forms part of Japanese culture. The finished ink can be taken home as a souvenir.

Program

- → Introduction to the history and production methods of Nara ink
- → Hand-molded ink making experience (kneading soot and glue and placing it into a mold)
- → Calligraphy experience
- → Take home the completed ink

Value

- → Understand how Nara ink has been passed down together with the tradition of sutra copying
- → Experience Japan's writing culture through the process of both making and using ink
- → Take home your handmade ink as a tangible memory of the experience

Basic Information

Duration: approximately 60 minutes

Capacity: 1 – 40 participants

Availability: year-round

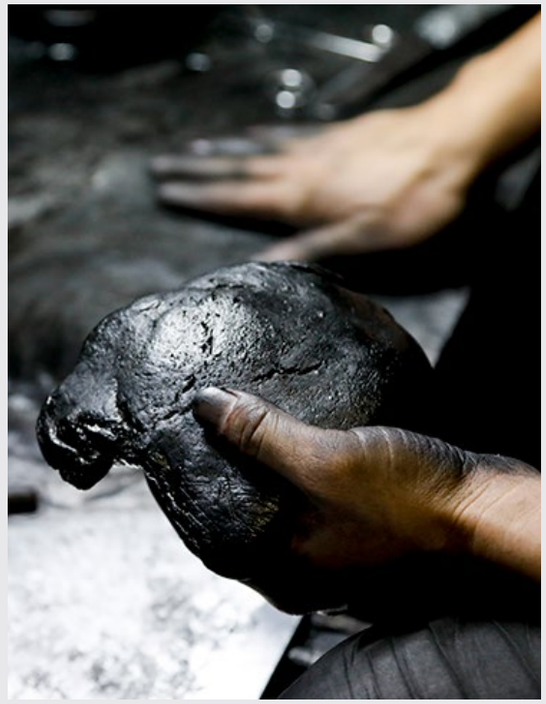
Location: → Up to 10 pax: Nara ink workshop (within a 10-minute walk from Nara Park)
→ 11 pax or more: hotel banquet halls, lunch venues, or other locations (mobile program)

Languages: Japanese / English (other languages available upon request)

Price (by group size) (price per person)

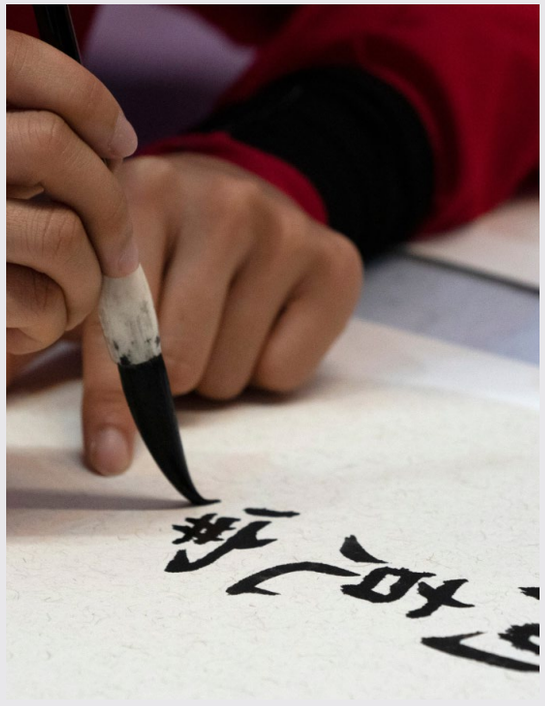
1 - 9 pax	→ from ¥7,500
10 - 19 pax	→ from ¥6,000 (20% OFF)
20 - 40 pax	→ from ¥5,250 (30% OFF)













Experience 6 | Making a brush, using a brush: Nara brush making and calligraphy experience

Overview

Nara brushes are a traditional craft with techniques that date back to the Nara period, and they developed as essential tools supporting the cultures of calligraphy and sutra copying. They represent one of Japan's most iconic brush-making traditions. In this experience, participants will visit a brush workshop in Nara City and learn directly from a brush artisan about the history and techniques behind brush making. After observing a close-up demonstration by the artisan, participants will try a simplified brush-making process by shaping the tip of the brush. They will then use their own brush in a calligraphy session.By learning not only how to use the tool but also how it is made, this experience offers a new perspective on the act of writing.

Program

- → Introduction to the history and production methods of Nara brushes
- → Demonstration by a brush artisan (material selection and finishing process)
- → Simplified brush-making experience (shaping the brush tip)
- → Calligraphy experience using your handmade brushù

Value

- → Understand how Nara brushes have supported the cultures of calligraphy and sutra copying
- → Observe artisan craftsmanship up close and learn the philosophy behind tool making
- → Writing with your own handmade brush changes the way you engage with written characters

Basic Information

Duration: approximately 60 minutes

Capacity: 1 – 40 participants

Availability: year-round

Location: → Up to 10 pax: Nara brush workshop (within a 10-minute walk from Nara Park)
→ 11 pax or more: hotel banquet halls, lunch venues, or other locations (mobile program)

Languages: Japanese / English (other languages available upon request)

Price (by group size) (price per person)

1 - 9 pax	→ from ¥7,500
10 - 19 pax	→ from ¥6,000 (20% OFF)
20 - 40 pax	→ from ¥5,250 (30% OFF)

Experience 7 | Making tea in the home of the chasen: Takayama chasen workshop tour and tea ceremony experience

Overview

Takayama chasen (bamboo tea whisks) have a tradition dating back to the Muromachi period and are still produced in Takayama, which remains the main production area for chasen in Japan. In this experience, participants will learn about the techniques and philosophy passed down in Takayama while observing the work of artisans and understanding the meaning behind the movements of preparing tea. For small groups, the workshop in Takayama can be visited to experience the artisan's work up close.

Program

- → Introduction to the history and production methods of Takayama chasen
- → Demonstration of chasen making by a craftsman
- → Matcha tea preparation using a Takayama chasen
- → Explanation of tea ceremony etiquette and philosophy

Value

- → Understand why Takayama chasen have been essential to Japanese tea culture
- → Observe the artisan's handwork up close and appreciate the value of the tools
- → Prepare tea with a real chasen and experience the significance of the ceremonial movements

Basic Information

Duration: approximately 60 minutes

Capacity: 1–40 participants

Availability: year-round

Location: → Up to 10 pax: Takayama chasen workshop (about 40 minutes by car from Nara Park)
→ 11 pax or more: mobile program at facilities near Nara Park, with artisans visiting

Languages: Japanese / English (other languages available upon request)

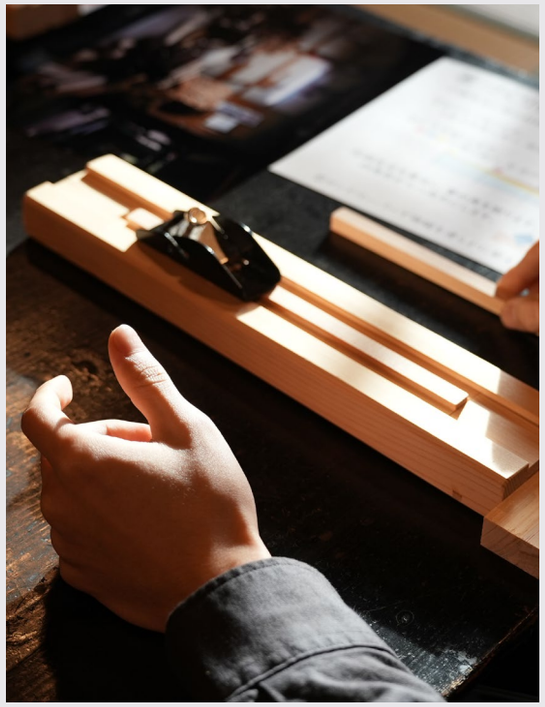
Price (by group size) (price per person)

1 - 9 pax	→ from ¥7,500
10 - 19 pax	→ from ¥6,000 (20% OFF)
20 - 40 pax	→ from ¥5,250 (30% OFF)













Experience 8 | Making chopsticks from the forests of Yoshino: Yoshino cedar chopstick crafting

Overview

Yoshino cedar represents Nara's forestry and woodworking culture and comes from Japan's oldest and largest man-made forest. Carefully cultivated over many years, Yoshino cedar is known for its straight grain, soft texture, and subtle fragrance, making it an ideal material for everyday items.
In this experience, participants will learn about the forests that nurture Yoshino cedar and the characteristics of the wood while taking part in the process of shaping and finishing chopsticks. The completed chopsticks can be taken home and used as functional tools in daily life.

Program

- → Introduction to the history and characteristics of Yoshino cedar
- → Hands-on experience carving and shaping chopsticks
- → Finishing process while appreciating the texture and aroma of the wood
- → Take home the completed chopsticks

Value

- → Learn about the history and features of Japanese forestry
- → Experience the texture and scent of wood through hands-on crafting
- → Take home and use your own handmade chopsticks

Basic Information

- **Duration:** approximately 60 minutes
- **Capacity:** 1 – 40 participants
- **Availability:** year-round
- **Location:** facilities near Nara Park, with artisans visiting
- **Languages:** Japanese / English (other languages available upon request)
- **Price (by group size)** (price per person)
  - 1 - 9 pax → from ¥7,500
  - 10 - 19 pax → from ¥6,000 (20% OFF)
  - 20 - 140 pax → from ¥5,250 (30% OFF)

Nature & temples

EXPERIENCES

The Kasugayama Primeval Forest has been protected from logging since 841.

Preserved as a sacred domain, this forest has remained largely untouched by human hands up to the present day. In Nara, nature was not regarded simply as scenery, but as an object of faith. Deer walk through the city as messengers of the gods, and the forest continues to be protected as a sacred space.

Tōdai-ji, Kōfuku-ji, and Kasuga Taisha. These temples and shrines have continued to hold rituals and religious ceremonies without interruption since the time when Nara was the capital of Japan. The sound of sutra chanting echoing inside temple halls, the quiet moments spent sitting in silence—these are not performances created for tourism, but living practices that have been passed down for more than 1,200 years. Here, visitors can walk through the forest, sit quietly in temples and shrines, and experience the history and spirituality that continue to inhabit this place.

Experience 9 | Walking through a sacred forest: Kasugayama Primeval Forest guided walk

Overview

The Kasugayama Primeval Forest is an ancient forest where logging has been prohibited since the 9th century. Over centuries, it has been protected through the intertwined traditions of daily life and religious belief.
In this experience, participants walk through the forest with a professional guide, learning why the Kasugayama Primeval Forest has been preserved and how it continues to survive today, from both natural and historical perspectives. Rather than simply visiting tourist sites, this experience focuses on spending time within the forest itself, appreciating its atmosphere and quiet presence.

Program

- → Introduction to the origins of the Kasugayama Primeval Forest and the history of its protection
- → Guided walk through the primeval forest with a professional guide
- → Explanation of the forest's role as a sacred domain and its relationship with people
- → Observation of seasonal plants and wildlife

※ The route and program may be adjusted depending on weather conditions and the state of the forest.

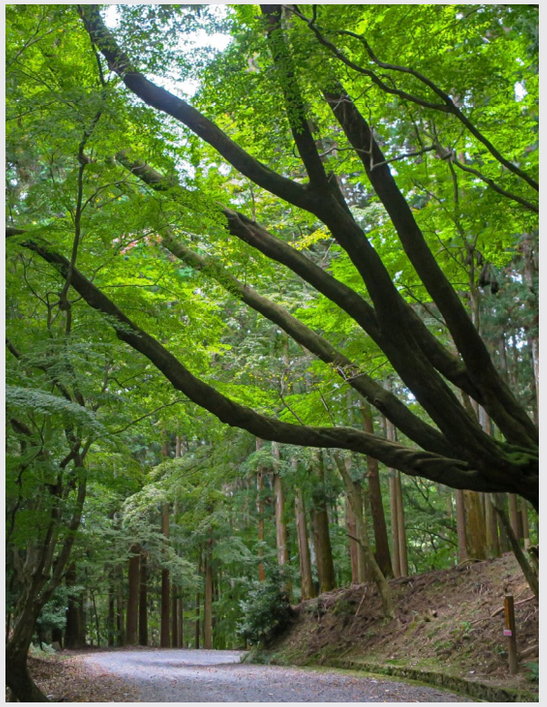
Value

- → Understand the historical and cultural reasons the Kasugayama Primeval Forest has been preserved
- → Experience Nara's natural environment while walking through a primeval forest
- → Feel the slower rhythm of the land, different from typical sightseeing

Basic Information

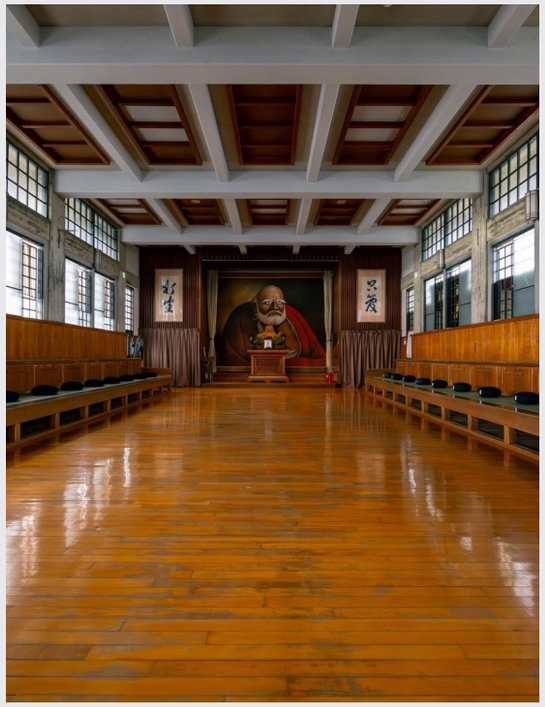
Duration: approximately 180 minutes
Capacity: 1 – 30 participants
Availability: year-round
Location: Kasugayama Primeval Forest (east side of Nara Park)
Languages: Japanese / English (other languages available upon request)
Price (by group size) (price per person)

1 - 9 pax	→ from ¥7,500
10 - 19 pax	→ from ¥6,000 (20% OFF)
20 - 30 pax	→ from ¥5,250 (30% OFF)













Experience 10 | Sitting in silence and facing oneself: Zazen meditation at Sanshoji Temple

Overview

Sanshoji Temple is a Zen Buddhist temple that continues to serve as a place of practice and learning. In this experience, participants are guided by a monk to learn the basic principles of Zen and the fundamental etiquette of zazen (seated meditation), followed by time spent sitting quietly in meditation. Rather than doing something special, the practice is simply to sit and observe the state of one's own mind. This experience offers an introduction to the essential practice of Zen.

Program

- → Introduction to Zen philosophy and the etiquette of zazen
- → Zazen practice guided by a monk (15 minutes × 2 sessions)
- → Quiet time for reflection in a peaceful environment

Value

- → Understand the core ideas of Zen through direct practice
- → Become aware of your own mental state through the experience of sitting in silence

Basic Information

- **Duration:** approximately 60 minutes
- **Capacity:** 1 – 40 participants
- **Availability:** year-round
- **Location:** Sanshoji Temple (about 15 minutes by car from Nara Park)
- **Languages:** Japanese / English (other languages available upon request)
- **Price (by group size)** (price per person)
  - **1 - 9** pax → from ¥7,500
  - **10 - 19** pax → ¥ from 6,000 (20% OFF)
  - **20 - 40** pax → from ¥5,250 (30% OFF)

Special temple visits

EXPERIENCES

About Daian-ji Temple

Daian-ji Temple was originally founded during the Asuka period and later relocated to its current location when the capital was moved to Heijō (present-day Nara). It is considered one of Japan's oldest official state temples, established by the government for the protection and well-being of the nation.

During the Nara period, Daian-ji played an important role in praying for national peace and protection from epidemics. Through Buddhist practice, the temple supported the stability of the country. A distinctive feature of Daian-ji is that it served not only as a place of faith for the people, but also as a temple responsible for official prayers on behalf of the state.

This experience is different from a regular temple visit and takes place at Daian-ji after closing hours.
In the quiet atmosphere following the end of public visiting hours, guests will first be guided through the Treasure Hall by the vice head priest, gaining insight into the temple's historical background. The experience then continues with a Dharma talk, meditation, and a Goma fire ritual prayer.

Program

- → Introduction to the history and treasures of Daian-ji by the Vice Head Priest
- → Special guided tour of the Treasure Hall
- → Dharma talk (explanation of Daian-ji's teachings and the meaning of prayer)
- → Meditation experience
- → Observation of the Goma fire ritual prayer

Value

- → Understanding the historical role of Daian-ji as a state temple and the broader role of temples in Japan
- → Insight into the way temples have traditionally valued the passage of time, through the Dharma talk and meditation
- → A rare opportunity to observe the Goma fire ritual up close and gain a deeper understanding of its form and spiritual meaning

Basic information

Duration: approximately 90 minutes

Capacity: 5 – 30 participants

Season: Available year-round

Location: Daian-ji Temple

Languages: Japanese / English (other languages available upon request)

Price (by group size) (price per person)

5 - 9 pax	→ from ¥12,000
10 - 19 pax	→ from ¥9,600 (20% OFF)
20 - 30 pax	→ from ¥8,400 (30% OFF)







Cultural experience & dining plan

FULLY HOSTED AT THE VENUE

This plan is a 60-minute cultural experience program that takes place entirely within the dining venue. As it does not require any travel and flows naturally from the experience directly into the meal, it can be easily incorporated even within a limited schedule.

It can be used flexibly by a wide range of groups, including on the day of arrival, before or after meetings, or during gaps in sightseeing itineraries.



Key features of this plan

No travel time required (completed within the venue)

An integrated structure combining the experience and the meal

Content designed to be easily managed even for group participants

Program structure

Duration
60 minutes

Number of participants
10 – 40 pax

Location:

- → Hotel banquet hall
- → Dining venue (hotel or restaurant)
- → Conference or event venue

Value

1. Allows participants to incorporate a Nara-style cultural experience without any travel.
2. Turns mealtime into a memorable program.
3. Naturally helps participants connect and feel closer to one another.

Basic Information

- **Duration:** 60 minutes
- **Participants:** 10–40 people
- **Availability:** year-round
- **Languages:** Japanese / English (other languages available upon request)
- **Includes** instructor and facilitation staff
- **Price (Experience / per person)**
  - **10 - 20** pax → from ¥4,500
  - **21 - 30** pax → from ¥4,050 (10% OFF)
  - **31 - 40** pax → from ¥3,600 (20% OFF)

※ Meal cost is charged separately.



Plan A

Wagashi making experience + Dining

Program (60 minutes)

- Brief introduction to wagashi and Nara's food culture (~ 10 min)
- Wagashi-making experience (~ 40 min)
- Preparation for transition to the meal (~ 10 min)

※ The wagashi you make will be served as dessert during the meal.

Key Points

→ A very smooth introduction to the dining experience

→ Easy to participate in regardless of nationality or age

→ Naturally encourages interaction among participants



Plan B

Chopstick making experience + Dining

Program (60 minutes)

- Introduction to Japanese food culture and the role of chopsticks (~ 10 min)
- Chopstick-making experience (mainly the finishing process ~ 40 min)
- Preparation for transition to the meal (~ 10 min)

※ Participants will use the chopsticks they made during the meal.

Key Points

→ "Make → Use" completed as a single continuous experience

→ The meal itself becomes part of the experience

→ Can be taken home as a souvenir



Experiential welcome program for MICE

NETWORKING PROGRAM

This program is an experiential welcome and networking activity designed for international conferences, corporate events, and incentive travel programs.
It is typically held upon participants' arrival or before/after receptions.

The venue is divided into two areas: a **"Performance Area"** (watch & learn) and an **"Experience Area"** (participate & engage).
This structure allows the program to:

- prevent congestion even with large groups
- allow participants to move around the space freely
- naturally encourage interaction and networking
- offer a multi-faceted introduction to Nara's culture and industries

Because the entire program takes place within the venue and requires no transportation, it integrates smoothly into welcome sessions, networking events, and icebreaker activities.

Performance Area

Seeing, Learning, and Sharing the moment as one

This segment takes place in the center of the venue or on the stage area. It is positioned as the opening part of the program, where all participants share the same experience together.

Features

→ Representatives or participants are invited onto the stage, incorporating interactive elements.

→ The program is designed not as a one-sided performance but as an experience where the entire audience becomes united.

→ All performances highlight cultural and industrial traditions that symbolize Nara.

Examples of program content (excerpt)

1 Sake seminar and welcome sake by a Nara master brewer (toji)

A representative joins the stage for a ceremonial toast, allowing the entire audience to taste the same sake together as an opening moment.
The program introduces the history of sake brewing in Nara and its connection to the region's climate and culture.

2 Live demonstration by a Takayama chasen (tea whisk) artisan

Participants witness the delicate technique of splitting bamboo into fine strands, showcasing the craftsmanship behind a traditional craft that has continued for over 500 years.

3 Noh performance (short version)

A performance reflecting Nara as the birthplace of Noh theater.
Interactive elements can also be incorporated, allowing participants to experience some of the movements.

※ Content can be adjusted depending on the purpose of the event, the nationality of participants, and the group size.

Experience Area

Participate, Experience, and Connect

The venue is divided into several rooms (experience areas) showcasing local industries from Nara. Participants are free to move between them and choose activities according to their interests.

Features
- → Participants can freely choose the experiences they wish to join
- → Small-group settings naturally encourage conversation
- → Highly compatible with networking environments

Examples of local industry rooms

1 Tea Room

Participants can enjoy a beginner-friendly matcha preparation experience, offering an introduction to the Japanese concept of omotenashi (hospitality).

2 Woodcraft Room

A chopstick-making experience using Yoshino cedar. Participants can enjoy the scent and texture of the wood, and the finished chopsticks can be taken home as a souvenir.

3 Calligraphy Room

A simple experience using traditional Nara ink to write one's name or a favorite word. The space is designed to allow participants to concentrate quietly.

※ Each experience is designed to be short and rotating.
※ All can be completed within 60 minutes.

Typical application cases

- → Welcome program for international conferences
- → Networking time before or after receptions
- → Icebreaker activity on the first day
- → Opening experience for incentive travel programs
- → Networking activities for group or corporate events

※ This program is not limited to MICE and can be adapted for a wide range of group events.

Estimated capacity and duration

- **Duration:** from 1 hour to half a day
- **Number of participants:** 50 – 300 people

Pricing

This program is quoted individually based on the number of participants, venue scale, experience content, and event production structure.

After understanding your requirements, we will provide a proposal including:

- → Program content structure
- → Participant flow and space design
- → Operational and staffing plan.



Temple offsite meetings

This program is an off-site meeting held at a temple. By stepping away from a typical meeting room and spending time in a temple space that has been preserved over centuries, participants can shift their mindset and enhance the quality of discussion and dialogue.

The meeting itself is conducted and led by the client. Our role is to arrange the temple venue and, if desired, provide additional cultural experience elements to complement the meeting.

What participants gain from this program

Time to reflect on policies and strategies

An opportunity to reconfirm the values of the organization or team

Dialogue in an environment different from everyday settings

Spending time in the extraordinary and tranquil environment of a temple helps enhance the depth and quality of these experiences.

Program Structure (example)

※ The following is an example and can be adjusted according to the purpose.

1 Introduction (shifting the mindset)

→ Temple introduction, Dharma talk, and quiet sitting/meditation

→ Time to step away from everyday life and shift one's way of thinking

2 Meeting and dialogue (led by the client)

→ Use of temple meeting rooms or large halls

→ Discussions such as policy setting, strategy planning, and organizing MVV (Mission, Vision, Values)

3 Prayer ritual

→ Prayer ceremony for organizational stability, business prosperity, etc.

→ Conducted according to the client's request

Venue

The program can be held at partner temples in Nara City.

※ The specific temple will be selected based on the number of participants, the purpose of the meeting, and the temple's availability.

Participants and duration

Participants: approx. 4 – 30 pax

Duration: 3 hours to half a day

※ Adjustable depending on program content and temple conditions.

Fee → from ¥ 150,000



One-day tour plans

GROUPS / INDIVIDUALS

One-day tour plan for groups

Overview

This plan is a sample one-day itinerary designed for groups who want to sightsee, experience, and feel the essence of Nara in a single day.

The program is centered around a guided tour of the Nara Park area, combined with hands-on cultural experiences and meals. It also extends beyond the central city area to include locations that are not typically visited on standard tours.

By combining sightseeing, cultural experiences, and local cuisine, the itinerary offers a well-balanced day that captures multiple aspects of Nara.

This plan is not a fixed package.

The contents can be adjusted and customized according to the number of participants, purpose of the visit, and specific requests.

- **This plan can accommodate requests such as:**
  - → Visiting Nara in one day
  - → Exploring Nara Park with a guided tour
  - → Including cultural experiences without excessive travel time
  - → Visiting places beyond typical tourist spots
  - → Flexible customization for group needs

Example Program (9:00 - 17:00)

9:00 Morning | Nara Park Area

- → Guided walk through Nara Park (with tour escort)
- → Exterior visits around the Nara Park area
- → Explanation of the history and formation of Nara Park, including deer, temples, shrines, and forest
- → Route designed to be easy for groups to follow
- ※ An escort guide accompanies the group throughout the program and manages the overall schedule, timing, and coordination at each location.

Lunch + Wagashi making experience (same venue)

- → Lunch at a restaurant near Nara Park
- → Wagashi (Japanese sweets) making experience after the meal
- → The sweets you make will be enjoyed as a dessert with tea
- ※ Designed to combine “meal + experience” in one place, minimizing additional travel.

Afternoon | Outside the Nara City Center (example)

- → Visit a rural landscape area where you can experience everyday life in Nara

Example activities

- Satoyama nature walk
- Tea field visit (with explanation from a local farmer)
- Mochi pounding experience

This part of the program offers time to experience the lifestyle and landscapes of Nara beyond Nara Park.

※ The afternoon activities can also be replaced with options such as:

- Sake brewery visit
- Tea field and Japanese tea experience
- Dharma talk and meditation at a temple outside the city
- Scenic walk in a countryside area

~ 17:00 Return to Nara city / End of tour

Estimated price (per person, including lunch)

※ This is an estimated price based on the sample plan described above.

※ Prices may vary depending on the program details and venue.

- 10 - 20 pax → from ¥ 15,000
- 21 - 30 pax → from ¥ 13,500 (10% OFF)
- 31 - 40 pax → from ¥ 12,000 (20% OFF)

Bus and transportation arrangements

- → This plan includes an accompanying tour coordinator.
- → Charter bus arrangements can be organized by us for an additional fee.

Special note regarding bus fees

If certain partner restaurants included in our network are used as the lunch venue, the bus fee may be waived in some cases. Details regarding eligible venues and conditions will be provided in advance.

※ Conditions may vary depending on group size, itinerary, and venue.

About the plan

- → This itinerary is a sample model plan.
- → The content, order, and duration can be adjusted.
- → The program can be redesigned according to your needs, such as: a Nara Park–focused itinerary, a more experience-focused program, a plan including more countryside areas

What Kurabi provides

- → Tour coordinator arrangement and on-site program management
- → Nara Park guide arrangement
- → Design of the combined dining and experience program
- → Bus arrangements (in some cases available free of charge depending on conditions)
- → Customized plans for groups



One-day tour plan for individuals

Overview

This plan is a private 1-day tour designed for families and small groups.

Traveling by private car (hire car), guests can freely design their day while exploring Nara Park with a private guide, along with visits to places that are often difficult for larger groups to access—such as artisan workshops, temples, and rural satoyama areas.

Rather than simply "visiting" tourist attractions, the aim is to experience Nara at your own pace through hands-on activities.

Morning | Nara Park Area

- → Private guided tour of Nara Park
- → Areas around Todai-ji, Kofuku-ji, and Kasuga Taisha (mainly exterior viewing)
- → Explanation of the relationship between deer, forest, and temples/shrines
- → Explanations can be adjusted according to participants' age and interests

Morning experience (example)

- → Held at the lunch venue
- → Wagashi (Japanese sweets) making experience. Participants create seasonal wagashi, which are then enjoyed as dessert after lunch.

※ This activity is easy to enjoy even for families with young children.

Program Structure

- Guided sightseeing
- 1 meal (lunch)
- 2 experiences
- Transportation by private car (hire car)

※ Program details can be adjusted according to your preferences.

Lunch
- → Partner restaurants around Nara Park or in nearby countryside areas
- → Private rooms or tatami seating available
- → Allergy and dietary restrictions can be accommodated upon request

Afternoon | Selectable experience area (choose One)

A Temple practice experience (a quiet time for reflection)

Examples:

- Dharma talk by a Buddhist monk
- Zen meditation experience
- Simple shakyo (sutra-copying) experience

Features

- → A beginner-friendly experience designed not as strict training, but as an opportunity to explore the way temples value time and reflection, through dialogue and Q&A with a monk.

B Workshop visit and craft experience

Examples:

- Visits to workshops producing Nara ink, Nara brushes, and tea whisks
- Demonstrations and explanations by artisans
- Simple hands-on craft experience

Features

- → On-site visits possible thanks to the small group format
- → Opportunity to speak directly with the artisans

C Countryside and local life experience

Examples:

- Tea field visit (guided by a local farmer)
- Satoyama countryside walk
- Mochi-pounding experience
- Village walk in areas such as Tawara

Features

- → Travel by private car (door-to-door)
- → Access to places that are often difficult to visit, such as workshops and temples
- → Flexible scheduling with the possibility of adjustments or stops along the way
- → Program adapted to the family composition and participants' ages

Basic Information

- **Duration:** 9:00 AM – 5:00 PM (~ 8 hours)
- **Group size:** 2 – 6 people (negotiable)
- **Availability:** year-round
- **Languages:** Japanese / English (other languages available upon request)
- **Includes:** Tour coordinator and guide

¥ Estimated price (including lunch)

※ Price may vary depending on the experience content and travel distance.

- **2 - 4 pax** → from ¥ 80,000 (per group)
- **5 - 6 pax** → from ¥ 100,000 (per group)



Optional plan for school trips

EXCHANGE PROGRAM WITH LOCAL STUDENTS

Exclusively for school trip groups, we can offer a special optional program where local students join the experience and interact with participants upon request.

By sharing the same activities and spending time together with students of the same age who live in the area, participants can gain a deeper understanding of local culture and values.

Plan features

Special optional program exclusively for school trips

Local students participate in the experience, enabling natural interaction

The content of the experience itself remains unchanged, designed to broaden learning perspectives

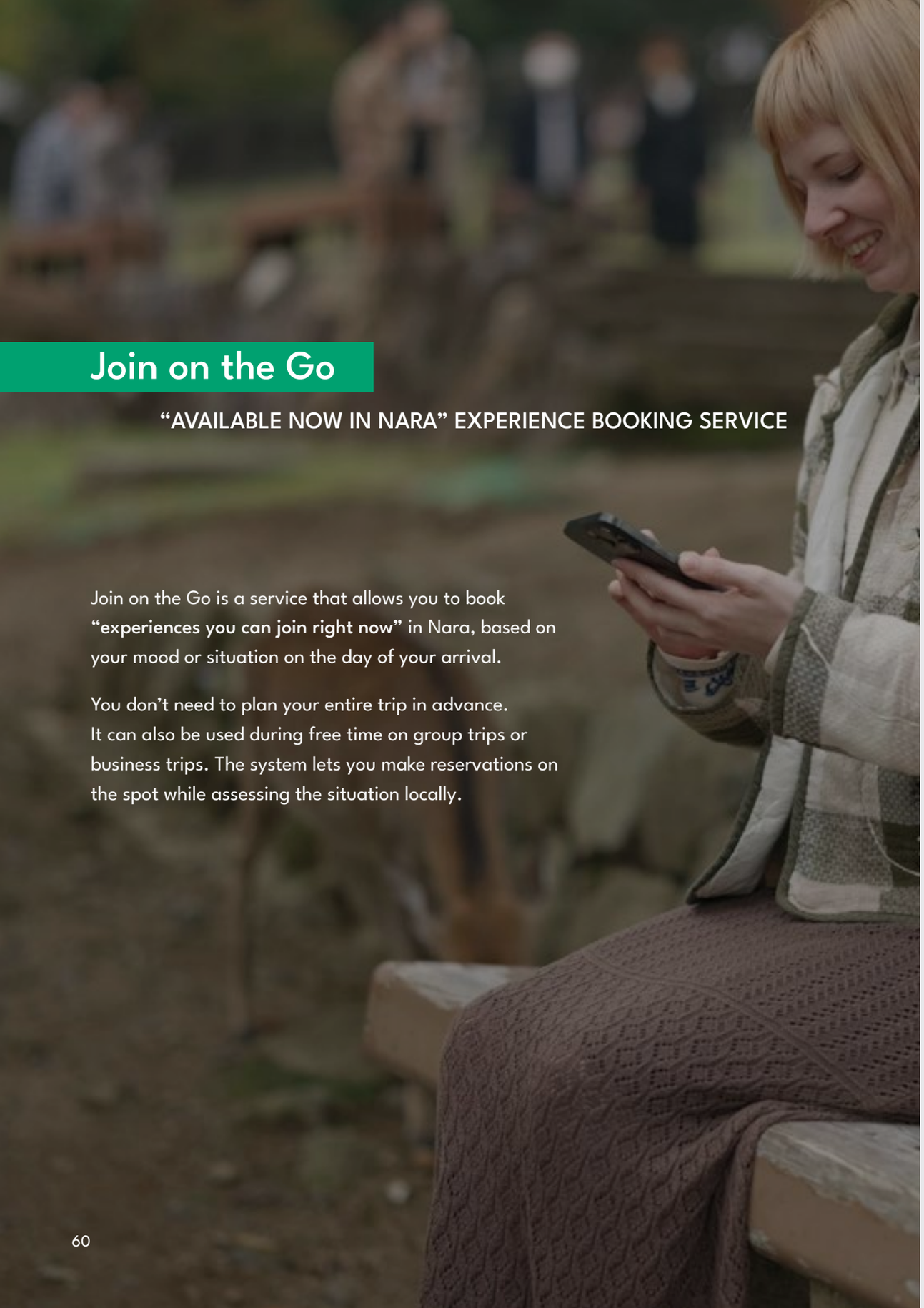
Not a one-sided “exchange event,” but dialogue centered around the experience

Positioning

- → This plan is optional, not mandatory
- → Depending on the experience content, number of participants, and schedule, it may not be feasible
- → Feasibility will be individually adjusted based on prior consultation

Learning outcomes of this option

1. Experience the daily life of the region, not just its tourist attractions
2. Gain awareness of cultural and value differences through the perspectives of peers
3. Learning that goes beyond the experience itself, accompanied by meaningful human encounters



Join on the Go

“AVAILABLE NOW IN NARA” EXPERIENCE BOOKING SERVICE

Join on the Go is a service that allows you to book **“experiences you can join right now”** in Nara, based on your mood or situation on the day of your arrival.

You don’t need to plan your entire trip in advance. It can also be used during free time on group trips or business trips. The system lets you make reservations on the spot while assessing the situation locally.

Service features

Shows only experiences available today, tomorrow, or the day after

Lists only experiences that can be booked immediately

Easy access by simply scanning a QR code with your smartphone

Reservations can be made instantly via WhatsApp or the web

Supports multiple languages, including English

Focuses on short experiences with minimal travel burden

→ Not only travelers themselves, but also guides, tour leaders, and hotel staff can make reservations on their behalf.

When can it be used?

1 During free time

- Free time on group tours or between business meetings
- Between hotel check-in and dinner

→ **You can easily turn unscheduled time into an experience.**

2 When you want to decide on the spot

- When a guide wants to add an experience after seeing the participants’ mood
- When you want to adjust the content based on fatigue or interests
- When you want to decide on the day based on weather or crowd conditions

→ **Instead of sticking to a fixed plan, you can make choices that fit the moment.**

3 Finding experiences from your hotel

- Guidance after checking in at the hotel
- Suggestions from the front desk or concierge
- QR codes or brochures available in your room

→ **Starting from your accommodation, you can find experiences you can go to right now with minimal travel.**

4 As a supplement for group or business trips

- Experiences that can be added during breaks in the group itinerary
- For when you want to participate with a small group only
- Alternative suggestions for last-minute requests

→ **You can flexibly add just the experience without changing the overall schedule.**

How to book

- Scan the QR code
  (from the hotel, brochure, or guide’s device)
- Browse the list of experiences for **today, tomorrow, or the day after**
- Book instantly via WhatsApp or the web, receive confirmation, and join the experience



※ Availability is updated in real time

※ The booking process is smooth and straightforward

What kind of experiences can you book?

Short experiences lasting about 60–120 minutes

Mainly around Nara Park and the city center

Includes cultural experiences, food experiences, craft experiences, and more





Each experience is conducted in the optimal format to maintain quality, according to the content, number of participants, and purpose.

Formats for experiences

Experiences are offered in one of two formats depending on the number of participants:

- On-site at a workshop or local location
- Instructor or artisan-led off-site session (traveling to your designated venue)

On-site experiences at workshops or local locations are generally conducted with small groups due to production environment and safety considerations.

For larger groups, instructors or artisans can travel to the specified venue to conduct the experience.

Even for small groups, off-site formats may be possible depending on the location and your requests. Please feel free to contact us if you have any preferences.

※ The recommended number of participants varies by experience
※ Please check each experience page for detailed information

Venues for Experiences

Experiences can be held at the following types of venues:

- → Hotels where you are staying
- → Dining venues (hotels, restaurants, etc.)
- → Other facilities (public or cultural facilities, etc.)
- → Our own experience facilities

We will propose the most suitable venue, taking into account size, facilities, and flow, based on the experience content and number of participants.

Venue fees

If you use a hotel or restaurant that is a partner of ours, no additional venue fee will be charged.

If you wish to use a facility outside of our partners, we will adjust individually according to the content and budget.

Additional notes on venue use

※ The size of the venue and facilities such as tables, chairs, and power supply will be confirmed in advance
※ The schedule will include setup, installation, and removal time
※ Rules regarding noise, odors, and use of fire will follow the regulations of each venue



Seasonality

ANNUAL CALENDAR

Winter | January - February

✔ **Features:** fewer tourists, quiet season

Major Events & Highlights:

- **Wakakusa Yamayaki (January)** → Famous mountain-burning event representing Nara's winter. Fire and fireworks are the main attractions at night
- **Setsubun Events (February)** → Different temples and shrines hold their own Setsubun rituals and bean-throwing ceremonies

Crowd level: ★☆☆☆☆

Spring | March - April

✔ **Features:** cherry blossom season; the busiest time of the year

Major Events & Highlights:

- **Omizutori (March)** → Shunie ceremony held at Todai-ji Nigatsu-do, signaling the arrival of spring in Nara
- **Cherry blossoms (March–April)** → Wide bloom across Nara Park and Mount Yoshino

Crowd level: ★★★★☆

Early Summer | May - June

✔ **Features:** stable weather, ideal for outdoor walks

Major Events & Highlights:

- **Takigi Noh (May)** → Traditional Noh performance held under bonfires
- **Fresh greenery** → Temples, shrines, and forests are at their most beautiful

Crowd level: ★★★☆☆

Summer | July - August

- **Features:** hot during the day, crowds gather mainly at night
- **Major Events & Highlights:**
  - **Nara Tōkae (August)** → Nighttime event where Nara Park is illuminated by candlelight
  - **Special nighttime temple visits** → Many temples and shrines offer summer-only evening visits
- **Crowd level:** ★★★★☆ (mainly at night)

Early Autumn | September

- **Features:** calmer after the summer peak
- **Major Events & Highlights:**
  - **Mid-Autumn moon viewing events** → Temples and shrines hold ceremonies and gatherings to appreciate the moon
- **Crowd level:** ★☆☆☆☆

Autumn | October - November

- **Features:** peak season combining cultural events and autumn foliage
- **Major Events & Highlights:**
  - Shosoin Exhibition → Annual public display of treasures, attracting visitors from all over Japan
  - **Autumn foliage** → At its best in Nara Park and around temples and shrines
- **Crowd level:** ★★★★★

Winter | December

- **Features:** year-end events take place, returning to a calmer atmosphere
- **Major Events & Highlights:**
  - **Kasuga Wakamiya On-Matsuri (December)** → ne of Nara's largest festivals with parades and performing arts offerings
- **Crowd level:** ★★★☆☆



Inquiries & booking contacts

Experience reservations and inquiries

kurabi-japan.com

info@kurabi-japan.com

Tel: +81-90-6420-3236

We handle inquiries regarding all experience programs, including:

→ Reservations and availability

→ Consultations for group/corporate use

→ Planning support for MICE or corporate events

→ Customization plan consultations

Languages Supported: Japanese/English

Hours: Weekdays 10:00–18:00 (JST)

※ Depending on the inquiry, we will respond within 2 business days.

Operated by: Tale Navi Inc.



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