

Toyama Prefecture Showcases Tourism, Cuisine and Craftsmanship in Los Angeles

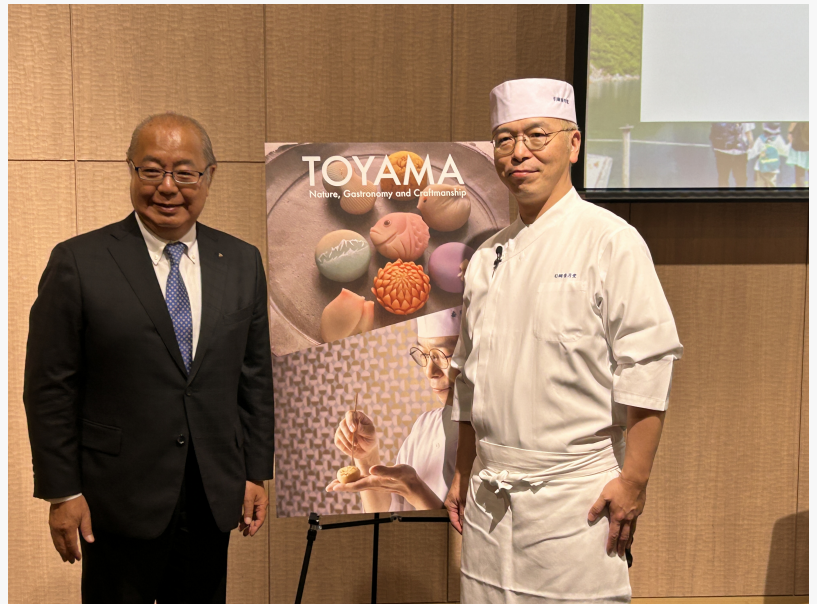
Wagashi workshop and travel trade seminar held at JAPAN HOUSE Los Angeles; WAZA retail exhibition continues through August 31

LOS ANGELES, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Toyama Prefecture hosted a wagashi-making event and a tourism seminar for U.S. travel industry professionals at JAPAN HOUSE Los Angeles on July 29 and 30, 2026, highlighting the prefecture's natural beauty, cuisine, cultural traditions and craftsmanship.

A live wagashi demonstration and hands-on workshop took place on July 29, followed on July 30 by the travel trade seminar, "Discover Toyama, Japan — Nature, Gastronomy and Craftsmanship."

In conjunction with the two events, WAZA is presenting "Discover Toyama: Timeless Craftsmanship and Modern Whimsy," a retail exhibition featuring Toyama craftsmanship and contemporary products at its WAZA SHOP in JAPAN HOUSE Los Angeles through August 31.

□Experiencing Toyama's Culture Through Wagashi



Toyama Governor Hachiro Nitta with wagashi artisan Yasuhiro Hikiami.



Toyama Governor Hachiro Nitta presents Toyama tourism.

The July 29 event featured Yasuhiro Hikiami, the fourth-generation owner of Hikiami Kogetsudo, a Toyama-based wagashi shop with a history spanning 107 years. Hikiami explained that Toyama's distinctive wagashi culture developed as more artisans from Toyama trained in Edo (Tokyo) and Kyoto, bringing back the techniques and forms of expression of both regions and combining them with Toyama's long-established tea culture. He also described how the "power of place"—a close connection to Toyama's magnificent natural environment, pure water, rice, seafood and agricultural products—influences the work of artisans, chefs and artists and contributes to Toyama's distinctive culture of food, art and crafts.



Toyama display at WAZA SHOP in JAPAN HOUSE Los Angeles.

During the workshop, a close-up view of Hikiami's hands was shown on a screen as participants practiced the same techniques. Hikiami visited each table to offer guidance, giving participants an opportunity to experience Toyama's craftsmanship firsthand. The venue also featured a Toyama tourism information booth, while Toyama-related items were displayed in the JAPAN HOUSE Los Angeles library.

□Introducing Toyama to the U.S. Travel Industry

On July 30, representatives from travel agencies, tour operators and other tourism organizations attended "Discover Toyama, Japan — Nature, Gastronomy and Craftsmanship" in the fifth-floor salon at JAPAN HOUSE Los Angeles.

Toyama Governor Hachiro Nitta introduced some of the prefecture's best-known attractions through photographs and video, including the Tateyama Kurobe Alpine Route, Toyama Bay, the UNESCO World Heritage villages of Gokayama, local cuisine and traditional crafts, as well as the Kurobe-Unazuki Canyon Route, which will open to the public this October. The presentation also introduced Toyama Airport's new nickname, "Toyama-Takayama Sushi Airport."

Representatives from Tateyama Kurobe Kanko Co., Ltd. and VANCHI Co., Ltd. also presented travel experiences available in the region. The program included a live wagashi-making demonstration by Hikiami, showcasing Toyama's cultural traditions and fine craftsmanship.

□Networking Through Toyama Cuisine

Following the seminar, attendees networked with Toyama representatives and tourism partners.

The reception featured dishes inspired by Toyama's ingredients and culinary traditions, including firefly squid, masuzushi (pressed trout sushi), miso soup with shredded kelp, and rice balls. Guests were also introduced to sake and other beverages produced in Toyama, offering another way to experience the region through its food and drink.

□Toyama Products Featured at WAZA SHOP

In conjunction with the tourism promotion, WAZA is presenting the retail exhibition "Discover Toyama: Timeless Craftsmanship and Modern Whimsy" at its WAZA SHOP in JAPAN HOUSE Los Angeles.

The exhibition introduces products reflecting Toyama's traditional craftsmanship, local culture and natural environment. By bringing together time-honored techniques and contemporary design, the exhibition highlights the variety and creativity of products from Toyama.

A special "Toyama Prefecture Fair" display was presented from July 29 through August 2. The exhibition will continue through August 31.

□Exhibition Details

Title: Discover Toyama: Timeless Craftsmanship and Modern Whimsy

Exhibition Period: July 29-August 31, 2026

Toyama Prefecture Fair: July 29-August 2, 2026

Venue: WAZA SHOP in JAPAN HOUSE Los Angeles , Second Floor

Address: 6801 Hollywood Blvd., Los Angeles, CA 90028

Product, purchase and inventory inquiries: WAZA (waza-nyc.com; info@waza-nyc.com)

□Continuing Outreach to the U.S. Market

Through these programs, Toyama Prefecture introduced not only its natural scenery and cuisine, but also the cultural traditions, craftsmanship, products and travel experiences shaped by the region.

Toyama Prefecture will continue working with travel industry professionals, media organizations and cultural institutions in the United States to expand awareness of the destination, support the development of new travel programs and encourage more U.S. travelers to visit Toyama.

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