# 

# The CILL

Akihabara



### Introduction

Welcome to the Akihabara Tour - the ultimate adventure for otaku and anyone who would like to learn about the world's largest open air vortex of japanese nerd culture!

This self-guided walking tour features 23 stops that can be completed in a speedy 45 minutes. But why rush? Take your time and enjoy each stop on your own terms. We recommend getting started in the early afternoon and ending the tour just as dusk falls.



The first two legs of the tour are more traditional walking and talking stretches, where you'll learn about the history of the area. We've included bathroom stops, rest areas, and snack breaks to make things a little easier for anyone touring with someone in their group who needs to take things a little easier.

The third leg of the tour focuses on shopping for amazing Japanese otaku goods along Chuo-dori street. But, you don't have to break the bank to have fun! We've gamified the experience with little challenges at each stop on the third leg, so you can enjoy the tour without buying a thing.



Leg 1: Black Market History

Leg 2: From Black Market to Otaku Center

Leg 3: Otaku Heaven

# Grab your friends and come explore Akihabara like never before.

With the Akihabara Tour, you'll discover a world of anime, gaming, and Japanese otaku subcultures that you never knew existed!



We are a small team of three friends (Emily, Raj & Joe) who want to bring our users the absolute best travel experience, so we really value and appreciate your honest feedback!

#### Navigation Bar

Arrows go to previous/next stop on the tour. Legs jump forward to different sections!









#### POST UP

Welcome to the start of the tour! To begin, we want to tell you a little about Akihabara's history before you roll into town. Read up on this information for the first leg of the tour in your hotel room, or on the train ride over to Akihabara.

#### WHAT'S GOING ON? (1 of 3)

Once upon a time, there was no such thing as Akihabara. Let's turn back the clock to get some historical context and demonstrate how the illicit trading and selling of goods has always been in the DNA of this particular neighborhood of Tokyo.

You are currently in a district of the city (or are headed there, anyway) known as Kanda (神田). The first character in that name "Kan" (神) means "gods", or kami that are worshiped at Shinto Shrines. Those shrines often need specially grown rice to use for ceremonies, and that's where the second kanji "-da" (田) comes in, meaning "field" or, more specifically, "rice paddy".

#### WHAT'S GOING ON? (2 of 3)

The intersection we know as Akihabara today was known then as Sotokanda (外神田) due to its placement directly across the Kanda river, which is only a few blocks south of the modern day Akihabara Station. The Kanji "soto" (外) means outside, and so, as you might guess, Sotokanda was not only across the river, but outside the direct control of the imperial authorities in Edo.

Our first leg of the journey will begin with an explosion of sights and sounds at JR Akihabara Station and give you an overview of what makes Akiba famous for today's visitors. From the computer and electronics otaku vortex of the 80's bubble economy to the modern day anime and manga hub, you'll get a taste of the buildings and places people think of when they hear "Akihabara".

#### WHAT'S GOING ON? (3 of 3)

But just a taste, because then you will turn south to cross the Kanda River and walk through the remains of what was once the busiest and most popular train station in all of Japan.

We will learn about the unfortunate disasters that have devastated the neighborhood and how the etymology of the name "Akihabara" is a key to understanding its past. There isn't a ton of shopping on this leg of the walking tour, but there is a snack break and bathroom pit stop built in. There is also a food option at the end of the leg, but we will drop you off just a block or two away from the start of the second leg, which will examine Akihabara's transition to otaku and electronics nexus in the 20th century.



#### **READY TO GO?**

JR Akihabara Station can be a bit maze-like, but just keep your eyes on the signs directing you to the Electric Town South Exit.

Time to next stop: 1 min (20m)

If you've come from a surrounding station, such as Suehirocho or Iwamotocho, simply click "Open in Maps" when you see it to route your way to the starting location.

If you are lost, click this to open the location on Google Maps











#### 電気街南口

**Electric Town South Exit** 电器街南出口

전기 상점가 남쪽 출구

#### 東西自由通路

East-West Passage

#### 神田須田町1・2丁目方面

#### 神田佐久間町1丁目方面 for Kanda-Sakumachō 1-chōme

#### 万世橋警察署

#### 神田郵便局 Kanda Post Office

Japanese Red Cross Society Akiba Blood Donation Room

#### JR神田万世橋ビル

JR Kanda Manseibashi Building

#### マーチエキュート神田万世橋

mAAch ecute Kanda Manseibashi

JR東日本ホテルメッツ

JR-EAST HOTEL METS

東西自由通路経由

JR Akihabara Station Electric **Town South Exit** 



#### POST UP

As you make your way out of the JR Akihabara Station Electric Town South Exit, find a place to stop against a building, away from foot traffic, and not blocking any entrances or passageways.



#### JR Akihabara Station Electric Town South Exit

#### WHAT'S GOING ON?

Welcome to Akihabara! You are standing in the heart of this otaku heaven. You'll first notice a big white building housing Namco, which is a huge multistory Gaming Arcade that opened in February of 2023.

To the right of that, you'll notice the old Tsukumo Akihabara Ekimae building, also known as the Hamster Building. So-called for its awesome external escalator tubes that, well, look like hamster tubes! They are an excellent piece of ridiculous 80's bubble economy architectural heritage that we hope is never torn down.

#### READY TO GO?

When you are ready, walk just about 20 meters to the building with the big yellow sign on the left.

Time to next stop: 1 min (45m)









#### POST UP

Find a spot up against the Radio Kaikan building, and away from foot traffic. There is also a FamilyMart convenience store to the left that may be of use and is always a good spot to stop for a minute.

#### WHAT'S GOING ON?

This building is famous in the area because after World War II, Akihabara became known as a hub for a multitude of electronics sellers and shops offering repairs. During the occupation of Tokyo from 1945-1952, American GIs would illegally sell spare electronics, most notably radios, to a willing market of buyers and resellers in Akihabara.

Following directives in 1951 from the US Occupational Force to clean up the streets, many sellers banded together to move their businesses indoors, and collectives like Radio Kaikan were born. This location in particular was built in the early 1960s and was the very first high rise in Akihabara. In the 1990s, many of the electronics sellers were replaced by those selling otaku goods, which is mostly what you'll find inside these days. In many ways, Radio Kaikan represents the history of Akihabara in one location—and in our opinion, is the perfect place to begin our tour!





Leg 3





Click this tab to preview the photo spot

You gotta let your friends know you're in Japan, right? Take this photo and you can be a true Radio Kaikan Icon. Facing towards the Hamster Building and station exit, take a photo of you and your friends with this bustling street in the background.



Leg 2 Leg 3

Leg 1

#### READY TO GO?

When exiting Radio Kaikan, turn left and walk to the big main street and take the crosswalk towards the other side of the street. You will then turn left and continue down, crossing one more large street before hitting the bridge. As you walk, you may spot another hamster building on the left!

Time to next stop: 3 min. (220m)











#### **POST UP**

Find a spot on the bridge and have a look at Kandagawa, a river constructed by the Edo government 400 years ago! The current Manseibashi Bridge was constructed in 1930.

#### WHAT'S GOING ON? (1 of 2)

History time! The Kanda River itself doesn't naturally occur here, rather it was created as a flood protection barrier between Edo and the lands to the east and north of the city. Being a canalized river, the tides and flow were easily controlled, and provided not only a large and stable waterway, but also a direct transportation route through to the nearby Sumida River to Tokyo Bay and lands beyond, which connected the city of Edo to the outside world.

Being as well connected through waterborne methods as it was, trade flourished in this area. The Kanda Produce Market was one of the three largest in the city and existed for around 300 years.

#### WHAT'S GOING ON? (2 of 2)

But, as you may have guessed, not all of that trade was above board. Kanda Produce Market was known in Edo as the premiere spot to pick up exotic fruits, vegetables, and goods that were unavailable anywhere else in the city. Naturally, smuggling in contraband and rare and expensive items under the nose of the authorities became a favorite pastime of the merchants along the river.

The bridge you are on now dates from 1930, and if you look down either direction of the Kanda river, you'll notice many historic red brick warehouses, and even a former train station that we will be approaching soon.



Choo-choo-choose this spot to capture the old Manseibashi Train Station and its unique architecture. Tag us in your photo on instagram #wttakiba

#### **READY TO GO?**

Continue on past the bridge and the "mAAch ecute" entrance to the vending machine corner on your right. It's history time again!

Time to next stop: 1 minute walk (37m)





Leg 3

Leg 1





#### POST UP

Find a spot at these vending machines to read. It's a fairly well covered and relaxed corner where people expect you to hang out.

#### WHAT'S GOING ON? (1 of 2)

This is our first recommended snack spot on the tour. You can occasionally get freshly made Wagyu Katsu Sandos (lightly fried steak sandwiches) from a vending machine here, made at the famous Niku Mansei restaurant across the street (open since 1949!). In this case, though, stock in the machines varies day by day. In addition to the flagship beef steak sandwiches, the vending machine also has pork sandos on hand.

Of course, in the 400 or so years since this area was associated with that market and its unsavory business deals, the whole area became swallowed up by the everexpanding Tokyo Metropolitan area. Following this massive growth, fires ravaged the city, which was constructed mostly of wood at the time.

#### WHAT'S GOING ON? (1 of 2)

This neighborhood was no exception. However, after a huge fire that devastated these blocks in 1869, the new Meiji government decided to make an example of how to build a modern, fireproof neighborhood in their new Japan. In the ashes of the torched streets, they optimistically named the area "Chinkabara", which means "Extinguished Fire Field", and built a shrine to the deity Akiba, the god of Fire Prevention.

People settled on Akibagahara as a name, which then got shortened even further to Akihabara. Today, we call the area Akiba for short. If you look at the Kanji (Chinese characters) for Akihabara (秋葉原) you might notice the character for Autumn, Aki (秋) which itself has the symbol for Fire (火) contained within.

#### WHAT'S GOING ON? (1 of 2)

This neighborhood was no exception. As we talked about earlier at Radio Kaikan, Radio Garden was another collective for resellers to ply their wares. Today it sits empty, save for these vending machines.

Being as well connected through waterborne methods as it was, trade flourished in this area. The Kanda Produce Market was one of the three largest in the city and existed for around 300 years.

#### READY TO GO?

Reverse course and head back to the "mAAch ecute" entrance which is now on your left side.

Time to next stop: 1 min (30m)







Leg 1



#### POST UP

Find a spot on the outside deck facing the river. You can walk all the way to the end (towards the green bridge).



#### WHAT'S GOING ON? (1 of 2)

This historic red brick building that you saw from the Manseibashi bridge that you crossed earlier is actually the historic Manseibashi Train Station, built in 1912. It actually predates Tokyo Station by two years, and was the original masterpiece by the architect Tatsuno Kingo, who was inspired in his design by Central Station in Amsterdam.

At one time, Manseibashi Station was one of the largest and most popular stations in the country, by some estimates even bigger and more popular than Tokyo Station itself. However, the main building was destroyed in the 1923 Great Kanto earthquake.

#### WHAT'S GOING ON? (2 of 2)

A few years later, when Tokyo's first subway line opened, it was routed to nearby Ueno Station. Together with the expansion of Akihabara Station, the once mighty Manseibashi fell into disrepair, and eventually closed in the 1940's.

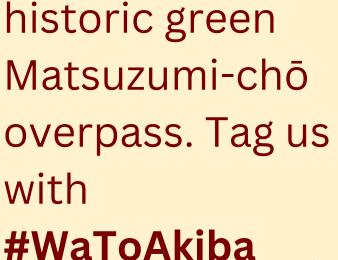
All that survives today is the red brick concourse. Check out the shops, and have a look at the museum and diorama model of Manseibashi Station in all of its former glory before heading on.







Technically a smoking area, it also provides an excellent view of one of our next stops! Show off your smoking-hot good looks at this perfect selfie spot! Take a photo and make sure to tag us-This area is packed with gorgeous bridges, and this is maybe the best view you'll get of the





#### READY TO GO?

Exit to the street side of the shopping center and turn right. Walk and check out the historic plaques that spell out more of the area's history before you reach the Public Toilet on your right before you cross the bridge.

Time to next stop: 2 min (130m)









### Shoheibashi Public toilet



#### POST UP

Why not take a break and utilize one of Japan's ubiquitous and extremely clean public toilets? Find a spot under the bridge to escape the heat or rain.

#### Shoheibashi Public toilet

#### WHAT'S GOING ON?

While waiting for your party to regroup, admire the green wrought iron Matsuzumi-chō Overpass, built in 1923, for the Sobu Train Line which runs to Akihabara Station.

#### **READY TO GO?**

Cross the bridge, then make a quick right and left to walk under the Overpass through the big archway, passing by the Mulan video and adult goods shop.
Continue straight to cross the street until you see the quaint shrine on your right side.

Time to next stop: 3 min (180m)







#### Kobu Inari Shrine



#### POST UP

Find a little piece of the sidewalk away from traffic to admire this hidden gem.

#### Kobu Inari Shrine

#### WHAT'S GOING ON? (1 of 2)

This teeny tiny shrine is dedicated to a few things! First off, it's dedicated to the god of prosperity known as Inari, which is usually indicated by the Kitsune (foxes) and vermillion color torii gates you see. This shrine is also dedicated to the firefighters who helped save and protect this area following the devastation of the 1869 fire. There is also a dedication to the health and wellbeing of the former Geisha Quarter that was also part of the historic Akihabara neighborhood.

As always with religious structures, be respectful and try not to touch anything. Bow before and after passing through the gate. Although, in our opinion, the best thing to admire here is the tiniest garden on the left hand side of the shrine. Take a moment to admire the cozy little shrine juxtaposed against the chaos and modernity of today's Akihabara skyline.



#### Kobu Inari Shrine

#### WHAT'S GOING ON? (2 of 2)

Take a moment to admire the cozy little shrine juxtaposed against the chaos and modernity of today's Akihabara skyline.

#### **READY TO GO?**

If you are hungry, there is a very wellregarded Tonkatsu (fried pork cutlet) restaurant called Marugo directly across the street, to the left if you're looking straight at the shrine. If Tonkatsu isn't your thing or there is a long line, we will recommend a great Anime-themed Ramen spot on the second leg of the tour. This is the final stop of the first leg of the tour, we hope you had fun!

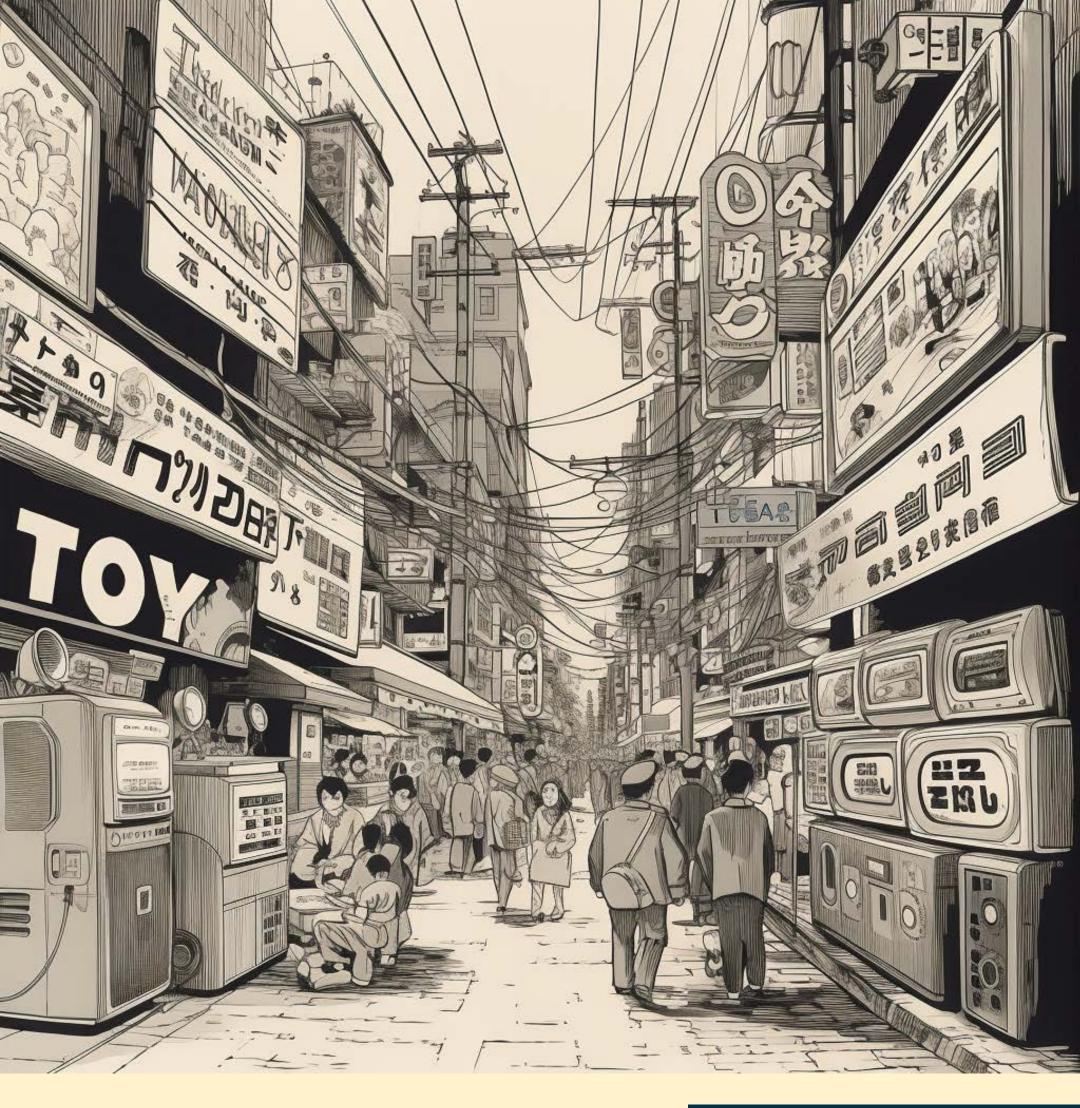
Time to next stop: 3 min (180m)

Leg 1





Leg 3



Leg 2: From Black Market to Otaku Center



#### POST UP

The street with Kobu Inari Shrine is not too busy, so find a nice quiet spot before moving on to the first location.



# Leg 2: From Black Market to Otaku Center

#### WHAT'S GOING ON? (1 of 2)

For the next leg of your journey, we are going to focus on Akihabara's transition from a fire-prone field of ill repute outside the city walls to a bustling center of electronics goods in the Post-War era. As we mentioned earlier, the fact that this area was already known for black market dealings came in handy after the war.

American soldiers wanted to make some easy cash, and illegally selling their old or defunct radios seemed like the best way to do that. Those soldiers headed to the area already known for being accommodating to such illicit trade, and found many enterprising Japanese buyers who knew they could turn their purchases into profits. This headlong fall into electronics sowed the seeds for what would later become the otaku mecca Akihabara is known as in this day and age



# Leg 2: From Black Market to Otaku Center

#### WHAT'S GOING ON? (2 of 2)

As we dive into that transitional age, we'll see that sudden abundance of technology mix and merge with hobbyist pursuits, many of which came from an initial love for those new-fangled gadgets. It wasn't just the hardware people were obsessed with—it was also the software (Computer games. We mean computer games). That initial fascination gave rise to much of what's to see on this leg of the tour.

#### **READY TO GO?**

If you are ready to move on to the second leg of our tour, Walk along the long side of the Kobu Inari Shrine for just about one block and look for the red sign of Dragon Star.

Time to next stop: 1 min (55m)







Dragon Star Trading Cards



#### POST UP

Find a spot against a building, being careful to not block any entrances or any traffic.



# Dragon Star Trading Cards

#### WHAT'S GOING ON?

We'd like to present you first with one such hobbyist pursuit that finds many homes here in Akihabara: trading cards. The concept of playing and trading small cards was first introduced to Japan in the 1500s by Portuguese merchants. These cards likely first made their way to Akiba around 400 years ago through the trade that took place here.

Trading cards in Japan feature everything from popular Japanese baseball players to monsters from the newest anime. They sell cards here from popular titles, like Pokemon, Yu-Gi-Oh, Magic: The Gathering, and more! If you have no idea what the attraction is to collectible trading card games, or toreka, it's worth having a look around Dragon Star to see the devotion in person.



# Dragon Star Trading Cards

#### **READY TO GO?**

When exiting Dragon Star, turn left and head directly to the end of the street. You'll see the orange sign for HEY and its four floors of gamer goodness.

Time to next stop: 1 min (27m)









HEY (Hirose Entertainment Yard)



#### POST UP

This is a back entrance to HEY; the "front" entrance faces out to Akihabara Chuo-Dori. Find a spot near the vending machines outside the entrance. If you grab a drink, make sure to finish it or put it away before entering the arcade.



# HEY (Hirose Entertainment Yard)

# WHAT'S GOING ON? (1 of 2)

In keeping with the playful nature of collectible trading cards, gaming has always been a part of modern Japanese culture. Given that Akihabara was a hotbed of electronics selling and repair, it stands to reason that some of the earliest Japanese arcade games originated here in Akihabara after war times. Before the switch to computer games, the easily available spare electronics parts were repurposed to make pinball, darts, baseball, and (famously) pachinko games! HEY is a throwback to that bygone era.

Yes, there are some modern games in this arcade, but HEY does something different and that's why we've included it on this tour. HEY is a retro-themed video game arcade that is unrivaled in Japan for doing what it does, which is providing a personal touch and avoiding the corporate banality common to most other game centers in Tokyo.





# HEY (Hirose Entertainment Yard)

# WHAT'S GOING ON? (2 of 2)

The second floor is a paradise of classic Shoot 'Em Ups (think Space Invaders). However, these games can veer into the territory of what are affectionately called "bullet hell" games (think Space Invaders, but with even MORE bullets). So, if you play, don't take it personally if you lose.

The third floor is home to row upon row of fighting games (like Street Fighter) which are perfect for those traveling with friends. Grab those coins you've been looking to get rid of, challenge your compatriots, or make new friends! Beating each other up (virtually) was never so fun.

#### READY TO GO?

If you leave from the exit that you first used to enter HEY, then turn right and walk a few steps past the Maidreamin Cafe, you will almost immediately see the green Kotobukiya building on your left.

Time to next stop: 1 min (18m)



Leg 1 Leg 2



Kotobukiya



#### POST UP

Find a spot to the right of the entrance to Kotobukiya, careful not to block any traffic to the businesses down the alley. There is a recycle bin for cans and pet bottles.

Leg 1 Leg 2 Leg 3

# Kotobukiya

#### WHAT'S GOING ON?

Established in 1953 alongside the electronics sellers, Kotobukiya was originally a toy store but, following the trends of the time, evolved into one of the most well-known figure shops in Akihabara. A figure, or "fig", as they're known amongst otaku, is a scaled down model of a much loved anime or cartoon character. They usually live on desks, bookshelves, or display cases (though how often they're dusted, we can't say).

These days, figs are highly collectable and are a huge driving force of the merchandising behind some of the biggest anime. And what was the first fig they ever made? Reproductions of a popular character, Rei, and her fighter-robot from the famous anime Neon Genesis Evangelion (to those of you who are familiar with the chokehold this 90's anime has on Japan, this will be a no-brainer.)



# Kotobukiya

#### **READY TO GO?**

When you leave Kotobukiya turn left and walk a few steps, you'll see Super Potato (スーパーポテト) on the right. Be careful as there is no English language on the sign, but if you look up you may see some familiar retro video game characters beckoning you in.

Time to next stop: 1 min (19m)











#### POST UP

Super Potato doesn't have a huge entrance, so we recommend finding a corner across the road. There are a few shops and there should be plenty of room to assess the situation before heading in.



#### WHAT'S GOING ON? (1 of 2)

Feast your eyes upon the world's largest secondary market of retro game consoles, cartridges, collectibles, and candy. If you are looking for any retro games or merchandise from the 80's onward, this is your haven. Super Potato has been a staple of the backstreet Akiba scene, and walking inside is part shopping experience, part trip down memory lane.

Whether or not you know anything about video games, it's worth a look inside just to get a sense of how much gaming has evolved over the years! Their lower two floors are devoted to retro gaming classics, and the top floor has an arcade where you can play some nostalgic games and listen to the sound of those sweet, sweet 8-bit tunes.







After leaving Super Potato, turn to the left and take an a-peel-ing picture of your group framed perfectly by the arch of the bridge. Grab a camera, strike your best gamer kid poses, and fry-er away! (And tag us on Instagram, too!)

#WaToAkiba



Leg 1 Leg 2 Leg 3

#### READY TO GO?

From the exit of Super Potato, turn right (after snapping your Photo Spot pic) and continue down the street. You'll encounter a large street, take the crosswalk, then a quick left and right and you'll find yourself at the start of Junk Street.

Time to next stop: 2 min (82m)











#### POST UP

There's a bank of seven or so vending machines on the right hand side just as you enter the street. This is a perfect place to stop for a minute before you take on Junk Street.



#### WHAT'S GOING ON? (1 of 2)

We promised you an interesting vibe, so here you go— a street full of electronics parts, random computer bits, cables for equipment that doesn't exist anymore and, (of course) fax machines.

Junk Street is your window into that Post-War street market past that has largely been forgotten by the glittering eight-story mega centers on the main drag. Akihabara is only one square kilometer and yet hosts over 500 computer shops! There are four major types of computer shops, consumer—a type of store where you can buy laptops, cameras, or game consoles. Pro shops—where professionals and hobbyists can find hard-to-procure items—does this sound familiar to the story of the Kanda Produce Market that we talked about earlier?



# WHAT'S GOING ON? (2 of 2)

Then we have spare parts shops—where the little bits, pieces, cables, plugs and the like can be individually purchased by enthusiasts. Lastly we have junk shops, found (where else?) here on Junk Street—where broken down electronics and gadgets can be bought for scrap to be broken down to their component parts by only the most dedicated!

As you might imagine, that dedication we spoke about, that enthusiast spirit would not end simply with computer people. Before long, that joy of finding the needle in the haystack and spending hours to locate that one missing part would naturally lead to an otaku culture that moved beyond gadgets and electronics. Soon, other enthusiasts moved into Akihabara, those clamoring for model trains, trading cards, video games, figures, anime, and manga.



#### READY TO GO?

Junk Street is less a destination and more so a fun retro gadget scene and a unique example of a Japanese Shotengai (Shopping Street) – feel free to stop and browse any store that catches your fancy. As promised, you may see a striking yellow building housing Yarō Ramen. It's quite tasty and they often do collaborations with Anime and Otaku-themed properties. Stop here for lunch or an early dinner if you're hungry! If you're good to go, walk three more blocks and then you'll turn right, from there walk another block and a half. This will drop you off at our last destination for this leg of the tour.

Time to next stop: from Yarō Ramen on Junk Street it is 3 min (250m)







Gachapon Kaikan



#### POST UP

Find a spot out of the way. There are vending machines to the right of the entrance. While the sign for this shop isn't in English, it should be pretty obvious from the street since these capsule machines spill out and there's usually always a bustle of activity going on inside.

Leg 1 Leg 2 Leg 3

# Gachapon Kaikan

#### WHAT'S GOING ON?

Got some spare change jangling in your pocket? Stop at Gachapon Kaikan and spend it all on some gacha! Gachapon are basically gumball machines, but instead of randomly colored candy, you are awarded a random plastic ball filled with a toy or trinket. Much better, in our humble opinion.

Opening the capsule (which is notoriously tricky) is as much part of the experience as the reward inside is. An easy, cheap memento, we'd recommend stopping inside to check out what the machines have on offer today! This Gacha establishment, like most in Japan, will feature a basket (usually on top of the capsule machines near the front) for returning the plastic balls. Please take note and make use of it so you don't carry around trash all day!

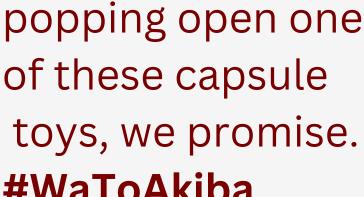


# Gachapon Kaikan





Didn't think we could work in a photo op in a Gachapon store? Think again. The store itself is full of colorful machines which make an excellent background for a group photo. Pop out your camera and snap a photo! It'll be easier than



#WaToAkiba



Leg 2 Leg 1

Leg 3

# SIDE QUEST!

#### READY TO GO?

You'll now find yourselves at the end of the second leg of our walking tour. This is the final stop of the second leg of the tour, we hope you had fun!

We now offer you a choice. **OPTION A** is a SIDE QUEST taking you on a six minute walk to Kanda Myojin, a popular Shinto shrine. This is not only an operating place of worship, but also, being the nearest shrine to Akiba, has many otaku connections.

At Kanda Myojin, you'll learn about the buildings, ceremonies, and procedures common at Shinto Shrines, as well as a famous anime that takes place there, a protective amulet for your new electronics purchases, and a souvenir wish panel that you can offer to the gods or take home to cherish.

# Choose your path on the next page!



Leg 3

# SIDE QUEST!

Fair warning, the walk will vary from a path with a big set of stairs that is around 6 min (450m) to a more gentle walk that is around 10 min (750m).

# OPTION A: I'm ready for some culture!

If you aren't feeling the shrine trip or are short on time, choose **OPTION B**, and go directly to the third leg of our trip at one of the largest manga stores on the planet.

OPTION B: Take me shopping!





#### OPTION A: I'm ready for some culture!

When leaving Gachapon Kaikan, turn left and walk away from the main Akiba drag. After two blocks, you'll pass another spotless beautiful public toilet in a city park on your left.

Walking to the Park: 2 min (140m)

From there, you'll walk through the park to continue on to Kanda Myojin Shrine.

Walking time to the Shrine: 6-10 min (450m-750m)

Let's go!





#### OPTION B: Take me shopping!

Let's take you to the start of our third leg, the one where we finally get to indulge our shopping fantasies. When leaving Gachapon Kaikan, turn left and then immediately turn left again, then walk three blocks. There are a few places of interest on this street, such as BEEP on the right, which is a cozy retro game store with a focus on 80's Japanese PCs. Or if you're hungry and it's after 6pm, there is Dear Stage, also on the right-which is a small bar and restaurant with a focus on up-andcoming idol singers. At any rate, when you reach the end of the street, turn right to find the start of our next leg, Mandarake Complex!

Time to starting location of 3rd Leg: 3 min (230m)

Let's go!





Horin Park Public Toilet



#### POST UP

This is a city park. When you arrive, you'll see an entrance to the park on your left. Find a bench to rest your legs!

Use this time to rest, recharge, and brace yourself for the ultimate gadget and anime shrine–Kanda Myojin.



# Horin Park Public Toilet

#### **READY TO GO?**

After taking a short break, continue walking south through the park to the other side, turn right when exiting the park and you'll see a large street (Shoheibashi-dori) with a crosswalk. After crossing the street, turn left. From here, there are two paths you can take to the Shrine. **OPTION A** is a shortcut, but features some steep stairs, **OPTION B** is a bit longer, but an easier route if the staircase is out of the cards.



Stop after the Shoheibashi-dori Crosswalk



Leg 3

# Shoheibashi-dori Crosswalk

If you are up to the physical challenge, choose **OPTION A**. You'll take the 68 steps up the Otokozaka Stairs (translated as Men's Slope) to the shrine. You'll see the stairs on the right near the crosswalk. *Walking time is 5 minutes (300m)* 

# OPTION A: Otokozaka Stairs

If you have special mobility needs, you might prefer **OPTION B**. There is a gentle, sloping path if you continue down two blocks towards the infamous Green Matsuzumi-chō Overpass and turn right at the main street labeled "17". There is also a street sign labeled "Kanda Myojin Shrine" at the intersection. *Walking time is 8 minutes (600m)* 

# OPTION B: Gentle Path



Leg 1 I



Leg 3

# OPTION A: Otokozaka Stairs

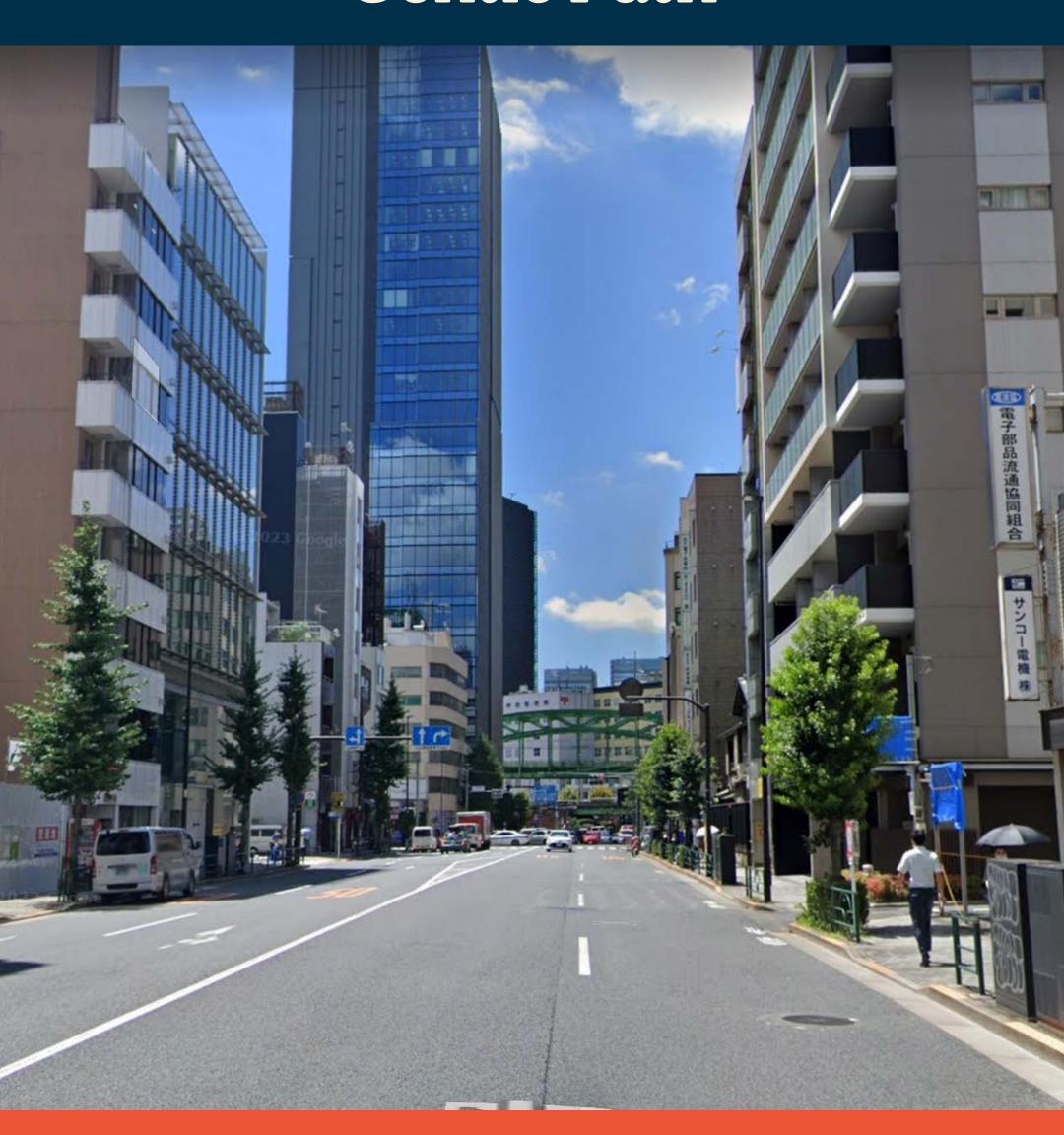


Near the crosswalk, you'll find the stairs. At the top, turn left and walk to the end of the traditional looking shrine buildings and look to the right-you'll see the large red entrance gate known as Zuishin-mon.

# Let's go!



# OPTION B: Gentle Path



After the crosswalk, turn left and walk down Shoheibashi-dori. At the next light, you'll see a sign for Kandamyojin Shrine. Turn right then walk to the *Torii* gate at the shrine.

Let's go!







# Kanda Myojin Shrine



#### **POST UP**

Stop before you enter through the large red entrance gate. You'll see a fountain for washing your hands on the left hand side.



# Kanda Myojin Shrine

#### WHAT'S GOING ON? (1 of 3)

If you have never been to a Shinto shrine there are a few things you should consider.

Before going in, find the water fountain, called a Temizuya, to wash your hands. From there you will find a host of counters, attended to by white-and-red clad Shrine Maiden, called Miko, who sell different Omamori, or amulets that are used for special intentions (for example health or prosperity). Kanda Myojin Shrine is unique in that you can buy an amulet to protect your new electronics purchase back down the hill in Akiba.

Another purchase to consider are Ema panels. These wooden planks are special to each shrine and are used to write prayers or wishes. The Ema panels at Kanda are also unique in that a majority of them are dedicated to visitors' favorite anime characters, who've drawn them on the back along with their prayers or wishes.





# Kanda Myojin Shrine

#### WHAT'S GOING ON? (2 of 3)

Simply purchase one from a Miko, write your prayer or wish, and then find a spot to hang them with the others-or keep it if you like!

If you would like to give thanks to the Kami (spirits) who reside at the shrine, you can get in line to approach the haiden (hall of worship) at Kanda Myojin. Of course, please be respectful and follow the lead of the people around you while waiting.

When it's your turn, throw a coin (typically a 5-yen coin) into the offering box, bow deeply twice, clap twice, and then-should you want to-offer your prayer silently. Bow once more, and then leave the haiden.



# Kanda Myojin Shrine

#### WHAT'S GOING ON? (3 of 3)

You may notice a modern building on one side called Edocco. Inside you'll find souvenirs, a sitting area, and in the basement there's an area to experience a traditional tea ceremony and a small theater showing a film which explores the history of the Kanda area. Bonus: it's subtitled in English!

#### **READY TO GO?**

Exit back through the red Zuishin-mon gate, continue down to the large stone Torii gate at the south end of the shrine and turn left. Follow the street down the hill for about five minutes back towards Akihabara Station. Stop when you hit Akiba Cultures Zone on the right. From there, turn left and cross the same crosswalk that you used to get to Junk Street on Leg 2. After one block, you'll see the massive black Mandarake tower on the right.

Walking time is 6 minutes (500m)







Leg 3: Otaku Heaven



#### POST UP

The Area around the Mandarake Complex tower has a Lawson's and a host of vending machines nearby for you to regroup while you read up on the third leg of our tour.



# Leg 3: Otaku Heaven

#### WHAT'S GOING ON? (1 of 2)

Now's the time! You've made it! You've explored Akihabara's past from a lowly black market goods quarter outside the moat and city walls of feudal era Edo and witnessed its transition into a Post-War bustling street market of underground electronics sales, smuggling and repairs. But something very curious happened to Akihabara. One more transition was in store for this neighborhood. With the influx of computer goods in the 1980s and 90s came another customer: the esteemed otaku.

The etymology of otaku is interesting. The word, literally translated, uses an honorific (in this case "O", which adds politeness or respect to the rest of the word) to refer to a person who is so into their subculture that they never leave their house. In this case, the rising popularity in electronics from the Post-War era ushered in a new wave of these ultra-dedicated fans, and not just for electronics anymore.





# Leg 3: Otaku Heaven

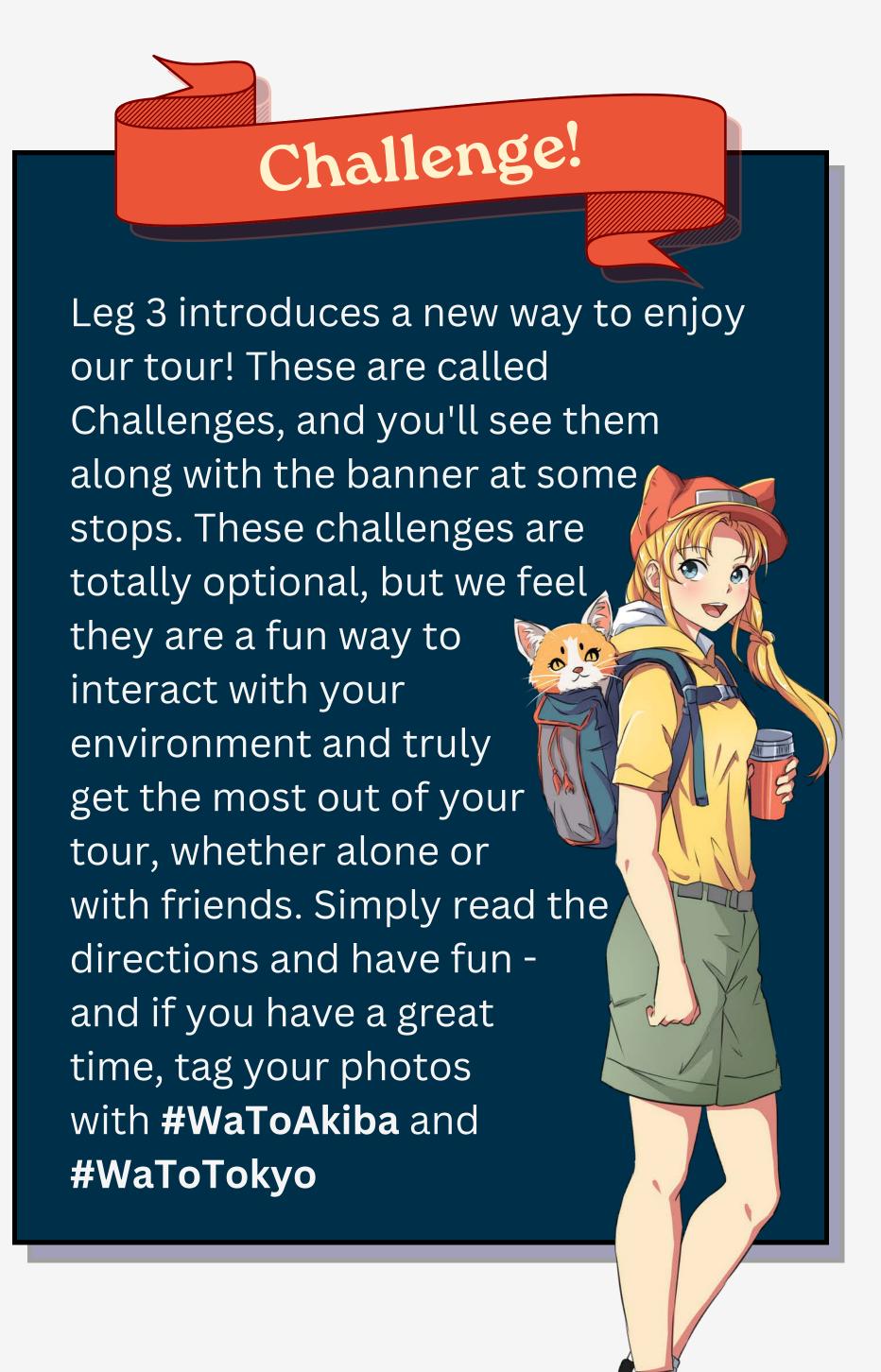
# WHAT'S GOING ON? (2 of 2)

Whether you are into video games, table top games, model trains, trading card games, idol singers, maid cafés, or the endlessly inventive worlds of anime and manga—Akihabara is the undisputed, world-champion, beating heart of the obsessive world of otaku.

For this leg, we will describe a U-shaped cruise up and down the Akihabara main drag, called Chuo-dori, that will hit the biggest and most culturally impactful otaku hotspots that this neighborhood has to offer and return you safely to the train station. At each shop, we will give you a mini-challenge to complete, if you want to do something other than spend your money. Keep in mind that the last train usually departs around midnight and service definitely becomes less frequent as the night rolls on. We will describe what you'll find at each location-but keep your eye on the clock.



## Leg 3: Otaku Heaven





## Mandarake Complex



#### **POST UP**

The entrance to Mandarake Complex is quite small for how large the building is. Luckily there's a Lawson convenience store diagonally across the street. If needed, refuel there before heading in

Leg 1 Leg 2 Leg 3

## Mandarake Complex

## WHAT'S GOING ON? (1 of 2)

Take a step back and breathe before you enter because this is one of the biggest manga stores in the world. That enormity alone is reason enough for you to make this stop. There are other branches of Mandarake in Ikebukuro, Nakano, and Shibuya– there is even a smaller location called Mandarake Coco here in Akiba–but this, my friends, is the only Mandarake massive enough to be emblazoned with the "Complex" Moniker.

The Mandarake Complex building (a tall, dark, foreboding construction) looks like an extremely serious building for extremely serious people and that's because it is. It's a building for people who are SERIOUSLY in love with manga! This is the home of manga (basically graphic novels) in Japan. Eight floors of everything from manga and light novels to self published doujinshi (basically self-published manga, magazines, or novels).





## Mandarake Complex

## WHAT'S GOING ON? (2 of 2)

There are also entire floors dedicated to figures, toys, games, trading cards and physical media, and their merchandise includes newer publications as well as rarer collectibles.

# Challenge!

Either alone or with friends, within five minutes of entering the store, choose a manga series. Your challenge is to complete a set of five. You have to find that series shown in five totally unique forms of merchandise. This could be dolls, figures, games, books, dvd, laserdiscs, or any other forms you may find. The first person to complete the set is the winner! Take a picture of yourself with each piece of media and make a photo compilation to prove it. Tag it #WaToAkiba

## Mandarake Complex

#### **READY TO GO?**

When you are ready to leave Mandarake Complex, turn left out of the front entrance and head towards the main street of Akihabara. Turn left and walk two blocks until you see the Liberty Anime shop on your left. Cross the street towards the Carl's Jr. restaurant. You'll see Maidreamin directly to the right in the next building over.

Time to next stop: 3 min (230m)







Maidreamin idol-dori



#### POST UP

You shouldn't have much problem finding an open spot outside on the sidewalk before you're ready to go in. The Cafe is on the 4th floor.

#### Maidreamin idol-dori

## WHAT'S GOING ON? (1 of 3)

Brace yourself, though—you are about to enter a world where you will cheer, you will dance, you will take part in silly games, you will eat cute food and yes, that is a hamburger patty shaped like a teddy bear. This is a world where you simply cannot exist if you are aloof or "too cool". This is a world where unbridled, unapologetic enthusiasm beckons, nay, demands your attention—this is the world of the Maid Café.

Maid Cafés have a long history in the otaku Akihabara we know today. The first one, called Cure Maid Café, opened its doors in 2001 in this area and many more cafés joined the fray in the bid to attract customers who wanted this unusual experience. Now, you can visit these types of cafés all over Japan, and many have amusing or curious riffs on the original idea.





#### Maidreamin idol-dori

## WHAT'S GOING ON? (2 of 3)

For example, you can visit a traditional maid café, where girls in maid outfits serve you food, snacks, and drinks, involve you in little games, and put on performances. OR you can go to cafés who lean into the theming a little more. For example, there are cafés where all the maids purposefully ignore you and bad-talk you, vampire cafés where the waiters are "vampires", or even butler cafés, where you are waited on by dashing men in fancy suits.

Maidreamin is one of the biggest maid café chains in Japan, and has many locations in Akihabara alone. They are generally regarded as the more reputable of all the maid cafés in the area.



#### Maidreamin idol-dori

## WHAT'S GOING ON? (3 of 3)

Be forewarned that these experiences might be a little less fun if you don't have any knowledge of Japanese, as most of the staff usually has less experience with English. As a result, you might not fully get to participate in any games or special moments in the café due to the language barrier.

#### **READY TO GO?**

When you are unfortunate enough to realize that you indeed must return to the real world, exit the maid café and turn left. Cross the small side street and you'll see the massive Don Quijote Building's entrance on your left.

Time to next stop: 1 min (65m)









#### POST UP

Don Quijote has a fairly large corner entrance, but there may be a line queued up for AKB48, so be aware of pedestrians and idol fans.

Leg 1 Leg 2 Leg 3

## WHAT'S GOING ON? (1 of 2)

Despite bearing the same name as the famous Cervantes character, the two have no apparent connection. Except that, like Don Quijote, you might also leave the store questioning your sanity. To put it bluntly, Don Quijote (the store), is a fever dream. Take what Americans love about Wal-Mart, or Brits love about ASDA and throw it in a hyped up technicolor blender with cheerful music and flashing lights to make a splendiferous shopping smoothie at slashed prices.

Don Quijote is a store on a mission. Their mission? To drive you over the edge of reason before you leave. You will be hard pressed to find better priced home goods, snacks, drinks, souvenirs, cosmetics, stationary, camping supplies, clothing, workout gear, and uh...well, you name it!



#### WHAT'S GOING ON? (2 of 2)

This is not the largest Donki in Japan-that title belongs to the Mega Donki in Shibuyabut it is an essential stop for anyone visiting Japan. Oh did we forget to mention that this chain is affectionately referred to as Donki? So if it's Donki, then why is their mascot a cuddly penguin wearing a sleeping cap? Well, the penguin's name is Donpen, and his sleepy attire represents the fact that Don Quijote is uniquely (for Japan) open 24 hours a day. This shop serves as a well-lit beacon of great prices for miles around, even into the wee hours of the night.

We also highly recommend Donki as a place to pick up wonderfully kooky souvenirs for folks back home. Who wouldn't want a pencil case shaped like a Shiba Inu ponderously presenting his backside to the purchaser? Also notable is that this branch usually stocks a lot of anime-themed purchases (such as branded t-shirts!) that are unlike what you'll find at Animate, and probably cheaper, too.





# Challenge!

Absurdity is the key. For this challenge, grab a shopping basket and, together with your friends, choose a random letter of the alphabet. Set a time limit and try to come up with the most ludicrous collection of five items that all (conceivably) start with the same letter. Meet back up and vote on the collection that is guaranteed to most raise an eyebrow with your cashier, and you have your winner! (But before you go, don't forget to purchase or return items to the shelves you found them on-a challenge within a challenge!). Tag it #WaToAkiba

#### READY TO GO?

Head up to the 8th floor to see AKB48!

Time to next stop: 1 min (0m)





#### POST UP

When you arrive on the 8th floor, there is an information booth and gift shop. Find a spot against a wall or out of the way before continuing on. Heads up, though - the theater is only open on days when there is a performance.



#### WHAT'S GOING ON?

On the top floor of the same building housing Don Quijote is the famous AKB48 idol theater! Japan's most "Sophisticated" Idol Show. AKB48 is one of the biggest idol groups in Japan, and while they travel around and perform all over, their home theater is in Akihabara. Idol culture in Japan is no joke, and many young people work hard to make their names in the idol world.

AKB48 is a group of 48 members, all split up into four distinct groups that take turns performing. The concept of the group is to have idols that you can be connected with and watch them grow as performers. Their intimate performance space at the top of this building is proof of that. Walk up and check out the lobby area, where they usually have old performances playing in the lobby so you can get a sense of this group's image. Getting tickets is quite complicated—if you want to see a show, we recommend you check out one of the tutorials online.





# Challenge!

With an idol group numbering around four dozen, we imagine that getting a group photo with every single performer must be quite the task. So your challenge here is to take the most complete group photo possible.

You have five minutes to take one single photo featuring the most AKB48 members in the shot. These idols demand their time to shine, but you're the star here. In order to win, you must be present in the frame along with the idols. After five minutes, huddle up with your group and count the idol members in each person's photo, the highest number wins! Or, if you're playing along with the community, post online and make sure to tag at #WaToAkiba

#### **READY TO GO?**

Upon leaving the AKB48/Don Quijote building turn left, you'll see Animate almost immediately on the left.

Time to next stop: 1 min (26m)











#### POST UP

You are now on Chuo-dori, where the sidewalks are wide and the crowds are thick. If you can find a spot away from foot traffic, or perhaps along the side of the building, grab it and Post Up.

Leg 1 Leg 2 Leg 3

#### WHAT'S GOING ON?

Animate Akihabara is the anime equivalent to Mandarake's manga domain. By that we mean that Animate Akihabara is, at 6 floors, the largest anime focused store in Akihabara.

Walking into Animate is like walking into the best Dealer's Hall of an anime convention. Animate has it all—manga, drawing supplies, and, most importantly: merchandise. Here you will find anime goods for many of the shows that are currently airing, as well as many shows that have endured in popularity. Each level in the store is organized by what you'll find there, so take a look at their directory and head to the floors that interest you most. If you're looking for some brand new gifts for your anime loving friends, this store cannot be missed.



# Challenge!

Hold a Dream Date Competition!
Each member of your crew should find one alluring anime character in Animate. They could be featured on figures, dolls, posters, file folders, etc. Take a photo of your pick and introduce them by selling your crew on what a wonderful rendezvous with them would look like. Then, one-by-one, hold votes to see who gets eliminated until you are left with the dreamiest, most divine anime character in the entire building.

Whoever found that character is the winner. If you are by yourself, you already are a winner, so celebrate! Take a photo alongside your perfect paramour (and maybe a few of the rejects) with the hashtag

#WaToAkiba

#### **READY TO GO?**

As you leave Animate, turn left and walk south for a minute until you see Bic Camera on your left hand side.

Time to next stop: 1 min (110m)









Bic Camera



#### POST UP

As of Spring 2023, there are about 150 gachapon machines lined up on the street outside of Bic Camera. Find an empty stretch along the sidewalk, being careful not to block anyone, refuel, check out the gacha machines, and then head in!



#### Bic Camera

#### WHAT'S GOING ON?

This is what a modern first class Japanese electronics store looks like. The equivalent to a Best Buy in the States or a Media Markt in Europe, but in typical Japanese fashion, it's amped up to 11 on a scale of 10. This is a great spot to just wander around. Check out the computers, the weird gadgets, the stereos, and yes—the cameras. Electronics in Japan are typically next level, and the staff are very attentive and friendly to tourists.

# Challenge!

Find the most mysterious gadget.
What does it do? It's a mystery! Take a picture, show it to your friends, and try to figure it out. Vote on whose response was the weirdest and wildest, and you've got yourself a winner! Only translate if you want to spoil the mystery. Take a photo of the winner using the device incorrectly and tag us #WaToAkiba

## Bic Camera

#### **READY TO GO?**

When you are ready, turn left at the exit and walk back down the Akiba main street for about two blocks towards the green bridge that spans the street.

Time to next stop: 2 min (140m)









Akihabara Chuo-dori



#### POST UP

Find a spot on the sidewalk near Game Panic, careful to not block any entrances. We are nearly done with our walking tour, and the train station is just behind you. Right now might be a good time to assess how much time you have left and what your plan is for the rest of the evening.

Leg 1 Leg 2 Leg 3

#### Akihabara Chuo-dori





This is an iconic shot. This bridge makes for a great background, as evidenced by the many many photos online of people in front of it. It's ok to copy or take inspiration, but we beg you to be o-bridge-inal! Can you find the best angle to capture

both it and your group? **Experiment** with

different street

corners, and

tag us in your favorite photo

online!

**#WaToAkiba** 



Leg 1

#### Akihabara Chuo-dori

#### READY TO GO?

We are almost at our final destination, after taking your photo, turn around and head east, away from the main street. Walk past the electronics sellers and you'll see the JR Akihabara station on your right and Tamashii Nations directly in front of you.

Time to next stop: 2 min (170m)









Tamashii Nations



#### **POST UP**

This is a rather large plaza outside of JR Akihabara station with plenty of room to find a quiet corner to assess the situation.

Leg 1 Leg 2 Leg 3

#### Tamashii Nations

#### WHAT'S GOING ON?

Tamashii means soul in Japanese, and the undefeatable spirit and passion that drives the best toy makers in Japan is absolutely present in this store.

If you've made it this far in our walking tour, you have been to some of the biggest figure stores, the best second hand shops, and now, here at Tamashii Nations, you will find an edifice that showcases the highest level craftsmanship in otaku figure production in Tokyo, and therefore the world. Tamashii Nations operates under Bandai-Namco, one of the largest toy and game companies in Japan, known for their extremely detailed and high quality figures. Come take a look at the craftsmanship before ending the tour.

#### READY TO GO?

Simply exit Tamashii Nations, turn left and you'll be see JR Akihabara Station.

Time to next stop: 1 min (30m)







JR Akihabara Station Electric Town North Exit



#### POST UP

Find a spot before you pass through the ticket gate to say your goodbyes!



## JR Akihabara Station Electric Town North Exit

#### WHAT'S GOING ON?

Well, this is it! We hope you had fun on our walking tour of Akihabara. We put an enormous amount of work into making this the most thorough, informative and all-out fun walking tour that we are capable of. We understand you may have skipped a few locations, but that's the point-to encounter Japan on your own terms without ever getting lost or stuck without a next move. If you agree, please let us know and share your love by posting all about us on social media and recommending us to your friends.

#### **READY TO GO?**

We advise you to consult the omnipresent Google Maps to figure out exactly which train you should take. Pay attention to the excellent signage and don't be afraid to ask a friendly station attendant if you need any help.

# Thank You!

