

Izu Kokeshi (Ginzan Store)

The Izu family opened this small craft shop in 1922. It sells *kokeshi*, a type of traditional wooden doll that originated in northeastern Japan. The store is especially popular for its *Oshin* and *tanjo kokeshi* dolls. *Oshin kokeshi* are based on a doll handcrafted by the Izu family that featured in the popular TV show *Oshin*, for which Ginzan Onsen served as a setting. They feature bob haircuts with ribbons painted in. *Tanjo* (literally “birth”) *kokeshi* are custom-made to celebrate the birth of a child, carved to their specific height and weight at birth. The Ginzan shop also sells snacks and other souvenirs.

Izu Kokeshi has a factory workshop on the road to Ginzan Onsen. The factory offers an introduction to *kokeshi* painting, and sells a variety of wooden handicrafts. The business has been in the family for three generations.