

HAKUSAN SHRINE

The shrine is deeply connected to the daily life of Japanese people, and is central to their thoughts.



The History of Hakusan Shrine

Hakusan Shrine has been popular with the people of Niigata from around 1000 years ago. The main shrine, whose history goes back to around 1647 when it was erected, and Hakusan Park which surrounds it, are places where many people gather to relax.

Hakusan-sama is a god that helps form connections.

Hakusan shrine enshrines Kukurihime-no Ōkami who is written about in the old history book, *the Chronicles of Japan*. She is a goddess who mediates between men and women, listening to people's wishes in order to adjust their disturbed ties, and in particular is famous nationwide for good fortune in marriage ties. In addition, people have faith in the shrine to fulfill a variety of wishes such as household safety, marital harmony, and further, academic achievement, flourishing business and good luck.



Hakusan Ōkami deity



Many gods have been enshrined within the shrine precincts.

The god of rising economic fortune in *the Matsuo Myōjin*, the god of land and construction in *Ōryu Shrine*, and the god of brewing in *Matsuo Shrine* are among the other gods enshrined.

Shrine Etiquette

There are special rules and manners at a shrine. Try to follow these to worship correctly.

Do not enter buildings without permission.

You cannot enter of your own accord sacred buildings where gods are enshrined.

Photography is forbidden in some areas.

Photography is allowed in the park and at the exterior of buildings, but not inside buildings. It is also forbidden to take photographs of shrine staff such as the shrine maidens.

Written oracles are tied at determined locations

After drawing a written oracle and reading it, it should be tied at a determined location within the shrine precincts. Do not tie them to buildings or tree branches. However, you may take the written oracle away with you.



Move on promptly once you have finished worshipping

After worshipping, for the sake of the next people to worship, do not loiter for a long time.

Do not worship while eating

Do not worship while eating candy or gum.

Do not litter

It is forbidden to drop litter within the shrine precincts. Take any garbage home with you.



Do not raise your voice

The shrine is a sacred place. It is forbidden to raise your voice or make loud noises.



Do not write graffiti

The shrine is a historical building. It is forbidden to write graffiti on or damage the buildings.



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Hakusan Shrine

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Hakusan Shrine is Scenery

Hakusan Shrine is adorned with beautiful scenery throughout the four seasons. Many people not only visit the shrine during the festivals and events of each season, but also come to pray throughout the year.



Votive Tablet
If you write your wishes on a wooden plaque, known as *ema*, then they will come true.



The Shrine Gate
The shrine gate is a symbol of the shrine, and connects the world of humans and that of gods. Inside the gate is a sanctuary to which the gods come.



Ritual Cleansing Place
This is the place where visitors cleanse themselves before worship. Visitors draw water in a ladle and cleanse themselves by washing their hands and rinsing their mouths.



Guardian Lion-Dogs
This is the god's guardian beast and is the talisman of the shrine. The statues are placed in pairs, one with its mouth open and one closed. At Hakusan Shrine there are guardian lion-dogs of *prayer* and *gratitude*, and visitors stroke their legs with prayer and gratitude respectively.





●School Bag Charm

These are charms in the shape of children's school bags. If attached to a bag it brings good fortune by increasing academic achievement and providing safety from traffic on the journey to school.



●Kitty Prayer Votive Tablet

Write your wishes on it and hang it in the shrine, or take it home and use as a decoration.

●Kitty Marriage Charm

This charm is embroidered with the popular Hello Kitty character. Always carry it when wishing for fulfillment in love.



Good luck charm as a souvenir

Charms bring the good fortune of Hakusan-sama. How about one of these as a memento of your trip to Niigata?



●Traffic Safety Charm

This is a sticker charm which can be stuck to the body of your car, motorbike or bicycle or to your driver's license or bag.

●Fulfillment in Love Charm

This charm is made out of wooden boards. It is divided into two, and into one half you should pour your wishes and tie it to a tree in the shrine, and the other half you should carry as a charm to bring you fulfillment in love.



●Victory Charm

This is a charm which has the character for victory on it. It brings good fortune in competitions such as sports and in overcoming difficulties.

●A charm to bring wealth and good fortune

This charm brings many good fortunes including increased luck with money. The tone of its bell attracts much happiness.



●Success Charm

This is a charm to pray for success. This is recommended as a souvenir for those who are expecting an important test.

We provide many charms, votive tablets and amulets other than these.



There are certain etiquettes in worshipping at a shrine. Worship with a solemn feeling, following the basic rules of two bows, two claps and one bow.



1 Place your offertory in the offertory box. The amount is not fixed, but a coin is usual.

2 Shake the rope to ring the bell overhead.

3 Bow twice.



6 Finally make your wish and bow one more time.



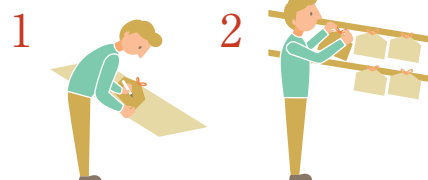
5 Close your eyes, put your hands together and pray for your wish.



4 Clap your hands twice in front of your chest.



In the past, there was a custom of dedicating a horse to the gods and making a wish. Nowadays, wishes are written on a wooden plaque with a picture, and this is hung up. When you wish for happiness or have a heartfelt wish for yourself or for someone close to you, you write this wish on a votive tablet and request help from the gods.



1 Purchase the votive tablet and write the wish and your name on it.

2 Hang the completed votive tablet on a tablet hook in the shrine precincts to dedicate it.

What should you write on a votive tablet?

You should write a specific wish you want to come true, such as being healthy, safety on a trip, improvement in study grades, success at work, or happiness for your family.



When you have concerns or worries in your everyday life, written oracles guide you to calming your mind, and better judgment and behavior. Your current fortunes and the teachings of the gods are written on it.



1 Pay the fee, and draw one written oracle from the box.

2 Open the written oracle. Read the fortune and the teachings of the gods written on it.

3 When you have finished reading it, tie it in the determined location in the shrine precincts to dedicate it.



Written oracles in English are also provided.



Shrine staff outfits

Here we introduce shrine staff clothes.

The clothes of the staff serving in the shrine are all based on clothes from the Heian Era. Usually white coats and skirts that represent purity are worn, but costumes known as ékariginuè are worn during prayer and festivals.



Everyday attire

Priest
(male)



Ritual attire

Shrine maidens
(female)



Everyday attire



Ritual attire

Area Map

Hakusan Shrine is located in the central part of Niigata City and is easily accessible from major hotels. The area around Hakusan Shrine contains Kamifurumachi area where traditional streets remain, Honcho area with its vibrant market, and Furumachi area with its array of long-established Japanese restaurants and a variety of dining options. All are located within walking distance of the Shrine.

