

n8ar



# Why Nakata meets "Japan"?

## Por que Nakata encontrou o "Japão"?

"Nakata.net Cafe was originally a concierge café that opened during the 2002 Japan-Korean FIFA World Cup. Based on his own experiences of inconvenience while travelling abroad, Hidetoshi Nakata felt determined to create an atmosphere to properly welcome football supporters visiting from abroad.

In collaboration with Octavio café, nakata.net Cafe will provide opportunities for the wide diversity of visitors during the 2014 Brazil World Cup to become aware of the beauty of Japanese culture and craft skills, and also provide a welcoming hospitality for people who are visiting Brazil at that time.

Soubemos que os torcedores japoneses tiveram problemas na ocasião da Copa do Mundo da França em 1998, então, a cafeteria "nakata.net Cafe" foi inaugurada em 2002, na Copa Japão/Coreia do Sul, com o sentimento "hospitaleiro" para com os torcedores de todo o mundo. No Brasil, iremos fornecer informações e infraestrutura aos que irão visitar o país, além de propor um "estilo japonês" com as maravilhas da cultura, tecnologia e tradição do Japão através da comida japonesa e do Bar de Saquê Japonês "N-Bar", etc.



## History of nakata.net Cafe

### 2002\_ "Concierge Cafe"

Based on the concept of "Welcome Japan," nakata.net Cafe was opened for the first time during the 2002 FIFA World Cup in Nakata's own country. Internet and concierge services in various languages were provided at the cafe.



### 2006\_ "Football Rounge"

Through public viewings of all the World Cup games, this space enabled people who were not able to go to the games to experience the atmosphere of excitement and feel like that they were at a live event.



### 2010\_ Revalue NIPPON~Discover Japan~

This space was created based on Nakata's experience during journeys throughout the 47 prefectures of Japan. This unique place delivers the charm of Japanese culture, providing sophisticated foods based on the concept "Revaluing NIPPON."



### 2012\_ ARIGATO in LONDON "N-Bar"

To express appreciation for the worldwide help and assistance given after the Great East Japan Earthquake from overseas, Hidetoshi Nakata operated the Japanese sake bar N-Bar during the London Olympics.



## Who is Hidetoshi Nakata?

Since starting in 1998 with A.C. Perugia, Nakata played for many famous football clubs. After his professional career, he established TAKE ACTION FOUNDATION and REVALUE NIPPON PROJECT with the aim of introducing Japanese traditional arts and crafts to the world.

Após sua transferência ao A.C. Perugia em 1998, alcançou resultados em times renomados do mundo. Depois de deixar a carreira, estabeleceu a Fundação TAKE ACTION FOUNDATION, e atualmente realiza o projeto "REVALUE NIPPON PROJECT", de apoio à cultura e artes tradicionais japonesas.



**S**ake can be expressed as the “fruit of Japanese tradition,” symbolizing the delicacy and detailed nature of the Japanese people. Sake is made from simple ingredients, water, rice and malted rice. However its flavour and aroma vary as it uses shuzo kotekimai, or rice suitable for brewing sake, that is unique to each area and is brewed with the traditional brewing technology of each sake brewer. Many varieties of sake from all over Japan—3,000 kilometres from the north to the south of the nation—will be served at nakata.net Cafe. The sake brewers will participate in this event, so please speak to them and experience the charm of sake with the craftsman’s soul. You can discover Japanese tradition through the experience.



## Sake is the spirit of Japan



1) Spreading steamed rice onto a straw mat and mixing it with both hands to cool it down to body temperature.  
2) Putting brewer's rice through a rice mill and milling it into about half the original size. This process enables malted rice to be blended into the brewer's rice.  
3) Most steps in the brewing process are performed manually by sake craftsmen.

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Pode-se dizer que o saquê japonês é a "cristalização do que é característico no Japão", simbolizando a fineza e a delicadeza do povo japonês. É uma bebida fermentada à base de arroz e é produzida basicamente por água, arroz e levedura de arroz koji, ingredientes bastante simples. No entanto, cada região tem grande diferença de sabor e aroma. Nesta ocasião, reunimos uma grande variedade de saquê japonês, de várias regiões do Japão, que se estende por 3 mil quilômetros de norte a sul. "Os próprios produtores também irão participar do evento. Entre em contato com eles para sentir o encanto do saquê japonês, a alma dos mestres produtores e a cultura japonesa".

**Hasegawa-Saketen**  
Koichi Hasegawa  
CEO of Hasegawa saketen, is making a great personal effort to spread sake culture around the world by organizing events such as sake-tasting events overseas.



# Cuisine×Earthware=Art of Japan!

Simple and easy-to-make-at-home Japanese dishes

We serve food with the sense of *tsumami* and eat the Japanese snacks and small dishes that go with sake. We will serve simple dishes so that local people can cook them easily at home if they like them.



Master chef of La BOMBANCE, a Japanese restaurant rated one-star by the Michelin Guide for seven consecutive years.

La BOMBANCE

Makoto Okamoto



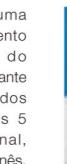
All the food is served in Mino yaki dishes from Gifu Prefecture and with the combination of Japanese cuisine, a serving dish will be transformed into a beautiful work of art—letting you experience the sense of Japanese culture.

## Wagashi — the true worth of Japan



Wagashi, Japanese sweets, have a long history and are described as "the oldest processed food in Japan." Wagashi has taken root in Japanese culture and life, not only as treats, but also for the important role they play on occasions such as rites of passage and the tea ceremony. We would like you to discover the change of the four seasons that enrich Japanese life, designed in wagashi.

Os doces japoneses têm uma longa história, como "o alimento mais antigo processado do Japão", e possuem um importante papel dentro do cotidiano dos japoneses. Sinta com os 5 sentidos a transição sazonal, marcas e nomes do doce japonês.



**Suetomi**  
Shoji Yamaguchi  
Executive director of Suetomi, a long-established wagashi store in Kyoto, continuously explores new possibilities of wagashi while keeping the traditional

Utsuwa is the essence of Japanese aesthetics

All serving dishes will create beautiful combinations with the cuisine. The asymmetric shape of Mino *yaki* may surprise you, but we hope you will discover the Japanese aesthetics of "loving things as they are."



**Mino Yaki**  
Kyosuke Hayashi