

ENGLISH



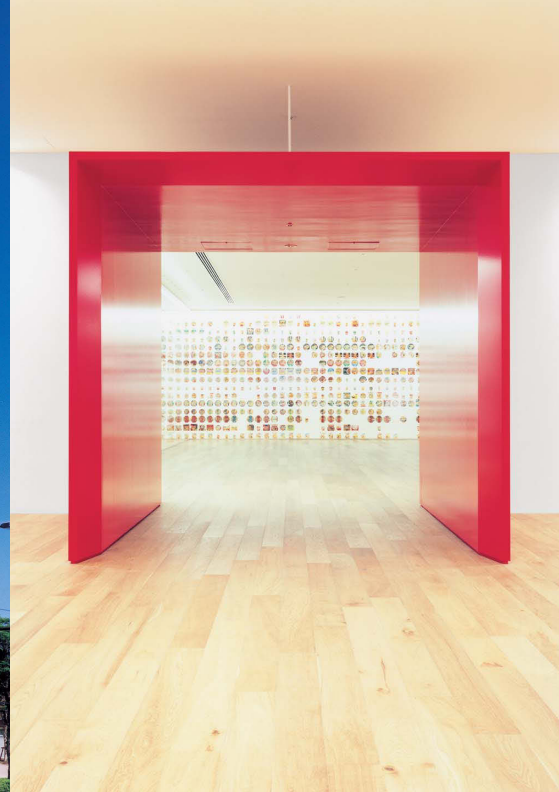
**CUPNOODLES MUSEUM**



# Creative Thinking

This interactive museum is designed to stir the creativity  
and curiosity within every child  
and provide a rich educational experience.

Through the museum's many exhibits  
you can learn about the creative thinking of Momofuku Ando,  
the founder of Nissin Food Products and inventor of Chicken Ramen,  
the world's first instant ramen  
that revolutionized eating customs all over the world.  
Here you will gather the knowledge that inspires invention  
and discovery and find the creativity within you  
by seeing, touching, playing, eating, and having fun.







Interior view of the work shed where instant ramen was invented.

## !!! The Father of Instant Ramen



### Momofuku Ando (1910–2007)

Momofuku Ando was born on March 5, 1910. He established Nissin Food Products and founded the Ando Foundation. In 1958, Momofuku invented Chicken Ramen, the world's first instant ramen, creating the instant ramen industry. In 1971, he invented Cup Noodles, the world's first ramen served in a cup. Along with serving as the CEO and chairman of Nissin Food Products, Momofuku contributed to building the instant ramen industry as chairman of the Japan Instant Food Industry Association and as chairman of the World Instant Noodles Association. Dedicated to the healthy education of young people, in 1983, he used funds from his personal fortune to establish the Ando Foundation.

## !!! Create Food to Serve Society

Momofuku Ando dedicated his entire life to thinking about food in new and creative ways. Throughout his 96 years, he practiced creative thinking and never quit until he achieved his goal.

### First Invention: Chicken Ramen (1958)

In a little shed behind his home in the town of Ikeda, Osaka Prefecture, Momofuku started work on an invention for quickly making ramen at home by just adding hot water. He worked alone, sleeping only four hours a night and without a day off for an entire year. Chicken Ramen, the product of many trial and error experiments, was dubbed “magic ramen” and became an instant popular sensation.



### Second Invention: CUPNOODLES (1971)

On a fact finding trip to America, Momofuku observes supermarket managers breaking up Chicken Ramen noodles, putting them in a cup, pouring in hot water, and then eating them with a fork. It was then that Momofuku realized that moving past conceptions about how we eat was the key to making instant ramen a global food. By bringing together all sorts of wisdom and innovative ideas, Cup Noodles transformed “made in Japan” instant ramen into a global food.

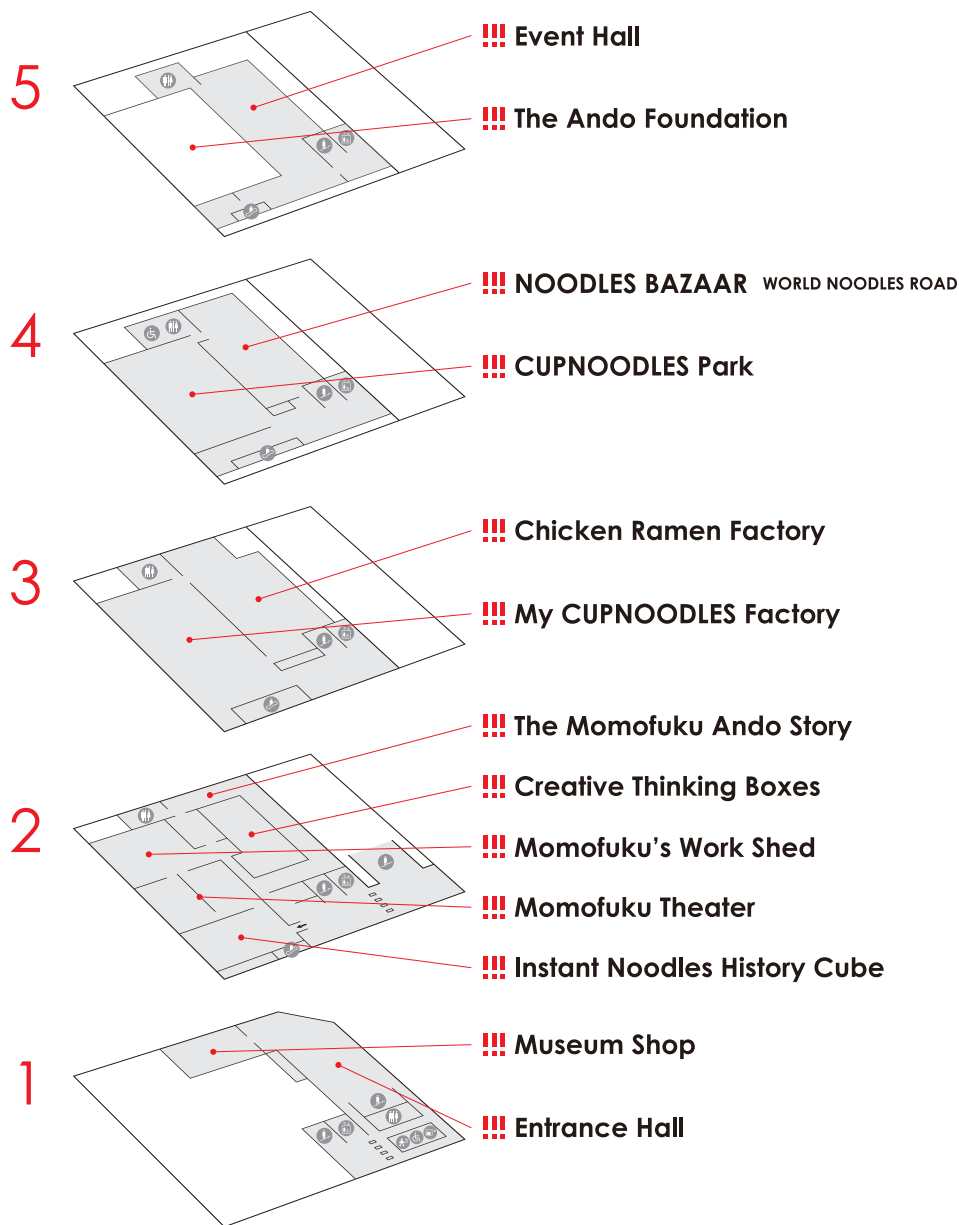


### Third Invention: Space Ramen (2005)

Pursuing his long held dream to invent a ramen that can be eaten in space, Momofuku started work on Space Ramen. Along with applying various techniques for eating in weightless environments, Space Ramen is based on the hot oil instant drying method that Momofuku invented in 1958. With Space Ramen, Momofuku's creative thinking transcended the bounds of earth to contribute to creating food that people can eat even in space.



## !!! CUPNOODLES MUSEUM Floor Directory



### !!! Instant Noodles History Cube

This exhibit displays the instant ramen lineup that started with Chicken Ramen. An astounding selection of over 3,000 product packages shows how a single product introduced a half-century ago grew into a global dietary culture.



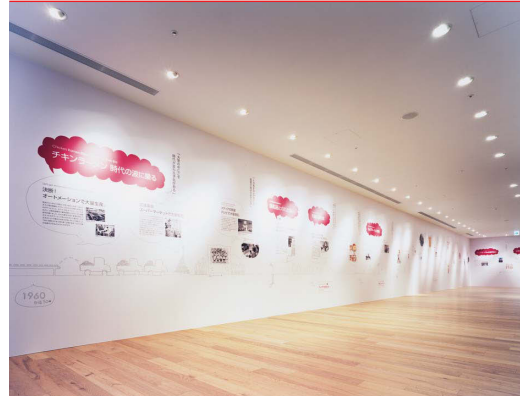
### !!! Momofuku Theater

Momofuku TV employs CG animation to look back at the history of instant ramen and tell the story of how Momofuku Ando overcame great adversity to achieve inventions of world-wide importance. The program presents the six keywords that drove Momofuku's creative thinking in a fun and easy to understand way.



### !!! Momofuku's Work Shed

This is a faithful recreation of the work shed where Chicken Ramen, the world's first instant ramen, was invented. The message of this little shed is that even without any special equipment it is possible to create world changing inventions with just ordinary tools as long as there is an idea.



### !!! The Momofuku Ando Story

The life of Momofuku Ando is presented in an expansive 58-meter long panorama that combines images from his life and times and endearing illustrations. Linked to the Creative Thinking Boxes inspired by Momofuku's six key ideas, you can follow the footsteps of an entire life dedicated to the idea of creating food.



# !!! Creative Thinking Boxes

Momofuku Ando's boundless curiosity and creative thinking came up with amazing ideas that no one else had ever thought of.

In these six boxes you can learn about Momofuku's creative process.

Play, have fun, and find the hints within you that can achieve inventions and discoveries.

## Six key ideas

### 1 Discover something completely new

Seek things that the world has never seen but would be nice to have.



### 6 Never give up

Even if you fail the first time and the second time, keep on trying.

### 3 Nurturing an idea

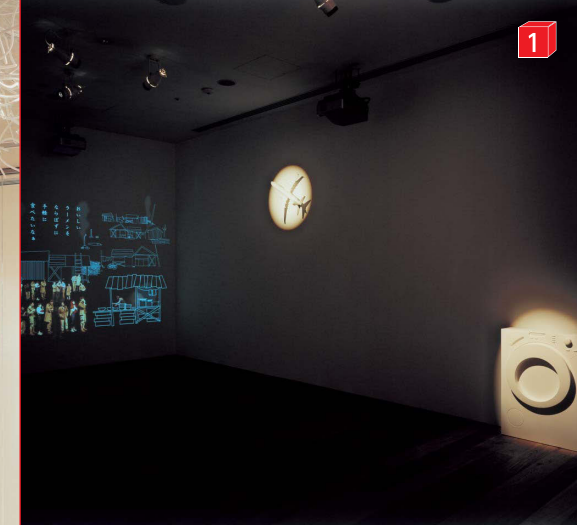
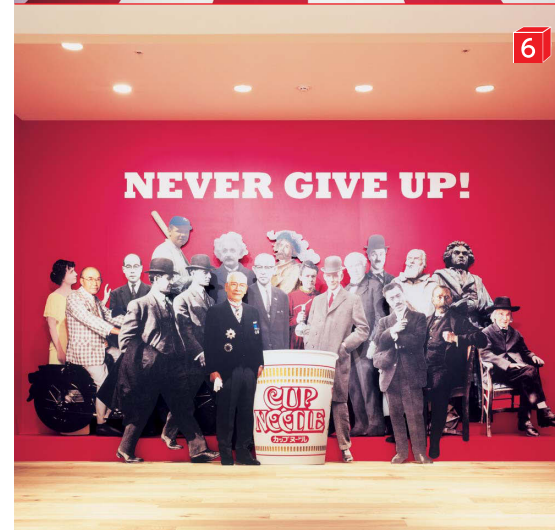
An invention isn't for just one person; have everyone use it.

### 4 Look at things from every angle

Investigate every perspective.

### 5 Don't just go with the status quo

Think over what you think are usual.



These boxes teach the six key ideas that inspired Momofuku Ando's creative thinking by appealing to the five senses of the person inside. As anticipation and excitement builds about what is in the next box, you can experience the six elements essential to nurturing creativity.



## !!! My CUPNOODLES Factory

Here you can create your own completely original CUPNOODLES package. In a cup that you design, select your favorite soup from among four varieties and four toppings from among 12 ingredients. Altogether, there are 5,460 flavor combinations.

**1 serving is 300 yen** (tax included)

\*Acceptance of reservations may end early when the number of applicants is high.

\*Reservations may be limited on busy days.

**Now it's time to make  
your one-of-a-kind in the world CUPNOODLES package!**

<p><b>1</b></p> <p>First purchase a cup from the vending machine.</p>	<p><b>2</b></p> <p>Sanitize your hands with alcohol.</p>	<p><b>3</b></p> <p>Designing your cup.</p>
<p><b>4</b></p> <p>Place the cup over the bundle of noodles.</p>	<p><b>5</b></p> <p>Choose the soup flavor and the ingredients you want.</p>	<p><b>6</b></p> <p>Seal the lid on the cup.</p>
<p><b>7</b></p> <p>Shrink-wrap the cup.</p>	<p><b>8</b></p> <p>Use the air pump to blow air into the "air package".</p>	<p><b>9</b></p> <p>You've finished your completely original, one-of-a-kind CUPNOODLES package.</p>

\*A staff member will perform steps ⑥ and ⑦ of the process.



## !!! Chicken Ramen Factory

Make Chicken ramen by hand starting with kneading, spreading, and steaming the wheat flour and then drying it with the hot oil drying method. After experiencing the process that led to the invention of the world's first instant ramen, you can take your freshly made ramen with you and enjoy its delicious taste at home.

### 【Schedule】

8, 90 minute sessions are run daily starting at:

[1] 10:15	[2] 11:00	[3] 11:45	[4] 13:15
[5] 14:00	[6] 14:45	[7] 15:30	[8] 16:15

### 【Age and group sizes】

Up to 48 children of elementary school age and older per session.

### 【Important points】

- Pre-school children may not participate.
- Activities are carried out in pairs. Please pair first through third year elementary school children with a junior high school or older child.
- Please make your reservations at least 15 minutes prior to the session at the third floor counter.
- Late arrivals are automatically canceled.

### 【Participation fee】

Elementary school children: 300 yen/  
Junior high school and up: 500 yen (tax included)  
Every participant receives a Hiyoko chan souvenir bandanna

\*Admission is free when used as an elementary, junior high, or high school educational activity. Reservations can be made starting one year in advance.

### 【Reservation system】

○Making advanced reservations

•Personal reservations (up to 20 people)

•Group reservations (at least 21 people)

\*Group reservations can only be made by telephone.

### Online:

<http://www.cupnoodles-museum.jp/>  
(Reservations accepted 24 hours, PC and mobile phone compatible)

### By telephone: 045-345-0825

(10:00 – 18:00, museum holidays excluded)

- Reservations can be made from 10AM on the day three months in advance of the day you want. You can reserve on line or by calling the reservations phone number.
- Once a session's capacity is filled, reservations are closed.
- Since sessions are conducted in pairs, please reserve an even number of people whenever possible.
- Reservations for one person are not permitted.
- Non-participants cannot enter the activity area.

○Same day reservations

Go to the Chicken Ramen reception counter on the third floor.

\*Same day reservations are limited to seats available.



## !!! CUPNOODLES Park

Experience the CUPNOODLES manufacturing process at this interactive attraction. Children see CUPNOODLES from the noodle's point of view and have fun learning about the entire CUPNOODLES manufacturing process, from making the noodles to shipping them out.



### 【Participation fee】

Sessions are scheduled in 30 minute time slots: 300 yen (tax included) \*Activity time is 25 minutes

### 【Who may participant】

Children from three years of age through elementary school age and at least 90cm tall.

### 【Important notes】

- Visitors assume personal responsibility while enjoying this attraction. Please exercise thorough safety self-management.
- Children from three years of age through preschool age must be accompanied by an adult.



## !!! NOODLES BAZAAR WORLD NOODLES ROAD

The menu for this food attraction features eight varieties of noodles that Momofuku Ando encountered during his travels in search of ramen's origins. Enjoy the noodle culture that has spread to every corner of the world in an ambience that is like an Asian night market.

**MENU** Entrance fee: One half-size serving: 300 yen (tax included)



Italy: Pasta



Kazakhstan: Lagman



China: Lanzhou Beef Ramen



Korea: Cold Ramen



Vietnam: Pho



Thailand: Tom Yum Goong Noodles



Malaysia: Laksa



Indonesia: Mie Goreng



\*The menu was prepared under the supervision of Naomichi Ishige, professor emeritus at the National Museum of Ethnology and leading member of the Noodle Genealogy Research Society, chaired by Momofuku Ando.



# CUPNOODLES MUSEUM Concept



## CUPNOODLES MUSEUM

### General producer Kashiwa Sato

The brilliant imagination and entrepreneurial spirit of Momofuku Ando that transformed the relationship between human beings and the food they eat embodies the kind of creative thinking we need as we go forward. The new Cup Noodles Museum was conceived and built around the concept of creative thinking. The museum is visited not only by thousands of Japanese children but children from all over Asia. The entire museum is designed as a place for exposing children to the spirit of creative thinking that Momofuku possessed his entire life and as a place for stimulating the seed of creativity within them. Inspired by Cup Noodles package designs, the museum logo is three “!” marks arranged side-by-side. Individually symbolizing the joy of invention and discovery, the importance of food, and the pleasure of having dreams and thinking creatively, the three “!” marks together express what we hope you will experience when visiting the Cup Noodles Museum.



Kashiwa Sato

Art Director / Creative Director

After working at advertising agency Hakuhodo, Sato established Samurai creative studio. His clients and projects include UNIQLO, creative direction for Rakuten, visual identity and sign design for National Art Center, Tokyo, Seven Eleven private brand renewal, Globoride, LISSAGE CI branding, SMAP artwork, Kirin Lager Beer package design and ad campaign, as well as projects for kindergartens, universities, and hospitals. Sato has been widely praised for his eclectic perspective and powerful visuals that achieve creative presentations incorporating a broad range of media. He has won many awards, including the Tokyo ADC Grand Prix and Mainichi Design Prize. He is a visiting professor at Meiji Gakuin University and Tama Art University. His books include Sato Kashiwa no Choseirijutsu (Nikkei Publishing Inc.).



**ANDO FOUNDATION**

<http://www.ando-zaidan.jp>

Convinced that promoting sports is essential to nurturing physically and mentally healthy young people, Momofuku Ando founded the Ando Foundation in 1983 with funds from his personal fortune. Based on the principle that health rests on a dual foundation of food and sports, the Foundation carries out non-profit activities in four areas: supporting track and field events, nature activities, and dietary culture activities, and operating the instant ramen museums in Ikeda City, Osaka and Minatomirai, Yokohama.

### 1.Track and field events

Endorsing the belief of the Japan Association of Athletics Federations that running is where all sports begin, the Foundation has supported the National Amateur Track and Field Championships for Elementary School Children since 1985 and the National Cross Country Relay for Elementary School Children since 1999. These athletic events not only promote physical fitness in children, they have produced many Olympic and international class athletes and play an important role in broadening the base of Japan's track and field athletics.

### 2.Nature activities

Momofuku Ando believed that contact with nature enriches a child's imaginative ability, and therefore the Foundation has promoted nature activities aimed at stimulating the creative and practical ability of children since it was founded. Since 2002, and following the recommended after-school education guidelines of the Ministry of Education, Culture, Sports, Science and Technology, the Foundation has held the Tom Sawyer School Plan Contest, which supports and awards prizes to noteworthy nature activities of schools and groups around Japan.

In addition, the Momofuku Ando Memorial Nature Activity Leader Training Center opened in Komoro City, Nagano Prefecture in 2010, popularizes and promotes deeper appreciation of nature activities by training highly qualified nature activity leaders and by researching and developing a leadership curriculum.

### 3.Dietary Culture Activities

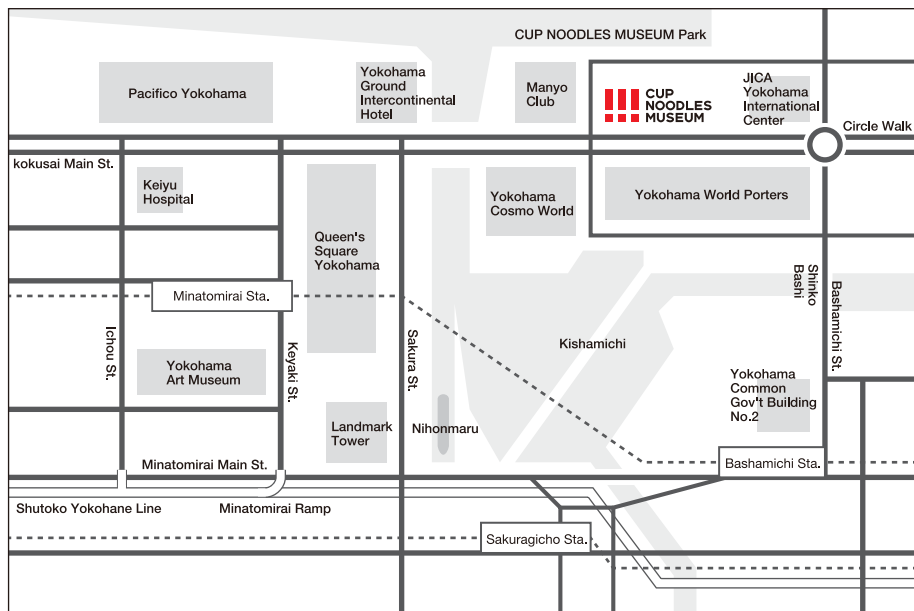
Founded in 1996 based on Ando's philosophy of helping the world by creating food, Shokusokai supports independent fundamental research and food product development and venture businesses related to the creation of new food products. Every year Shokusokai awards Momofuku Ando Prizes in recognition of outstanding people who do research and development and form new business ventures in the field of food products.

### 4.Operation of the instant ramen museums

In 1999, the Instant Ramen Museum opened in the birthplace of instant ramen, Ikeda City, Osaka Prefecture. An interactive food museum, the Instant Ramen Museum teaches the importance of invention and discovery and the entrepreneurial spirit through the history of instant ramen. In addition, recognizing the need to tell the story of how the creative thinking of Momofuku Ando brought about a revolution in worldwide dietary culture, the Momofuku Ando Instant Ramen Museum (popularly known as the Cup Noodles Museum) opened in Minatomirai, Yokohama in September 2011.



The Momofuku Ando Instant Ramen Museum  
(Ikeda-shi, Osaka)



## ACCESS

### By train

- 8 minute walk from the Minatomirai line  
Minatomirai Station
- 8 minute walk from the Minatomirai line  
Bashamichi Station
- 12 minute walk from the JR/Shieichikatetsu  
Sakuragicho Station

### By bus

- Near to the Tourist spot round-trip bus Akai kutsu bus  
Kokusaibashi CUPNOODLES MUSEUM-mae stop
- 3 minute walk from the Minatomirai 100 yen bus  
World Porters stop

\*The Minatomirai 100 yen bus runs only on weekends and holidays.

### By car

- 5 minutes from the Minatomirai interchange of the  
Kanagawa Route 1 Yokohane Line

### Parking

Spaces: 40  
 Fee: First hour free with museum ticket purchase,  
 250 yen every 30 minutes after first hour.  
 Hours of operation: 9:00 – 19:00

### Visitors arriving by bus

There is a free bus boarding area on the museum grounds. Groups visiting by bus are asked to make their own parking arrangements.

\*Museum parking is limited. It is recommended to come by public transportation or when coming by car to park at a nearby paid parking facility.

\*The parking facility exit closes at 19:00.

\*Parking is not available on museum holidays.

**Name:** Cup Noodles Museum (formal name: Momofuku Ando Instant Ramen Museum) **Address:** 2-3-4 Shinko, Naka-ku, Yokohama 231-0001 Japan **Telephone:** General information: 045-345-0918 / Chicken Ramen Factory reservations: 045-345-0825 (Reception hours: 10:00 – 18:00, holidays excluded) **Museum hours:** 10:00 – 18:00 (last admission 17:00) **Holidays:** Tuesdays (when Tuesday is a holiday, closed the following day), year end/new year holidays. **Admission:** Adults: 500 yen (tax included) / high school age children and younger admitted free \*Some facilities within the museum require separate admission. \*Museum admission fee and facility usage fees are subject to change.



**!!! 安藤百福発明記念館**