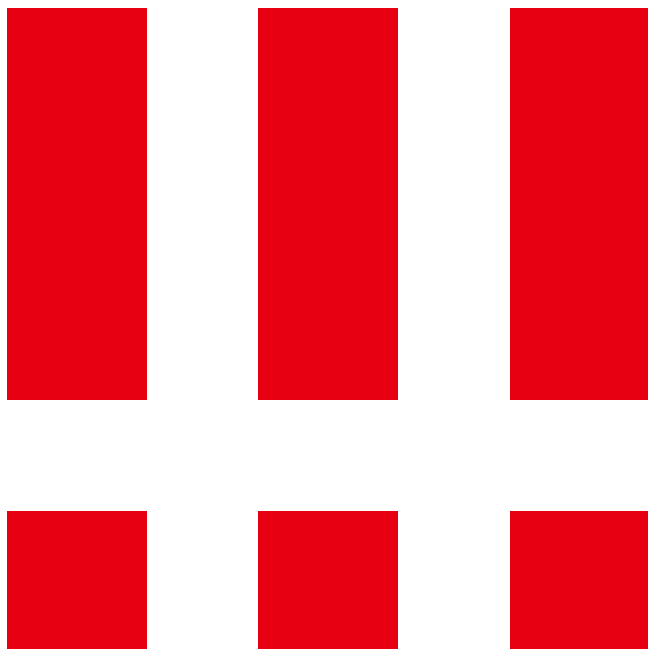


**ENGLISH**



**CUPNOODLES MUSEUM**

**YOKOHAMA**



# Creative Thinking

This interactive food education 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 noodles  
that revolutionized food culture 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 noodles were invented

## !!! The Father of Instant Noodles



### 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 noodles, creating the instant noodle industry. In 1971, he invented CUPNOODLES, the world's first instant noodles served in a cup. While serving as president and chairman of Nissin Food Products, Momofuku contributed to building the instant noodle 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 observed supermarket buyers 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 noodles a global food. By bringing together all sorts of wisdom and innovative ideas, CUPNOODLES transformed "made in Japan" instant noodles into a global food.



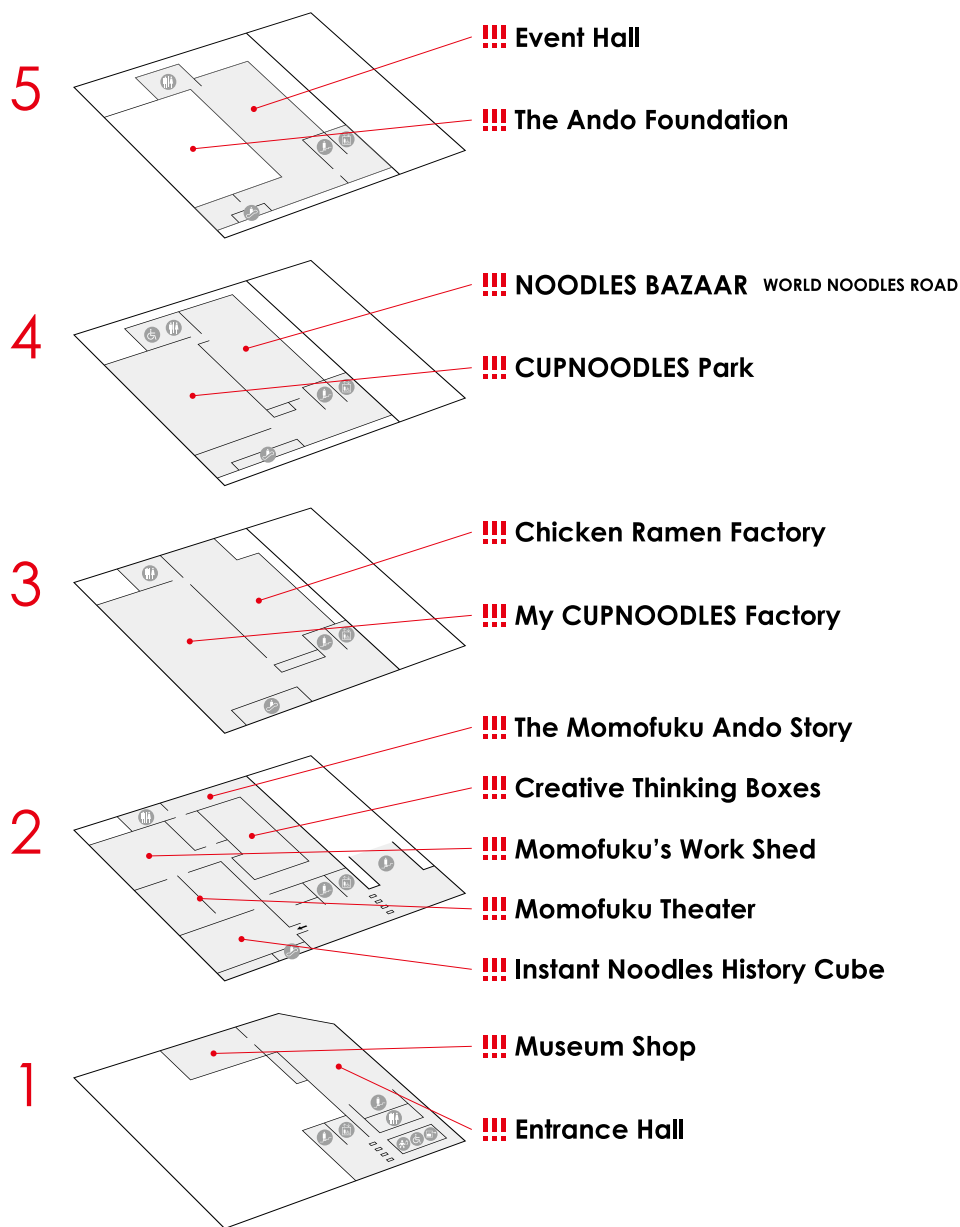
### Third Invention: Space Ram (2005)

Pursuing his long held dream to invent instant noodles that can be eaten in space, Momofuku started work on Space Ram. Along with applying various techniques for eating in zero gravity, Space Ram is based on the flash-frying method that Momofuku invented in 1958. With Space Ram, Momofuku's creative thinking transcended the 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 noodle lineup that started with Chicken Ramen. An astounding selection of over 3,000 product packages shows how a single product grew into a global food culture.



### !!! Momofuku Theater

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



### !!! Momofuku's Work Shed

This is a faithful recreation of the work shed where Chicken Ramen, the world's first instant noodles, was invented. The message of this little shed is that even without any special equipment, it is possible to create world-changing inventions with only ordinary tools as long as you are creative.



### !!! 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 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 Ando's creative process.

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

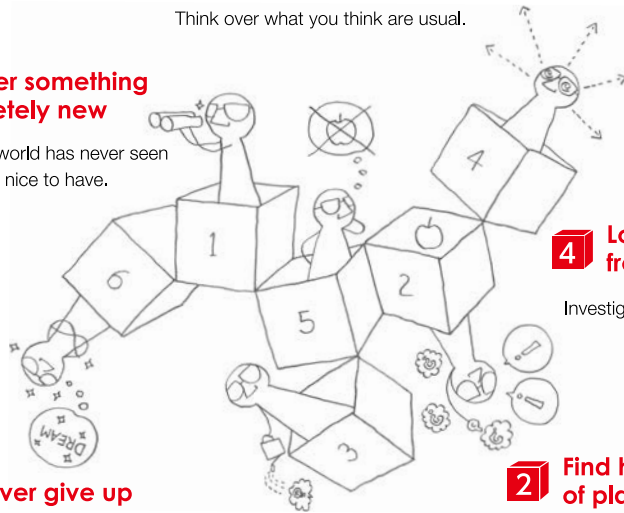
### Six key ideas

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

Think over what you think are usual.

#### 1 Discover something completely new

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



#### 4 Look at things from every angle

Investigate every perspective.

#### 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.

There are inspirations that spark new ideas all around you just waiting to be found.

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 CUP  
NOODLES  
FACTORY**  
マイカップヌードルファクトリー

## !!! My CUPNOODLES Factory

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

**500 yen per cup** (tax included)

Numbered ticket required.

In the order of entrance to the museum, visitors receive a numbered ticket. Once all the numbered tickets have been handed out, the reception on that day closes.

\*Participation fee is free when used as an elementary, junior high, or high school educational activities. Reservations can be made up to one year in advance.

**Now it's time to make  
your one-of-a-kind 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 noodles.</p>	<p><b>5</b></p> <p>Choose the soup flavor and the toppings you want.</p>	<p><b>6</b></p> <p>Seal the lid onto 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.



**チキンラーメン  
ファクトリー**

## !!! Chicken Ramen Factory

You can make Chicken Ramen by hand starting with kneading, spreading, and steaming the wheat flour and then drying it with flash-frying method. After experiencing the process that led to the invention of the world's first instant noodles, you can take your freshly made instant noodles with you and enjoy eating them at home.

**[Schedule]** Eight 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.

**[Participation fee]**

Elementary school children: 600 yen

Junior high school and up: 1,000 yen (tax included)

Every participant is given a Hiyoko-chan bandana as a souvenir.

\*Participation fee is free when used as an elementary, junior high, or high school educational activities. Reservations can be made up to one year in advance.

**[Rules for Participation]**

- 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-aged student or older.
- Please arrive at least 15 minutes prior to the session at the Information Desk on the third floor.
- Late arrivals will automatically be canceled.
- Non-participants may not enter the activity area.

**[Reservation system]**

Making advance reservations

- Reservations can be made three months in advance (starting from 10:00) on the day you wish to attend.

You can make reservations online or by calling the reservation hotline.

\* Group (21 persons or more) reservations can only be made by telephone.

- Once a session reaches full capacity, reservations will no longer be accepted.
- Since sessions are conducted in pairs, please make a reservation for an even number of people whenever possible.
- Reservations for one person are not accepted.

**Online:**

<http://www.cupnoodles-museum.jp/>

**By telephone: +81-45-345-0825**

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



## !!! 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: 500 yen (tax included) \*Activity time is 25 minutes

### [ Who may participate ]

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 noodles' origins. Enjoy the noodle culture that has spread to every corner of the world in an atmosphere that is reminiscent of an Asian night market.

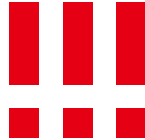
**MENU** Entrance fee: One half-size serving: 500 yen (tax included)



\*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 CUPNOODLES 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 CUPNOODLES 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 CUPNOODLES MUSEUM.



Kashiwa Sato  
General Producer  
Creative Director / Visiting professor at Keio University

After working for Hakuho, Kashiwa Sato established his own creative studio, SAMURAI. His major works include the logo design for the National Art Center, Tokyo; brand creative direction for Uniqlo, the Rakuten Group, Seven-Eleven Japan and Imabari Towel; and total creative projects for Fuji Kindergarten and Senri Rehabilitation Hospital. In recent years, he has served as a Japan Cultural Envoy for the Agency for Cultural Affairs, devoting his energies to promoting Japan's excellent products, culture, technologies and content to a wide audience overseas. He has received the Mainichi Design Award, the Tokyo ADC Grand Prix and many other prizes. He is the author of the book "Kashiwa Sato's Ultimate Method for Reaching the Essentials" (published by Nikkei Publishing Inc.), among others.



**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 food and sports are the two wheels that support health, the Foundation carries out non-profit activities in four areas: sports support programs, nature activities, and dietary culture activities, and operating the CUPNOODLES MUSEUMS in Ikeda City, Osaka and Minatomirai, Yokohama.

### 1. Sports support programs

Based on the philosophy that food and sports are the two wheels that support health, we support a wide range of sports, including track and field, tennis, and basketball. 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. In addition, we support the development of junior athletes through each sports organization that is a member of the Japanese Olympic Committee, such as sponsoring the men's junior development program sponsored by the Japan Tennis Association and the U18 league match sponsored by the Japan Basketball Association.

### 2. Nature activities

Carrying on the founder's belief that "interacting with nature enriches children's creativity", we are working to spread nature experience activities that nurture children's creativity and self-sustaining abilities. Since 2002, we have held the Tom Sawyer School Idea Contest to support and award nature experience activities planned by schools and organizations nationwide. In addition, at the Momofuku Ando Center (Komoro City, Nagano Prefecture), which was established with the aim of revitalizing outdoor activities, we are supporting the "JAPAN TRAIL" concept advocated by the Japan Long Trail Association and fostering the culture of traveling on foot.

### 3. Dietary culture activities

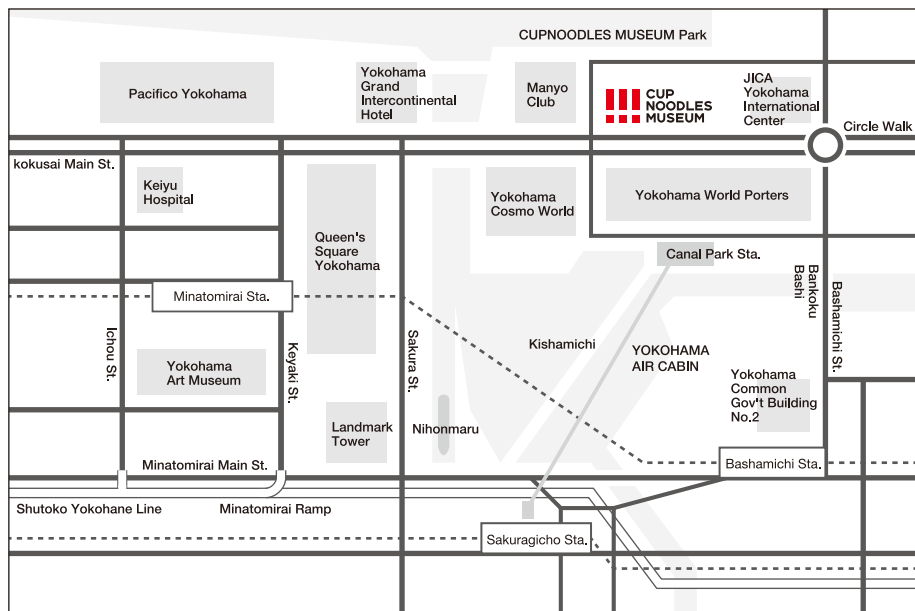
Founded in 1996 based on Ando's philosophy of "Create foods to serve society," Shokusokai supports independent fundamental research and food product development and venture businesses related to the creation of new food products. Every year Shokusokai awards Momofuku Ando Prizes in recognition of outstanding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

### 4. Operation of the CUPNOODLES MUSEUMS

An interactive food education museum, the Momofuku Ando Instant Ramen Museum (popularly known as the CUPNOODLES MUSEUM) opened in Ikeda-shi, Osaka Prefecture, the birthplace of instant noodles, in 1999 and in Minatomirai, Yokohama in 2011. The museums teach the beliefs and way of thinking of Momofuku Ando, who brought about a revolution in worldwide food culture. They also introduce the importance of invention and discovery and the spirit of "Creative Thinking" through the history of instant noodles.



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



## ACCESS

### By train

- An eight-minute walk from the Minatomirai Line Minatomirai Station
- An eight-minute walk from the Minatomirai Line Bashamichi Station
- A 12-minute walk from the JR/Shieichikatetsu Sakuragicho Station

### By bus

- Bayside Blue  
A three-minute walk from Cupnoodles Park Hammerhead Iriguchi Stop
- Pierline  
Near Kokusai-bashi  
Cupnoodles Museum Mae Stop

### By YOKOHAMA AIR CABIN

- A five-minute walk from Canal Park Station

### By car

- A five-minute 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

### Groups 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:** CUPNOODLES MUSEUM YOKOHAMA (official 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**