Genroku era (1688 - 1703)

- golden age of Japanese art
- popular culture established and flourished
- New art forms such as keloki and ukiyo-e became very popular mainly between the townspeople

Kobeki

- Its first formally recognized show happened during the edo period (1603)
- Started by a Shinto priestess named Izumo no Okuni and her troupe of female dancers to raise money for Izumo Taisha shrine
- roots in drama, music and dance that can be traced back to the eight century

- Great Fire of Meireki (1657) turning point in urban design
- The government built stone embankments in at least two locations clong rivers in the city reduce spread of fire but were eventually replaced with dozo (earthen storehouses) and anagura (storage holes)
- valuable articles that could not be carried during a fire are placed in dozo and anagura



