



For immediate release:

WASARA in “Eat Drink Art Design” Exhibition at The Museum of Arts and Design (MAD), New York

WASARA (www.wasara.jp) tableware is showcased at “Eat Drink Art Design” exhibition, held at The Museum of Arts and Design (“MAD” / 2 Columbus Circle New York / www.madmuseum.org) from September 21, 2010 through March 27, 2011.

MAD focuses on materials and processes that are embraced by practitioners in the fields of craft, art and design, as well as architecture, fashion, interior design, technology, performing arts, and art and design-driven industries. Through their collections, exhibitions and educational programs, the museum encourages awareness and appreciation of art, craft and design in daily life.

“Eat Drink Art Design” Exhibition:

The show is organized in four parts, “Eat” “Drink” “Art” “Design”. WASARA is showcased as functional tableware which is simple yet elegant, eco-friendly and disposable, in the part of the “Eat” display. Trailblazing Tableware from the MAD Collection showcases tableware - cups, plates, silverware, tea sets - that redefine the art of dining. Drawn largely from the museum’s collection, the exhibition features 60 aesthetically delectable pieces from beautifully handcrafted mid-century pots, to elegant flatware and goblets, to more conceptual works by artists who use the familiarity of tableware as a frame for contemporary issues.

About WASARA

Since its launch in May 2008, WASARA offers a new solution to paper tableware. Offering the best in Japanese design, these products fit comfortably in the hand, with an elegant texture and sturdy quality that are unparalleled in the industry. WASARA is also an earth-conscious product. Made from tree-free renewable materials (reed, bamboo, bagasse-sugarcane waste), it is fully biodegradable and compostable.

Designed by Shinichiro Ogata

Ogata is known for his dedication to creating a contemporary vision of Japanese culture and its expression. His talents span various disciplines, from creating foods and restaurant management, as well as many areas of design: interior, products and graphic.



[Contact for press inquiries]

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