



For immediate release:

WASARA in The “JAPAN: Tradition. Innovation.” Exhibition at The Canadian Museum of Civilization



WASARA (www.wasara.jp) tableware is showcased at The “JAPAN: Tradition. Innovation.” exhibition, held at the Canadian Museum of Civilization (100 Laurier Street Gatineau, Quebec K1A 0M8, Canada / www.civilization.ca) from May 20, 2011 through October 10, 2011.

This exhibition explores the parallels between the contemporary innovations that have put Japan on the leading edge of global culture and earlier advances achieved during Japan’s Edo period (1603–1867). The exhibition reveals the Edo influences in today’s Japan and illustrates how similar circumstances—separated by centuries—produced two creative golden ages. It includes rare historical pieces on loan from museums in Japan, Europe and North America, as well as iconic contemporary cultural, technological and fashion objects. The leading Japanese design firm Nendo has incorporated elements of Japanese architecture into the physical design of the exhibition, which is also wired for interactivity.

“JAPAN: Tradition. Innovation.” is organized around five themes— travel, robotics, status, consumer culture and entertainment—all of which provide tangible opportunities for observing the similarities and distinctions between the two periods. WASARA is displayed in the consumer culture section as disposable paper tableware, designed to represent the essence of Japanese tradition and spirit.



[Contact for press inquiries]

Shinako Shima , Aiko Sakamoto

WASARA Co., Ltd. E-mail press@wasara.jp URL <http://www.wasara.jp>