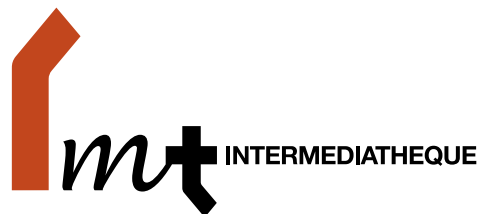


## PRESS RELEASE



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100 7003 東京都千代田区丸の内2-7-2 JPタワー2-3F  
<JP Tower 2-3F, 2-7-2 marunouchi, chiyoda-ku, tokyo 100 7003 JAPAN>  
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March 2016

### Notice on the IMT Discussion Event “The Physiology of Taste – Commemorating the Publication of *Jikifu*”

On April 7, the JP Tower Museum INTERMEDIATHEQUE will be hosting a discussion event on the theme of “Food and Design.”

In the past decades, gastronomy has increasingly been considered as an artform, and emphasis has been put on its relationship with design and art. Through such labels as “food art,” gastronomy has effectively entered the realm of art. In this context, as various attempts are made at renovating Japanese cuisine, Shinichiro Ogata continues to reform the fundamentals of Japanese food culture, based on his thorough knowledge of Japanese traditions and his own design principles. Reconsidering the primitive act of *eating*, he designs not only food but also the whole cultural framework surrounding it (plates and earthenware, but also the eating environment), and based on his broad creative activity, he advocates a new aesthetics of Japanese food.

To commemorate the publication of *Jikifu* (edited by The University Museum, the University of Tokyo, and published by The University of Tokyo Press) presenting Ogata’s research on food design in the form of a Natural History album, we will hold a debate on the reconstruction of Japanese food culture through contemporary design.

#### Key Information

[Title] “The Physiology of Taste – Commemorating the Publication of *Jikifu*”

[Date] Thursday April 7, 2016, 16:00-17:30 (Opens at 15:30)

[Venue] ACADEMIA, Intermediatheque 2<sup>nd</sup> floor

[Discussants]

Shinichiro Ogata (Designer / SIMPLICITY founder / Former affiliate associate professor, UMUT [2011-2014])

Yoshiaki Nishino (Director, UMUT)

[Language] Japanese (No translation provided)

[Admission] Free

[Number of Seats] 48

[Organizer] The University Museum, The University of Tokyo (UMUT)

[Address] JP Tower/KITTE 2-3F, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, JAPAN

[Access] JR lines and Tokyo Metro Marunouchi line Tokyo Station. Direct access from the Marunouchi Underground Pathway.

<http://www.intermediatheque.jp/>

Contact:

03-5777-8600 (Hello Dial)