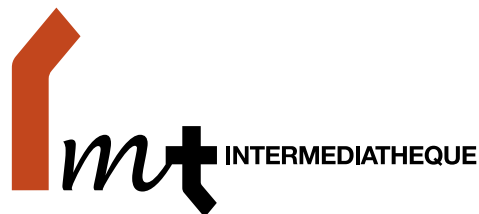


PRESS RELEASE



INTERMEDIATHEQUE
JP Tower/KITTE 2-3F 2-7-2 Marunouchi, Chiyoda-ku,
Tokyo 100 7003 JAPAN
www.intermediatheque.jp

March 2017

Notice on the Special Exhibition “*Jikifu* – A Japanese Aesthetics of Taste”

This month, the JP Tower Museum INTERMEDIATHEQUE (IMT) is opening the special exhibition “*Jikifu* – A Japanese Aesthetics of Taste.”

Last spring, the University Museum, the University of Tokyo (UMUT) edited *Jikifu* (published by the University of Tokyo Press), a book in the form of a Natural History album presenting Shinichiro Ogata’s food design work. Based on his thorough knowledge of Japanese traditions and his own design principles, Ogata reconsiders the primitive act of eating, designs not only food but also the whole cultural framework surrounding it, and advocates a new aesthetics of Japanese cuisine. The present exhibition, by capturing on large-scale photographs representative works of Ogata’s food design in all their beauty, offers a new perspective on the fusion of Food & Science.

Key Information

[Title] Special Exhibition “*Jikifu* – A Japanese Aesthetics of Taste”

[Dates] March 9 – April 2, 2017

[Opening Hours] 11:00 - 18:00 (open until 20:00 on Friday and Saturday; last entry 30 minutes before closing) *Opening hours may change.

[Closed on] Mondays (or the following Tuesday if Monday is a National Holiday). May close irregularly.

[Venue] Intermediatheque 2F [GREY CUBE]

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

[Admission] Free of charge

[Address] 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.

For further information about this special exhibition, please contact:

+81 3 5777 8600 (Hello Dial)