

# 21st Century Museum of Contemporary Art, Kanazawa

PRESS RELEASE

2014.8.26



## Taste of Curiosity — Museum of Curiosity

food creation +  
The University Museum,  
The University of Tokyo

2014.4.26 (Sat.) -  
2015.3.31 (Tue.)

Ayako Suwa, *Scent of Woman* 2014 Photo: Hiroshi Iwasaki +  
cow skull (The University Museum, The University of Tokyo)

Exhibition Title	Taste of Curiosity — Museum of Curiosity   food creation + The University Museum, The University of Tokyo
Period	Saturday, April 26, 2014 – Tuesday, May 31, 2014 10:00 - 18:00 (until 20:00 on Fridays and Saturdays) Note: Tickets available until 30 minutes before closing  Closed: Mondays (When Mondays is a national holiday, closed on the following weekday instead.), New Year Holidays
Venue	21st Century Museum of Contemporary Art, Kanazawa Gallery 13 (April 26 – October 13), Galleries 1-6 (October 4 – 13) and sites inside & outside the museum
Admission	Free (Note: Some events may be charged)
Organized by	21st Century Museum of Contemporary Art, Kanazawa (Kanazawa Art Promotion and Development Foundation)
With a grant from	Japan Lottery Association
Supported by	MAD SCIENTISTS PTE LTD.
In cooperation with	USHIO LIGHTING, INC. / woolen / secca inc. / TAIYOKOGEI Co.,LTD. / Light Meister Co.,Ltd. / Drawing and Manual Inc. / point of view co., ltd
Inquiries	21st Century Museum of Contemporary Art, Kanazawa (Tel +81-(0)76-220-2800)

### Media Contact 21st Century Museum of Contemporary Art, Kanazawa

Exhibition Curator: TAKAHASHI Ritsuko, YONEDA Seiko  
Public Relations Office: NAKAYAMA Nachi, OCHIAI Hiroaki  
1-2-1 Hirosaka, Kanazawa, Ishikawa Prefecture, Japan 920-8509  
Tel: +81-(0)76-220-2814 Fax: +81-(0)76-220-2802  
<http://www.kanazawa21.jp> E-mail: [press@kanazawa21.jp](mailto:press@kanazawa21.jp)



## About the Exhibition

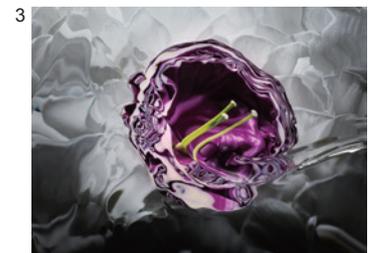
21st Century Museum of Contemporary Art, Kanazawa will mark its 10th anniversary on October 9 this year. On this occasion, we are holding “Taste of Curiosity – Museum of Curiosity”—a program to create a “banquet” site for celebrating our 10 years with everyone. The program is being led by food creation / SUWA Ayako—a project to propose new values for the enjoyment of food—and The University Museum, The University of Tokyo, which will create a “The Chambers of Curiosities.” The program will be an unprecedented art museum event, taking “taste” as a theme in harkening back to the original impulse behind the museum concept—curiosity. Already, more than 50 “Foodstuffs of Curiosity” have been gathered, and over 400 people will take part in “Experiences of Taste.” The program will develop in stages toward an exciting climax as a “banquet.”

## Artist Profile

### food creation / SUWA Ayako

Ayako Suwa, the director of food creation, was born in Hakui, Ishikawa in 1976. After graduating from Kanazawa College of Art, Suwa in 2006 launched food creation activities proposing new values for the experience of food, under the slogan, “The concept reaches your stomach.” In 2008, she held the exhibition “sensuous food, emotional taste” in the Design Gallery, 21st Century Museum of Contemporary Art, Kanazawa. She has since actively held exhibitions and performances in Japan and around the world. Besides doing collaborations with corporations and local governments, Suwa is also undertaking her own work as the artist Ayako Suwa.

food creation <http://www.foodcreation.jp>  
 SUWA Ayako <http://www.ayakosuwa.com>



SUWA Ayako, *Scent of Woman* 2014  
 Photo: Hiroshi Iwasaki

### The University Museum, the University of Tokyo

The University Museum, the University of Tokyo was founded in 1996 as a result of reorganizing and expanding the University Storage Center for Research Materials. As Japan’s first “university museum,” the facility functions as a research and education institution devoted to leading edge studies. It also takes a role as a pioneering experimental museum that explores new approaches to arts and science projects, such as the “Mobile Museum,” through its involvement in practices in every field. Struck by the great value of its own collection, which contains “scientific specimens” of rarity and academic interest, The University Museum has created and displayed numerous “chambers of curiosities.”



Koishikawa Annex, The University Museum,  
 The University of Tokyo, Shoyaku Revival Exhibition  
 2012  
 © UMUT

## Taste Hunters (Program Members)

The Taste Hunters are 29 volunteer members (as of 2014.6) who have assembled in response to public appeal in order to create this program along with the artist. They are holding “Experiences of Taste” performances in the “Chamber to taste Curiosity” and gathering “Foodstuffs of Curiosity” in Kanazawa and around Noto Peninsula.



Experiences of Taste and workshop for members  
 (2014.4.29)

Program Features

**1. A "banquet" to celebrate the 10th anniversary of 21st Century Museum of Contemporary Art, Kanazawa**

"Taste of Curiosity, Museum of Curiosity" is, in all of its facets, a "banquet" being held on the museum's 10th anniversary as a means of celebrating its first 10 years with everyone. Consisting of an exhibition, performances, and a community-based participatory project, the program is being created by project members in conjunction with the artist during the course of one year, under the theme "curiosity"—the original source of the art museum concept. By offering "Experiences of Taste" and involving everyone in the museum's celebration, the program "Taste of Curiosity, Museum of Curiosity" will evolve into a many-faceted "banquet."

**2. With "Experiences of Taste," an Art Museum Looks at the "Taste" Sense**

This program examines "taste," a subject rarely taken up in art museums. By allowing visitors to experience "tastes" stimulating to all the five senses, the program will explore the subject of "taste" in the art museum context as a provocative sensual experience, not as a gourmet pleasure or means to satisfy hunger.

**3. food creation + The University Museum, The University of Tokyo**

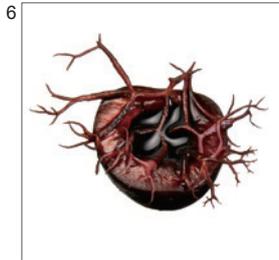
The program's chief protagonists are food creation, led by Ayako Suwa, and The University Museum, The University of Tokyo. The activities of food creation, which explores "taste" as a sensual experience, have been acclaimed in Japan and abroad by such individuals as Alain Ducasse. This will be the first art museum exhibition in four years for food creation / SUWA Ayako, who have been busy showing their work around the world. The University Museum, The University of Tokyo has created and displayed many "chambers of curiosities" with the aim of sharing the wonder of the so-called "scientific specimen." The "chamber of curiosities" (or Wunderkammer, "chamber of wonder") was originally a room filled with natural and man-made objects, created during the 15th to 18th centuries for the purpose of arousing curiosity about the world. Today, it is considered the archetype of the museum. For this program, 7 galleries will house an October "banquet" currently being produced by food creation and The University Museum. "Experiences of Taste" will also be offered in a "Chamber of Curiosities."

Schedule

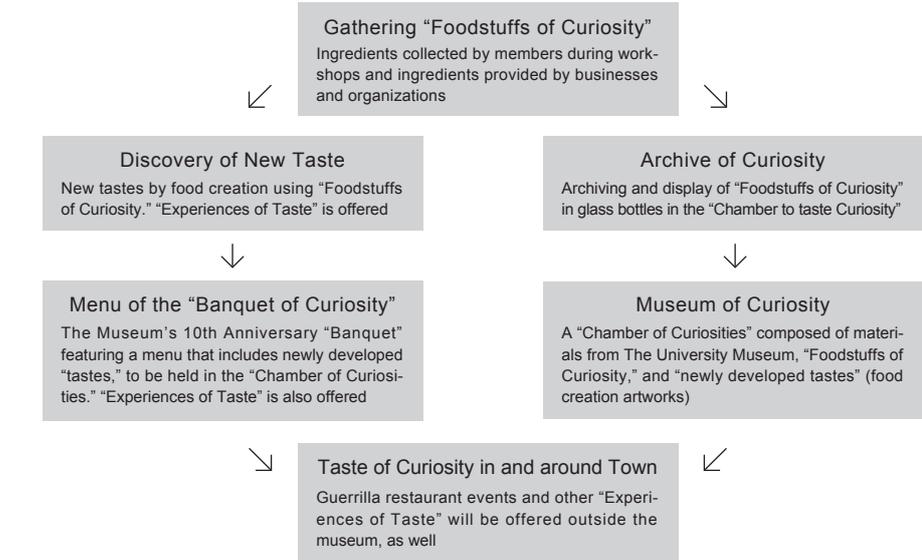
	Exhibition / Programs	Taste Hunter Activities
Jun	<p>"Chamber to taste Curiosity"                      Period: April 26 [Sat] - October 13 [Mon·holiday]</p> <ul style="list-style-type: none"> <li>● Experiences of Taste Season 1                              Period: April 26 [Sat] – June 15 [Sun]</li> <li>● Experiences of Taste Season 2                              Period: June 28 [Sat] – August 24 [Sun]</li> <li>● Experiences of Taste Season 3                              Period: September 6 [Sat] – 28 [Sun]</li> </ul>	<p>Hunting Tour in Hakui / Noto                      Date: June 21 [Sat]</p> 
Jul		<p>Hunting Tour in Tedorigawa-river                      Date: July 26 [Sat]</p>
Aug	<p>○ Let's Read Picture Books in the                      "Chamber to taste Curiosity"                      Date/time: August 23 [Sat] ①11:00- ②13:00-</p>	
Sep		
Oct	<p>"Banquet of Curiosity"                      Period: October 4 [Sat] – 13 [Mon·holiday]</p> <ul style="list-style-type: none"> <li>● Tasting, and Guerrilla Restaurant                              Period: October 4 [Sat] – 13 [Mon·holiday]</li> <li>● Guerrilla Restaurant(Night Museum)                              Date/time: October 12 [Sun] 20:00</li> </ul>	

● Tasting programs ○ Related programs

Program Outline



"Taste of Emotion Experienced with the Senses",  
A Taste Filling One with the Vexation of Wanting More and Even Feelings of Anger  
2008  
Photo: Hiroshi Iwasaki  
© SUWA Ayako / foodcreation



Chamber to taste Curiosity

Period: April 26 [Sat] – October 13 [Mon·holiday]

Venue: Gallery 13 Admission: Free (Note: "Tasting" is charged)

Inside the laboratory-like "Chamber to taste Curiosity," the foodstuffs that arouse curiosity (including some inedible objects) gathered by food creation and program members ("Taste Hunters") are archived and displayed inside some 1,000 bottles used at Tokyo University for its collection. Based on the foodstuffs collected, food creation will create "new tastes" expressing emotions and sensations, and offer "Experiences of Taste" to visitors.



Photo : KIOKU Keizo



Photo : KIOKU Keizo

"Experiences of Taste"

"Experiences of Taste" is a program allowing anyone to experience tastes created to express emotions and sensations rather than for gourmet pleasure or to satisfy hunger. Performances will be held by the Taste Hunters (program members). Please see the announcement board on the Chamber door or museum website for the day's menu and methods of experience.

Season 1 April 26 [Sat] – June 15 [Sun]

Season 2 June 28 [Sat] – August 24 [Sun] "Taste of tears"

15:00 – 16:00 on weekends and holidays during the period (three 20 minute programs)

Admission: 500 yen (Tickets sold in the gallery from 14:45)

Capacity: 18 people (in order of arrival).

Season 3 September 6 [Sat] - 28 [Sun] \*Details not fixed

\*Changes in planning are apt to occur. Please consult the museum website for confirmation.



Photo : KIOKU Keizo



Photo : KIOKU Keizo

## Banquet of Curiosity

Period: October 4 [Sat] - October 13 [Mon·holiday]

Venue: Galleries 1-6 Admission: Free ("Tasting" and "Guerrilla Restaurant" events are charged)

During the period of October 9, the museum's anniversary day, a "Chamber of Curiosities" will be created in the museum galleries by The University Museum, The University of Tokyo. Items from the University Museum's collection, the "Foodstuffs of Curiosity" displayed in the "Chamber to taste Curiosity," the "new tastes" of curiosity produced by food creation, and other tastes of curiosity will be packed into seven galleries (Galleries 1-6 & 13). A Guerrilla Restaurant for tasting single items or enjoying a full course. Each day, somewhere in the galleries, the exhibits will become the scene of a "banquet" for the senses.



Alabaster cow models (reduced scale),  
The University Museum, The University of Tokyo  
© UMUT



Rafflesia (inkjet print), The University Museum,  
The University of Tokyo  
© UMUT



Martin Schilling Co.  
Mathematical Model (inkjet print),  
The University Museum,  
The University of Tokyo  
© UMUT

Each day during this period, "Tasting" and "Guerrilla Restaurant" events will be held. For details, please set the museum website and facebook.

## Guerrilla Restaurant in the "Night Museum"

Date/time: October 12 [Sun] 20:00 - 21:00

Venue: 21st Century Museum of Contemporary Art, Kanazawa

Admission: 3,000 yen for seats, 500 yen for standing

Application: Website reservations will be taken from September 16



"food creation at ISETAN," 2014  
Photo: IDA Munehide  
© SUWA Ayako / foodcreation



"Guerrilla Restaurant UNDER THE ROOF" 2012  
Photo: David Nassim  
© SUWA Ayako / foodcreation

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