

## PRESS RELEASE



# **THE AESTHETICS OF TASTE A Japanese Art**

TRIENNALE DI MILANO  
Impluvium Hall

April 24th – May 2nd, 2010

The exhibition entitled “The Aesthetics of Taste – A Japanese Art”, organised by the Italy Japan Foundation, will be inaugurated on Friday, 23 April 2010, at the Triennale di Milano. The exhibition, under the patronage of the Municipality of Milan, the Consulate General of Japan in Milan and the Japan Cultural Institute in Rome, open until 2 May 2010.

Over the centuries, the quest by the Japanese for a formal perfection, geared to creating the inimitable balance of variable geometries existing in nature, has given rise to a concept of aesthetic experience that involves all the senses. *Beauty has a good taste and also smells good.*

Japanese cuisine is not entrusted to individual creativity alone but avails itself of veritable rules, which are shared with the *Ikebana* and borrowed from the *Zen* philosophy. Harmony, simplicity, cleanliness and purity are essential elements that have to be respected within a limited space, in which the empty parts are just as important as the full ones.

In Japan, it is a daily art to bring to the table small masterpieces framed by red and black lacquers, unglazed earthenware and delicate floral patterns which convey the meaning and flavour of a millenary culture.

The exhibition is split into 12 sections, all of which are dedicated to a particular aspect of Japanese cuisine and illustrated in the images of the food photographer Shunji Okura. The photographic images portray the *mihon*, reproductions of dishes which first started as craftwork and are now considered a veritable *hyperrealist art*, and examples of the elegant crockery and traditional utensils that testify to the unique refinement of the aesthetic universe of the Land of the Rising Sun. A special section organised by architect Taro Ashihara is dedicated to kitchen objects designed by famous Japanese designers.

The opening ceremony will be marked by the moving, traditional ceremony of the *Kagamiwari*, which consists of a barrel of *sake* being opened with a *tsuchiya* (a large wooden hammer) by representatives from the city’s institutions wearing the traditional happy coat.

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**ORGANISED BY**

Italy Japan Foundation

**UNDER THE PATRONAGE OF**

The Municipality of Milan  
The Consulate General of Japan in Milan  
The Japan Cultural Institute in Rome

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Eurostands S.p.A.  
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Takara Sake

**USEFUL INFORMATION**

**Milan Triennial – Viale Alemagna 6**

**OPENING TIMES**

Tuesday to Sunday	10.30 am to 8.30 pm
Thursday-Friday	10.30 am to 11.00 pm

**INFO**

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