

To Press

March 9, 2009

National Museum of Emerging Science and Innovation

Special Exhibition
“It’s a Tasty World” – Food Science, Now!
For your lifestyle, society, and the future
which enables us to say energetically "ITATADAKIMASU!!" and
"GOCHISOUSAMA!!" Where does science and technology come in?
To be held from November 21 (Sat.), 2009

The National Museum of Emerging Science and Innovation (Miraikan) (Director: Mamoru Mohri, Address: Aomi, Koto-ku, Tokyo) will feature a Special Exhibition, “It’s a Tasty World” – Food Science, Now! from November 21 (Sat.), 2009 until mid March 2010.

To "Eat" is to "Live." "Food is culture" with deep roots in the times, in society and lifestyles of people. In recent years, society has been concerned with issues such as food safety, improper nutrition, obesity, and the related poor health. Busy lifestyles are linked not only with dietary problems, but also the loss of traditional culture in food, so "dietary education" has become increasingly important.

When we consider the current situation of food from a scientific perspective, we see that cutting-edge scientific research is applied in every process of production, processing, preservation, and supply in order to provide food "fast, efficiently, conveniently and safely." Furthermore, the world’s demands on science and technology are becoming complicated with an increase in world population, a decrease in agricultural workers, a growing world food crisis and consistent threats to our environment.

This exhibition closely connects our lives to "food," and introduces the latest research results that deal with the food challenges facing our modern society. What does it mean to "eat deliciously?" This exhibition will address that question and more through cooperation with researchers and corporations active in the forefront of the food industry, so as to realize what is necessary in order for us to live an enriched, “delicious” life.

[Outline]

Term: November 21 (Sat.), 2009 - mid March, 2010

Venue: 1F Special Exhibition Space a, National Museum of Emerging Science and Innovation (Address: 2-41, Aomi, Koto-ku, Tokyo)

Closed: Every Tuesday (Open during holidays, Spring/Summer/Winter Vacation)
Year End and New Year (December 28 - January 1)

Admission Fees: Adults: 1000 yen, 18 years old and under: 500 yen

* Additional fees for Permanent Exhibition

* Free admission for those in possession of a Disability Book and one accompanying person

Sponsor: National Museum of Emerging Science and Innovation/The Yomiuri Shimbun

Planning and Production: National Museum of Emerging Science and Innovation

General Edition: Yasuyuki Sagara (Professor of Graduate School of Agricultural and Life Sciences, Faculty of Agriculture, The University of Tokyo)

* In support of the exhibition, the staff of Miraikan is open a website “Food Now!” that introduces information on food and how the exhibition is put together. (URL: <http://www.miraikan.jst.go.jp>)

Inquiries from general visitors:	For information on this release, please contact:
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