

CulinHome on Exhibit at San Francisco Museum of Modern Art

For Immediate Release: March 16, 2007

From March 23 to August 26, 2007, the San Francisco Museum of Modern Art (SFMOMA) will present a special exhibition called California College of the Arts at 100: Innovation by Design, encompassing approximately 40 of the most innovative design objects from the Museum's collection and beyond. **CulinHome is proud to announce 5 of these objects are from their current production that includes: the Décor Knife Collection (Hibiscus, Splash! and JAX*), the Nizor scissor knife as well as the Speed Loop magnetic knife rack.** The exhibition is organized by Henry Urbach, SFMOMA's Helen Hilton Raiser Curator of Architecture and Design.

"Being invited to exhibit (at SFMOMA) is an honor for our company," says Co-founder Shoshana Djavaheri. Throughout its history, SFMOMA has provided an active forum for examining design in relation to modern art. Shoshana continues, "we have achieved our mission by providing products for discriminating customers, that function flawlessly and are veritable art objects."

Founding partners Shoshana and Sepi Djavaheri believe in close relationship and teamwork with designers such as Rama Chorpash as a foundation for their successful company. Sepi Djavaheri notes, "Deep attention to concept and execution of detail has been the driver behind CulinHome's product range. We've become synonymous with innovation, quality, and beauty."

Guided by the mission of, "helping everyday be a creative act" designer Rama Chorpash's collection for CulinHome is a sublime example of how even the most overlooked kitchen products, when given thoughtful consideration and creative vision, can become elevated to museum status.

For further information please contact Sepi Djavaheri, 212-535-2210 or sepi@culinhome.com

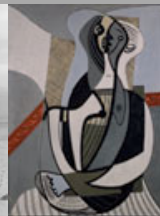
"Whether cooking, entertaining or living, we at CulinHome™ are dedicated to helping everyday be a creative act."

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Rama Chorpash for CulinHome™, *Décor Knife Collection: Hibiscus, Splash!, and JAX*, 2006; Courtesy Rama Chorpash



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SFMOMA CELEBRATES 100th ANNIVERSARY OF CALIFORNIA COLLEGE OF THE ARTS WITH TWO SPECIAL DESIGN EXHIBITIONS

From March 23 to August 26, 2007, the San Francisco Museum of Modern Art (SFMOMA) will present two special design exhibitions as a tribute to the centennial anniversary of California College of Arts (CCA). The first, *California College of the Arts at 100: Innovation by Design*, encompasses approximately 40 of the most innovative design objects from the Museum's collection and beyond. The exhibition is organized by Henry Urbach, SFMOMA's Helen Hilton Raiser Curator of Architecture and Design.

This exhibition showcases the exceptional creativity of CCA alumni and faculty. Recent and contemporary works—including lighting, posters, furniture, housewares, and architectural models—demonstrate CCA's commitment to fostering cutting-edge design through a distinctive combination of concept and craft.



Rama Chorpash for CulinHome™, *Décor Knife Collection: Hibiscus, Splash!, and JAX*, 2006; Courtesy Rama Chorpash

The show features designs by Yves Béhar, Rama Chorpash, dresscode, Thom Faulders, IwamotoScott, Kuth/Ranieri, Jennifer Morla, Bruce Tomb, and Volume Inc., among others. The exhibition's display system—a room-size vessel composed of plywood, Plexiglas, and Mylar—is a special commission by CCA professor and architect Douglas Burnham and his Oakland firm, envelopeA+D. Working with vitrines recycled from the Museum's own storage rooms, the display system gives each work individual presence while highlighting, through transparency and reflection, its relation to the collective and its connection to the school's unique creative vision.

To complement the exhibition, SFMOMA will also present *California College of the Arts at 100: Fertile Ground*. Organized by Darrin Alfred and Ruth Keffer, SFMOMA curatorial associates of architecture and design, this adjacent presentation features some 130 objects designed specifically for CCA by its alumni, faculty, and students, including Sputnik, the school's award-winning student design team. This exhibition highlights graphic materials such as catalogues, invitations, postcards, and brochures, as well as a suite of CCA identity materials that include letterhead, envelopes, and business cards by Bob Aufuldish, Michael Cronan, Mark Fox, Lucille Tenazas, and Michael Vanderbyl, to name a few. The exhibition also highlights a small selection of

Vanderbyl, to name a few. The exhibition also highlights a small selection of architectural models and drawings by local architects Jim Jennings and Mark Horton.

Since its founding in 1907, CCA has provided an education for artists and designers integrating artistic theory and practice. CCA President Michael S. Roth states, "California College of the Arts has deep traditions of innovation and purpose. The college has long been committed to the idea that education in the arts and design can be a profound preparation for creatively confronting the world around us."

CCA's faculty and graduates have influenced—and, in many cases, led—almost every mid- and late-20th-century art movement. In particular, as leaders in California design, current and former faculty members Béhar, Faulders, Walter Landor, Wolfgang Lederer, Tenazas, and Vanderbyl have had a major impact on contemporary American graphic arts, architecture, and industrial design.

Throughout its history, SFMOMA has provided an active forum for examining issues of architecture and design in relation to modern art. While maintaining the Museum's commitment to the collection and exhibition of experimental design and theoretical architecture in the Bay Area, this pair of exhibitions will celebrate the students and faculty of an important educational institution.

California College of the Arts at 100: Innovation by Design is organized by SFMOMA. Generous support is provided by Christine and Michael J. Murray and Nancy and Steven H. Oliver.

At noon on Tuesday, May 1, SFMOMA will present a public program related to the CCA exhibitions in the Museum's Phyllis Wattis Theater. Visitors are invited to attend a free lecture and discussion featuring CCA's Burnham and SFMOMA curator Urbach.

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San Francisco Museum of Modern Art

151 Third Street
San Francisco, CA 94103

Museum Hours: Open daily (except Wednesdays) 11 a.m. to 5:45 p.m.; open late Thursdays until 8:45 p.m.; summer hours (Memorial Day to Labor Day) open at 10 a.m.; closed Wednesdays and the following public holidays: Fourth of July, Thanksgiving, Christmas, New Year's Day. Koret Visitor Education Center: open daily (except Wednesdays) 11 a.m. to 5:30 p.m.; open late Thursdays until 8:30 p.m. Summer hours: open at 10 a.m.

Admission prices (Effective July 1, 2005): Adults \$12.50; seniors \$8; students \$7. SFMOMA members and children twelve and under are admitted free. Thursday evenings, 6 to 8:45 p.m., admission is half price. The first Tuesday of each month admission is free.

SFMOMA is easily accessible by MUNI, BART, Golden Gate Transit, SamTrans and Caltrain. Hourly, daily and monthly parking is available at the SFMOMA Garage at 147 Minna Street. For parking information, call 415.348.0971.

Call 415.357.4000 for more information.

The San Francisco Museum of Modern Art is a private, not-for-profit institution supported by its members; individual contributors; corporate and foundation support; foreign, federal, state, and city government grants; and admission revenues. Annual programming is sustained through the generosity of Grants for the Arts/San Francisco Hotel Tax Fund, the James Irvine Foundation, and the Koret Foundation. KidstART free admission for children 12 and under is made possible by Charles Schwab & Co., Inc. Thursday evening half-price admission is sponsored by Banana Republic. Reduced admission for seniors is sponsored by SBC.

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