

MORI ART MUSEUM "FREITAG LIMITED ART EDITION" SERIES LIMITED EDITION BAGS ON SALE USING RECONSTRUCTED EXHIBITION BANNERS

The Mori Art Museum is pleased to present in collaboration with Swiss company manufacturer FREITAG, limited edition bags using reconstructed exhibition banners. A limited edition of 75 bags will be on sale from Saturday, 4 April, 2009.

FREITAG has collaborated with world renowned museums such as MoMA and Tate Modern in manufacturing the "FREITAG LIMITED ART EDITION" series, and the Mori Art Museum is the new addition and a first in Japan. The limited edition bags are made using banners from the "Annette Messenger: The Messengers" exhibition, held at the Mori Art Museum from Saturday, 9 August, 2009 to Monday, 3 November. The banners were designed by Shimoda Rie, creating two designs with exhibited works and a portrait of Annette Messenger. Each bag has an edition number indicated inside, and depending on which part of the banner the bag were made from, each one is a one-and-only design.

The "FREITAG LIMITED ART EDITION" series is planned to be continued in future exhibition at the Mori Art Museum, in collaboration with FREITAG.

FREITAG

Established in Zurich, Switzerland in 1993 by brothers Markus and Daniel Freitag. All handmade using old truck tarpaulins, cycle inner tubes, and other used resources, none are found to be the same design. At present, there are over 40 models from bags, wallets, to soccer balls, and are sold in over 350 distributors in 24 countries worldwide.

<Details>

Model: F52 MIAMI VICE

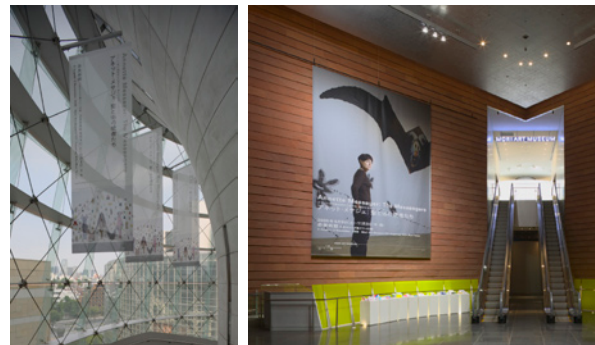
Size: 330 x 160 x 400 mm

Color: Differs depending on part of banner used

Price: 9,500yen (incl.tax)

On sale at Mori Arts Center Museum Shop (52F Roppongi Hills Mori Tower) from Saturday, 4 April 2009.

Website: <http://www.macmuseumshop.com>



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PRESS RELEASE

プレスリリース

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MORI ARTS CENTER