

PROJECT DINING OUT: DESIGNING FUTURE VALUE FOR COMMUNITIES

Let all your senses bask in the magic of the Kyushu town of Arita,
famed for its porcelain, at the premium outdoor restaurant

DINING OUT ARITA with LEXUS.

Savor the finest local ingredients served on world-renowned Arita ware in a marriage made in heaven. Twice only, Sat.

Sept. 12 and Sun. Sept. 13, 2015.

Dining Out, a premium outdoor restaurant that materializes for only a few days somewhere in Japan, will visit the town of Arita in Saga Prefecture, Kyushu, on Saturday, September 12 and Sunday, September 13, 2015, for its seventh iteration, DINING OUT ARITA with LEXUS.

Project Dining Out partners with leading chefs, creatives, and artists, as well as local people, in uncovering something new and magical about each place it visits, refining it, and sharing it with the world. The core of the project is a premium outdoor restaurant that opens for a few days only; there cuisine prepared in novel ways by a master chef using local ingredients is served in a spot carefully selected and stage-managed to best capture the charm of the locale. It's an experience sure to delight not just your taste buds but all your senses.

DINING OUT ARITA with LEXUS will take place in the town of Arita in Saga Prefecture on the island of Kyushu. Arita is famed for its eponymous porcelain, Arita ware, which next year marks its four hundredth anniversary. The event will bring together Arita ware, which has pioneered the Japan brand by constantly intertwining tradition and innovation, with cuisine prepared in a unique way by a star chef using the natural ingredients that the sea and soil of Saga yield in such abundance. It should prove to be the ultimate marriage of cuisine and tableware.

Your chef will be André Chiang, owner and chef of Singapore's number one dining destination, Restaurant ANDRE, which placed fifth in Asia's 50 Best Restaurants 2015. André, who also has a profound knowledge of ceramics, will team up with several Arita workshops in undertaking the challenge of orchestrating the ultimate marriage of cuisine and tableware for each dish. The potters who will join him are, while heirs to the Arita ware tradition, also the innovators of a new style of Arita porcelain, and they will create a complete original dinner service just for Dining Out. Thus for two days only, the culinary creations of a star chef admired worldwide will come together with the artistry and skill of Arita ware in which Japan takes such pride.

Your host will be Takanori Nakamura, Japan regional chairperson of the World's Best 50 Restaurants Academy and a columnist who writes on fine dining, fashion, culture, and other aspects of luxury living.

A marriage between traditional Japanese porcelain in a new incarnation and the most delectable cuisine, realized by masters of their respective crafts in the very spot where Arita ware evolved. It will be a treat for all your senses.

DINING OUT ARITA with LEXUS will take place twice only, Saturday, September 12 and Sunday, September 13, 2015. On the day after the dinner—the 13th and 14th respectively—participants will visit an Arita workshop and receive an exclusive tour of Arita ware history. Tickets go on sale from today, Wednesday, July 1. Only sixty places are available.

Lexus will again act as official partner. Dining Out sets itself the creative challenge of stimulating all the senses and engendering an experience that surprises and delights; and as a Japanese luxury brand Lexus can certainly identify with that, hence its support. To add to the enjoyment of the event, participants will also have the opportunity to experience the Lexus driving program.

DINING OUT ARITA with LEXUS: Event Details



- Event title: DINING OUT ARITA with LEXUS
- Dates: Twice only, (1) Sat. Sept. 12-Sun. Sept. 13, 2015, and (2) Sun. Sept. 13-Mon. Sept. 14, 2015
- Places available: 30 per evening, total of 60
- Venue: Arita Town, Nishimatsuura Country, Saga Prefecture, Kyushu
- Featuring: Chef...André Chiang of Restaurant ANDRE in Singapore
Host...Columnist Takanori Nakamura
- Description: An outdoor restaurant that offers a multisensory experience: Saga cuisine prepared by world-renowned chef André Chiang served on dishes specially crafted by artisans working in the Arita ware tradition. Scheduled for day two: an exclusive tour showcasing Arita ware tradition down to the present, including a visit to a workshop usually closed to the public.
*Details yet to be decided. Please check the official Dining Out website for more information.
- Price: ¥116,000 and up
- Organizer: Project Dining Out (Hakuhodo DY Media Partners)
- Official partner: Lexus (<http://lexus.jp>)
- Official supporter: Saga Prefectural Arita Ware 400th Anniversary Project Committee
- With the cooperation of: Arita Town
- Tickets go on sale Wednesday, July 1 through the Saga Office of JTB Kyushu Corp. etc. and are also available through the website. NOTE: Tickets go on sale at the Royal Road Ginza Office of JTB Tokyo Metropolitan Corp. on Wednesday, July 23.
- Official website: <http://www.diningout.jp/>

Please see the official Dining Out website for details.

Featured personalities

Chef: **André Chiang** of Restaurant ANDRE in Singapore



Born in Taiwan in 1976. Chef/Owner of Restaurant ANDRE in Singapore.

Since its establishment in October 2010, Restaurant ANDRE has left an indelible impression on the world's culinary scene. It was recently ranked #5 on the list of Asia's 50 Best Restaurants 2015 and Best Restaurant in Singapore. The New York Times mentioned the restaurant as one of the "Top 10 restaurants in the world worth a plane ride".

André's previous career spans some of the world's top French restaurants including *Le Jardin des Sens* in Montpellier, *La Maison Troisgros* in Roanne, *Pierre Gagnaire*, *L'Atelier de Joel Robuchon* and *L'Astrance* in Paris. With his roots in southern French nouvelle cuisine, André

developed his own culinary principle based on how our capacity to taste food is influenced by our memory banks, including the personal experiences we acquire over time; Octaphilosophy™ – *unique, texture, memory, pure, terroir, salt, south and artisan*. His cuisine treats diners with myriad flavors and textures that engage the senses.

Restaurant ANDRE website: <http://restaurantandre.com/>

Comment:

Saga and Arita open themselves to the world, and for the first time I would like to demonstrate the beauty of Arita from a completely different perspective which shows the theme of my inspiration "Nature, Craft and Innovation" for this unique and prestigious occasion. Nature of Saga, artisanal craftsmanship of Arita-yaki and innovation from André...

Host: **Takanori Nakamura** Columnist



Born in Hayama, Kanagawa Prefecture, Takanori Nakamura writes for numerous magazines on fashion, culture, fine dining, travel, hotels, and other aspects of luxury living. Recently he also appears on TV and gives talks. In 2007 he was awarded the title of Chevalier (knight) of the French Ordre des Coteaux de Champagne. Since 2013 he has been Japan regional chairperson of the World's Best 50 Restaurants Academy, which compiles a list of the finest restaurants on the planet. He has a seventh dan in kendo and is a tea master with the Japan Association of the Tea Ceremony. He is author of a book on recipes of famous restaurants published by Sekai Bunka Publishing.

Takanori Nakamura's official website: <http://www.takanori-nakamura.co>

Comment:

"Arita ware has constantly renewed itself through contact with other cultures. Now, on its four hundredth anniversary, a chef from abroad, André Chiang, will for the first time be preparing the food for Dining Out. Just coincidence, or was it inevitable? This event should be quite a treat: we'll get to relish not only local Arita delicacies but also the latent allure of Arita porcelain. I look forward to your company as we indulge to the full in a gastronomic synchronicity transcending time and culture."

To learn more, please contact:

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