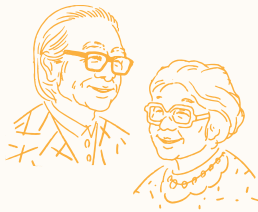
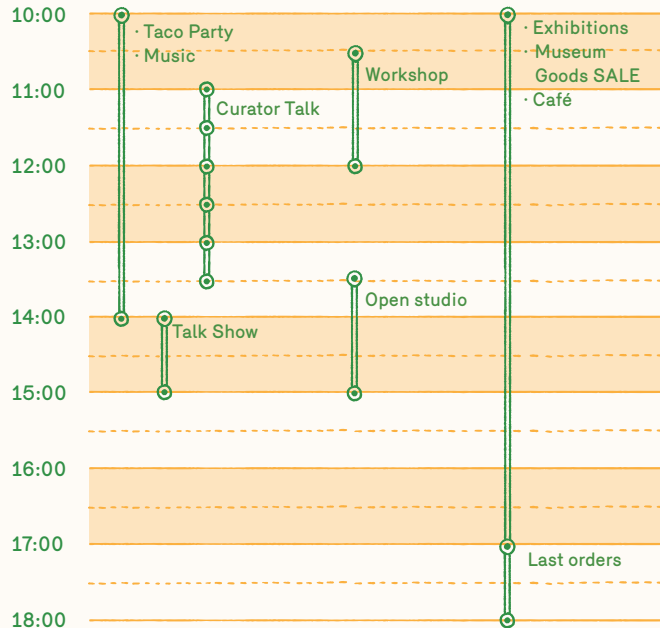


Inokuma hospitality connecting people across the globe



The Inokumas' talent for identifying beauty in its myriad forms proved a magnet for people from all walks of life, not only of course in Japan, but also during the couple's sojourns in Paris, New York and Hawaii. "Unofficial ambassador" Genichiro Inokuma and accomplished hostess Fumiko Inokuma made the perfect pair, and during their New York years the "Fumi Restaurant" gatherings at their home attracted a distinguished guest list that included John Lennon and Yoko Ono, and Ray and Charles Eames. Other events included a birthday party at their studio for Nobel Prize-winning novelist Yasunari Kawabata. Hospitality Inokuma-style was invariably stylish, yet casual and unpretentious, with guests bringing along food and drink and helping out in the kitchen. It was also Genichiro Inokuma who served as the link between Kagawa and Isamu Noguchi, Kanzo Tange and other seminal figures in the prefecture's development as an art hub.

Time Schedule



Birth of MIMOCA — Thoughts of Genichiro Inokuma



MIMOCA opened on November 23, 1991. Genichiro Inokuma once said that "so many things take on new joy when one's antennae are finely tuned to beauty,"* and with his natural inquisitiveness and pursuit of beauty in all things, Inokuma also found that beauty in everyday living. To him viewing art was akin to a vitamin shot, and he wanted MIMOCA to be a place where people could drop in, view works of art in attractive surroundings, be stimulated and inspired in fresh ways, and go home feeling refreshed and uplifted. Inokuma's text stating that an art museum should be "a health resort for the spirit" can still be found on the wall of the director's office.

*From "Whither beauty?", a lecture given by Genichiro Inokuma at Marugame High School on July 13, 1988.

Survey

Please use the QR code to access and complete our survey.



Please note

- Food and beverages cannot be brought inside the museum. Feel free to enjoy dining al fresco!
- Alcoholic drinks will be on sale at the Taco Party, but will not be served to anyone under 20. Consumption of alcohol is not recommended for those who have traveled to the museum by car, motorcycle or bicycle, or those pregnant or breastfeeding.

Scenography / direction: Hiroshi Eguchi (Mitosaya Botanical Distillery)
Food direction: Takuto Ogawa
Graphic design: Ryuto Miyake, Yuka Okazaki
Green thumb: Takashi Fujita (Fujita Seed)
Project cooperation: Fumiko Hasebe (Largo Inc.)
Curation / management: Marugame Genichiro-Inokuma Museum of Contemporary Art

Organized by the Marugame Genichiro-Inokuma Museum of Contemporary Art, The MIMOCA Foundation, the Japan Arts Council, and the Agency for Cultural Affairs, Government of Japan



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MIMOCA's Birthday

TODAY'S MENU

Tacos Party

Welcome Garden

Talkshow

Curator Talk

Workshop

Museum Goods Sale

Special Cafe Menu

Table Setting

Music

Welcome to MIMOCA

Today we celebrate a special day: our 32nd birthday! To mark the occasion and express our thanks to all those who have visited over the years, we are offering a one-day-only "menu" of activities across the whole museum.

*No food or beverages indoors

 = Food and beverages permitted

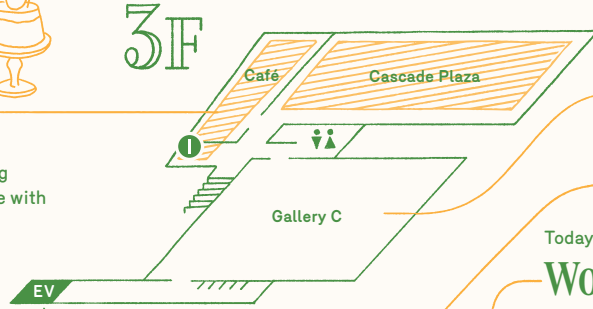
Today's Menu ⑦

Special Cafe Menu

10:00-18:00 (Last orders 17:00)
Enjoy a special celebratory pudding dessert at Café MIMOCA, complete with original flag, and delicious fruit accompaniment.



3F



Free entry to all parts of the museum

Exhibition

Special exhibition:
"Sudo Reiko: Making NUNO Textiles"
3F Gallery C

Permanent exhibition:
"Genichiro Inokuma: Beautiful Life"
2F Galleries A and B



Today's Menu ⑤

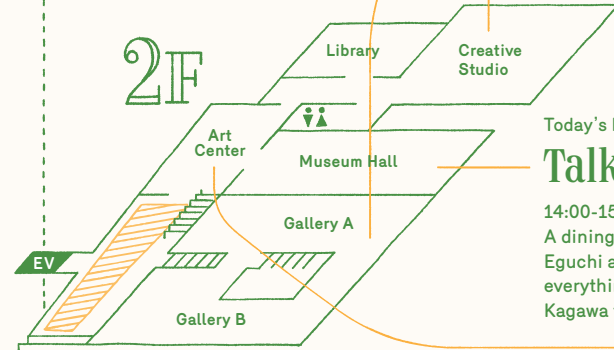
Workshop

10:30-12:00 (Booking required)
Join the *Suuji no Tsubuyaki* numerical art unit to make your own number-themed mask.

Open Studio
13:30-15:00 (No booking required)
Drop in and help to combine numbers into a giant picture. All welcome.



2F



Today's Menu ③

Talk Show

14:00-15:00 (Booking required)
A dining-related discussion between distiller Hiroshi Eguchi and food essayist Sakiko Hirano, covering everything from the cultural versatility of tacos, to local Kagawa food, and the Inokumas as hosts.



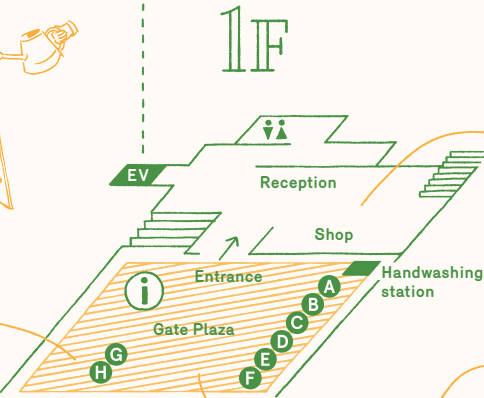
Today's Menu ⑧

Table Setting

Hisashi Eguchi and Sakiko Hirano have teamed up to design a unique and stylish table setting. A one-off chance to enjoy the pair's personal philosophies when it comes to entertaining.



1F



Today's Menu ⑥

Museum Goods Sale

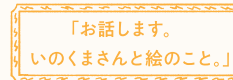
A selection of original merchandise inspired by Genichiro Inokuma's commitment to making the beautiful and pleasurable part of everyday living will be discounted for the day of the birthday only. Check out the new products too!



Today's Menu ④

Curator Talk

11:00, 11:30, 12:00, 12:30, 13:00 (Five sessions each lasting about 30 minutes, no booking required)
Learn more about Genichiro Inokuma and his works on a guided tour taking in Inokuma's mural Creation Plaza in the Gate Plaza, his paintings and more.



Today's Menu ①

Taco Party

10:00-14:00
Inspired by a party staple of Genichiro Inokuma's wife Fumiko, booths will serve food with an emphasis on tacos, as well as drinks and desserts.



Today's Menu ⑨

Music

Feel the years melt away as the AISO automatic music generator plays a selection of hits from the '70s and '80s, based on cassettes owned by Genichiro Inokuma.



Today's Menu ②

Welcome Garden

Herbs and vegetables for the Taco Party were grown here from seed. A compact but lovely garden that both delights the eye and tempts the tastebuds.



Both locations may change due to weather conditions

How to Enjoy Tacos

STEP 1

Purchase your preferred tortilla and beverage from one of the sellers.

STEP 2

Have it topped with your choice of fillings and herbs. Take a quick snap to share on social media if you want.

STEP 3

Hold firmly to prevent spillage, and tuck in!

Shop Information

A fujita syouten

A quirky souvenir shop located out the back of a private home, offering a carefully-curated selection of Kagawa/Setouchi specialties. Today serving tacos, plus coffee inspired by Inokuma-san.

E seasonal table numar + hyakushoumirakuru

At the foot of the Sanuki Mountains in the south of Kagawa Prefecture lies a restaurant and greengrocery attuned to the rhythms of nature, today serving tacos and other treats made using seasonal Sanuki produce.

B hetima bunko

This Takamatsu secondhand bookshop usually sells books and serves curry. Today they will be offering curry rice, and their own version of tacos, with a curry twist.

F TABI BAGEL & SPICE

TABI BAGEL & SPICE will be offering toasted bagel sandwiches filled with Mexican-influenced chili con carne. Help us celebrate MIMOCA's big day with delicious food and beverages.

C kushokudo

Serving the eggs of and sausages made from mature free-range chickens raised locally in the Shikoku city of Chuo on homemade feed, and delicious cheese produced by Kisuki Nyugyo in Shimane, wrapped in tortillas made from Shikoku organically-grown brown rice.

G neizitu

neizitu serves delicious plant-based lunches, and today is offering Mexican soup, the perfect complement for tacos. Other goodies to try include cookies, enzyme juice, and mulled wine.

D MASACASA TACOS

Tacos using homemade corn tortillas prepared the traditional Mexican way, using local, chemical-free jikibi corn, and fillings sourced primarily from Kochi and elsewhere in Shikoku.

H KYUFUKU BREWING HONJIMA

Offering unfiltered, natural-carbonated bio beer with a subtle flavor that makes it the perfect accompaniment to tacos.

I mitosaya botanical distillery + CAN-PANY

Taco-friendly herbal cocktails and mocktails courtesy of the herb garden of the Mitosaya distillery, and CAN-PANY urban bottling plant.