



TEA LOVERS FESTIVAL

The Premier Tea Festival since 2006 • TeaLoversFestivalBookRelease.eventbrite.com

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2006 – 2016 ▶ CELEBRATING A DECADE OF SPREADING THE LOVE OF TEA IN CALIFORNIA

FOR IMMEDIATE RELEASE!

April 18, 2016
(version 02)

THE TEA LOVERS FESTIVAL BRINGS TO LIFE CONTENTS OF ITS UPCOMING RETROSPECTIVE BOOK, CELEBRATING A DECADE AS A PUBLIC FESTIVAL!

SUNDAY, MAY 1, 2016 ▶ 3:00 - 5:30 PM
USC PACIFIC ASIA MUSEUM

As part of the USC Pacific Asia Museum's *Authors On Asia* series, the Tea Lovers Festival invites you to a festive book release event, featuring Japanese Tea Ceremonies, live music, and a look into the festival's decade of innovative educational and cultural programming, celebrating the love of tea.....



At a glance:

TEA LOVERS FESTIVAL: 10 YEARS
Featuring Japanese Tea Ceremonies & Live Music



In celebration of ten years of "spreading the love of tea through education and diverse cultural experiences" as a public event, the **Tea Lovers Festival** brings to life some of the contents of their upcoming retrospective book *Tea Lovers Festival: 10 Years*. This festive book release includes traditional **Japanese Tea Ceremonies**, under the conduct of renown tea master **Soshitsu Nishimura** of the **Edo Senke Sado School**, live music by Tsugaru shamisen player **Mike Penny**, as well as a talk/presentation by **Kulov**, the founder and creative director of the Tea Lovers Festival, who will give insights into the history of the festival over the past decade.



Japanese Tea Ceremonies: Set 01 > 3:15 - 3:45pm & Set 02 > 4:00 - 4:30pm

Maximum Attendance: 20 persons per each set

Tickets: **\$20 in advance**, includes Museum Entrance* (\$25 at the door, includes Museum Entrance*)
\$15 for Museum Members*



Book Release Talk/Presentation by Kulov > 4:30 - 5:30pm

Tickets: Free with Museum Entrance** > Free for Museum Members**



Tickets and full event info: TeaLoversFestivalBookRelease.eventbrite.com

Location: USC Pacific Asia Museum, 46 North Los Robles Avenue, Pasadena, CA 91101



Full story:

Celebrating Japanese culture has been part of the **Tea Lovers Festival's** programming over the past decade, starting with its Japanese-themed festival in 2007, and thus part of the festival's upcoming retrospective book **Tea Lovers Festival: 10 Years**. On Sunday afternoon, May 1, 2016, the organization will bring to life some of the contents of this book and lead audiences at the **USC Pacific Asia Museum** into the beauty of the silent and the serene, with Japanese Tea Ceremonies and live shamisen music.

Attendees to this festive book release will be able to experience a traditional tea ceremony, under the conduct of renown tea master **Soshitsu Nishimura** of the **Edo Senke Sado School**, and enjoy a matcha-style green tea in a simple, yet spiritual manner, along with exquisite Japanese sweets. As Japanese Tea Ceremonies are intimate experiences, there will be two separate ceremony sets, with maximum attendance of only 20 persons per set.

"We've had Japanese Tea Ceremonies as part of our tea festival in 2010, 2012 and 2014," says **Kulov**, the festival's founder and creative director, "but to be honest, we've never really been able to give them the proper context. Since our festival is attended by hundreds of people, it's always been a bit too crowded or too loud to present such an intimate and quiet experience as part of our cultural and educational programming. So when the opportunity to have a book release event came up, we thought that these serene tea ceremonies would be the perfect experience to showcase from the pages of our book."

The festival plans on transforming the USC Pacific Asia Museum's naturally-lit auditorium into a festive, yet intimate space, which will also showcase live music by Tsugaru shamisen player **Mike Penny**. The second half of the event will consist of a talk/presentation by **Kulov**, who will give insights into the history of the festival over the past decade, as well as share images, videos and anecdotes, which are part of the book *Tea Lovers Festival: 10 Years*.

This retrospective book is primarily a visual exploration of all ten Tea Lovers Festivals since 2006, as well as of the organization's tea bus tours in Los Angeles, San Francisco, San Diego and Ojai. In addition to hundreds of images, it also contains ten years of various texts, press and stories. But it's not only about history, as the book also features some new material — for each of its fifteen chapters, some of the festival's esteemed tea chefs and educators, such as **Robert Wemischner**, **Kristy Choo**, **Steve Schwartz** and **Tiffany Williams**, are contributing various tea-related recipes on cooking with tea, tea blending, and other such topics.

The book will be released in four different versions: **Digital Version** (for iPads and other Mac IOS devices, PDF for non-Mac devices), **Soft-Cover** (or reading) **Version** on uncoated paper stock with a gloss soft cover, **Hard-Cover Version** (coffee-table quality) on coated paper stock, and a **Limited-Edition Version** — cloth-bound with slip cover and individually numbered in edition of only 10 copies. Each printed book also includes a digital version and is individually printed upon order. Sample copies of the various book versions will be available for viewing and at this event. The Tea Lovers Festival will also deduct the Japanese Tea Ceremony portion of the ticket for this book release from the price of each book ordered at the event.

"This book release is, in a sense, the 'book-end' (pun-intended), to our full 10th anniversary year, which we kicked off with our 10th annual festival last year, on May 1, 2015," concludes Kulov, who after all these years still cannot believe that what he started as mere Valentine's tea parties for his nieces has turned into such a big public undertaking. "We then continued the festivities with our *10th Anniversary Celebration* at the Fowler Museum at UCLA on Valentine's Day in February, the exact tenth anniversary of our festival. The event featured music and dance from cultures with strong tea traditions, such as China, Korea, India, Japan and Great Britain. And we hope that for this event, tea lovers come to the USC Pacific Asia Museum for the full afternoon — so in addition to the Japanese Tea Ceremonies and the book release talk/presentation, they'd also to be able to explore some of the museum's wonderful ongoing exhibitions."

* Limited seats/number of tickets available. Advance ticket prices shown on the At-A-Glance section (previous page) do not reflect Eventbrite's fees. \$15 will be deducted from the price of each copy of the book *Tea Lovers Festival: 10 Years* when ordered at the event. Tickets do not include entrance to the special exhibition Royal Taste.

** Museum entrance for non-members is \$10 and can be purchased at the door. Tickets do not include entrance to the special exhibition Royal Taste.



THE EVENT HOSTS:

Established in 1971, the **USC Pacific Asia Museum** is one of few U.S. institutions dedicated to the arts and culture of Asia and the Pacific Islands, serving the city of Los Angeles and the Greater Southern California region. The museum's mission is to further intercultural understanding through the arts of Asia and the Pacific Islands.

PacificAsiaMuseum.org

THE EVENT PRESENTERS:

The mission of the **Tea Lovers Festival** is to promote the love of tea to the U.S. public through education and diverse cultural experiences. The festival has been open to the public since their Indian-themed event in 2006. Over the years, they've taken pride in thinking "out of the (tea) box" and bringing unique Educational and Cultural Programming to the tea-loving public, through both the festival, as well as through their popular *Tea Lovers Bus Tours*. In addition, the organization has always gone beyond the mere rudimentary educational levels and has provided something for everyone, from the tea novice to the tea connoisseur and even the tea professional, appealing to tea lovers of all ages.

TeaLoversFestival.com

THE EVENT SPONSORS:

The foremost mission of **Matcha Hills** by the **Beeline Company** is to produce and distribute 100% natural and organic products. The company takes pride in providing products for everyone's well being and for the betterment of the environment, and is supplying the ceremonial matcha for the Japanese Tea Ceremonies at this event.

MatchaHills.com

