



JIM THOMPSON



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MEDIA RELEASE

THEATRE OF TASTE – BANGKOK

Tasteful Living at its Best, now Jetting Down in Thailand

Bangkok - Italian Fine Wines, Lotus Arts de Vivre, Jim Thompson and Schott Zwiesel have joined forces to present a unique sensory experience sure to captivate those who appreciate the finer things in life with their **Theatre of Taste** event on October 16th at the the Ayara Hall and Thompson Bar, one of the best event venue in Bangkok which located in the area of the Jim Thompson House and Jim Thompson Art Center.

The “cream of the crop” - major players from the fine wine, hospitality and fine jewelry and decoration industries - will give the taste of a lifestyle that encompasses sophistication and splendour with the **Theatre of Taste** bi-annual culinary tour. Italian Fine Wines will showcase wines and culinary ingredients from various regions throughout Italy. Guests will have the chance to relish this five star experience in surroundings made up of exquisite handcrafted decorations and collectables courtesy of Lotus Arts De Vivre and Jim Thompson.

In explaining the concept behind the event, export manager of Italian Fine Wines Davide Vacchiotti says: “With their visuals and sound, dramatic plot twists and elaborate production, art forms such as theatre and opera stir deep emotions within the spectator. The Theater of Taste aims to do the same but goes a step further by engaging all the senses, be it smell, sight, touch, sound and of course, taste, through the combination of fine food, drink, and ambience, cultivating not just any experience, but an example of a lifestyle of culture and refinement. The event gives guests a chance to experience a life of good taste through the Theatre of Taste”.

Wine producers and sommeliers from different Italian regions will be on hand to educate guests on their different wines and regions and also profile foods native to their area.

Lungarotti from Umbria, for example, will present their wines with excellent tastes of their cheeses as Farnese will have its wines accompanied by fresh Pecorino cheese; while connoisseurs can enjoy Piedmont's Batasiolo wines complemented with fine Piedmont Toma and Parmesan cheese. Cantine Leonardo Da Vinci producers from Tuscany will delight the discerning wine enthusiasts with a taste of the region's celebrated honey, followed with their top selection of Chianti. Fantinel Prosecco will be accompanied by the unique taste of San Daniele ham.

Guests will also get the chance to view highlights from Lotus Arts de Vivre's outstanding collection of objets d'art and design jewellery, which have gained a devoted following around the world for those interested in the Asian inspired lifestyle. Indeed, Lotus Arts de Vivre has become a byword for the elegance of living in an exotic and diverse culture. This is also a reputation enjoyed by Jim Thompson, whose handmade home furnishings and fabrics are a great complement to Lotus' unique works of art. Known for their incredible Thai Silk furnishings, Jim Thompson's unmatched reputation will be highlighted by a display of furniture by iconic designers Ed Tuttle, Ou Phaholyothin and Christian Duc.

"The reason we decided to create this event together is because all our individual offerings give people a taste of the lifestyle that many aspire to have – and in coming together, we are able to give our guests a firsthand head to toe experience of such a lifestyle" Davide says.

Theater of Taste takes place on October 16th, at Jim Thompson House and Art Centre. The event is open from 10.30 for the press conference.

Please RSVP to



About:

Italian Fine Wines

Davide Vacchiotti has been working as a representative of Italian wines since 1998 in Bangkok. Italian Fine Wines Co (IFW) was established in 1998 and has offices throughout the Asia-Pacific region. It represents nine brands of Italian wines in 14 countries in Asia. Through marketing and educational activities, Italian Fine Wines aims to increase the popularity and knowledge of Italian wines and is also the representative of the Italian Association of Sommeliers in the Asia Pacific region, regularly holding professional sommeliers courses. IFW also works with various cultural institutions and establishments to help produce events such as the Italian Cultural Festival, various wine and food festivals, and has collaborated with Elle Magazine and the Italian Embassy in the past for events.

Lotus Arts De Vivre

Lotus Arts de Vivre specializes in exclusively designed, handcrafted luxury jewelry, accessories and Home Decoration products, blending Far East Asian art with modernized function and sensibility. Principally, Lotus Arts de Vivre products are not mass-produced, they are individual, distinctive and unique, they are instantly recognizable and of course collectible. The von Bueren family personally travels far and wide to explore, discover and commission the most dedicated and loyal craftsmen whose skills have been passed down through the generations in order to work on their collections. Lotus Arts de Vivre has signature stores in Thailand, Singapore, Cambodia, and a representative based in Hong Kong, Japan, UK and USA. Consequently, LAdV pieces have become a regular addition to local and international serious collectors of luxury and unique art objects. For further details, visit www.lotusartsdevivre.com

Jim Thompson

The name Jim Thompson has been associated with the finest Thai silk products since 1947, when James H W Thompson began his mission to save the dying craft of silk hand-weaving. Captivated by the alluring beauty and luster of the fabrics, the American entrepreneur set off to New York from Thailand, hoping to market the hand woven silks to sophisticated buyers. His idea worked; people fell in love with the fabrics

and thus, Jim Thompson's famous Thai Silk Company was born. Jim Thompson's refined occidental taste intertwined with Asian inspired designs is what sets all of Jim Thompson's collections in a class of their own. Famous for Thai silk textiles and magnificent fabrics for interiors and fashion, the Jim Thompson signature is about luxury, beautiful detailing, simplicity of design and the use of natural materials. Jim Thompson design creations span time – bridging timeless classics with contemporary chic and ultra modern. Reminiscent of for all things tropical, Asian and Oriental, the 'Living with Jim Thompson' theme also spans the cultures of the world. Like its founder, they exude a flair for living and joie de vivre. www.jimthompson.com

Schott Zwiesel

For more than 130 years, Zwiesel Kristallglas has united craftsmanly perfection and the most modern glass-manufacturing technologies. With its first-rate products, Zwiesel Kristallglas satisfies the exacting demands of professional users and private households. Three strong brands cover the entire spectrum of wine and gourmet pleasure, and also provide noble accessories for stylish interiors. Systematic investments in new products and technologies (e.g. the Tritan® technology) have advanced the renowned Schott Zwiesel brand to the position of an innovative leader. Schott Zwiesel currently leads the global market for crystal glass among the world's foremost international restaurant and hotel businesses. The exclusive, mouth-blown collections of crystal glass in the Zwiesel 1872 lifestyle brand epitomize the perfect combination of tradition and modernity: they reflect the pleasures of the table and the delight that can be derived from beautiful objects for day-to-day living. Jenaer Glas is one of the great German traditional brands and has augmented the Zwiesel Kristallglas portfolio of brands since 2007. It provides timelessly beautiful product solutions for the Food & Lifestyle sector. The business group, including its foreign subsidiaries, sells its products in 120 countries around the world. www.zwiesel-kristallglas.com