

Precious Pieces

Architectural Parchment For Interiors

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PRESS RELEASE: For Immediate Release

Custom Washi - Architectural Parchment Handmade in Japan From Hiro Odaira of Precious Pieces Offers *Architectural Digest* Home Show Attendees One-of-a Kind, Upscale Design

March 26-29, 2009 - Pier 94 - New York City - 12th Ave. at 55th St.

New York, NY (March 19, 2009) – The Hiro Odaira/Precious Pieces exhibit at the *Architectural Digest* Home Show, co sponsored by *The New York Times*, will introduce home owners, interior designers, and architects to the limitless possibilities of adding beauty and function to their spaces with Washi - handcrafted Japanese parchment. The Home Show takes place March 26-29, 2009 in New York City - Pier 94 - New York City - 12th Ave. at 55th St. The Hiro Odaira /Precious Pieces' Booth - #M92. is located in the "MADE" section of the exhibit which includes a juried selection of limited-edition and one-of-a-kind fine art objects, decorative arts and features a beautiful 7ft. x 10ft. backlit Washi sheet accented with color variations.

Variety of Applications

As the only U.S. distributor of Washi, Hiro Odaira of Precious Pieces will share the many creative ways of using handmade Washi such as: art installations, lighting, laminated glass panels, doors (interior & exterior), screens, windows, signage, wall coverings, furniture and more. Mr. Odaira's Precious Pieces creations have been featured in *The New York Times*, *Interior Design*, *The Architect's Newspaper*, *The New York Post*, and more.

Custom Ordering for Unique Design

All Washi architectural parchment is completely custom ordered – from the size to the pattern and from the color to special coatings. Precious Pieces blends it's expertise with each customer's vision to achieve the look of their dreams. Owner Hiro Odaira, an architect trained in Tokyo notes, "Washi is the perfect choice for making a one-of-a kind, dramatic, and upscale statement. We are excited about educating home owners and designers about an art form that is thousands of years old, but brand new to the U.S. Washi creations are a unique blend of contemporary design and Japanese tradition."

What is Washi?

With a history of over 1,500 years, Washi is a highly respected craft involving the skills of brilliant artisans and the labor of entire villages. This luxury paper is prized as much for its beauty as its utility. Washi parchment is made from all natural paper fibers including mulberry, shikoku daphne, bamboo, rice and wheat making it an excellent choice for "green" design projects. Mr. Odaira adds, "Washi from the studio we work with in Northern Japan is the highest quality and most beautiful available."

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Unique On Trend Product Features

- custom crafted to exact specifications –size, color, etc.
- single sheets as large as 30 x 100 feet
- green and sustainable – 100% natural and made by hand with an all natural process, no chemicals or waste
- value added air purifying effect
- fire protective coating can be applied to make Washi CLASS "A" FIRE RETARDANT
- Durable Water Repellent (DWR) coating can be applied for water-resistance
- UL approval rate with styrene backing for lighting fixtures

About Hiro Odaira/Precious Pieces

Hiro Odaira of Precious Pieces is dedicated to exploring new realms, combining contemporary design and classic Japanese elements and has undertaken commercial and residential projects in the US and Japan. Mr. Odaira is an architect trained in Tokyo and his custom Washi projects include The Greenwich Hotel (377 Greenwich St.), Radisson Hotel (511 Lexington Ave.), Mikimoto NY jewelry store (730 Fifth Ave. NY), Megu modern Japanese cuisine (the trump world tower - 845 UN Plaza), and Ito-en Tea Store (822 Madison Ave.): In Japan, the Grand Hyatt Hotel Tokyo. Precious Pieces, 5 Tudor City Pl. #102, NY NY 10017, tel (212) 682-8505 fax(212) 682-6004, info@precious-piece.com, www.precious-piece.com

About Architectural Digest Home Show

See the latest products in home furnishings, plus experience design seminars, one-on-one consultations and cooking demonstrations—all included in the price of admission. The Show promises to introduce you to something—an object, an idea—you simply have to bring home, no matter what your budget. For more information or to register: <http://www.archdigesthomeshow.com>

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