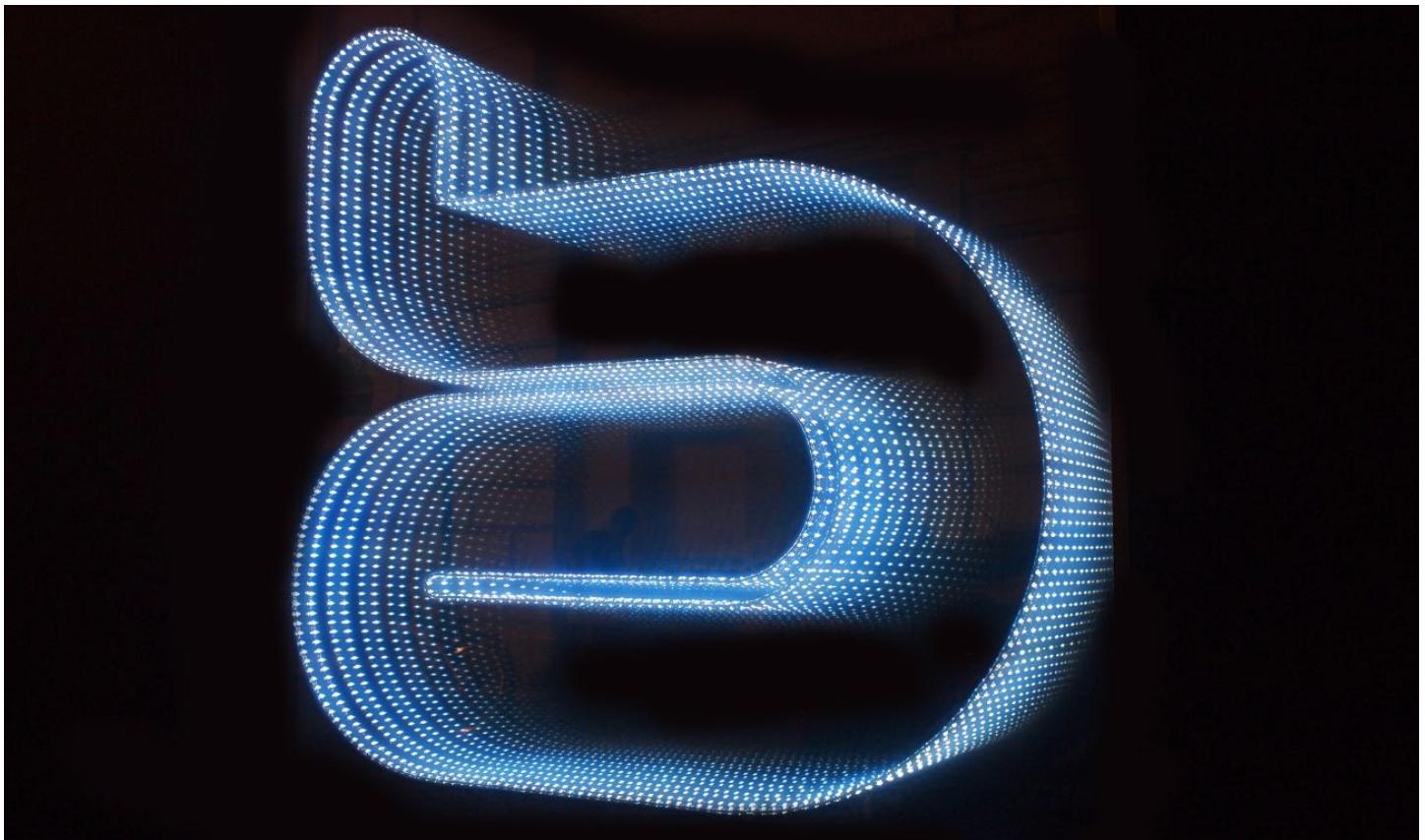


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**Busaba Eathai
Projects**



Floral Street

Hoarding project

Floral Street is a defining parameter of London's Covent Garden; an area synonymous to entertainment, from the lavish Royal Opera House to the talented street artists, as well as the long standing home for a variety of bustling food and market traders.

Busaba Eathai endeavours to bring a taste of Thailand to Covent Garden with its new opening on Floral Street in June 2011.

As the latest in a succession of sponsored art projects undertaken by Busaba and to celebrate the opening in Covent Garden, Busaba has collaborated with Cure Studio, Hand On Fire and craftsman Joe Wentworth to produce the installation 'Show time on Floral Street'. The installation incorporates the Busaba logo which has been re-worked with a contemporary twist to reflect the decadent nightlife of Covent Garden's yesteryear.



Films

Filmed and directed by Jason Lowe

Busaba Eathai commissioned a short film titled "A Love Affair With Food".

Filmed on location in Thailand by Jason Lowe, the short films resonate the atmosphere of the places food is prepared and consumed.



Hoxton Hoarding

A Busaba sponsored street project

While the building refurbishment was taking place, Busaba worked with Cure Studio to curate a pop-up exhibition on the surrounding hoardings, introducing new creative work every two weeks or so.

A range of curated works from photographer Jason Lowe, illustration agency Higginson Hurst, street art magazine VNA and a project by Big Antidote were intermittently on display, as the stylish interiors were being installed.

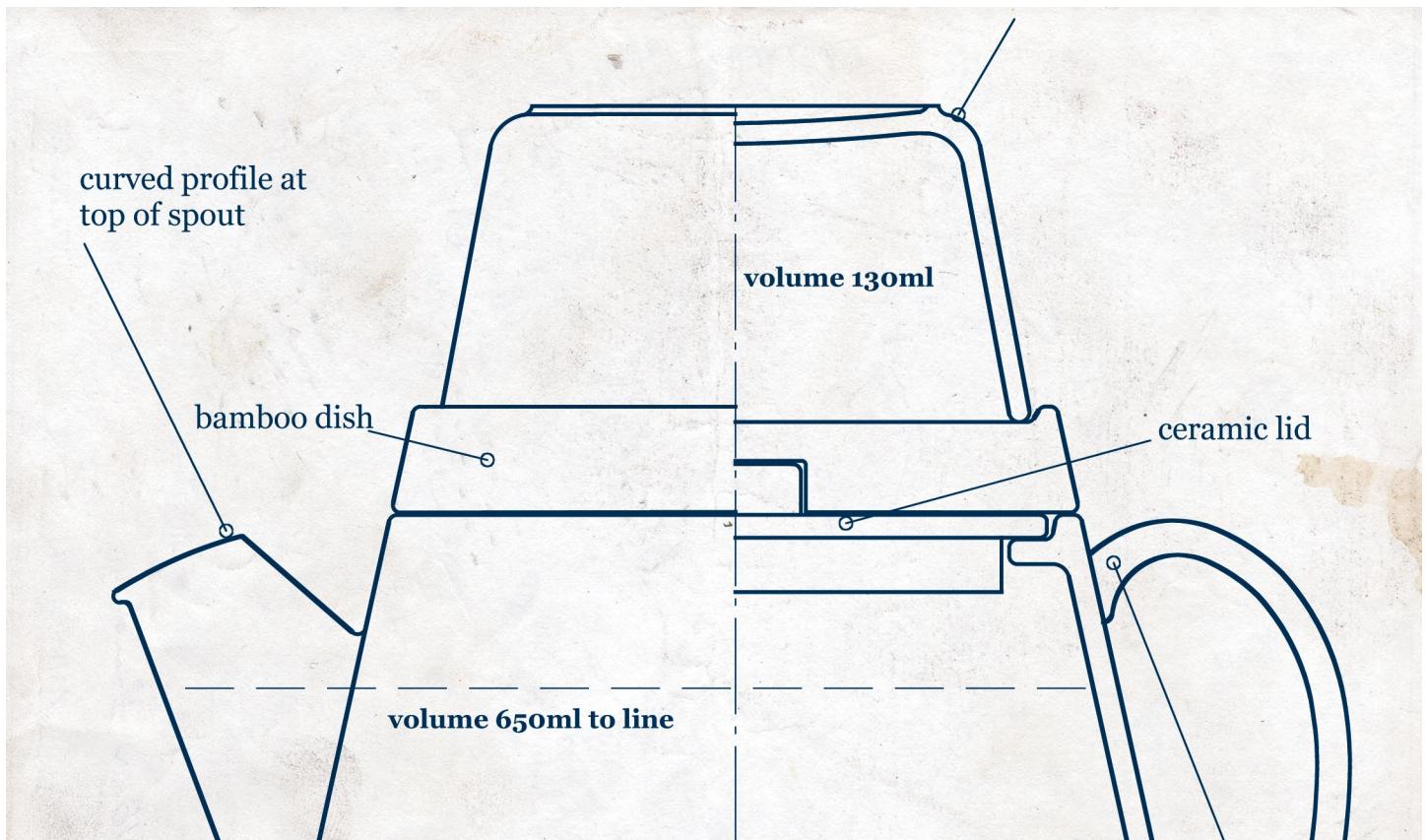


Old Street Newspaper

Reporting the Busaba projects

To accompany the launch of Busaba's Old Street branch, a newspaper was designed and produced to cover the essential collaborations that took place in the lead up to the opening.

The newspaper was distributed to customers to present the Busaba philosophy and its community spirit.



Ceramic Design

Central St Martins Design Competition

At Busaba we are passionate about food regularly trying to discover new and exciting dishes. We approach everything we do with the same passion. Exploring new, exciting ways to represent and showcase our brand going to great lengths to find products to do so. Our aim with this ceramic project was to create a unique and an exciting collection of tableware that embodies our brand and philosophy.

Central St Martins Ceramic Design students were invited to design a dining concept of 6-8 pieces. The winning design will go into production and a limited collection will be launched at the new Busaba in Bicester Design Village, and then sold in all our branches.



Film Commission

Central St Martins Film Project

A showcase of specially commissioned short films by students of Central St Martins was presented in conjunction with the launch of Busaba's Panton Street branch.

The five films were based around the emotions that are inspired by eating.



Gan Gin Gan Yuu

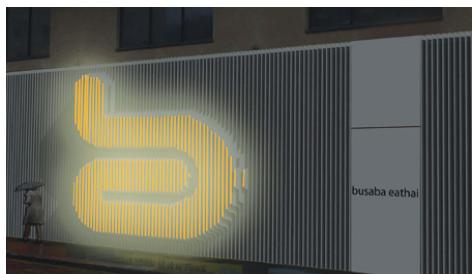
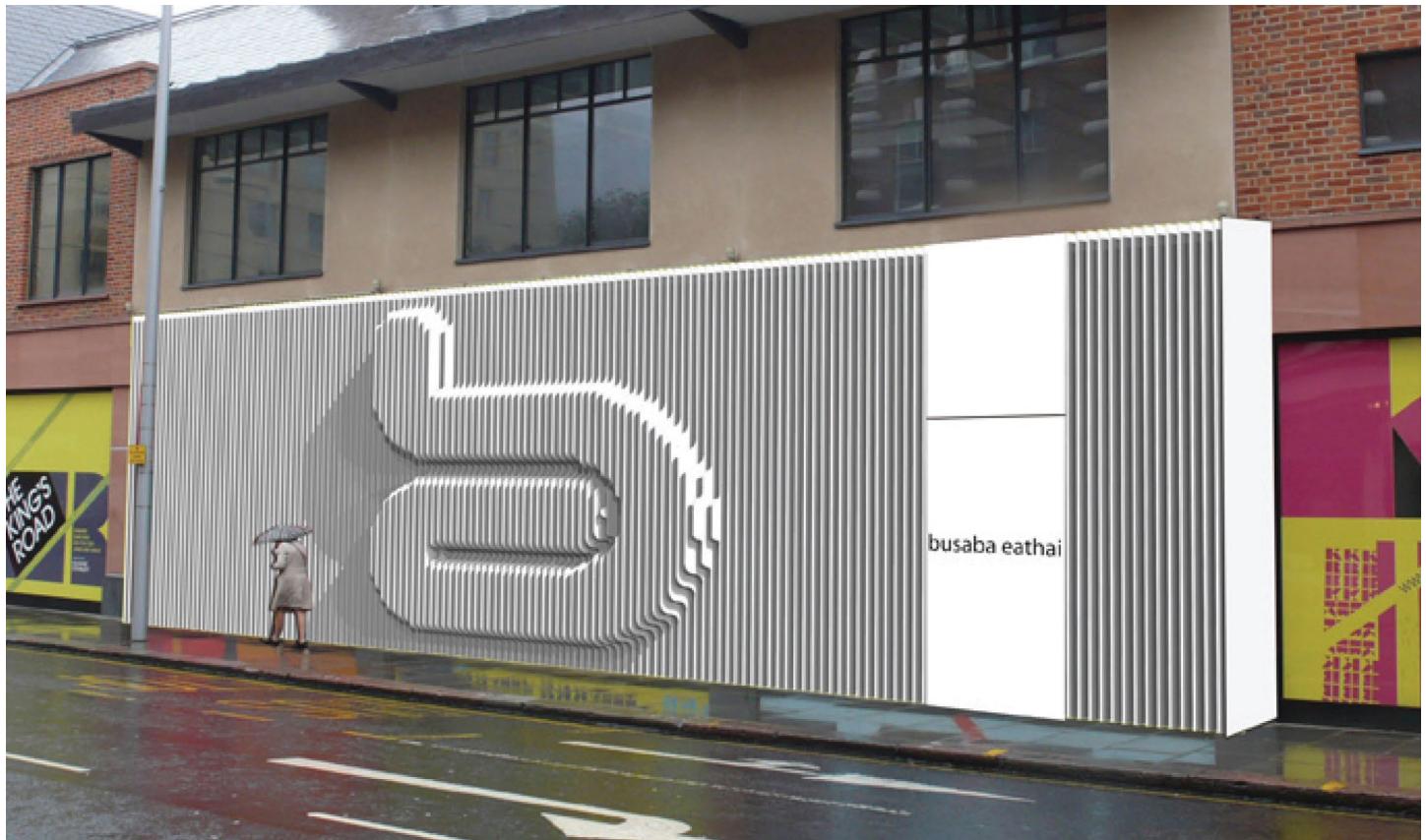
Photography by Jason Lowe

Photographer Jason Lowe was commissioned to travel to Thailand and capture the food culture that represented the philosophy of Gan Gin Gan Yuu - which can translate to "as you eat, so you are".

The images show the vibrancy and communal approach to preparing and sharing food ~ a way of life that is at the heart of Busaba.

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**Busaba Eathai
Future projects**



Kings Road Hoarding project

Busaba has commissioned a hoarding by Fal Studios around its new Kings Road site whilst works take place inside. The hoarding will serve as an attractive visual for passers-by and the local community drawing their attention to the new space, whilst also giving the young designers a valuable platform to exhibit their work.