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## CAFAM LAUNCHES “THE EGG AND THE EYE” 2.0

**The Craft and Folk Art Museum takes their beloved and popular boutique online for savvy shoppers around the world**

LOS ANGELES, CALIF. – November 22, 2010 – LA’s secret haven for fabulous, one-of-a-kind finds isn’t so secret anymore. This December 15, the Craft and Folk Art Museum (CAFAM) launches its beloved museum shop online at *The Egg and The Eye* ([www.theeggandtheeye.com](http://www.theeggandtheeye.com)).

Voted *LA Weekly*’s “Best Gift Shop in the Land,” CAFAM’s shop is known for a selection of artisan-produced, certified fair-trade goods that reflect the world’s rich cultural diversity. With a catalog lovingly curated from across continents and past countless borders, *The Egg and The Eye* extends the museum’s mission of promoting cultural literacy on a global level by making artisanal products (and the stories behind its production) more visible to a buying public. At the same time, each purchase on *The Egg and The Eye* also supports the living wage of individuals and communities that keep alive the world’s ethnic diversity.



“My passion is to be a bridge between artisans and customers,” said CAFAM’s Global Merchant Yuko Makuuchi, who personally selects each product that goes into the catalog. “With *The Egg and The Eye*, I’m able to expand that bridge, offering more people a chance to experience the beauty rest of the world has to offer through the universal lens of handcrafts.”

*The Egg and The Eye* offers savvy shoppers a chance to shop the world, crafting their personal style from a wide-ranging cultural array of goods made by local and global artisans. Tired of the same old silver hoop earrings? San Francisco-based Yvonne Hung’s laser-cut bamboo earrings marry the

delicacy of Chinese-style blossoms and clouds with today's modern aesthetic. Hold your most precious treasures in a Brazilian Bazaar Box, handcrafted from Brazilian golden grass, a rare and delicate, naturally golden fiber grown only in the remote region of Jalapão, Brazil. Spice up your living room with a Goli mask that reflects the fierce pride and dignity of the African Baule people. These are only some of the treasures that can be found right at your fingertips.



In its original incarnation, *The Egg and The Eye* was a café that served not only good food but also an array of international crafts rarely found around Los Angeles. The café—which eventually changed its name to the Craft and Folk Art Museum—became a destination for expansive minds and a source for exquisite, handmade objects from around the world. Like its predecessor, *The Egg and The Eye* aims to bring global minds and artisans together in its virtual marketplace, creating a harmonious marriage between commerce and conscience.

### **About CAFAM**

...because a shrinking world requires an expanded mind, the Craft and Folk Art Museum (CAFAM) champions cultural understanding by encouraging curiosity about our diverse world through the universal lens of art. Our exhibitions and programs serve as a catalyst for the exploration of art and ideas that reflect our ever-changing community.

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