

## Looking to Fold:

### Popular Origami Studio in New York Adopts a New Way Forward

Taro's Origami Studio crowd-funding campaign started on August 1

**(Park Slope, NY)** Taro's Origami Studio, based in Park Slope Brooklyn, was founded 10 years ago as a hub for expanding origami to the world and is the only origami studio in the U.S. They have been teaching folders of all ages, as well as serving the needs of businesses across the country and beyond.

But during this pandemic, as everyone has struggled to find ways to connect, entertain, and grow, the origami studio has been closed to help keep their community safe. In the face of a pandemic, teaching groups of people origami indoors is simply not an option.

So with that in mind, this one-of-a-kind company has decided to take the difficult step of closing down their studio end of August, but this isn't the story of another small business falling to the pandemic. During the last few months, origami has actually become quite popular. In fact, even though the physical studio has been closed, on-line classes lessons and paper sales have increased by about 5 times compared to last year.

So after months of planning, Taro's Origami Studio is now ready to announce their vision forward: the creation of a brand-new Mobile Origami Studio!

Now instead of visiting retail locations in person, the studio can come to you and offer lessons, events, classes, and sales in safe environments throughout New York City and beyond to fulfill the larger demand for paper-folding.



It is an exciting chance to expand and help not just Park Slope, but also the under-served areas of NYC.

Inside the Mobile Studio there will be:

- A world-class origami library to help teach models
- State-of-the-art origami learning tablets
- A museum-quality selection of amazing origami models
- Senior staff to continue teaching guests
- A one-of-a-kind origami store

In order to promote this project Taro's Studio started a crowd-funding campaign at Indigogo on August 1st. The campaign will help this unique studio survive and expand their love of origami across the country.

#### **ABOUT THE CAMPAIGN LAUNCH:**

To get this vision off the ground, the studio has partnered with Indigogo to offer 3 great ways to support origami in your community :

- 1) You can buy discounted paper and lessons**
- 2) You can book a time for the mobile studio to come to you**
- 3) You can make a donation to the studio**

**<https://igg.me/at/Taros-Origami>**

###

#### **About Taro's Origami Studio:**



The endless flow of creativity is in each of us. Our mission @Taro's is to create an environment where freedom of expression is safely encouraged through origami folding.

By folding origami models one at a time with focus and care, anyone can enjoy the beauty of the process itself while expressing creativity from a sheet of paper into something completely new. Taro's Origami Studio continues to offer on-line classes, workshops, summer camps, and lessons for folders of all ages and skill levels.

*For press inquiries please contact:*

*Ben Friesen / Publicity / [Ben@tarosorigami.com](mailto:Ben@tarosorigami.com) / 574.238.4375*