

# VISUAL STUDIES WORKSHOP

31 Prince Street  
Rochester, NY 14607  
585-442-8676 ext. 112  
press@vsw.org  
www.vsw.org



For immediate Release

## “mE Tools” by masumiEDUCATIONAL

“mE Tools,” March 6–April 17, 2009 at Visual Studies Workshop

Opening Reception March 6, 6–9PM in the bookstore, 31 Prince St, Rochester, New York

Regular bookstore hours Thursdays–Sundays, Noon–5PM, open late on Thursdays until 8PM

This event is free to the public. For more information email: [info@vsw.org](mailto:info@vsw.org)

ROCHESTER, N.Y. — Visual Studies Workshop, a research and learning center supporting media artists for 40 years, presents “mE Tools,” new products from masumiEDUCATIONAL. Rethinking everyday objects used both inside and outside the classroom, masumiEDUCATIONAL has developed a forward-thinking toolbox aimed at increasing self-awareness and abandoning traditional views of time. Uniquely evolved clocks, dictionaries, textbooks, notebooks, journals, pencils, and anti-depressants are amongst the many products from masumiEDUCATIONAL that will be on display and available for purchase in the new bookstore at Visual Studies Workshop.

masumiEDUCATIONAL is a cutting edge company in the field of education. Since its founding in 1981, the company has been dedicated to providing learning tools for tomorrow's brightest. masumiEDUCATIONAL operates internationally from the southwestern desert of the United States. Go to <http://masumieducational.com> for more information.

