



STUDIO A T A O

ALL TOGETHER AT ONCE

WWW.STUDIOATAO.ORG



Studio ATAO is a nonprofit culinary production studio in New York City. We empower artists, organizations and brands of all sizes to build unforgettable live experiences around meaningful, socially impactful topics. Our events span the globe, bringing underrepresented creators, new technologies and conscious storytelling to public audiences.

Our work sparks intellectual discourse for real-world action. With every experience we create, our mission is to engage people in an authentic, open and adventurous way. We don't shy away from difficult topics – from the trials of immigration & assimilation to the hidden costs of tourism, we are willing to tackle tricky topics that make people uncomfortable and push the conversation forward.

A woman with long blonde hair is seated at a restaurant table, looking down at her smartphone. The table is set with white linens, glassware, and a small glass dome containing a dessert. In the background, other diners are visible, creating a warm, ambient atmosphere.

Our reach

We've hosted hundreds of immersive experiences across 8 cities in North America, including dinners, classes & workshops, gallery exhibitions and large-format presentations.

We've built an incredibly enthusiastic audience, selling out events in as little as 30 minutes, filling wait lists past the hundreds, and accumulating an 8,000+ loyal mailing list members. We're proud to have been named in the "Top 10 Dining Experiences" in multiple press lists across New York City and San Francisco.

"This is a tasting menu as intellectual exercise."

EATER

"...fostering dynamic and critical conversation about race, culture and stereotypes."

culture trip

THE HUFFPOST

edible
BROOKLYN

THRILLIST

BUSINESS
INSIDER

NOW
THIS

Forbes

WSJ

FOOD & WINE

A person wearing an Oculus VR headset and headphones is seated at a table in a social setting, possibly a bar or restaurant. They are holding a small object in their hands. In the background, another person is also wearing a VR headset. The scene is dimly lit with warm, bokeh-style light spots in the background.

Building events with
end goals in mind

1. Social Impact

Before we plan any logistics, we choose an important social topic to confront, creating detailed strategies to bring it to life in a genuine and experiential way.

2. Art & Culinary Content

We partner with new and established artists to develop custom experiences exploring a range of meaningful themes. From launch activations and pop-up shops to multi-sensory dining experiences, nothing is off the table.

3. Experimental Technology

We readily incorporate interactive and emerging technologies such as Augmented Reality, Virtual Reality, 3D depth sensors, 360° cameras and more into our pieces.

4. Audience Engagement

The final step, and the most important step, is actively including and engaging the audience in the dialogue. Studio ATAO events cut through small talk, attracting adventurous and attentive minds in technology, food & drink and social activism.





Current projects

Asian in America

An award-nominated traveling exhibition and 6-course dining experience that explores the complex narrative of the Asian American identity through food and drink, virtual reality, spoken word performance and poetry.

The ingredients, cooking techniques and alternating presentations of poetry and virtual reality recreations using the VR painting platform, Tilt Brush, take guests on a multi-sensory journey through the trials and triumphs of the Asian American identity, addressing topics from cultural hierarchies in the food system, the lack of the individualism granted to minorities, and the internalization of the “white savior” complex.

Learn more about Asian in America [here](#).



HIDDEN

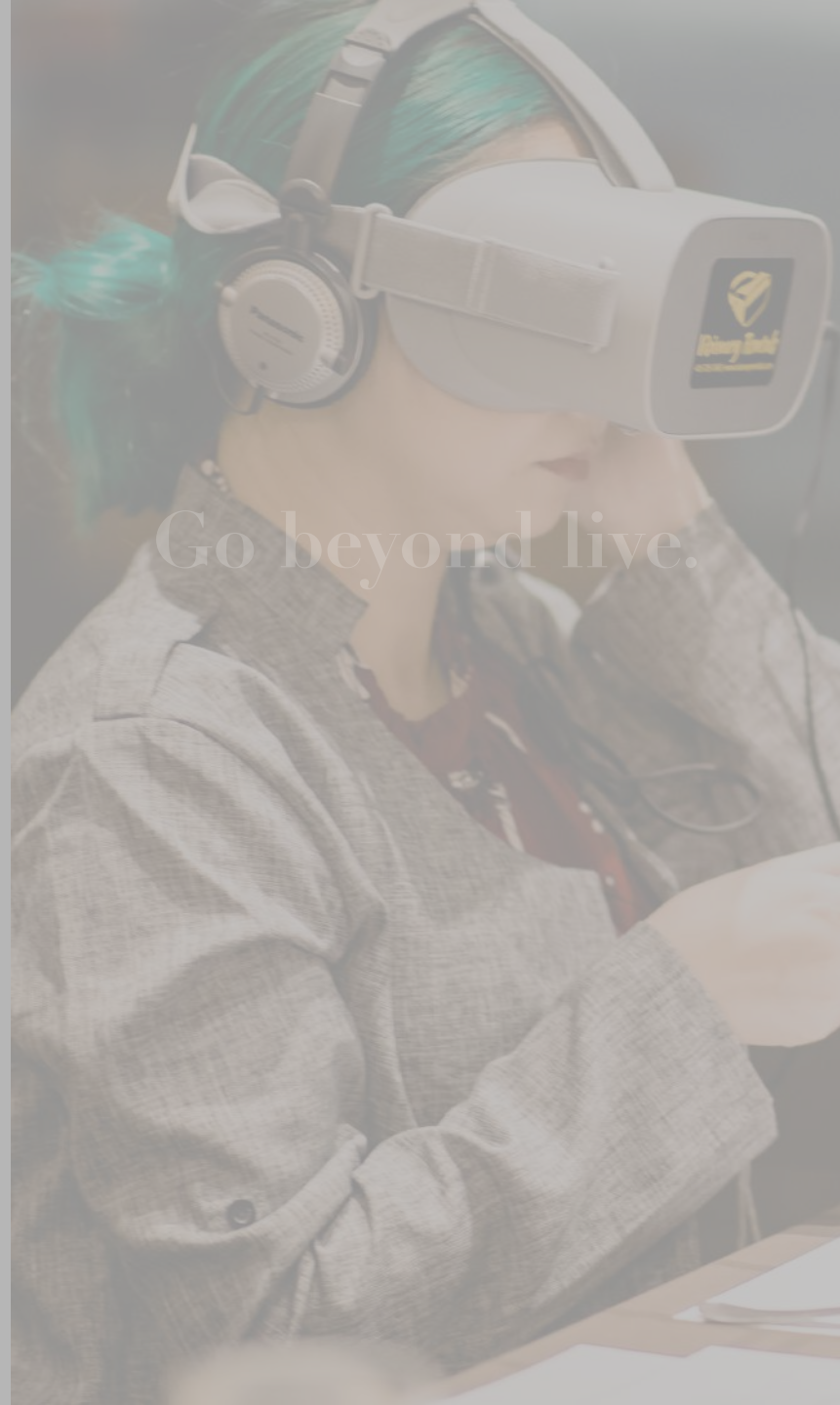
A multi-sensory experience combining immersive dance, spatial audio-driven virtual reality performance and food. HIDDEN captures the emotional turmoil and elation of self-discovery while examining the concepts of cognitive dissonance and confirmation bias.

Learn more about HIDDEN [here](#).





Plan the show.



Go beyond live.



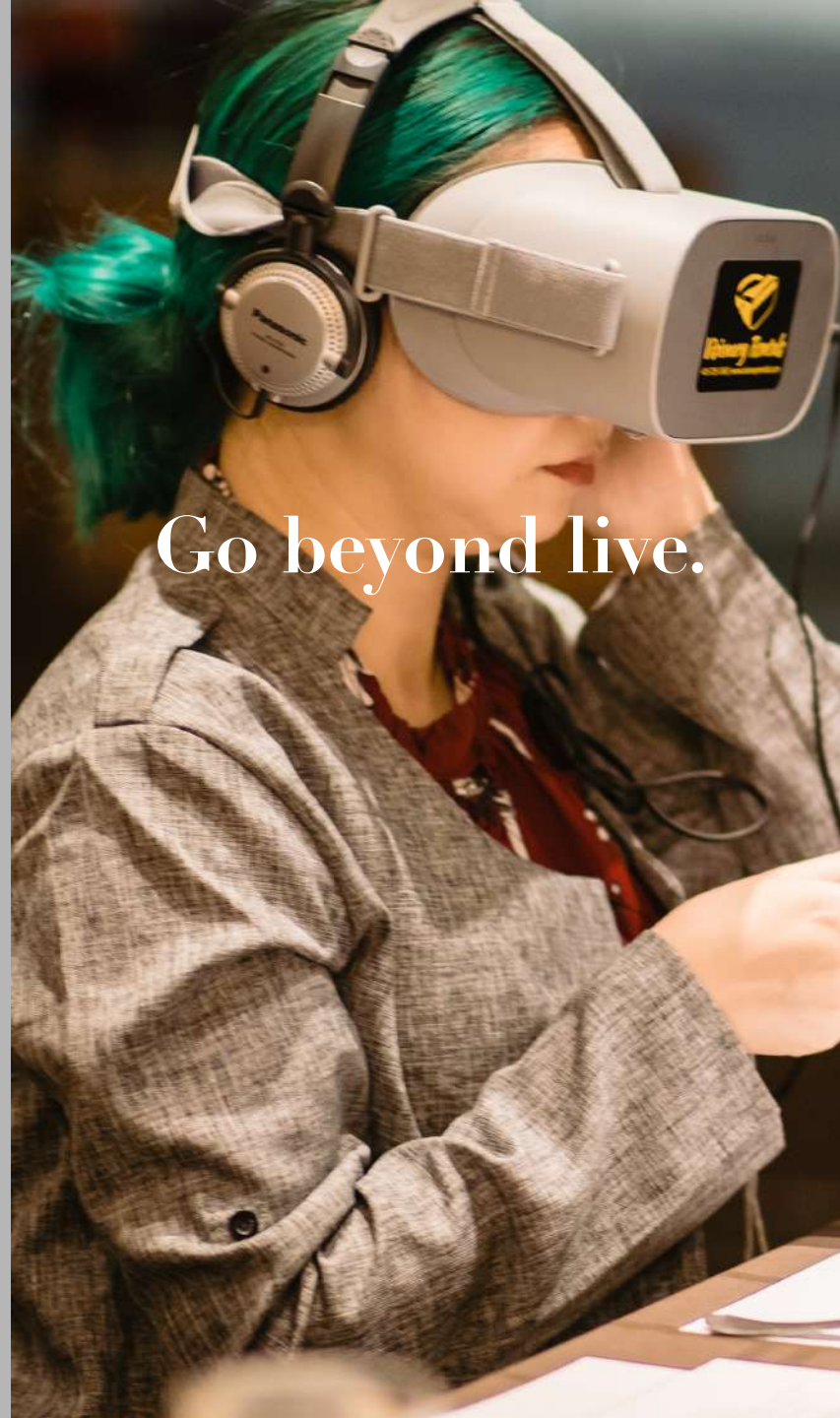
Open the doors.



We design your brand experience from the ground up, keeping your messaging and desired impact front-and-center. We don't shy away from controversial topics and unorthodox methods of delivery – we relish in it. Your team works directly with our experts in food, art, design and technology to map out a meaningful, effective event for your brand.



Plan the show.



Go beyond live.



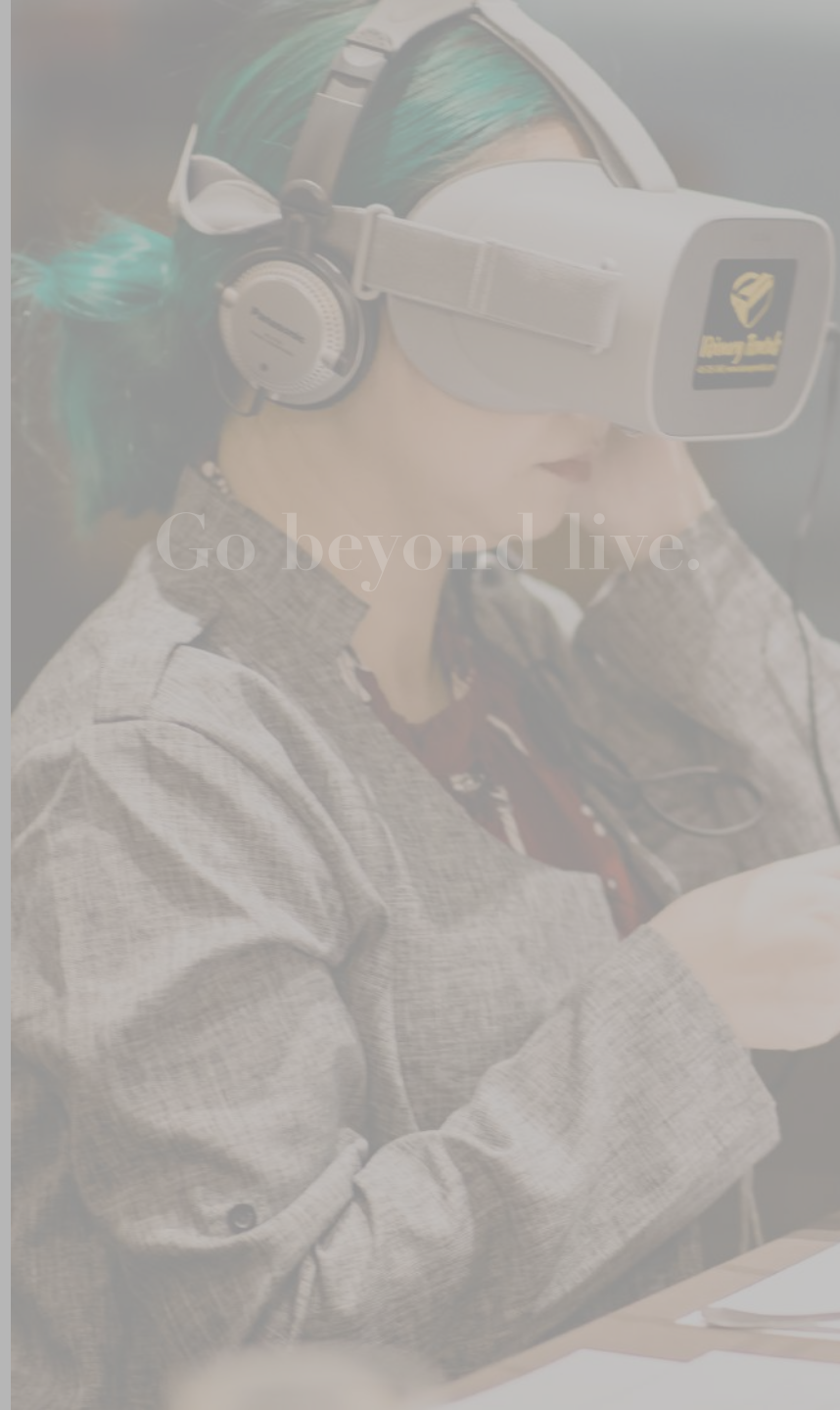
Open the doors.



We break away from formula to deliver purposeful experiences both during and after your event. From in-person VR and AR to stunning press, written short & long-form pieces, photo/video, social content, we bring your event to the world like never before.



Plan the show.



Go beyond live.



Open the doors.



From one-night pop-ups to nationwide tours, we run experiences to perfection at scale. We have worked top-notch hospitality teams across the U.S. and our network of professionals ensure events are smooth for organizers and guests alike.

Featured Clients



CHARLESTON[®]
WINE + FOOD



FOUR SIGMATIC[®]

Deloitte.

LOS ANGELES
**ASIAN
PACIFIC**
FILM FESTIVAL





Client Case Study:





Cayuga Collection partnered with Studio ATA0 to create an immersive VR/360° dining experience for their Jicaro Island Ecolodge location. Celebrating the food cultures of Nicaragua through the lens of eco-sustainability, we profiled three important aspects of Nicaraguan food culture – coffee, fish and markets – designing a guided 3-course tasting experience for the hotel’s guests and the Tourism Board of Nicaragua. We paired each course with custom 360° videos highlighting behind-the-scenes understanding of the origins and lifecycle of each of these ingredients and/or cultural aspects of the food, from land and sea to dish.

Learn more about **Storyteller in Residence: Nicaragua** at:
<https://studioatao.org/storyteller-in-residence>

<https://vimeo.com/283767290>

Let's create change together.

Our mission is to incite real-world action through active community discourse and understanding. We tackle pressing issues head-on and create experiences that inspire real engagement during an event and long after. By curating spaces for purposeful exploration, we invite people to be part of your brand's journey. We're excited to work with you to create something truly meaningful.

info@studioatao.org



Thank You

STUDIO ATAO

ALL TOGETHER AT ONCE