PACIFIC EXCHANGE
CHINA & U.S. MAIL
MARCH 6, 2017 through JANUARY 4, 2018

The Pacific Exchange China & U.S. Mail exhibition looks at the China and DMA relationship through the lens of the world’s oldest and most advanced postal systems. The exhibition explores the rich history of these systems and the role they have played in shaping the world we know today.

Smithsonian National Postal Museum
350 Mass. Ave. NW
Washington, DC 20001
www.uspsmuseum.org

Purchase tickets at US Post Office locations.
PACIFIC EXCHANGE EXHIBITION

ticket  poster  catalogue

collateral design for the Smithsonian's exhibition focusing on Chinese – U.S. relations through the study of mail and stamps
PACIFIC EXCHANGE
CHINA & U.S. MAIL
MARCH 6, 2017 THROUGH JANUARY 4, 2018

Smithsonian
A NOTE ABOUT

The Science of Taste

Preparing a first-class cocktail relies upon a deep understanding of its ingredients, the delicate alchemy of how they work together: their taste, aroma, and color. Most of all, mixing a sublime cocktail is a perfect combination of science and art. Primary taste sensations of saltiness or sweetness are well known to us, but what is not as fully understood is the complex relationships that these tastes have with each other and how they play a role in balancing drinks.

Man's apparatus of the sense of taste has been brought to a state of rare perfection.

Jean Brillat-Savarin  
Physiologie du Goût, 1825

Sugar is energy. Pure energy. There is a primal desire for sugar formulated into every one of us right from birth. Sugar has the effect of slightly reducing the perception of alcohol in a drink. It might be partly due to sugar reducing the volatility of the alcohol. It could also be a result of the brain's "reward" system, wherein the effect of the alcohol is lessened as a result of the positive sweet trigger. Our reward system recognizes the calories present in the sugar and chooses to ignore the negative chemesthetic effects of the alcohol. Liqueurs are the perfect case in point. A 40% ABV liqueur slips down a lot easier than 40% straight vodka. Tests have shown that sugar suppresses the intensity of bitter, acidic and salty flavors, too. But it does more than that: it actually makes those other tastes more pleasurable than if they were stand-alone – the satisfaction of a bittersweet glass of ale, the refreshing acid sting of a kiwi fruit, the indulgence of salted caramel.

Bitterness is by far the most complicated of the taste senses. It is thought that the tongue detects over 100 different types of bitterness (salt is just salt), and the molecules that have a bitter taste come in various different shapes and sizes. Unlike sugar, we are formulated with an aversion to bitterness. It's thought that this is as a result of most bitter substances being poisonous in big enough quantities. The flip side of this is that in smaller quantities bitter ingredients are often medical.
No. 8
BLACK HEART

1 oz.  Black Vodka
1 oz.  Fig Vodka
3 oz.  Crème de Cassis
dash of  Dry Vermouth

Shake with ice and strain into a cold goblet glass. Garnish with a split black fig.

The perfect combination of spooky and sweet for your never-ending parties. The Black Heart is sure to put everybody under its spell ... especially if they have a thing for vodka. So treat yourself to a night of dark drinks and even darker thoughts.

[16]
IDENTITY MARKS

01. bloomberg businessweek
02. citrus ranch corporation
03. the egg & i
04. j&m barbeque
05–08. smart™ cosmetics
Identity Marks

09. Award Wieners
10. Dollar General
11. Misschief Apparel
12. Hullabaloo! Baby Clothing