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Bishop Museum Collaborates With UNIQLO Ala Moana, Local Artist Jared Nagura, and Museum Educators and Scientists to Create New UTme! Designs

Colorful stamps reflect Bishop Museum's cultural and natural science collections, as well as its iconic buildings and Planetarium constellations.

Honolulu, Hawai'i — [Bernice Pauahi Bishop Museum](#), the State of Hawai'i Museum of Natural and Cultural History, has collaborated with [UNIQLO Ala Moana](#), local artist [Jared Nagura](#), and Museum educators and scientists to create new designs for UTme!, UNIQLO's custom printing service. The colorful stamps reflect Bishop Museum's cultural and natural science collections, as well as its iconic buildings and Planetarium constellations.

"It's exciting to work with UNIQLO again for this third series of Bishop Museum UTme! designs," said Kaelyn Okuhata, Bishop Museum director of corporate relations and partnerships. "We're appreciative of UNIQLO's partnership and their showcasing of local community organizations through the UTme! program."

UNIQLO's UTme! customization service encourages customers to express their creativity in an interactive way, utilizing the brand's UTme! 100% cotton t-shirts and canvas tote bags. Customers can design their own or choose from local collaborators to create one-of-a-kind UTs. Uploaded photos, unique messages, and custom stamps such as Bishop Museum's latest designs are then printed onto a t-shirt or tote bag in minutes, right in UNIQLO Ala Moana.

"Bishop Museum was one of our first UTme! partners in Hawai'i and we're pleased to collaborate with them again this year," said Chun En Choy, UNIQLO Hawai'i marketing manager. "We feel it's important to highlight the cultural and natural science collections the Museum stewards, as well as the knowledge held by its staff. Their latest designs reflect this in a colorful and engaging way."

Bishop Museum's UTme! stamps were designed by Jared Nagura, based on imagery and information shared by the Museum's subject matter experts. The more than 100 individual stamps represent cultural objects, Hawaiian plants and animals, the Museum's Hawaiian Hall and Planetarium, as well as the Hawaiian names and representations for constellations that can be seen in our night sky.

“I love when a project allows for the representation of Hawaiian language and culture,” said Jared Nagura, Maui artist and designer of Bishop Museum’s UTme! stamps. “I couldn’t have been more excited to work with Bishop Museum and be a part of an organization that has done an incredible job of upholding Hawaiian culture, values, and history for more than 100 years.”

Nagura's process in creating the designs stressed accurate representation of the real-life elements, while ensuring cohesion as a full collection.

“Educational and fun was the goal,” shared Nagura. “I hope the designs make people smile, helps them to learn something new, and feel great about supporting a museum that represents Hawai’i well.”

Bishop Museum's UTime! designs can be found at UNIQLO's Ala Moana Center store.

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About Bernice Pauahi Bishop Museum, the State of Hawai‘i Museum of Natural and Cultural History:

Bernice Pauahi Bishop Museum's mission is to inspire our community and visitors through the exploration, celebration, and perpetuation of the extraordinary history, culture, and environment of Hawai'i and the Pacific. The Museum was founded in 1889 by Charles Reed Bishop in memory of his wife Bernice Pauahi Bishop, a royal descendant of King Kamehameha I. Today, the Museum thrives as an educational center for the community and is widely regarded as the world's premier institution for Hawaiian and Pacific content.

Bishop Museum's vast collections of more than 25 million objects and specimens represent nine disciplines and include more than 22 million biological specimens, over 2 million cultural objects, 115,000 historical publications, and 1 million photographs, films, works of art, audio recordings, and manuscripts. These collections tell the stories of the cultures and biodiversity of Hawai'i and the Pacific as well as the proud legacy of scholarly research spanning 130 years.

Bishop Museum proudly serves more than 200,000 visitors each year, including 20,000 children on school visits.

To learn more about the Museum's research, collections, exhibits, and programs, visit [BishopMuseum.org](https://www.bishopmuseum.org), follow @BishopMuseum on [Twitter](#) and [Instagram](#), become a fan of Bishop Museum on [Facebook](#), visit Bishop Museum's [YouTube](#) channel, or call (808) 847-3511. Bishop Museum is a 501(c)(3) nonprofit organization.

Bishop Museum is proud to be an Equal Employment Opportunity and Affirmative Action Employer, and welcomes applicants from the military, veterans, and those with disabilities. Learn about careers at Bishop Museum at [BishopMuseum.org/Careers](https://www.bishopmuseum.org/Careers) and on its [LinkedIn](#) page.

[Bishop Museum Press](#) is Hawai‘i’s oldest book publisher and one of the first scholarly publishers in the Western Hemisphere, and has published over 1,200 titles and distributed over 1 million books in 72 countries worldwide.

Past news releases can be viewed and downloaded at BishopMuseum.org/NewsRoom.