

STRICT EMBARGO TUESDAY SEPTEMBER 26TH 9AM EST

**Modern Meadow Launches Zoa, the First Ever Biofabricated Leather
Material Brand**

On view this Fall at SoHo Pop-Up and the Museum of Modern Art

Nutley, NJ, September 26, 2017- Modern Meadow, the company applying biofabrication to transform how we make everyday goods, is previewing their first generation of materials at a pop-up exhibit in SoHo now through October 12th. After five years of research and development in the lab, Modern Meadow is excited to share a series of product prototypes with the public, and unveil the brand: Zoa. This begins a broader conversation about the design and manufacturing possibilities available with biofabrication.

In its first application, Modern Meadow is proud to debut its biofabricated leather materials at the Museum of Modern Art's exhibit [Items: Is Fashion Modern?](#) on view October 1st - January 28th. The company's in-house design team, led by biofabrication pioneer and Chief Creative Officer, [Suzanne Lee](#), have chosen to reinterpret an iconic item worn by revolutionaries: the graphic-tee. By applying biofabricated leather in a way that was not previously possible with traditional leather, like creating a stitch-less seam with liquid leather, they provoke new thought about the design potential offered with novel manufacturing techniques.

"Our technology enables designers to explore materials in exciting new ways, enabling never-seen-before functionality, aesthetics and performance possibilities," said Chief Creative Officer Suzanne Lee. "We are thrilled to be showcasing an example of our creative materials technology at MoMA, an institution respected worldwide for its dedication to design innovation and creative expression."

To complement the MoMA exhibit and to deepen the conversation about grown materials, Modern Meadow is holding a pop-up exhibit in SoHo now through October 12th to showcase a broader range of material prototypes. Revealing not just a first prototype product, but also the new material brand in a much anticipated sneak preview into our material world.

About Zoa

Zoa™ is the world's first biofabricated leather brand. Made by Modern Meadow, Zoa is the company's first generation of materials created with nature's essential protein, collagen, but grown completely without animal derivatives. Supple, durable, and flexible in form, Zoa biofabricated leather materials open up new possibilities in design and manufacturing not possible with traditional leather. Modern Meadow is currently partnering with world-class brands across luxury and consumer goods categories to grow products of Zoa, slated for release in 2018. Learn more at www.zoa.is

About Modern Meadow Inc.

Modern Meadow is pioneering biologically advanced materials. The company harnesses the power of design, biology, and engineering to produce the world's

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first biofabricated leather materials. Modern Meadow materials enable new design and performance possibilities, and, by partnering with some of the world's most cherished and innovative consumer brands, aims to bring new life to the material world.

Their unique and diverse team numbers over 70 people with expertise in molecular biology, material science, engineering and design. Modern Meadow is proud to have the support of world class investors such as Horizons Ventures, Iconiq Capital, ARTIS Ventures, Temasek, Breakout Ventures and Tony Fadell.

For more information, please visit www.modernmeadow.com or contact press@modernmeadow.com