

March 22, 2024

Zeon to jointly promote artworks using new proprietary material

Five new works by renowned artist Romero Britto to be presented
as a reference exhibit in a solo exhibition

Zeon Corporation (Zeon; head office: Chiyoda-ku, Tokyo; President and CEO: Tetsuya Toyoshima) announced on March 22 that it will hold a world premiere of artworks by renowned artist Romero Britto, using Zeon's new proprietary material in a joint promotion effort. Five new works will be displayed as a reference exhibit at the artist's solo exhibition, to be held at a department store in Tokyo starting on April 2.



Title: CLASSIC FLOWER POWER (by Romero Britto)

Left: As seen with the naked eye Right: As seen through a polarizing viewer

Zeon has developed a new material*1 that achieves unprecedented and innovative visual effects through the use of a proprietary liquid crystal material and a special coating process. Romero Britto created ten artworks using this material for the first time in the world, and five of them will be exhibited at the Zeon booth in his solo exhibition titled Be happy! at Isetan Shinjuku starting on April 2.

The artist's message for each artwork was designed as a latent image*2 invisible to the naked eye for an unprecedented form of expression. The displayed works, which will not be for sale, reveal hidden messages from the artist that can only be seen through a polarizing viewer. The new material is under development for cultivating future markets.

*1 Broadband cholesteric liquid crystals

*2 An image that cannot be seen with the naked eye. The technology applied to these artworks allows the images to be revealed when viewed through a polarizing filter.

Commenting on using Zeon's unique new material in his work, Mr. Britto said, "I have pursued various new forms of expression in the past, and this material immediately attracted my attention as a genuine innovation. I can create a design, which looks different when viewed through the polarized glasses compared to with the naked eye. This is an unprecedented form of creativity."

Because it is made using Zeon’s proprietary manufacturing process, the new material can also be used for anti-counterfeiting applications. Until now, anti-counterfeiting technologies have often been used on marginal or open areas so as not to affect the primary image of the product or artwork. Zeon’s technology represents a true innovation in that it can be used on visible parts due to its wide range of design possibilities.

Mr. Britto said, “This special material is excellent because it can be incorporated into the essential design of a work so that exhibit visitors can enjoy it with confidence in its authenticity. I’m delighted to present the world’s first artwork that incorporates this cutting-edge technology.” Expressing his enthusiasm for this first public presentation of his new work, he remarked, “I’ve hidden a special message for each of these paintings, and I hope every visitor will discover it. It’s fun to be able to secretly deliver a message in a way that has never been done before.”

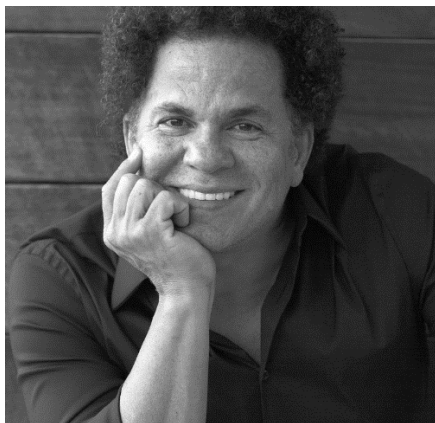
Zeon is actively pursuing businesses in completely new fields beyond its existing business domains. We consistently challenge ourselves to resolve social issues and realize a sustainable world by developing unique technologies and products.

For inquiries regarding the use of this new material, please contact us via our corporate website:
<https://www.zeon.co.jp/en/contact/>

Outline of Premiere Event for the New Artworks

Name: Be happy!
Venue: Isetan Shinjuku 6th floor Event Hall
Address: 3-14-1 Shinjuku, Shinjuku-ku, Tokyo, Japan 160-0022
Duration: Tuesday, April 2 to Sunday, April 7 (2024)
Hours: 10 a.m. to 8 p.m. (ends at 4 p.m. on Tuesday, April 2 and at 6 p.m. on the final day)

Profile of Romero Britto



Born in Recife, Brazil in 1963, Romero Britto taught himself to paint from an early age using newspapers and other media as his canvas. In 1983, he encountered the works of Matisse and Picasso in Paris, which led him to develop his vibrant, iconic style that blends cubism and pop. The *New York Times* has described his work as “full of compassion, optimism, and love.” He moved to Miami in 1988, and in the following year he was selected for Absolut Vodka’s Absolut Art alongside Andy Warhol and Keith Haring. His works have been chosen for numerous collaborations, including projects with Audi, Bentley, Disney, and Evian as well as the official poster art for the 2010 FIFA World Cup. He also teamed up with Cirque du Soleil to produce the halftime show for the 46th Super Bowl. A film about the artist is scheduled to be released in April 2024, raising the expectations even higher for his future activities (trailer on YouTube:

<https://youtu.be/NqsYSTXQWI8?si=3dORsXf4ggYaQDci>).

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