

SHISEIDO
140
Anniversary

SHISEIDO



Exposition

ART&BEAUTY

Shiseido 140 ans anniversaire

4 mai - 6 juillet 2012

UBS Genève, 35 Rue de Noirettes Genève, Suisse
En collaboration avec Shiseido Corporate Museum, Japon





L'art et la beauté, une histoire d'amour de 140 ans

A retrospective exhibition through Shiseido's art and design

Shiseido, the renowned Japanese cosmetics company, will celebrate its 140th anniversary this year. These 140 years of footsteps are also the history of creation of beauty values that have been making women beautiful as well as the history that has made cosmetics into art. In this exhibition, we would like to introduce products and advertisement productions that represent Shiseido, and through which Shiseido has perceived cosmetics as art and pursued beauty values to the maximum. The characteristics of Shiseido's designs come from the Shiseido Style, which is a unique design style that was born from the integration of Western culture and traditional sensitivity of Japan and refined and polished over many long years.

The beauty created by Shiseido has always evolved with the determination to create beauty awareness of the generation. Please enjoy the changes in shapes of beauty, which were expressed in each generation, and the never-changing heart of beauty through over a century.

We hope you will enjoy the beauty awareness, which we have constantly pursued from the time of the company's founding, and the spirit of Shiseido, which has pursued beauty that has been continuously upheld from the past to the present with determination

Concept and organisation : Sandra Recio



Exhibition

« Art & Beauty »

May 7th to July 6th 2012

Tuesday to Friday – 10:00 to 17 :00

UBS SA, Rue des Noirettes 35, Genève – Acacias

You are welcome to visit the exhibition any time you want.
Please note that groups of more than 5 persons have to be announced (see contact persons here under).

For further information please contact :
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UBS SA, Rue des Noirettes 35, Genève – Acacias