

# somexing artistic.

ART & BRAND COLLABORATIONS

PRESS RELEASE

For immediate release

## VOYAGE OF THE ROSE

*AN ARTISTIC ODYSSEY  
AT THE HEART OF  
ABSOLUE ROSE*

JUJU WANG  
KAROLINA HALATEK  
CASEY CURRAN  
DAIGO DAIKOKU



## immersive & experiential

Art installations in China For Lancôme

# VOYAGE OF THE ROSE

Created and produced by **Somexing Artistic** agency, specializing in collaborations between artists and brands, *Voyage of the Rose* is an immersive four-chapter journey imagined for Lancôme.

At its center lies the Absolue Rose – a timeless emblem of longevity, regeneration, and innovation for the Maison. Across four Chinese cities, four international artists were invited to interpret this iconic flower, each weaving a dialogue between art, science, and sustainable beauty.

**EXHIBITION: Voyage of the Rose**

**CLIENT: Lancôme**

**AGENCY: Somexing Artistic**

**CURATORS: Isabelle Gavalda & Lucille Enel**

**DATES: Summer 2025**

**CITIES: Shenzhen, Wuhan, Chengdu, Qingdao**

## ABOUT SOMEXING ARTISTIC

Somexing Artistic forges bridges between artists and brands, delivering unique collaborations and international art projects with cultural resonance.

## EXHIBITION OBJECTIVES

Elevate Lancôme image with inspiring contemporary art

Create immersive art experiences for luxury pop up

Strengthen Lancôme's art legitimacy through curation

## ARTISTS & INSTALLATIONS

- **Juju Wang** - *Garden of Everything* | Wuhan, April
- **Karolina Halatek** - *Ascent* | Qingdao, July
- **Casey Curran** - *Birth of an Icon* | Chengdu, August
- **Daigo Daikoku** - *A Gift from Eternal Rose* | Shenzhen, August



With Voyage of the Rose, Lancôme extends the radiance of the Absolue Rose beyond the realm of cosmetics, opening it to new forms of artistic expression. By entrusting its interpretation to four artists from diverse horizons, Lancôme reaffirms its commitment to innovation and cultural diversity.

Presented in several landmark venues across China, the project forges a privileged bond with local audiences while carrying a universal message about beauty and time. It reflects Lancôme's ambition to create experiences that intertwine emotion, meaning, and brand identity - strengthening its presence in the collective imagination.

# IMMERSIVE ART EXPERIENCES IN THE RETAIL ENVIRONMENT



Somexing invited **four international artists** to reimagine the Lancôme Rose through immersive art installations. Each installation was showcased in a different city during the summer in the golden shell of Lancôme clinic pop up spaces, placing art & retail side by side.

01

**JUJU WANG**  
Garden of Everything



03

**CASEY CURRAN**  
Birth of an Icon



02

**KAROLINA HALATEK**  
Ascent



04

**DAIGO DAIKOKU**  
A Gift from Eternal Rose



JUJU WANG

# A TIMELESS GARDEN OF LIGHT AND SHADOW

*In April 2025 in Wuhan, Chinese American artist Juju Wang, renowned for her poetic and immersive installations, unveiled Garden of Everything.*

Inspired both by the Domaine de la Rose - where the raw power of nature nourishes beauty - and by Pro-Xylane, the molecule discovered by Lancôme in 2006 that pushes the boundaries of life science, she created a majestic openwork sphere in stainless steel and gold leaf.

Its surface, engraved with delicate vegetal patterns, interacts with the light to project floral arabesques in motion: a landscape in perpetual transformation, like an invisible breath linking laboratory and garden.

Through this dialogue between material and light, tradition and modernity, vegetal poetry and scientific innovation, the work embodies the idea of an eternal cycle of regeneration, where every moment carries within it the promise of renewal.



Garden of Everything



“THE ESSENCE  
OF THE ROSE  
UNFOLDS  
INFINITELY  
THROUGH  
TIME.”

-Juju Wang



JUJU WANG is a Chinese-American installation artist recognized for blending traditional Chinese craftsmanship with contemporary art. She creates immersive, site-specific works that reference cultural heritage and natural elements. Her projects often reinterpret ancient motifs such as fans, silk, or windows into modern forms. Based in Shanghai, she has collaborated with luxury brands, museums, and international festivals. Her art aims to bridge East and West through poetic, experiential narratives.

A photograph of a woman standing on a circular platform in a large-scale light-based environment. The installation consists of a series of concentric, glowing white circles that spiral upwards, creating a misty, ethereal atmosphere. The woman is looking up at the spiral, and the floor is a polished, reflective surface.

KAROLINA HALATEK

# A LUMINOUS SPIRAL TOWARD ETERNITY

*In July, in Qingdao, Polish artist Karolina Halatek, known for her large-scale light-based environments, presented Ascent, a five-meter-high spiral of mist and light.*



The artwork serves as a metaphor for longevity and timeless transformation. Driven by a fascination with the spiritual and the sublime, Halatek infused her vision of eternity into the piece. Ascent draws from both the visible and the invisible, weaving together microscopic observations, electromagnetic wave dynamics, atmospheric phenomena, and spiritual epiphany. Balancing between the natural and the supernatural, the installation places each visitor at the center of the experience. Light and mist combine to create a dynamic environment that opens a new dimension, encouraging altered perception and the exploration of new sensory horizons.



“THE ASCENT  
EVOKE THE  
PERPETUAL  
CYCLES OF  
LIFE.”

- Karolina Halatek



KAROLINA HALATEK is a Polish visual artist working with large-scale light installations and immersive environments. She explores light as both material and metaphor, creating contemplative, almost spiritual spaces. Her works have been presented in Europe, the Middle East, and Asia. Halatek often collaborates with scientists and engineers to realize technically ambitious projects. She seeks to engage audiences through transformative encounters with light and space.

CASEY CURRAN

# A CONSTELLATION OF ROSES SUSPENDED IN TIME



*In early August in Chengdu, internationally acclaimed American artist Casey Curran, based in Seattle, unveiled Birth of an Icon, a majestic installation designed as a constellation celebrating the birth of Absolue.*

Composed of hundreds of suspended roses forming a “galaxy of petals,” the artwork evokes both the mysterious depths of the night sky and the delicate blossoming of spring. Birth of an Icon tells the story of a new beginning, where timeless beauty is revealed and redefined through transformation. With this creation, Curran explores the notion of permanence within change, capturing fleeting moments of constant evolution while preserving a sense of continuity - bestowing beauty with a glow of eternity.





“A GALAXY, DRAWING LIFE  
FROM ITS OUTER EDGES  
AND DISTILLING IT INTO  
A PERFECT FORM.”

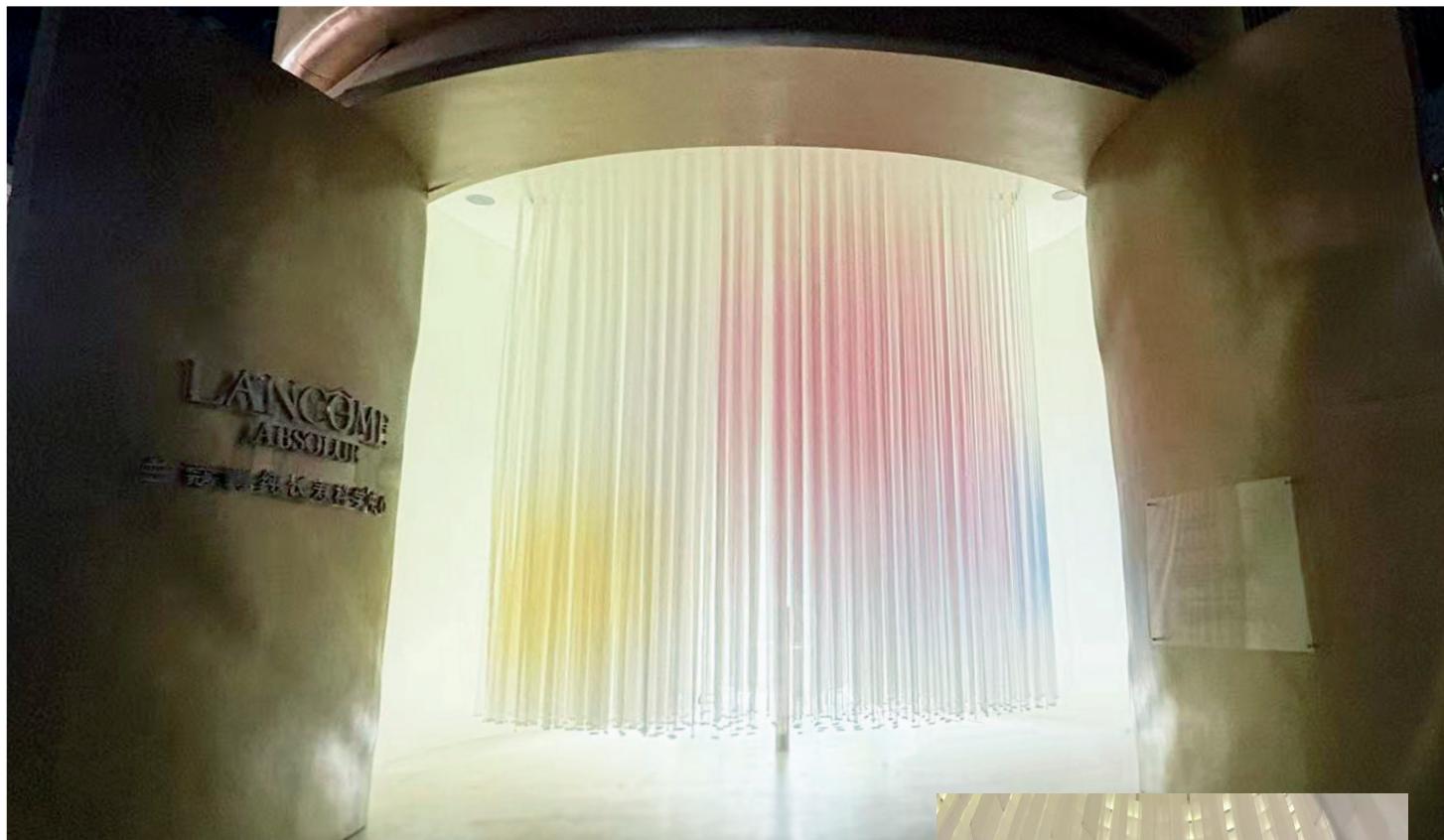
- Casey Curran



CASEY CURRAN is Seattle-based sculptor and installation artist known for intricate kinetic works that merge art, technology, and ecology. His hand-cranked and motorized mechanisms evoke cycles of growth, decay, and rebirth. Curran has collaborated with institutions like Meow Wolf and exhibited widely across the U.S. and abroad. Themes of interconnectedness and impermanence run throughout his practice. His works often invite viewers into poetic, meditative experiences.

DAIGO DAIKOKU

# CONTEMPLATION OF THE ETERNAL ROSE



*This artistic journey concluded in Shenzhen, at the end of August, with the exhibition of A Gift from Eternal Rose by Daigo Daikoku. The Los Angeles based creative director blends art, lifestyle, and technology to craft bold, immersive experiences.*

Paying tribute to Lancôme's Absolue Rose, the installation immerses visitors in an environment where light, silk, and sound interact. At the center, a suspended rose; around it, hand-dyed silk ribbons slowly turn on a mobile, synchronized with a gentle melody.

Light filters, silk shimmers, and the boundaries between nature and humanity, time and stillness, dissolve. The work celebrates beauty shaped by the passage of time, inviting visitors into profound sensory contemplation.



“A GIFT FROM  
ETERNAL ROSE  
TRANSPORTS  
VISITORS INTO A  
SYMBIOTIC SPACE  
THAT AWAKENS  
ALL FIVE SENSES.”  
- Daigo Daikoku



DAIGO DAIKOKU is Japanese contemporary artist specializing in large-scale, site-specific installations. He integrates traditional Japanese aesthetics with modern materials, often inspired by nature and ephemerality. Daikoku's works invite audiences into sensory experiences of light, shadow, and movement. Exhibited internationally, his practice connects architecture, sculpture, and environmental awareness. He seeks to create spaces that heighten presence and contemplation.

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## THE ART OF COLLABORATION

By leveraging an international network of creators, Somexing Artistic agency envisions each collaboration as a unique opportunity to strengthen a brand's identity or reveal new facets. Somexing offers 360° services that enable brands to collaborate effectively with talented contemporary artists.

### 360 ° CAMPAIGN

UNLEASH THE POWER OF ART ALL OVER



### ART DISPLAY

IN THE DIGITAL AND PHYSICAL ENVIRONMENT



### LIMITED EDITION

ARTISTIC & FESTIVE PACKAGING



### COLLECTIBLES

PRESTIGE EDITIONS & CAPSULE COLLECTIONS



### BRAND X ART EXHIBITION

IMMERSIVE EXPERIENCE



### ARTIST WORKSHOP

ART EXPERIENCE FOR SALES & KOLs



## Links



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