

ARTS AND ENTERTAINMENT

Loewe boosts overseas art installation in honor of Pride

May 2, 2023



The painter added rainbow imagery to his climate change-themed work as the subject for the new mural, on display until May 28, 2023 in a city shopping center. Image credit: Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe** is celebrating inclusivity with the help of a Japanese artist.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand was among the sponsors of the Tokyo Rainbow Pride Festival 2023, which kicked off on Tuesday, April 23. Bringing together support for the LGBTQIA2+ community and a tradition of platforming the arts, Loewe collaborated with the local acrylic painter known as **Torajiro** on an installation for the occasion, on display until May 28, 2023.

Off the walls

The artist's resulting work is a vibrant mural as Tokyo's Shibuya Parco shopping center.

Entitled "The Ark Named Ordinary Days," the piece is a reworking of one of Torajiro's existing paintings, newly splashed with rainbows to mark the occasion.

In celebration of Tokyo Rainbow Pride Festival 2023, LOEWE has collaborated with Japanese artist TORAJIRO to create an installation in Shibuya.

Visit the installation at Shibuya Parco, Tokyo through May 28. [#LOEWE](#)
pic.twitter.com/47wGCB1YTk

LOEWE (@LoeweOfficial) [April 26, 2023](#)

People sit amongst animals of all kinds, from sheep to horses to doves. They look gently at the accompanying humans, one of which reads with a restful cat and elephant.

The indoor space is meshed with nature, not just in species, but in flora. Tufts of grass rise through the slabs of wood flooring and a tree stands stoically in the background against a turquoise wall.

A set of stairs rising to the next level of shops is attached to the wall, painted in bubble gum pink, yellow, mint and sky blue.

[#TRP2023](#)

pic.twitter.com/PIofPfBse5

TORAJIRO (@torajiro_art) [April 23, 2023](#)

According to Torajiro, the original piece is a nod to the lack of understanding that the natural world's resources are finite, providing an explanation via Instagram.

"The earth is getting harder and harder for people to live on, and man himself makes it so," he says.

"In 'The Ark Named Ordinary Days,' we are under the illusion that this beautiful world will last forever."

Torajiro is known for his bright colors, animal imagery, queer representation and biblical imagery. He takes inspiration from contemporary artists such as Mark Rothko, the famed Latvian-American abstract painter, and fellow Japanese pop artist Yoshitomo Nara whose mantras have recently inspired British fashion house Stella McCartney activations ([see story](#)).

[View this post on Instagram](#)

A post shared by TORAJIRO (@torajiroart)

Loewe has recently made many shows of support for the artist community at large, through collection drops ([see story](#)), campaign themes ([see story](#)) and competitions ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.