

Zentis Osaka Presents An Immersive Experience With 'Zentis Art-in-Residence: itu's Crossover' – A Collaboration With Artist itu'

OSAKA (July 16, 2024) – Paris-based Japanese artist itu', who has garnered international recognition for his eccentric style, has brought his vision to Zentis Osaka with a captivating installation that has the design-forward hotel featuring works specially created by the artist for this pop-up not only throughout its public spaces, but also as part of a bold transformation of one of its Corner Studios.

Dubbing it 'crossover', itu' took inspiration for the exhibition from his own experiences at the upscale, lifestyle hotel. "Zentis is a place where diverse people gather – regardless of nationality, generation or culture – and where each person's values transcend borders and naturally intermingle," observed [the artist](#).

"Similarly, with this installation, I'm endeavoring to eliminate the boundary between art and people by blurring the lines between the traditional perception of art – which is merely for viewing and appreciating from a distance – and everyday items," said itu'. "While the work being viewed and the viewer are separate entities, naturally, the relationship between them changes depending on how they interact and the factors surrounding an interaction."

Embodying that 'crossover' sentiment, itu's creations for Zentis Osaka's debut 'Art-in-Residence' program not only encompass over a dozen canvases on display throughout the hotel, but his free-spirited artistry has also been applied to non-traditional mediums such as glassware as well as the furnishings, curtains, bedding and other everyday items found in the singular Corner Studio room that's been temporarily re-imagined into 'itu's Art Studio'.

Those who book a stay in 'itu's Art Studio' will not only have the opportunity to enjoy the immersive art experience throughout the hotel and in their one-of-a-kind accommodation, but will also be able to take their in-room slippers – specially painted by the artist, with no two pairs alike – home as keepsakes.

In the public spaces, the boundaries between art and the hotel are stretched further with two staff sporting custom-painted uniforms by itu', including stylish footwear – echoing the artistic sneakers and array of impressive collaborations that first drew attention to him.

At UPSTAIRZ Bar, award-winning head bartender Norihiko Furuse has concocted an original cocktail that's as layered in flavors and aromas as itu's distinctive style. The vodka-based drink opens with a subtle scent of cedar and notes of sweet white peach before an earthy aroma of sandalwood rounds out the sophisticated cocktail experience.

Born in Japan's Aichi prefecture, itu' taught himself to paint and, in 2014, opened his own atelier in the Marais district of Paris – his playful style and vivid palette unbound by conventional canvases from the start. Over the past decade, he's held shows in France and Singapore, hosted pop-up exhibitions, produced murals and collaborated with well-known brands.

“Since we first arrived on Osaka's hotel scene four years ago, we set out to be a cultural hub for art, music and craftsmanship,” explained Kiyotaka Saito, Zentis Osaka's new general manager. “Through collaborations with artists like itu' and other cultural pursuits – such as our ‘Salon de Zentis’ series, which is a collaboration with acclaimed music producer Naoki Tachikawa celebrating legendary musicians – we're offering our guests new encounters that, hopefully, broaden their ideas and experiences of Japan.”

Appointed general manager ahead of the property's fourth anniversary, Saito brings a breadth of experience, including nearly three decades with Palace Hotel Group – the company behind the Zentis brand – spent working across various hotel departments. The early part of his career included a year spent in London immersed in the inner workings of world-renowned properties such as The Savoy, Claridge's, The Connaught and The Berkeley as part of Palace Hotel Group's cross-training program. New to Osaka, the Tokyoite looks forward to getting acquainted with his new home city as it prepares to welcome travelers from all over the world for Expo 2025.

'Zentis Art-in-Residence: itu's Crossover' is on now through September 30, 2024. Bookable through October 31, 2024 (subject to availability), a stay in 'itu's Art Studio' starts from JPY45,000 per night, inclusive of taxes and service charge.

For more information, or to book a stay, please visit: www.zentishotels.com

ABOUT ZENTIS OSAKA

[Zentis Osaka](#) is the debut property of Palace Hotel Group's Zentis label, a brand with designs on raising the bar on select-service hospitality. Sixteen stories tall, the contemporary build features interiors by internationally renowned UK design firm Tara Bernerd & Partners and a pedigree that stems from the award-winning Palace Hotel Tokyo – the independent, homegrown brand that has redefined luxury Japanese hospitality.

Subtly edgy, wonderfully Japanese and naturally resplendent, the 212-room hotel pays homage to a city known for its industrious charm with an industrial chic look and laid-back feel. Osaka's first addition to the bespoke collection of Design Hotels features local design touches, including *shigaraki-yaki* bedside tables crafted in the kilns of Shiga, *shodo*-inspired wallpaper installations and contemporary works by a local artist.

The dining concept at UPSTAIRZ – the hotel's lounge, bar and restaurant – was conceived by a team with a Michelin-star track record and features a menu with Japanese and French influences.

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