NEWS RELEASE

October 28, 2022

Collaboration with Fantasista Utamaro!

Welcoming Foreign Visitors with Japanese Traditional Pop Artwork

-ATM Wrapping Project-

Seven Bank (Seven Bank, Ltd.; Head Office: Chiyoda-ku, Tokyo; President and Representative Director: Masaaki Matsuhashi) is collaborating with Fantasista Utamaro, a New York-based artist, on a design project on Seven Bank ATMs in Kabukicho (Shinjuku-ku, Tokyo); Shimbashi (Minato-ku, Toyo); and Diamor Osaka (Osaka-shi, Osaka). The ATMs with unique decorations and special effects will welcome customers for a limited time.

<Fantasista Utamaro>   <Wrapping Design>   <Digital Signage>

Inspired by Japanese traditional performing arts, Utamaro created the design under the theme of *Omotenashi,* or hospitality, and embodies "endless proliferation," a concept that is at the base of all his works. Utamaro's comment: I am extremely honored to be a part of the Seven Bank's ATM wrapping project. As my life concept, I created the artwork, hoping that foreign visitors' stay in Japan will be more memorable and this project will lead to a further blossoming of the Japanese culture."

Digital signage in the ATM section will show videos with neo-Japanese pop music. Furthermore, by scanning the QR code on the artwork with your smartphone, you can activate Instagram Stories and create your original images using AR filters. Seven Bank's ATMs accept cards issued overseas, and the space provides a unique experience linked to innovative Japanese art and SNS for all our customers, including foreign visitors.

<Instagram>

SEVENBANK_ARTPROJECT
7BANKOFFICIAL

<QR コード>

We expect the number of foreign visitors and residents to gradually increase as Japan eases its border restrictions significantly. More than 26,000 Seven Bank ATMs nationwide cater to a wide range of needs for cash withdrawal: customers can choose from 12 languages for screen and withdraw Japanese yen with major foreign-issued cards. The ATMs also offer DCC services in 34 currencies.

We are constantly striving to improve our services further to realize Seven Bank's purpose: Create a better version of daily life by going beyond the wishes of our customers.

*The QR code is a registered trademark of Denso Wave Incorporated
*How to use cards issued overseas   https://www.sevenbank.co.jp/intlcard/
*Details on the DCC service https://www.sevenbank.co.jp/corp/news/2022/pdf/2022070701.pdf

■Limited-Edition ATMs

ATM Location	Detail	Date of Installation
Kabukicho, Shinjuku Branch office	1-5-4 Kabukicho, Shinjuku-ku, Tokyo, 160-0021 https://pkg.navitime.co.jp/sevenbank/spot/detail?code=0000007516&lang=en	October 27
Shimbashi, Minato-ku Branch office	2-15-11, Shimbashi, Minato-ku, Tokyo, 105-0004 https://pkg.navitime.co.jp/sevenbank/spot/detail?code=0000007534&lang=en	October 28
Diamor Osaka Branch office	Ekimae Diamond Chikagai, Umeda 1-chome, Kita-ku, Osaka City, Osaka, 530-0001 https://pkg.navitime.co.jp/sevenbank/spot/detail?code=0000005135&lang=en	October 29

■About Fantasista Utamaro: https://www.fantasistautamaro.com/

Visual artist, illustrator, textile pattern artist, graphic designer, and animation director based in Brooklyn, New York. Representative of Kotobukisun. His work features designs with vivid colors based on Japanese pop culture. He is expanding his activities in fine art, movies, and visual works. Recently, BBC's Tokyo Olympics trailer, the project he joined as an art director in 2021, won a British Academy Film Award.

「BBC -Lets Go There- BBC's 2020 Tokyo Olympics Commercial Film 」

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