

## **Yayoi Kusama**

### **"Life of the Pumpkin Recites, All About the Biggest Love for the People": The China Project of Love & Life**

**November 12th to 17th, 2024, Shanghai China**

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Yayoi Kusama's iconic artwork *"Life of the Pumpkin Recites, All About the Biggest Love for the People,"* part of the China Project of Love & Life, is Kusama's largest pumpkin sculpture to date. It will be displayed for the first time in China from November 12-17, 2024, at Shanghai North Bund, sponsored by HEYTEA. This 10-meter sculpture, adorned with Kusama's signature polka dots, embodies her lifelong themes of love, unity, and peace. Bringing this work to China not only fosters dialogue between contemporary art and global audiences but also amplifies Kusama's enduring message of love and life. In a time when the world craves unity and understanding, this Project serves as a poignant reminder of the power of art to bridge cultures. Through this installation, Kusama reaffirms the importance of harmony and connection, resonating with China and beyond.

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### **The China Project of Love & Life**

It is with great excitement that Yayoi Kusama's monumental work, *"Life of the Pumpkin Recites, All About the Biggest Love for the People,"* will be coming to China for the first time as part of the traveling project titled "CHINA PROJECT OF LOVE & LIFE." This extraordinary installation, which debuted in Paris,

embodies Kusama's deeply personal connection to the pumpkin, a recurring motif in her art since the late 1940s. Bringing this work to China not only extends the dialogue between contemporary art and global audiences but also amplifies Kusama's timeless message of love and life. At a time when the world yearns for unity and understanding, this exhibition serves as a poignant reminder of the power of art to bridge cultures, spread peace, and inspire collective hope. Kusama's work embodies her message of love and peace, intended to resonate with China and the world. Through this installation in China, she conveys the enduring importance of unity and harmony in today's world.

HEYTEA is proud to sponsor the CHINA PROJECT OF LOVE & LIFE, which will launch in China from November 12-17, 2024, at North Bund Shanghai, China.



*Life of the Pumpkin Recites, All About the Biggest Love for the People, 2019 Installation view, FIAC Hors les Murs, Place Vendôme, Paris © YAYOI KUSAMA, Courtesy of Ota Fine Arts, David Zwirner, Victoria Miro and YAYOI KUSAMA FOUNDATION. Photography © Marc Damage*

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## The China Project Limited-edition Packaging and Merchandises

HEYTEA is honored to be the sponsor of the China Project of Love & Life. During the Project, HEYTEA will release a series of limited-edition packaging and merchandises at its stores worldwide. These exclusive items include limited-edition drink cups, artfully designed paper bags, and whimsical cup sleeves. Additionally, specially crafted keychains and mugs will further enrich the Project's artistic charm. All these items will only be available as gifts at all HEYTEA stores during the Project, strengthening the emotional connection between HEYTEA and its customers.



## **About HEYTEA**

In 2012, HEYTEA opened its first store in a small alley along the river in Jiangmen, Guangdong, introducing the world's first cheese-topped brewed tea and officially kicking off a new era of tea culture in China. From that moment, the meeting of traditional tea culture with modern innovation sparked endless new possibilities.

In 2018, HEYTEA took a bold step by launching the beloved BOBO Tea series, blending playful packaging and brand identity. This infusion of youthfulness, vitality, and charm breathed new life into the ancient tea tradition. The iconic design quickly captured the hearts of young urbanites, becoming a comforting companion in their daily lives. The round, cheerful BOBO bubbles embody joy and healing energy, making each sip a moment of joy and a reason to smile.

In 2024, HEYTEA introduced the creative short film "Adding a Touch of BOBO to the World", sharing a series of delightful and unexpected stories showcasing how BOBO elements bring fun and joy to everyday life. With warmth and humor, the film conveys the brand's core message: even in uncertain times, we can find the joy in life through smiles and love.

# 给世界加点波波



以波波为媒介，以爱与生命为桥梁，  
喜茶与艺术家草间弥生，用南瓜生命吟诵大爱。



红豆波波茶、桃露糖波波真乳茶、水牛乳双拼抹茶  
超多肉芒芒甘露、芒芒甘露（百利）、双豆波波茶、桃露糖波波牛乳（百利）  
\*以上饮品使用草间弥生 CHINA PROJECT LOVE&LIFE 艺术包装

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## About the Artist Yayoi Kusama

Yayoi Kusama grew up in a family that cultivated plant seeds in Matsumoto, where she became intimately familiar with the kabocha squash that surrounded her childhood home. In her autobiography, "Infinity Net," Kusama reflects on her lifelong fascination with the pumpkin's "charming and winsome form" and its "generous unpretentiousness," qualities that resonated with her both aesthetically and spiritually. This deep connection to the pumpkin has made it a recurring motif in her art since the late 1940s.

In Kusama's artistic philosophy, she conceptualizes the sun, the moon, and the earth as spheres, and each human being as a unique polka dot among many. She emphasizes that no dot can exist in isolation; instead, each one relies on the others, symbolizing an ideal society where individuals support one another. This theme of infinite repetition and interconnectedness is a hallmark of Kusama's work, now recognized and celebrated far beyond the art world.

In the context of her work "*Life of the Pumpkin Recites, All About the Biggest Love for the People,*" these ideas take on even greater significance. The installation not only reflects Kusama's deeply personal connection to the pumpkin but also serves as a powerful metaphor for unity and collective harmony. By bringing this work to China, Kusama extends her message of love and peace to a global audience, reinforcing the enduring importance of connection and support in today's world.

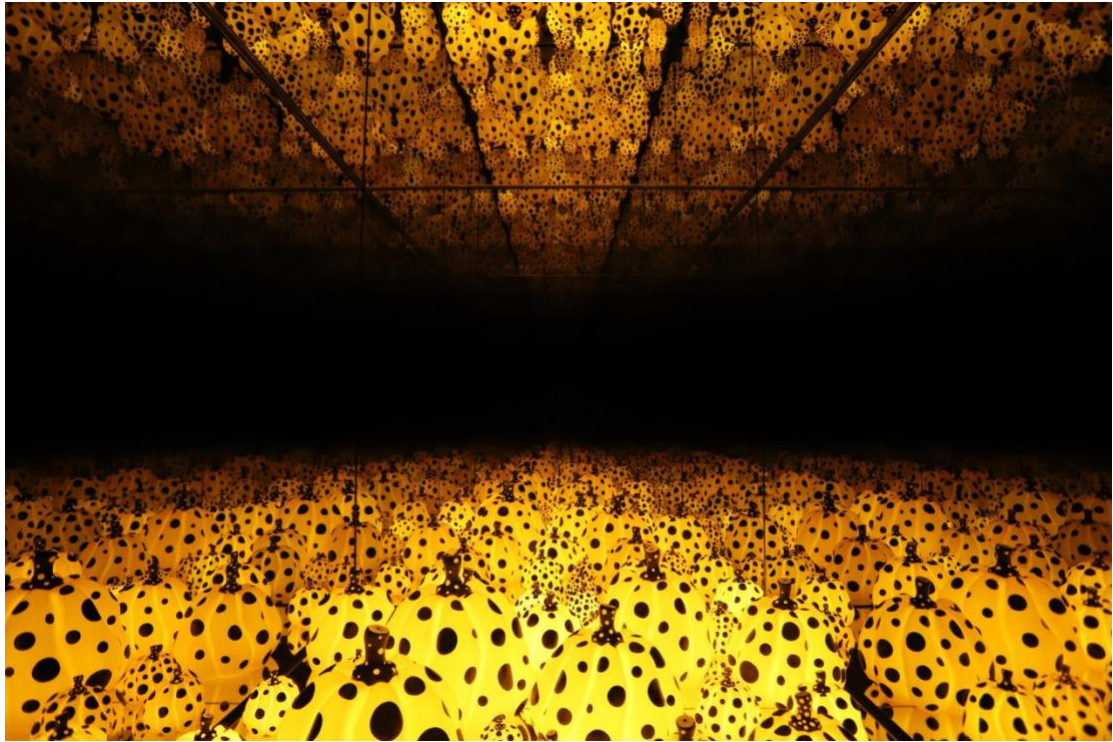


Kusama with *Pumpkin* at Aichi Triennale, 2010

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*Prayers for Peace*, 2015, ©YAYOI KUSAMA, Courtesy of Ota Fine Arts, YAYOI KUSAMA FOUNDATION



*Pumpkins Screaming About Love Beyond Infinity*, 2017, ©YAYOI KUSAMA, Courtesy of Ota Fine Arts, YAYOI KUSAMA FOUNDATION



*Infinity Mirrored Room—The Eternally Infinite Light of the Universe Illuminating the Quest for Truth*, 2020, ©YAYOI KUSAMA, Courtesy of Ota Fine Arts, YAYOI KUSAMA FOUNDATION





*A Bouquet of Love I Saw in the Universe*, 2021, Installation view at Gropius Bau, Berlin. ©YAYOI KUSAMA, Courtesy of Ota Fine Arts, YAYOI KUSAMA FOUNDATION



*I Spend Each Day Embracing Flowers*, 2023, Installation view at David Zwirner, New York, ©YAYOI KUSAMA, Courtesy of Ota Fine Arts, YAYOI KUSAMA FOUNDATION

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喜茶携手草间弥生共同呈现  
《南瓜的生命吟诵着，一切关乎给人们最大的爱》  
爱与生命之中国展览 **China Project of Love & Life**

草间弥生迄今最大的南瓜雕塑  
2024年11月12日至17日首次登陆中国

喜茶携手草间弥生共同呈现《南瓜的生命吟诵着，一切关乎给人们最大的爱》爱与生命之中国展览 China Project of Love & Life。该作品是她迄今为止最大的南瓜雕塑，将于2024年11月12日至17日首次登陆中国，在上海北外滩国客中心展出。这座10米高的雕塑覆盖着草间弥生标志性的波点图案，表达了她一生倡导“爱、团结与和平”主题。

这次在上海北外滩的展出，不仅推动当代艺术与全球观众之间的交流，更加深了草间弥生对“爱与生命”永恒主题的信念。在当今这个渴望团结与理解的时代，这件南瓜雕塑提醒我们艺术的力量可以跨越文化障碍，传递希望与爱。通过此次展览，草间弥生再一次强调和谐与连结的重要性，一起与中国及全球观众互相共勉。

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认识草间弥生迄今最大的南瓜雕塑《南瓜的生命吟诵着，一切关乎给人们最大的爱》 ***"Life of the Pumpkin Recites, All About the Biggest Love for the People"***

草间弥生《南瓜的生命吟诵着，一切关乎给人们最大的爱》爱与生命之中国展览 China Project of Love & Life 将首次来到中国。这座极具纪念意义的装置首次亮相于 2019 年的巴黎，展现了草间弥生与南瓜之间深厚的情感联系，凝结了她自 20 世纪 40 年代以来对“南瓜”这一符号的独特情感与艺术探索。这次在中国展出，不仅推动当代艺术与全球观众之间的交流，更加深了草间弥生对“爱与生命”永恒主题的信念。在当今这个渴望团结与理解的时代，这件南瓜雕塑提醒我们艺术的力量可以跨越文化障碍，传递希望与爱。

草间弥生的作品体现了她所传递的爱与和平的信息，旨在引发与中国和全世界的共鸣。借由这次在中国展出，传达团结与和谐对当今世界的持久重要性。

喜茶携手草间弥生共同呈现《南瓜的生命吟诵着，一切关乎给人们最大的爱》爱与生命之中国展览 China Project of Love & Life，将于 2024 年 11 月 12 日至 17 日首次登陆中国，在上海北外滩国客中心展出。

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## 关于 **China Project of Love&Life** 限定周边商品

为将草间弥生《南瓜的生命吟诵着，一切关乎给人们最大的爱》爱与生命之中国展览 China Project of Love&Life 这份温暖传递给更多人，喜茶将在全球门店特别推出限时限量草间弥生 China Project Love&Life 艺术周边。这些周边商品由草间弥生监督制作；其中涵盖了限量版饮品杯、艺术设计的纸袋、精美的保温袋以及趣味十足的杯套。此外，还有专门打造的限量艺术挂件与马克杯。所有周边为非卖品，限定期间仅在喜茶中国及喜茶海外门店随产品套餐限时赠送。

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## 关于喜茶 **HEYTEA**

喜茶 HEYTEA，2012 年，在中国广东江门江边里的一条小巷里开出全球第一家喜茶，随之一起的诞生的是历史第一杯芝士现泡茶，成为中国新茶饮的起点。2018 年，喜茶革新首创推出波波茶系列，并为它穿上了一层波点皮肤，也让城中的男女们顿时化身作了波波男孩女孩。圆圆可掬的“波波”们，让流传千年的茶，生长出了新的活力，至今还在治愈着人心。2024 年，喜茶推出了创意短片《给世界加点波波》，通过一系列充满惊喜和幽默的故事展现“波波”元素如何在人们的日常中给人带来出其不意的喜悦。影片用风趣的方式传递了品牌全新灵感表达：一杯波波茶，也可以抚慰人心，治愈世界。