

PRESS RELEASE

FOR IMMEDIATE RELEASE

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From one artist to another

When Gemar Ambassador and renowned balloon artist, [Luz Paz](#), was asked to create a balloon arch to celebrate [Romero Britto's](#) birthday, she was thrilled. Here she is, to tell us more about it.

Hi Luz! Tell us, who is Romero Britto?

You may not know his name, but you will almost certainly recognise Britto's work! He's the founder of the [HAPPY art movement](#). Britto works with paint, sculpture and other mediums but his style is always beautifully bold and bright. His work might remind you of graffiti or pop art with bold black lines and striking colours. It's always playful and fun, bursting with joy.

Of course it was an honour to be asked to decorate for such a wonderful artist!

What did you make for him?

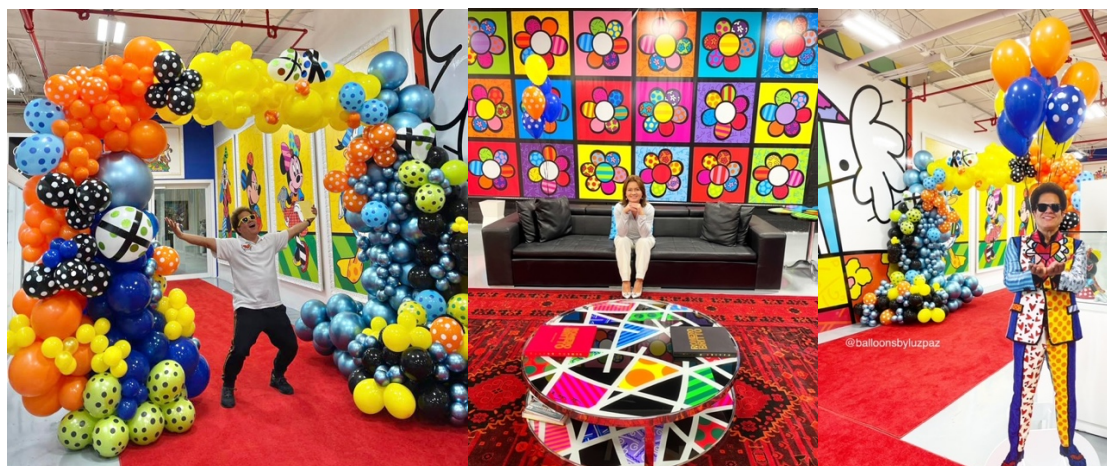
I was asked to create an arch to go in a hallway filled with Britto's art. Of course it had to complement the artworks, but not detract from them. In the end I used a simple design, but the fun came from using colours and graphic designs that reflected the ones Britto uses. Always bold and bright!



I chose a mixture of blues, yellow and orange as the colour palette. Polka dots had to feature, and texture came from a combination of Gemar Shiny balloons and the standard Gemar range, in a variety of sizes. I could never leave out those bold lines so I used tape to add them to a handful of balloons, along with more polka dots. I hope the end result captured the fun and energy of Britto's own work.

Can you tell us how he reacted?

He seemed to be delighted. Britto said the arch was awesome and a real work of art, but what really meant the most to me was his comment that they were *"the most beautiful balloons in the whole world."* You can't ask for higher praise than that!



Britto was also amazed to discover how long the balloons last. He originally asked if he could keep them up until Saturday, 3 days after his birthday. Imagine how astounded he was to discover that the display could stay in place for a full month if he wanted it to.

I think this just goes to show that art takes many forms, and everyone can appreciate balloons. Those bubbles of fun always bring a smile and lift the moment just a little more, even in the home of the happy art movement.

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The exclusive relationship between Gemar and its partners allows for high value business growth to be pursued by all parties. With priority access to superior products and designs as well as branded marketing materials, balloon art training and promotional events, Gemar's partners are able to lift the moment for themselves and their customers. Gemar works closely with its partners and together they pursue valuable business growth by providing high quality, on trend products that stand out in a competitive market, lifting the moment for everyone.

About Gemar® Balloons

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