



PATINA OSAKA X VERDY: DEFINING TRANSFORMATIVE LUXURY THROUGH GROUNDBREAKING COLLABORATION

Osaka's Creative Pioneer Brings Celebrated Street Culture to first Patina in Japan

Osaka, Japan, 25 November, 2024 — In a bold curation of street culture and transformative luxury, **Patina Osaka** announces a groundbreaking creative partnership with cultural architect Verdy ahead of its Spring 2025 opening.



Verdy, behind-the-scenes

Osaka-born Verdy has evolved from redefining Japan's cultural landscape to becoming a global creative tour de force. His signature ventures include personal projects "Girls Don't Cry" and "Wasted Youth", as well as characters Vick and Visty. Verdy also serves as Creative Partner at Human Made and made waves as the Artistic Director for Blackpink's 2023 "Born Pink" world tour. His collaborations span major brands including Nike, Kenzo, Takashi Murakami, Beats by Dre, Coachella, and Budweiser. Yet, he remains anchored to his roots, nurturing the next wave of creative talent in his native city of Osaka.

"Verdy embodies the dynamic creative spirit at Patina's core," says Cristiano Rinaldi, President, Capella Hotel Group. "This collaboration transcends strategy – it's a cultural catalyst for the next generation of luxury travellers. Verdy's distinctive aesthetic and unique spirit reflect Patina's purpose to offer fresh and powerful perspectives."



"When Patina Hotels & Resorts approached me, the synergy was obvious," Verdy shares.

"Being steps away from Henry's Pizza, my creative hub in Osaka, this partnership feels like destiny. This creative partnership with Patina is such a natural fit. The brand's focus on cultural elements, such as music, resonates deeply with my own journey, and I'm thrilled to build a new cultural presence together with Patina right here in this city that's so close to my heart."

Henry's Pizza, launched by Verdy in 2023, has evolved beyond a traditional pizzeria into a cultural hub in Osaka, regularly hosting events featuring renowned artists like Mark Gonzales, Chito, and Tenshin Nasukawa. Through this fusion of food, art, and fashion, Verdy has created a dynamic space that brings energy to Osaka's creative landscape.

Cristiano adds, "Verdy's bold perspective elevates Patina Hotels & Resorts' track record of partnerships with visionary creatives to a new dimension. By joining forces with Verdy, we are co-creating **Patina Osaka** as a destination that will redefine the future of transformative luxury hospitality in Japan."



Patina Osaka (rendering)

Opening in April 2025, the hotel's broader programming will include a rotating exhibition space featuring both established and emerging creatives, a creator-in-residence programme that will bring global creators to Osaka, and a regular line-up that celebrate the intersection of art, music, fashion, and gastronomy.

Download high-res images here: [Patina Osaka x Verdy](#)

MEDIA CONTACTS

HiRAO INC

patina@hirao-inc.com +81 (0) 3-5771-8801

PATINA OSAKA

Ai Reynolds レイノルズあい

ai.reynolds@patinahotels.com +81(0) 6-6941-8914

ABOUT PATINA OSAKA

Between the sacred grounds of Naniwanomiya-Ato and the storied Osaka Castle, Patina Osaka invites mindful explorers to experience transformative luxury reimagined through the lens of conscious living and creative expression. Our 21-storey sanctuary rises from Osaka's "City of Water" like a living testament to sustainable beauty. Here, naturally aged copper, thoughtfully sourced woods, and flowing water tell tales of time, honouring both Earth and artistry.

220 mindfully crafted rooms reflect *kisetsukan* – the Japanese art of seasonal awareness – with spaces that flow in harmony with nature's rhythm. Discover P72, which micro-seasonal cuisine tells stories of local artisans and the land's bounty, and The Listening Room, where sound pioneer Devon Turnbull (OJAS) transforms music into meditation through meticulously crafted equipment. Patina Osaka – a confluence of mindful luxury, artistic expression, and sustainable sophistication – designed for those who seek not just to stay, but to grow.

ABOUT VERDY

Through projects "Girls Don't Cry" and "Wasted Youth," and characters Vick and Visty, Osaka-born artist, VERDY, has become a contemporary Japanese cultural icon.

In addition to collaborating with global brands and companies ranging from The Minions to Nike, Kenzo to Louis Vuitton, and Beats by Dre to Dover Street Market, VERDY is shaping the future of Japanese street culture through many media, some being the artistic direction of ComplexCon Long Beach 2022, Hong Kong's first ever Complexcon in 2023, Blackpink's 2023 tour, and being named Creative Partner of Human Made. VERDY, whose influence spans fashion, art, food, and entertainment, actively supports up-and-coming creators.

ABOUT PATINA HOTELS & RESORTS

Patina Hotels & Resorts is the transformative luxury brand of Capella Hotel Group. Pioneering a fresh perspective in luxury hospitality, Patina is a destination within the destination, highlighting the energy and common passions that bring like-minded people together and foster meaningful connections with themselves and their surroundings. Patina embodies an evolving journey, transforming moments into lasting marks for the guests just like the Patina Effect. Following Patina Maldives, Fari Islands, Patina Osaka will be the second launch and the brand's first urban hotel, where creative perspectives open minds and imprint lives...*Infinite Imprints!*

For more information, visit www.patinahotels.com

Instagram [@patinahotels](https://www.instagram.com/patinahotels) | LinkedIn [@patinahotels](https://www.linkedin.com/company/patinahotels)

ABOUT CAPELLA HOTEL GROUP

Capella Hotel Group is a leading hospitality management company specialising in luxury hotels, resorts, and serviced residences. Based in Singapore, the rapidly expanding group has two brands under its portfolio and properties across eight destinations. The award-winning Capella Hotels and Resorts is renowned for its service excellence, crafted luxury design and immersive experiences celebrating the locale, while Patina Hotels & Resorts is the group's transformative luxury brand pioneering a fresh perspective in luxury hospitality.

Capella Hotels and Resorts was named the #1 Best Hotel Brand in the world in Travel + Leisure's 2023 and 2024 World's Best Awards. For more information, visit www.capellahotelgroup.com.