

# OSBORNE

DESDE 1772

## THE OSBORNE ブル

# BLACK ICON: A JAPANESE TORO DE OSBORNE

*The Toro de Osborne lands in Japan as the star of the [Echigo-Tsumari Art Triennial](#), the world's most important outdoor modern art festival, an event which coincides with the anniversary of the signing of the Friendship, Commerce and Navigation Treaty between Spain and Japan in 1868, marking 150 years of friendship between the two countries.*

**El Puerto de Santa María, XX of XX 2018.** The world's most important outdoor display of modern art, the Echigo-Tsumari Art Triennial, will feature the Toro de Osborne for the first time to mark 150 years of friendship between Spain and Japan. Santiago Sierra, the winner of Spain's National Plastic Arts Award, has been chosen to exhibit his work on a mountainside in Matsunoyama, in the region of Niigata, one of the most popular holiday spots with spectacular hot springs for those who like skiing and nature.

This piece of art will be one of the attractions at the Echigo-Tsumari Art Triennial, which has been displaying work by more 350 artists, architects and performers from 44 countries over 760 km<sup>2</sup> for a decade. Artists such as Anish Kapoor, José de Guimarães and Dominique Perrault have displayed their creations in this spectacular natural setting, which has inspired artwork very different from that which normally features at modern art festivals.

Having exhibited his work all over the world, such as at the MoMa in New York and the Institute for Contemporary Art in Berlin, Santiago Sierra has taken his 'Black Icon' vision to Japan to show the strength of the Toro de Osborne brand in Asia. The sculpture has been blended into the Japanese landscape, in a dense forest of beeches which changes with each season and gives meaning to a piece of art which was created to be outdoors.

The Japanese Toro de Osborne, which measures 10 metres high, has been erected by Japanese workers following detailed instructions provided by the Osborne Group, which has been responsible for building and maintaining more than 90 Toros de Osborne throughout Spain for more than 60 years. This is not the first time the Toro de Osborne has made an appearance abroad – there are currently six in Mexico and one in Superkilen Park, in Copenhagen.

'We are all aware of the fact that the Japanese love Spanish culture with sherry and 100% Iberian Bellota ham being two prime examples of this. At Osborne, we know this first hand as we have been selling some of our most international brands, such as Cinco



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Jotas and Carlos I, in Japan for decades', says Iván Llanza, Head of Corporate Communications at Osborne. He also adds, 'Now, with the arrival of the Toro de Osborne we would like to pay special tribute to the country of the rising sun and commemorate the anniversary of the signing of the Friendship, Commerce and Navigation Treaty between Spain and Japan in 1868, by displaying one of our iconic Toros here.'

### **The Toro de Osborne: an icon of Spanish design for more than 60 years**

The Toro de Osborne has landed in Japan one year after the 60<sup>th</sup> anniversary of the 1<sup>st</sup> Toro was celebrated in 2017. Over the years, apart from being a renowned brand, the Toro de Osborne has acquired a unique place in the history of design and over recent decades has been reinvented by world-renowned artists such as Salvador Dalí, Keith Haring, Richard Avedon, Helmut Newton and Annie Leibovitz. This is why, in 1997 Spain's Supreme Court acknowledged the special historical, aesthetical and cultural place of this symbol of advertising in Spain.

### **About Osborne**

*The Spanish company Osborne, owner of internationally renowned brands such as Cinco Jotas 100% Iberian Bellota ham, Montecillo Rioja wine, the brandies Carlos I, Veterano and Magno, Nordés gin and Anís del Mono, among others, has a clear goal: to select, produce and bring to consumers around the world the most authentic and prestigious food and beverage products and brands.*

*Since being founded in 1772, Osborne has shown a clear commitment to quality, innovation and internationalization. Osborne is now present in more than 50 countries with its various brands. As well as producing and selling its own brands, Osborne also distributes well-known third-party brands in Spain, such as Brockmans Gin, Russian Standard Vodka, Zubrowka Vodka, Flor de Caña Rum, 100 Pipers Whisky and Passport Scotch Whisky.*

*Furthermore, Osborne is the owner of the mythical image of the Toro de Osborne (Osborne Bull), without doubt one of the most representative symbols of Spain in the world. There are more than 90 huge metal bulls situated strategically along Spain's main motorways and they are internationally renowned as one of the greatest icons in the history of advertising.*

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**Press contact:**

Fly Me to the moon for Osborne. Telephone: 91 781 25 06

[Berta Corrochano](#) / [David Málaga](#) / [Almudena Rodríguez](#)

[Ivan Llanza Ortiz](#), Head of Corporate Communications, Osborne

Telephone: 956 86 90 00