

For Immediate Release

Shinsei Bank, Limited

**Shinsei Bank to Exhibit Art Works of Ms. Mika Ninagawa  
at Omotesando Hills Financial Center****— the First anniversary of the Financial Center Opening —**

Tokyo (Wednesday, April 18, 2007) --- Shinsei Bank, Limited (“Shinsei Bank”) today announced that the Omotesando Hills Financial Center which is located on the third floor, Dojun Wing of Omotesando Hills will commemorate its first anniversary in May 2007, displaying photographic art works of Ms. Mika Ninagawa, a photographer, from Thursday, May 17, 2007 to mid September, 2007.

Ms. Mika Ninagawa, a photographer, and also a movie director, has presented such different genres of photographs as flowers, fish, landscape and fashion in photographic books, fashion magazines, and advertising, etc. Photographic art works of flowers and goldfish published in her photographic books will be displayed, and shown on the permanent LED screen as well at Omotesando Hills Financial Center.

Shinsei Bank is aiming to bring the reality of a lifestyle abundant with color to our customers, through the branding concept “Color your life”. To send out this “Color your life” message, art works are on display at Omotesando Hills Financial Center after its opening in May, 2006.

**Outline of the Art Exhibition at Shinsei Bank Omotesando Hills Financial Center**

Place: Omotesando Hills, Dojun Wing 3F, 12-10, Jingumae 4-Chome, Shibuya-ku, Tokyo

Period: Thursday, May 17 through mid September, 2007

Contents: Exhibition of 3 photographic art works of Ms. Mika Ninagawa, a photographer, at Omotesando Hills Financial Center

\* Her photographic art works will be shown on the permanent LED screen as well during the period above.

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*Shinsei Bank is a Japanese financial institution providing a full range of financial products and services to both institutional and retail customers based on a three pillar business model comprising Institutional Banking, Consumer and Commercial Finance and Retail Banking. The Bank has total assets of US\$ 92 billion on a consolidated basis and a network of 29 Shinsei Bank branches in Japan (as of December 2006). Shinsei Bank demands uncompromising levels of integrity and transparency in all its activities to earn the trust of customers, staff and shareholders. The Bank is committed to delivering long-term profit growth and increasing value for all its stakeholders.*

News and other information about Shinsei Bank is available at <http://www.shinseibank.com/english/index.html>.

**Photographic Art Works of Ms. Mika Ninagawa, scheduled to be exhibited at Omotesando Hills Financial Center**



Photograph: from a photographic book titled "Everlasting Flowers"  
Size: 145.5 x 97.0 cm



Photograph: from a photographic book titled  
"Acid Bloom"  
Size: 25.7 x 36.4 cm



Photograph: from a photographic book titled  
"Liquid Dreams"  
Size: 72.8 x 103.0 cm

## **Ms. Mika Ninagawa**

Born in 1972, Ms. Mika Ninagawa is Japan's most popular photographer. Her photographic style is one that is instantly identified by her versatile style and the drawing from various fields. Her work is highly acclaimed across the generations from teen fashion magazines to high-end commercial fashion and advertising.

At 2007 A/W Paris Collection, Celine dresses on which Mika Ninagawa's photography was printed were announced and it caught a massive attention of various savvy media and it became a big topic.

She is promoted by Tomio Koyama Gallery ([www.tomiokoyamagallery.com](http://www.tomiokoyamagallery.com)), which introduced both Takashi Murakami and Yoshitomo Nara to the world. Her works are constantly exhibited and much loved by art collectors. Her film directorial debut, "SAKURAN" (<http://www.sakuran-themovie.com>) has been officially entered into the Berlinale Special section of the 57th Berlin International Film Festival. To coincide with the festival, she also held a photography exhibition at Arndt & Partner, which was extremely successful.

Her enthusiasm has gathered the attention of publishing houses, resulting in publication of one or two best selling photographic books every year for the past seven years. She relishes art direction and conceptual shoots and her well-thought out concepts come to life in vivid visuals and seemingly incongruous forms. She does not only specialize in portrait photography, but also in still life photography of flowers, goldfish and landscapes. Her influence resonates with the many followers who copy her styles and mimic her stance.

Official site

<http://ninamika.com/> (PC) <http://ninamika-m.com> (Mobile)

Cooperation: Tomio Koyama Gallery

<http://www.tomiokoyamagallery.com>