

“The mind is its own place,
and in itself can make a heaven of hell,
a hell of heaven..”

- John Milton, Paradise Lost



the
devil & i get
along just fine



our vision

the world's
most
iconic
shadow

our story

the world of depression & internal reality is
in everyone of us. they are looking for deeper purpose.

emomo is a depiction of the dark side of depression and internal reality that
accompanies it and it's sordid host of friends. everyone wears a mask - the
utter loneliness that everyone feels and it is our battle with depression - it is
to remind us that many of us are walking a fine line - smiling on the outside
while slowly dying on the inside.

those who are suffering will do just about anything not to feel the pain
anymore. and in those moments, our brains become our worst enemies. it
often takes an outside force to provide light, to make sure those dark
thoughts aren't our last thoughts.

if you are in this place. take heart. it won't last forever. your heart and mind
may lie to you, but you are not alone.

our ambition

emomo is a commitment to empower, making resources available for everyone to get the support and help they need.

reaching out to each other. when we see you struggling. we will not ignore you. keep an eye on you. have a cup of coffee & listen. we all have a shared responsibility in the health & well being of our society.

as a “brand” we will focus on three key pillars of distinctivity, elevation & relevance

our mantra will run across everything we do. with the right ecosystem, we are confident to win in helping one friend at a time & our values shared globally.



DISTINCTIVITY

fully express our spirit
to drive meaning and distinctivity



ELEVATION

elevate our stories through
innovations and collaboration



RELEVANCE

reinforce brand's relevance at key
occasions to drive trial and retrieval



concept

our dreamscape



concept

our dreamscape



a dreamscape of sublime darkness & enlightenment.

it is the dreamscape we are creating through visibility or the lack of.

in this dreamscape, space is created for us to imagine ourselves and explore our inner darkness or “shadow self”.

they can be intrepid, daring, courageous. or the extreme opposite.

our visibility creative design concept all the beauty of life is made up of light and shadow is underpinned by our brand promise, brand platform, and the campaign idea ‘who are you?’. we create the realm that transcends the ordinary, invites the irrepressible you into the darkness and inspires them to constantly look forward into the unknown you.

here is where we power your imagination - a transfiguration so one can learn to face your own shadows and continue to see them in others. thoughts are the shadows of our feelings - always darker, emptier and simpler.

it is also a to uncover every part of you that has been disowned, prepressed, and rejected. it is one of the most authentic paths to enlightenment.

wherever there is a shadow, there has to be a light.







to evoke a profound and transformative experience. it seeks to instill in everyone a fundamental question: "how can i help you and make a difference?" the underlying theme revolves around fostering a sense of compassion, empathy, and kindness towards our fellow human beings. encourages introspection and prompts individuals to consider how they can contribute to the well-being of others. to inspire each person to strive towards being a little better to one another every day, recognizing that small acts of kindness can have a significant impact on individuals and communities. it is a call to action, a reminder that by extending a helping hand and fostering genuine human connection, we can create a more compassionate and harmonious world.



The EMOMO concept art series stands as a testament to the artist's profound connection with the human experience, rooted in personal connections forged over a lifetime. With a collection of 1000 EMOMO drawings, each representing 4 to 5 years of encounters with individuals from all walks of life, the artist has created a rich tapestry of human emotion and complexity.

Every EMOMO drawing is born from a unique interaction, a fleeting moment of connection that leaves an indelible mark on the artist's soul. Whether it's a brief encounter on the street or a deeper relationship cultivated over time, each person becomes the inspiration for a new character in the EMOMO universe.

What sets EMOMO apart is its ability to humanize the often abstract and intangible aspects of mental health. Through the creation of these characters, the artist shines a light on the universal struggles we all face, from loneliness and despair to resilience and hope.

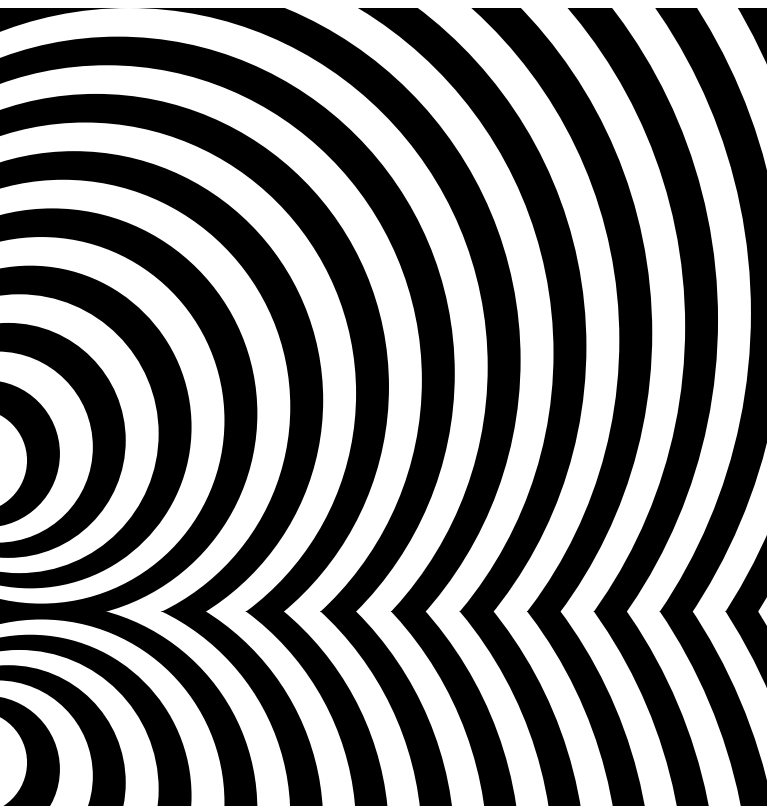


The symbolism of the devil outline and black color in each EMOMO speaks to the darkness that lurks within us all, while also serving as a reminder of the potential for growth and transformation. By confronting these shadows through art, viewers are invited to confront their own inner demons and embrace the full spectrum of human emotion.

And yet, despite the raw and often painful truths depicted in the EMOMO series, there is a sense of beauty and authenticity that shines through. Each drawing is a celebration of the human spirit, a testament to the resilience of the human soul in the face of adversity.

In the end, EMOMO is more than just a collection of drawings—it's a mirror held up to society, a reflection of our shared humanity and the power of art to heal and inspire. It's a reminder that even in our darkest moments, there is always the potential for growth, connection, and redemption.





the simplistic aesthetic of the emomo drawings serves a purpose beyond aesthetics. it paves the way for a future where the concept of emomo transcends the artist's realm and embraces the public domain.

imagine a metaverse where legions of emomos traverse the digital landscape, each harboring their deepest, darkest secrets—an indelible testament forever etched in the web3 world.

through this expansion, the creator aims to dismantle the isolation that often accompanies depression and mental health struggles. he aspires to convey the powerful message that those fighting these battles are not alone. they are loved, appreciated, and seen.

in a world that often deceives, where society perpetuates the illusion of perfection, the artist boldly declares, "it is rough out there. it is okay not to be okay. do not let society fool you." we all bear our silent burdens, concealed beneath the facade we present to the world. it is in finding peace within ourselves that we unveil the purpose that propels us forward.



A Movement Beyond Art

EMOMO is not merely a brand; it transcends commercial boundaries to become a profound movement, a visceral feeling, and a transformative state of mind. Rooted in the depths of human emotion, EMOMO seeks to unveil the shadows that lurk within each individual, bringing the internal struggles of depression, loneliness, and existential contemplation into the light. This movement champions the raw and unfiltered expression of the human psyche, celebrating the beauty found in our collective darkness. By doing so, EMOMO fosters a community where vulnerability is not only accepted but revered, creating a sanctuary for those who dare to confront their inner demons.

At its core, EMOMO is a cult of authenticity, drawing in individuals who yearn for a deeper connection with themselves and others. It is a call to embrace the shadow self, to recognize and honor the myriad emotions that make up the human experience. Through its striking visual language and minimalist artistry, EMOMO speaks to the soul, encouraging introspection and self-awareness. Each EMOMO creation, a testament to this philosophy, serves as a mirror reflecting the hidden aspects of our being, challenging us to accept and integrate these facets into our understanding of self.

This movement is a rebellion against the superficial, a revolution of the spirit. EMOMO dismantles societal stigmas surrounding mental health, encouraging open dialogue and empathy. It is a collective journey towards healing and self-discovery, a testament to the resilience of the human spirit. In the world of EMOMO, every emotion is valid, every shadow is significant, and every individual is a vital part of the tapestry. It is more than art; it is a way of life that invites us to delve deep, to connect authentically, and to find strength in our shared humanity.





he spoke with a husky,
whispering and somewhat
broken voice

an odd light footstep

hissing intake of breath
snarled
savage laugh
pale and dwarfish
an impression of deformity



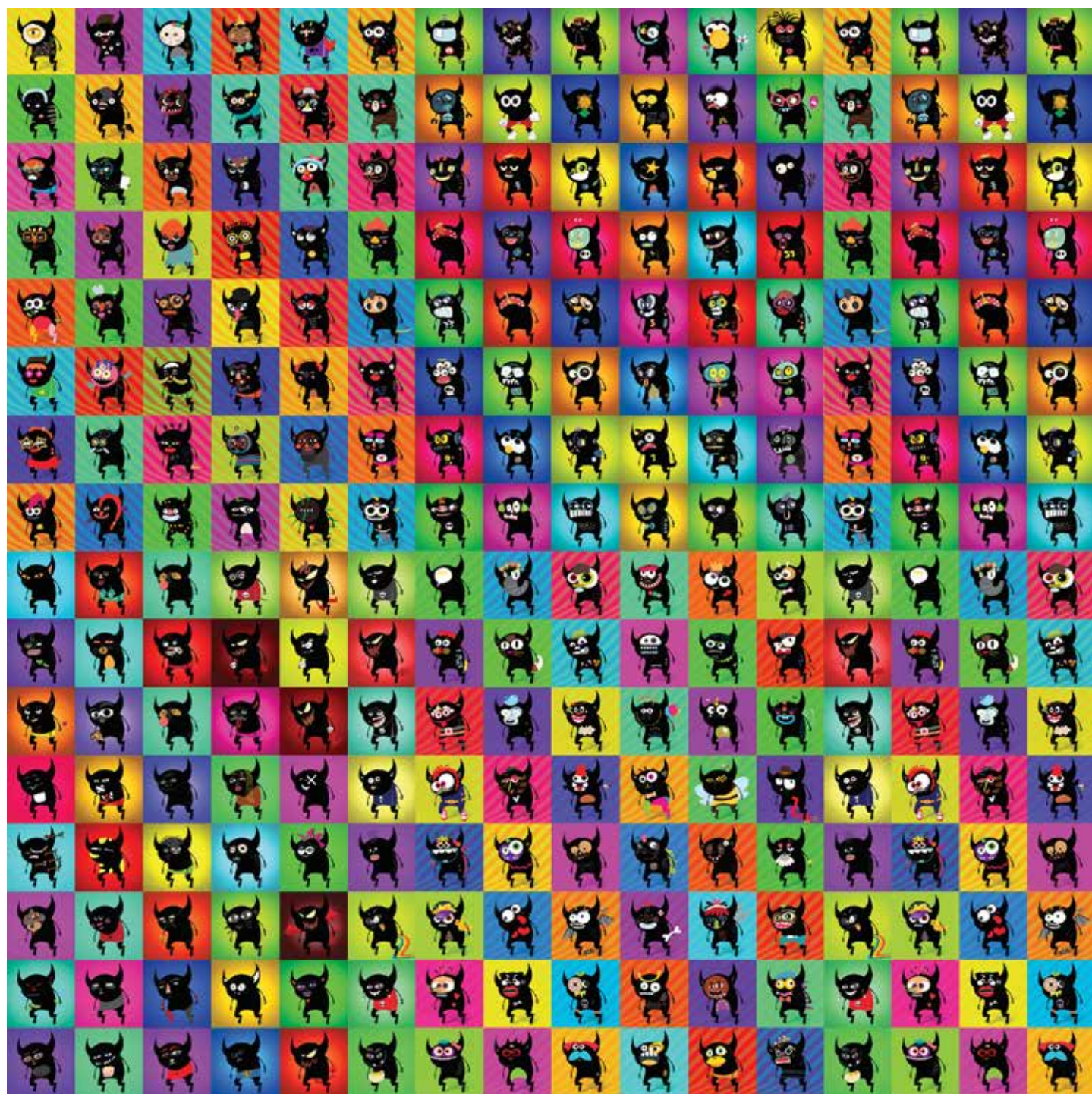












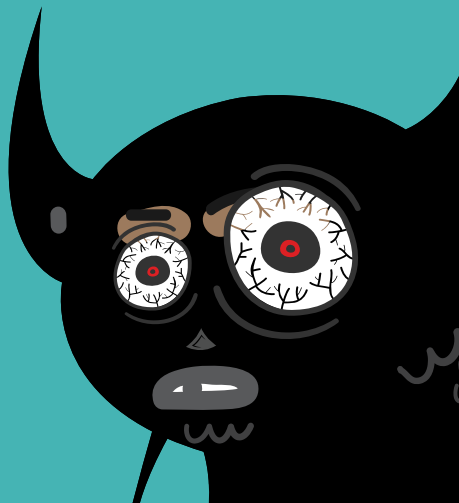






揭示内心的阴影

以改变世界，创造和谐。
激发同情、共情和善良。



艺术家：陆川 (LU CHUAN) 策展人：二小姐·金牧野

emo
mo
exhibition

unveiling the
shadows within

06.06~07.20.2023
CHINA : SHANGHAI

上海118广场

金沙江路1685号

威尼斯小镇内街

1F51号艺术仓库

presented in partnership with

艺设

118

BARONGWUHU

小艺美术馆

Mange

GUUSTO

118





エモモの不思議な世界

影の中に、私たちは明確さを見つける。



emo
mo
exhibition

艺术家：浩川 (HAKUEN) 策展人：二小姐、金牧野

**unveiling the
shadows within**

08.08~09.06.2024

MORI ART MUSEUM
Roppongi Hills Mori
Tower 53F
6-10-1 Roppongi,
Minato City
Tokyo 106-6153
Japan

EMOMO NO FUSHIGI NA SEKAI



EMOMO passes series ONE

We are minting 999 unique passes – each one will be completely unique with its own art.
the unique sale will start on XXX 21st 2024 & will be sold for only 120hours.

Once the drop is completed. Your unique pass will reveal your EMOMO within seven days
of the end of sale.

Our first series of 999 NFTs – features a 966 series-one Emomo NFT. 21 memorabilia
rares. 9 artwork golden rares. 2 mint rare artwork & 1 PREMIUM EDITION MINT.

966 rares	21 memorabilia rare	9 artwork golden rares	2 mint rare artwork	1 premium edition mint
				
ONE	ONE	ONE	ONE	ONE
0.5meter x 0.5meter framed signed by creator oil painting of a random character from series one. *	1meter x 1meter framed oil painting signed by creator of a random character from series one. *	1meter x 1meter framed oil painting signed by creator of character *	1meter x 1meter framed oil painting signed by creator of character *	1meter x 1meter framed oil painting signed by creator of a new character *
			Spoiler – its a devil or an angel	ONE PREMIUM EDITION ANIMATED NFT. Spoiler – its going to knock your socks off

* shipped to you anywhere in world



emo
mo
our
shadows
tells
stories



Roadmap

Phase 1.

Be part of the emomo IP experience & that is phase 1.

Once the NFTs are fully dropped and painting delivered to current owner of the NFT.

emomo you world tour

Emomo will go on a 6 months art exhibition tour with your NFT. & since you have ownership & commercial usage rights, part of THE proceeds of your art sold will go to you.

we are in discussions with galleries @

- Shanghai
- Japan
- Singapore
- Hongkong
- Paris
- Dubai
- Costa Rica
- Jakarta

A captivating journey filled with endless possibilities and the opportunity to own a truly exceptional piece of art.





Series 3

- downtown hipster party series
- downtown hipster party concerts
- blind box collections



Transport you to a realm of imagination, where Emomo reigns supreme. Embrace the thrill of the unknown, ignite your curiosity, and let the magic unfold as you uncover the captivating surprises hidden within each blind box.

Let your imagination run wild and allow the whimsical charm of Emomo to fill your world with wonder.

Phase 2.

Series 2

- originals with famous artists around the world
- be your own creator of emomo character with us and lets accent to mount Olympus to dine with the Gods
- emomo urinal cakes
- merch with profit sharing of your own emomo IP.
- sit around and do nothing days



Series 4

- farting rainbows series
- farting rainbows NFT game
 - the love of internet magic beans and emomo
- emomo land
 - echoes of the departed, whispers of the living.



