

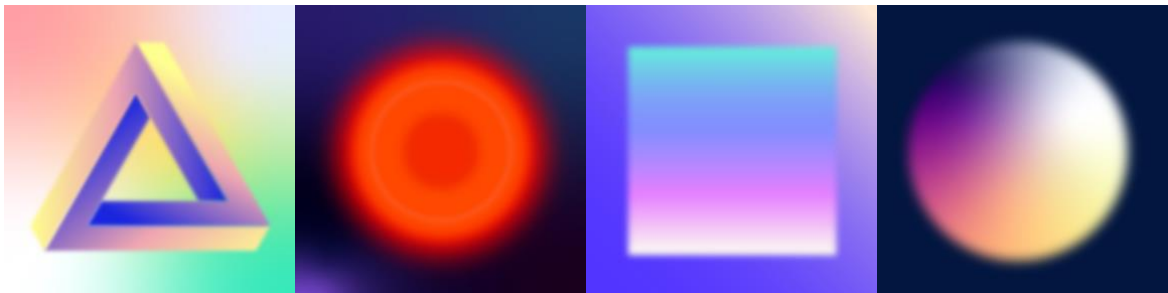
# CULT VISION

CULT VISION is proud to present “When a Visionary Dreams”; The first NFT collection from MAMIMU aka June Mineyama-Smithson: A London-based Japanese artist on a mission to spread optimism.

Inspired by Jonathan Swift’s quote, “*Vision is the art of seeing what is invisible to others*”, the refreshingly tender and hypnotic collection aims to create a space, neither for apes nor cats, but for calmness, clarity and quiet empowerment within.

The installation will be part of the ‘City Vistas’ trail; A street-level exhibition offering a new view of the City throughout Summer 2022. A Culture Mile Business Partnership project delivered in partnership with the City of London Corporation and ARTIQ.

Collectively, the City Vistas exhibition will tell the story of the local business community’s values through displaying artwork that reflects each organisation’s Environmental, Social and Governance (ESG) priorities.



MAMIMU’s NFT collection will be shown on a 4K LED display in the Cult Vision window all through the Summer of 2022. Additionally, Cult Vision has teamed up with MAMIMU to create a series of limited edition ‘When a Visionary Dreams’ lens cloths – complimentary to all customers buying eyewear during the installation (while stocks last).

Previously, Cult Vision and MAMIMU collaborated on another well received window installation featuring a collection of bright and bold prints: ‘Barbican Geometrics’; her study of shapes and forms around the area, inspired by the Brutalist aesthetics of the Barbican.

In her latest collection ‘When a Visionary Dreams’, the artist goes beyond her usual hard-edged geometric style to create something more nuanced and seductive. She invites the audience to embrace their introspective world to gain clarity, strength and a vision within.

Explore MAMIMU’s collection on the Voice NFT platform: [www.voice.com/mamimutokyo](http://www.voice.com/mamimutokyo)

Notes to editor:

Contact: Marianne van Gils Nicolaou / [Marianne@cultvision.com](mailto:Marianne@cultvision.com) / +44 (0) 7939690412

### **‘WHEN A VISIONARY DREAMS’**

Dates: Mid July – Mid October 2022

Address: 14 Goswell Road, London EC1M 7AA

Instagram: [@cultvision](#) [@mamimutokyo](#)

### **About CULT VISION:**

At CULT VISION, we curate an exclusive collection of cult eyewear brands; original frame designs, made from the best quality materials and the finest craftsmanship. Our eyewear is chosen from a handful of independent, carefully selected, design and craft-led brands – all with a story behind them.

Email: [Marianne@cultvision.com](mailto:Marianne@cultvision.com) Website: [www.cultvision.com](http://www.cultvision.com)

### **About MAMIMU:**

MAMIMU (June Mineyama-Smithson) is a London-based Japanese artist/graphic designer on a mission to spread optimism. Lecturer at UAL, D&AD judge and speaker at Birmingham Design Festival and Design Manchester. Her bold joyful work has been featured internationally on ITV, Creative Boom, Design Milk, SCMP and Cow Parade Niseko.

Email: [hello@mamimutokyo](mailto:hello@mamimutokyo) Website: [www.mamimutokyo.com](http://www.mamimutokyo.com)

Instagram [@mamimutokyo](#)

Twitter [@mamimutokyo](#)

### **About City Vistas:**

The [City Vistas](#) trail is a street-level exhibition offering a new view of the City throughout Summer 2022. A Culture Mile Partnership project delivered in partnership with [City of London Corporation](#) and [ARTIQ](#).

Website: [www.culturemile.london/static/city-vistas](http://www.culturemile.london/static/city-vistas)

### **About Voice:**

Carbon Neutral NFT platform for digital artists.

Website: [www.voice.com](http://www.voice.com) Link to MAMIMU’s NFT collection: [www.voice.com/mamimutokyo](http://www.voice.com/mamimutokyo)