

BB Americas raises the art of banking to new levels: Announces partnership with Romero Britto



Pamela Kohl, Executive Vice President - Products & Channels; Antonio Cassio Segura, President and CEO; Romero Britto; and Luiz Lessa, Executive Vice President.

MIAMI, FLA.- [BB Americas](#) announced a partnership with Brazilian-American global art icon Romero Britto to launch a newly commissioned collection of artfully designed credit and debit cards, exclusively created by the artist for BB Americas' customers. Founded in 1808 Banco do Brasil S.A., BB Americas sole shareholder, has a global legacy of delivering the highest standards for over two centuries in more than 24 countries.

Renowned as a worldwide leader in banking, its U.S. operations are led by BB Americas which now boasts the exclusive U.S. licensing agreement for signature Romero Britto artwork on the new cards.

Art lovers across America will get to proclaim their passion for art with this new collection, available online soon to BB Americas customers throughout the U.S. featuring Romero Britto's signature designs resplendent with vibrant, bold colors.

"BB Americas' new partnership with artist Romero Britto raises the art of banking to new levels for our customers," said Antonio Cassio Segura, the CEO of BB Americas. "As one of the nation's few banks of our size privileged to offer our own customized credit cards, the new Britto Collection symbolizes our legacy of innovative products and our proud traditions of supporting culture and community."

"As a Brazilian-American artist who has lived and worked in the United States for more than 30 years, I am proud to join forces with BB Americas," said the artist Romero Britto. "I believe that art is part of our everyday life, it is all around us in everything we see and in all that we enjoy."

The internationally renowned pop artist is known for using vibrant colors and bold patterns as his visual language of hope and happiness, reflecting an optimistic faith in the world around him. Britto's work has been exhibited in galleries and museums in more than 100 countries. He has created iconic public art installations at landmarks such as Berlin's O2 Dome and New York's JFK Airport, and the largest monumental sculpture in the history of London's Hyde Park.

Britto serves as a benefactor, donating his time, art and resources to over 250 charitable organizations worldwide. He has been selected several times to be a speaker for the arts at the World Economic Forum in Davos, Switzerland.

He served as an official artist for the 2010 World Cup and was recently appointed Ambassador to the 2014 FIFA World Cup Brazil.

Britto's pop sensibility has attracted collaborations with the world's leading luxury brands, including Audi, Bentley, Coca-Cola, Disney, Evian, Hublot, Mattel, and the legendary "Absolut Art" campaign by Absolut Vodka.

For more than 200 years Banco do Brasil S.A., BB Americas sole shareholder, has offered high standard products and services to customers in Latin America and in over 24 countries worldwide. In 2012, the bank expanded its model of quality and service to the U.S. markets and BB Americas was opened to deliver innovative solutions with personalized service in English, Portuguese and Spanish.

Financial services offered by BB Americas include personal and business checking, savings, and money market accounts; CDs; debit, prepaid, and credit cards; domestic and international funds transfers, and a full line of residential and commercial loans.