



Press Release

October 15, 2025

A One-Night-Only Exhibition Celebrating the Art of Repair

The Loctite Museum of Second Chances

Melbourne – On Thursday, October 16, Melbourne's @14 Gallery will be transformed into The Museum of Second Chances — a one-night-only exhibition where broken, forgotten, and everyday objects are reimaged as works of art, all brought back to life with Loctite glue.

Part TikTok series, part real-life gallery takeover, this exhibition celebrates the quirky and heartfelt stories behind everyday items given new life. From fridge magnets to iconic DIY creations, each object has been repaired and elevated, serving as a reminder that what's broken isn't always lost.

The Museum of Second Chances brings Loctite's digital-first campaign to life as a physical, high-impact brand moment designed to celebrate creativity, sustainability, and second chances.

What to Expect:

- A bespoke Loctite Glue Station, styled as an analogue photo lab by Yuji Ohnishi and Martina's Tiny Store.
- A live mosaic artwork created in real time by Melbourne artist Eric Sesto, built entirely using Loctite glue.
- A curated display of DIY art from TikTok influencer Candy Brat, bridging social media culture and in-person artistry.

This one-night event is part of Loctite's national #museumofsecondchances campaign — a TikTok-led initiative developed in partnership with creative agency Kill Boring Dead. The campaign invites people to share their own repaired items for a chance to win a \$1,500 prize pack. It's an omnichannel push designed to engage and inspire creativity while reinforcing Loctite's reputation for trusted, long-lasting performance.

LOCTITE TECHNOMELT BONDERITE TEROSON AQUENCE

Ceresit



Event Details:

Date: Thursday, October 16, 2025

Time: 6:00 PM – 8:00 PM

Location: @14 Gallery, 14 Langridge St, Collingwood VIC 3066

Admission: Free. No registration required.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 47,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com

Contact

Anemicke DuPlessis

+61 419 149 784

anemicke.duplessis@henkel.com

Henkel AG & Co. KGaA