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Supporting Information

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Multipodal Arrangement of Push-Pull Chromophores: A Fundamental Parameter Affecting Their Electronic and Optical Properties

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1. Synthesis and Characterization of Target Chromophores

Chromophore 1

The title compound was synthesized via general method for Knoevenagel condensation (iii). Other preparation methods and spectral characterization is given in Ref.¹. Chromophore 1 was synthesized from aldehyde 30 (170 mg; 1.141 mmol) and malondinitrile 25 (90 mg; 1.369 mmol) following the general method (iii). Yield: 150 mg (67 %); orange solid. R_f = 0.8 (SiO₂; CH₂Cl₂); mp 182 °C (lit.^{1c} = 150 °C). Found: C, 72.98; H, 5.61; N, 21.20. C₁₂H₁₁N₃ requires C, 73.07; H, 5.62; N, 21.30 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 3.13 (s, 6H, NCH₃), 6.67 (d, J = 9.2 Hz, 2H, CHar), 7.43 (s, 1H, CH), 7.78 ppm (d, J = 9.2 Hz, 2H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 40.3, 111.8, 115.1, 116.2, 119.5, 134.0, 154.5, 158.2 ppm. HR-MALDI-MS (DHB): calcd for $C_{12}H_{11}N_3$ (M⁺) 197.09475 found 197.09481.

Chromophore 2



The title compound was synthesized via general method for Knoevenagel condensation (iii). Spectral characterization is given in Ref.². Chromophore 2 was synthesized from aldehyde 30 (149 mg; 1.0 mmol) and N,N'-dibutylbarbituric acid 26 (288 mg; 1.2 mmol) following the general method (iii). Yield: 300 mg (81 %); orange-red solid. Rf = 0.7 (SiO2; CH2Cl2); mp 163 °C (lit.2 = 156-161 °C). Found: C, 67.85; H, 8.00; N, 11.09. C₂₁H₂₉N₃O₃ requires C, 67.90; H, 7.87; N, 11.31 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 0.92-0.96 (m, 6H, CH₃), 1.34-1.40 (m, 4H, CH₂), 1.60-1.64 (m, 4H, CH₂), 3.13 (s, 6H, NCH₃), 3.94-3.98 (m, 4H, CH₂), 6.69 (d, J = 9.2 Hz, 2H,

CHar), 8.37 (d, J = 9.2 Hz, 2H, CHar), 8.42 ppm (s, 1H, CH). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 14.01, 14.04, 20.41, 20.47, 30.43, 30.46, 40.3, 41.7, 42.3, 110.3, 111.2, 121.3, 139.6, 151.5, 154.5, 158.9, 161.6, 164.0 ppm. HR-MALDI-MS (DHB): calcd for $C_{21}H_{30}N_3O_3$ (M+H)⁺ 372.22817 found 372.22775.

Chromophore 3



The title compound was synthesized via general method for Knoevenagel condensation (iii). Spectral characterization is given in Ref.³. Chromophore 3 was synthesized from aldehyde 49 (65 mg; 0.376 mmol) and malondinitrile 25 (30 mg; 0.451 mmol) following the general method (iii). Yield: 62 mg (75 %); violet solid. $R_{f} = 0.8$ (SiO₂; CH₂Cl₂); mp 131 °C (lit.³ = 130-131 °C). Found: C, 75.97; H, 4.95; N, 18.84. C₁₄H₁₁N₃ requires C, 76.00; H, 5.01; N, 18.99 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 3.07 (s, 6H, NCH₃), 6.63 (d, J = 9.2 Hz, 2H, CHar), 7.08 (s, 1H, CH), 7.46 ppm (d, J = 9.2 Hz, 2H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 40.2, 88.3, 88.5, 105.9, 111.9, 112.6, 113.8, 135.8, 141.3, 152.8 ppm. HR-MALDI-MS (DHB): calcd for $C_{14}H_{11}N_3$ (M⁺) 221.09475 found 221.09480.

Chromophore 4



The title compound was synthesized via general method for Knoevenagel condensation (iii). Spectral characterization is given in Ref.². Chromophore 4 was synthesized from aldehyde 49 (173 mg; 1.0 mmol) and N,N'-dibutylbarbituric acid 26 (288 mg; 1.2 mmol) following the general method (iii). Yield: 304 mg (77 %); violet solid. R_f = 0.7 (SiO₂; CH₂Cl₂); mp 143 °C (lit.² = 144-148 °C). Found: C, 70.00; H, 7.52; N, 10.51. C₂₃H₂₉N₃O₃ requires C, 69.85; H, 7.39; N, 10.62 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 0.92-0.97 (m, 6H, CH₃), 1.33-1.41 (m, 4H, CH₂), 1.58-1.65 (m, 4H, CH₂), 3.07 (s, 6H, NCH₃), 3.91-3.95 (m, 4H, CH₂), 6.65 (d, J = 8.8 Hz, 2H, CHar), 7.58 (d, J = 8.8 Hz, 2H, CHar), 7.81 ppm (s, 1H, CH). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 13.96,

13.98, 20.36, 20.41, 30.3, 40.2, 41.6, 42.1, 94.0, 108.0, 111.8, 121.6, 125.6, 136.3, 137.4, 151.2, 152.5, 159.9, 161.9 ppm. HR-MALDI-MS (DHB): calcd for C₂₃H₃₀N₃O₃ (M+H)⁺ 396.22817 found 396.22717.

Chromophore 9



The title compound was synthesized via general method for Knoevenagel condensation (iii). Other preparation methods and spectral characterization is given in Ref.⁴. Chromophore 9 was synthesized from aldehyde 32 (273 mg; 1.0 mmol) and malondinitrile 25 (79 mg; 1.2 mmol) following the general method (iii). Yield: 285 mg (89 %); orange solid. R_f = 0.8 (SiO₂; CH₂Cl₂); mp 139 °C (lit.^{4c} = 196-197 °C). Found: C, 82.16; H, 4.72; N, 13.07. C₂₂H₁₅N₃ requires C, 82.22; H, 4.70; N, 13.08 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 6.94 (d, J = 8.8 Hz, 2H, CHar), 7.18-7.25 (m, 6H, CHar), 7.36-7.40 (m, 4H, CHar), 7.51 (s, 1H, CH), 7.73 ppm (d, J = 9.2 Hz, 2H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): *δ* = 114.3, 115.4, 118.7, 123.0, 126.3, 126.9, 130.2, 133.2, 145.4, 153.7, 158.1

ppm. HR-MALDI-MS (DHB): calcd for $C_{22}H_{15}N_3$ (M⁺) 321.12605 found 321.12579.

Chromophore 17



The title compound was synthesized via general method for Knoevenagel condensation (iii). Other preparation methods and spectral characterization is given in Ref.^{4b,5}. Chromophore **17** was synthesized from aldehyde 34 (301 mg; 1.0 mmol) and malondinitrile 25 (158 mg; 2.4 mmol) following the general method (iii). Yield: 310 mg (78 %); terracotta solid. R_f = 0.55 (SiO₂; CH₂Cl₂); mp 226 °C (lit.⁵ = 228-232 °C). Found: C, 78.54; H, 3.83; N, 17.59. $C_{26}H_{15}N_5$ requires C, 78.57; H, 3.80; N, 17.62 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 7.17 (d, J = 8.8 Hz, 6H, CHar), 7.31-7.36 (m, 1H, CHar), 7.41-7.46 (m, 2H, CHar), 7.62 (s, 2H, CH), 7.83 ppm (d, J = 8.8 Hz, 4H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 113.5, 114.5, 123.0, 126.1, 127.6, 127.7, 130.8, 132.9, 144.5, 151.5, 158.0 ppm. HR-MALDI-MS

(DHB): calcd for $C_{26}H_{15}N_5\,(M^*)$ 397.13220 found 397.13244.

Chromophore 21



The title compound was synthesized via general method for Knoevenagel condensation (iii). Other preparation methods and spectral characterization is given in Ref.^{4b,5,6}. Chromophore 21 was synthesized from aldehyde 35 (200 mg; 0.608 mmol) and malondinitrile 25 (145 mg; 2.189 mmol) following the general method (iii). Column chromatography was 3 times repeated (CH₂Cl₂/acetone 45:5). Yield: 120 mg (42 %); orange solid. R_f = 0.4 (SiO₂; CH₂Cl₂); mp 218 °C (lit.⁵ = 192-193 °C). Found: C, 76.31; H, 3.26; N, 20.61. C₃₀H₁₅N₇ requires C, 76.10; H, 3.19; N, 20.71 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 7.24 (d, J = 8.4 Hz, 6H, CHar), 7.69 (s, 3H, CH), 7.91 ppm (d, J = 8.8 Hz, 6H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 113.0, 114.0,

125.1, 127.9, 133.0, 150.3, 157.7 ppm. HR-MALDI-MS (DHB): calcd for C₃₀H₁₅N₇ (M⁺) 473.13835 found 473.13855.

Chromophore 23



The title compound was synthesized via general method for Knoevenagel condensation (iii). Spectral characterization is given in Ref.^{6b}. Chromophore **23** was synthesized from aldehyde 54 (100 mg; 0.249 mmol) and malondinitrile 25 (59 mg; 0.897 mmol) following the general method (iii). Yield: 95 mg (70 %); red-violet solid. $R_f = 0.7$ (SiO₂; CH₂Cl₂). Found: C, 78.42; H, 2.78.; N, 17.85. C₃₅H₁₅N₇ requires C, 79.26; H, 2.77; N, 17.97 %. ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 7.12-7.16 (m, 9H, CHar+CH), 7.55 ppm (d, J = 8.8 Hz, 6H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 86.5, 93.4, 111.7, 112.7, 115.1, 115.9, 124.7, 135.2, 141.0, 148.8 ppm. HR-MALDI-MS (DHB): calcd for C₃₆H₁₅N₇ (M⁺) 545.13835 found 545.13860.

2. Synthesis and Characterization of Intermediates

2.1. Iodination of starting compounds

lodo derivatives 28-29

A mixture of compounds 28-29 was synthesized via modified literature procedure.⁷ Namely, AgNO₃ (927 mg, 5.46 mmol) was dissolved in glycerine (20 mL) using ultrasound bath. This solution was diluted by EtOH (200 mL, 96 %) whereupon 27 (1.0 g, 5.46 mmol) and I₂ (1.39 g, 5.46 mmol) were added and the reaction mixture was stirred at 25 °C for 1 hour. The reaction mixture was filtered through a Celite plug and the filtrate was concentrated in vacuo. The 28, X = H 29, X = I resulting solution in glycerine was dissolved in CH₂Cl₂ (200 mL) and extracted by aqueous solution of Na₂SO₃ (2 × 50 mL) and H₂O (2 × 50 mL). The organic layer was dried (Na₂SO₄), filtered, and the solvent was removed in vacuo. A mixture of 28 (44 %) and 29 (32 %) was obtained as viscous oil with the overall yield of 1.49 g. These yields were roughly estimated from the peak areas of the corresponding GC spectrum. This mixture was used in the next reaction steps without further purification. EI/MS (70 eV): m/z 309 (M⁺, 100 %), 181 (16), 167 (31), 91 (9), 77 (11) for 28 and m/z 435 (M⁺, 100 %), 207 (62), 180 (33), 166 (32), 76 (19) for 29.

4-lodo-N,N-dimethylaniline 37

The title compound was synthesized via modified literature procedure.⁸ Into a mixture of N,N-dimethylaniline 36 (12.12 g, 0.1 mol) and NaHCO₃ (12.60 g, 0.15 mol) in water (100 mL) I₂ (22.9 g, 0.09 mol) was gradually added with vigorous stirring. The reaction mixture was kept at 25 °C for 3 hours, diluted with CH2Cl2 (250 mL), intensively blue organic layer was separated, and washed with Na_2SO_3 (100 mL). The organic layer was dried (Na_2SO_4) and the solvent was evaporated in vacuo. The crude blue product was crystalized three times from EtOH/H₂O and washed by cold EtOH. Yield: 14.1 g (57 %); off-white solid. EI/MS (70 eV): m/z 247 (M+, 100 %), 119 (15), 105 (10), 77 (12).

lodo derivatives 40-41



The mixture of compounds 40-41 was synthesized following the same procedure as for 28-29 starting from 39 (736 mg, 3.0 mmol). A mixture of 40 (50 %) and 41 (25 %) was obtained as pale yellow viscous oil with the overall yield of 820 mg. These yields were roughly estimated from the peak areas of the corresponding GC spectrum. This mixture was used in the next reaction steps without further purification. EI/MS (70 eV): m/z 371 (M⁺, 100 %), 243 (36), 167 (32), 139 (14), 122 (14), 77 (21) for 40 and m/z 497 (M⁺, 100 %), 370 (11), 242 (62), 166 (25), 139 (26), 76 (27) for 41.

lodo derivatives 42



The title compound 42 was synthesized following the same procedure as for 28-29 starting from 39 (736 mg, 3.0 mmol) and I₂ (2.3 g, 9 mmol). Yield: 1.64 g pale yellow, amorphous solid. ¹H NMR (CDCI₃, 400 MHz; 25 °C): δ = 6.80 (d, J = 8.8 Hz, 6H, CHar), 7.52 ppm (d, J = 8.8 Hz, 6H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 86.8, 126.3, 138.7, 146.8 ppm.

2.2. Formylations

Aldehyde 31



The title compound 31 was synthesized via literature procedure.9a nBuli (4.71 mL, 7.54 mmol) was added slowly to a solution of iodinated mixture of 28-29 (1.49 g, ca. 1:1 mixture) in dry THF (20 mL) at -78 °C under argon and the reaction mixture was stirred for 1.5 h. Dry DMF (0.58 mL, 7.54 mmol) was added, the reaction was allowed to reach 25 °C, and was stirred additional 1 h. The reaction mixture was poured into a stirred mixture of K₂HPO₄ (50 mL, sat. aq.) and 50 mL Et₂O, the organic phase was separated, and the water layer was extracted with ether (50 mL). The combined organic extracts were dried (Na₂SO₄), the solvents were evaporated in vacuo, and the residue was purifying by

column chromatography (SiO₂; CH₂Cl₂) to afford desired aldehyde **31**. Aldehyde **33** was discarded as a side product (commercially available). Yield: 410 mg (80 %, based on the amount of **28** in the starting mixture **28-29**); yellow, amorphous solid. $R_f = 0.5$ (SiO₂; CH₂Cl₂). EI/MS (70 eV): m/z 211 (M⁺, 100 %), 180 (9), 167 (35), 139 (14), 77 (24), 51 (11). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 3.36$ (s, 3H, NCH₃), 6.76 (d, J = 8.8 Hz, 2H, CHar), 7.20-7.27 (m, 3H, CHar), 7.39-7.43 (m, 2H, CHar), 7.67 (d, J = 8.8 Hz, 2H, CHar), 9.74 ppm (s, 1H, CHO). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): $\delta = 40.4$, 113.5, 126.3, 126.6, 126.7, 130.1, 131.7, 146.9, 153.8, 190.4 ppm. The measured analytical data were in accordance with those published in literature.^{9b}

2.3. Sonogashira Cross-Coupling Reactions

Alcohol 43

OH lodo derivative **37** (370 mg, 1.5 mmol) and propargyl alcohol **38** (101 mg, 1.8 mmol) were cross-coupled following the general method (i). Yield: 176 mg (67 %); brown oil. $R_f = 0.8$ (SiO₂; CH₂Cl₂/EtOAc 3:1). El/MS (70 eV): *m/z* 175 (M⁺, 100 %), 158 (45), 148 (28), 144 (42), 120 (16). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 1.65$ (t, J = 5.6 Hz, 1H, OH), 2.96 (s, 6H, NCH₃), 4.48 (d, J = 5.6 Hz, 2H, CH₂), 6.61 (d, J = 8.8 Hz, 2H, CHar), 7.31 ppm (d, J = 8.8 Hz, 2H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): $\delta = 40.4$, 52.1, 85.2, 87.0, 109.4, 111.9, 133.0, 150.4 ppm. The measured analytical data were in accordance with those published in literature.²

Alcohols 44 and 46



Mixture of **28-29** (1.49 g, ca. 1:1) and propargyl alcohol **38** (420 mg, 7.5 mmol) were crosscoupled following the general method (i). Both alcohols were separated by column chromatography (SiO₂; CH₂Cl₂/EtOAc 3:1). Yield of **44**: 422 mg (74 % relative to 1:1 starting mixture); brown solid. R_f = 0.8 (SiO₂; CH₂Cl₂/EtOAc 3:1). ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 1.65 (t, *J* = 6.0 Hz, 1H, OH), 3.29 (s, 3H, NCH₃), 4.45 (d, *J* = 6.0 Hz, 2H, CH₂), 6.77 (d, *J* = 8.8 Hz, 2H, CHar), 7.06-7.12 (m, 2H, CHar), 7.23-7.33 ppm (m, 5H, CHar). Yield of **46**: 345 mg (68 % relative to 1:1 starting mixture); brownish solid. R_f = 0.6 (SiO₂; CH₂Cl₂/EtOAc 3:1). ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 1.66 (t, *J* = 6.0 Hz, 2H, OH), 3.31 (s, 3H, NCH₃), 4.48 (d,

J = 6.0 Hz, 4H, CH₂), 6.95 (dd, $J_1 = 6.8$ Hz, $J_2 = 2$ Hz, 4H, CHar), 7.32 ppm (dd, ${}^{1}J = 6.8$ Hz, ${}^{2}J = 2$ Hz, 4H, CHar). 13 C NMR (CDCl₃, 100 MHz, 25 °C): $\delta = 40.2$, 52.0, 86.0, 86.5, 115.4, 120.3, 133.1, 148.5 ppm.

Alcohols 45 and 47



Mixture of **40-41** (800 mg, ca. 3:2 mixture) and propargyl alcohol **38** (180 mg, 3.23 mmol) were cross-coupled following the general method (i). Both alcohols were separated by column chromatography. Yield of **45**: 340 mg (88 % relative to 3:2 starting mixture); brown viscous oil. $R_f = 0.9$ (SiO₂; CH₂Cl₂/EtOAc 3:1). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 1.74$ (t, J = 5.6 Hz, 1H, OH), 4.48 (d, J = 5.6 Hz, 2H, CH₂), 6.94-6.97 (m, 2H, CHar), 7.03-7.10 (m, 6H, CHar), 7.24-7.28 ppm (m, 6H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): $\delta = 52.0$, 86.1, 86.5, 115.5, 122.3, 123.8, 125.2, 129.9, 132.9, 147.4, 148.4 ppm. The measured NMR spectra were in accordance with

those published in literature.¹⁰ Yield of **47**: 160 mg (70 % relative to 3:2 starting mixture); brown viscous oil. $R_f = 0.55$ (SiO₂; CH₂Cl₂/EtOAc 3:1). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 1.74$ (s, 2H, OH), 4.48 (s, 4H, CH₂), 6.97 (d, J = 8.4 Hz, 4H, CHar), 7.07-7.09 (m, 3H, CHar), 7.25-7.30 ppm (m, 6H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): $\delta = 51.9$, 85.9, 86.9, 116.5, 123.4, 124.5, 125.8, 129.8, 133.0, 146.8, 147.6 ppm.

Alcohol 48



lodo derivative **42** (935 mg, 1.5 mmol) and propargyl alcohol **38** (356 mg, 5.4 mmol) were cross-coupled following the general method (i). Yield: 510 mg (83 %); brownish solid. $R_{\rm f}$ = 0.5 (SiO₂; CH₂Cl₂/EtOAc 1:1). ¹H NMR (CDCl₃, 400 MHz; 25 °C): δ = 2.68 (s, 3H, OH), 4.48 (s, 6H, CH₂), 6.98 (d, *J* = 8.8 Hz, 6H, CHar), 7.31 ppm (d, *J* = 8.8 Hz, 6H, CHar). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): δ = 51.9, 85.7, 87.2, 117.4, 124.1, 133.1, 147.0 ppm. The measured NMR spectra were in accordance with those published in literature.^{6b}

2.4. Dess-Martin Oxidations

Aldehyde 49

Alcohol **43** (50 mg, 0.29 mmol) was treated with Dess-Martin periodinane (121 mg, 0.29 mmol) following general method (ii). Yield: 38 mg (76 %); yellow-orange solid. $R_f = 0.8$ (SiO₂; CH₂Cl₂). ¹H NMR (CDCl₃, 400 MHz, 25 °C): $\delta = 3.03$ (s, 6H, NCH₃), 6.63 (d, 2H, J = 8,8 Hz, CH ar.), 7.47 (d, 2H, J = 8,8 Hz, CH ar.), 9.35 (s, 1H,CH=O). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): $\delta = 40.19$, 90.34, 100.35, 104.96, 111.74, 135.66, 152.26, 176.72. The measured analytical data were in accordance with those published in literature.¹¹

Aldehyde 50

Alcohol **44** (200 mg, 0.84 mmol) was tretaed with Dess-Martin periodinane (356 mg, 0.84 mmol) following general method (ii). Yield: 160 mg (81 %); yellow viscous oil. $R_f = 0.8$ (SiO₂; CH₂Cl₂). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 3.35$ (s, 3H, NCH₃), 6.72 (d, J = 8.8 Hz, 2H, CHar), 7.19-7.23 (m, 3H, CHar), 7.39-7.44 (m, 4H, CHar), 9.36 ppm (s, 1H, CHO).

Aldehyde 51



Alcohol **45** (290 mg, 0.97 mmol) was treated with Dess-Martin periodinane (411 mg, 0.97 mmol) following general method (ii). Yield: 170 mg (59 %); yellow-brown viscous oil. $R_f = 0.8$ (SiO₂; CH₂Cl₂). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 6.94$ (dd, $J_1 = 7.2$ Hz, $J_2 = 2$ Hz, 2H, CHar), 7.12-7.15 (m, 6H, CHar), 7.29-7.33 (m, 4H, CHar), 7.41 (dd, $J_1 = 7.2$ Hz, $J_2 = 2$ Hz, 2H, CHar), 9.37 ppm (s, 1H, CHO). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): 89.6, 97.9, 110.4, 120.3, 125.0, 126.2, 129.9, 135.1, 146.4, 151.0, 176.9 ppm. The measured NMR spectra were in accordance with those published in literature.¹⁰

Aldehyde 52



Alcohol **46** (160 mg, 0.55 mmol) was treated with Dess-Martin periodinane (467 mg, 1.1 mmol) following general method (ii). Yield: 130 mg (82 %); yellow solid. $R_f = 0.7$ (SiO₂; CH₂Cl₂). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 3.41$ (s, 3H, NCH₃), 7.06 (dd, $J_1 = 8.8$ Hz, $J_2 = 2$ Hz, 4H, CHar), 7.53 (dd, $J_1 = 8.8$ Hz, $J_2 = 2$ Hz, 4H, CHar), 7.53 (dd, $J_1 = 8.8$ Hz, $J_2 = 2$ Hz, 4H, CHar), 9.39 ppm (s, 2H, CHO). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): 40.2, 89.5, 96.6, 112.3, 120.6, 135.3, 150.1, 176.9 ppm.

Aldehyde 53



Alcohol **47** (140 mg, 0.4 mmol) was treated with Dess-Martin periodinane (336 mg, 0.8 mmol) following general method (ii). Yield: 101 mg (72 %); yellow viscous oil. $R_f = 0.7$ (SiO₂; CH₂Cl₂). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 7.06$ (d, J = 8.8 Hz, 4H, CHar), 7.13 (d, J = 7.6 Hz, 2H, CHar), 7.20-7.24 (m, 1H, CHar), 7.34-7.38 (m, 2H, CHar), 7.48 (d, J = 8.8 Hz, 4H, CHar), 9.39 ppm (s, 2H, CHO). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): 89.4, 96.2, 113.2, 123.1, 126.2, 126.9, 130.3, 135.1, 145.6, 149.5, 176.8 ppm.

Aldehyde 54



Alcohol **4** (250 mg, 0.61 mmol) was treated with Dess-Martin periodinane (781 mg, 1.84 mmol) following general method (ii). Yield: 205 mg (83 %); yellow solid. $R_f = 0.6$ (SiO₂; CH₂Cl₂). ¹H NMR (CDCl₃, 400 MHz; 25 °C): $\delta = 7.10$ (d, J = 8.4 Hz, 6H, CHar), 7.52 (d, J = 8.4 Hz, 6H, CHar), 9.37 ppm (s, 3H, CHO). ¹³C NMR (CDCl₃, 100 MHz, 25 °C): 89.3, 95.2, 114.9, 124.5, 135.2, 148.5, 176.7 ppm. The NMR spectra were in accordance with those published in literature.^{6b}

3. Electrochemistry

Electrochemical measurements of chromophores **1-24** were carried out in *N*,*N*-dimethylformamide containing 0.1 M Bu₄NPF₆ in a three electrode cell by cyclic voltammetry (CV), rotating disk voltammetry (RDV) and polarography. The working electrode was platinum disk (2 mm in diameter) for CV and RDV experiments. Saturated calomel electrode (SCE) separated by a bridge filled with supporting electrolyte and Pt wire were used as reference and auxiliary electrodes. Voltammetric measurements were performed using a potentiostat PGSTAT 128N (AUTOLAB, Metrohm Autolab B.V., Utrecht, The Netherlands) operated via NOVA 1.10 software.



Figure S1. Representative CV curve of the oxidation and reduction of chromophore **9** at Pt electrode in DMF containing 0.1 M Bu₄NPF₆, scan rate 100 mV.s⁻¹.



Figure S2. Representative CV curve of the oxidation and reduction of chromophore 10 at Pt electrode in DMF containing 0.1 M Bu_4NPF_6 , scan rate 100 mV.s⁻¹.



Figure S3. Representative CV curve of the oxidation and reduction of chromophore 18 at Pt electrode in DMF containing 0.1 M Bu_4NPF_6 , scan rate 100 mV.s⁻¹.

4. Optical properties



Figure S4. UV-Vis absorption spectra of linear chromophores 1-4 (Me₂N donor) measured in CH_2CI_2 (2·10⁻⁵ M).



Figure S5. UV-Vis absorption spectra of linear chromophores 5-8 (MePhN donor) measured in CH₂Cl₂ (2·10⁻⁵ M).



Figure S6. UV-Vis absorption spectra of linear chromophores 9-12 (Ph₂N donor) measured in CH₂Cl₂ (2·10⁻⁵ M).



Figure S7. UV-Vis absorption spectra of quadrupolar chromophores 13-16 (MeN donor) measured in CH₂Cl₂ (2·10⁻⁵ M).



Figure S8. UV-Vis absorption spectra of quadrupolar chromophores 17-20 (PhN donor) measured in CH₂Cl₂ (2·10⁻⁵ M).



Figure S9. UV-Vis absorption spectra of tripodal chromophores 21-24 measured in CH_2CI_2 (2·10⁻⁵ M).

 Table 1. Solvatochromic data of chromophores 12, 20, and 24.

	Toluene		THF		CH ₂ Cl ₂		DMSO		Acetonitrile		MeOH	
Comp.	λ_{max}^{A}	\mathcal{E}_{max}^{A}	λ_{max}^{A}	\mathcal{E}_{max}^{A}	λ_{max}^{A}	\mathcal{E}_{max}^{A}	λ_{\max}^{A}	\mathcal{E}_{max}^{A}	λ_{\max}^{A}	\mathcal{E}_{max}^{A}	λ_{\max}^{A}	\mathcal{E}_{max}^{A}
	(nm)	(M ⁻¹ ·cm ⁻¹)	(nm)	(M ⁻¹ ·cm ⁻¹)	(nm)	(M ⁻¹ ·cm ⁻¹)	(nm)	(M ⁻¹ ·cm ⁻¹)	(nm)	(M ⁻¹ ·cm ⁻¹)	(nm)	(M ⁻¹ ·cm ⁻¹)
12	495	23300	484	28000	501	35300	486	27900	480	33100	491	30900
20	499	35800	496	43700	517	51500	501	35300	496	45500	503	36100
24	503	67500	496	44400	509	81500	496	35900	490	57000	499	5500 ^[a]

[a] Low solubility.



5. Differential scanning calorimetry

Thermal properties of linear, quadrupolar and tripodal chromophores 1-24 were investigated by DSC measurements.



Figure S10. DSC curve of chromophore 1.



Figure S11. DSC curve of chromophore 2.



Figure S12. DSC curve of chromophore 3.



Figure S13. DSC curve of chromophore 4.



Figure S14. DSC curve of chromophore 5.



Figure S15. DSC curve of chromophore 6.



Figure S16. DSC curve of chromophore 7.



Figure S17. DSC curve of chromophore 8.



Figure S18. DSC curve of chromophore 9.



Figure S19. DSC curve of chromophore 10.



Figure S20. DSC curve of chromophore 11.



Figure S21. DSC curve of chromophore 12.



Figure S22. DSC curve of chromophore 13.



Figure S23. DSC curve of chromophore 14.



Figure S24. DSC curve of chromophore 15.



Figure S25. DSC curve of chromophore 16.



Figure S26. DSC curve of chromophore 17.



Figure S27. DSC curve of chromophore 18.



Figure S28. DSC curve of chromophore 19.



Figure S29. DSC curve of chromophore 20.



Figure S30. DSC curve of chromophore 21.



Figure S31. DSC curve of chromophore 22.



Figure S32. DSC curve of chromophore 23.



Figure S33. DSC curve of chromophore 24.

6. DFT calculations

All calculations were carried out in Gaussian 09W (Ref. 12) package at the DFT level of theory. Initial geometry optimizations of chromophores **1-24** were carried out by PM3 method implemented in program ArgusLab (Ref. 13) and subsequently by DFT B3LYP method with 6-311G++(2d,p) basic set. Energies of the HOMO and LUMO (E_{HOMO} and E_{LUMO}), their differences (ΔE) and ground state dipole moments (μ) were calculated by DFT method B3LYP/6-311++G(2d,p). The first hyperpolarizabilities were deducted from the optimized geometries using PM7 method implemented in MOPAC2012 software.¹⁴

6.1. HOMO/LUMO localizations

The following HOMO and LUMO localizations in molecules **1-24** were derived from the calculations using PM7 method implemented in MOPAC2012 program.¹⁴ Chromophores **16**, **18**, **20**, **22**, **24** were calculated with *N*,*N'*-dimethylbarbituric moiety due to acceleration of calculations and almost zero influence of butyl substituents on the electron density distribution along the molecule. The visualizations have been performed in program OPchem.¹⁵



Figure S34. HOMO (red) and LUMO (blue) localizations in linear chromophores 1-3.



Figure S35. HOMO (red) and LUMO (blue) localizations in linear chromophores 4-6.



Figure S36. HOMO (red) and LUMO (blue) localizations in linear chromophores 7-9.



Figure S37. HOMO (red) and LUMO (blue) localizations in linear chromophores 10-12.



Figure S38. HOMO (red) and LUMO (blue) localizations in quadrupolar chromophores 13-14.



Figure S39. HOMO (red) and LUMO (blue) localizations in quadrupolar chromophores 15-16.



Figure S40. HOMO (red) and LUMO (blue) localizations in quadrupolar chromophores 17-18.



Figure S41. HOMO (red) and LUMO (blue) localizations in quadrupolar chromophores 19-20.



Figure S42. HOMO (red) and LUMO (blue) localizations in tripodal chromophores 21-22.



Figure S43. HOMO (red) and LUMO (blue) localizations in tripodal chromophores 23-24.

7. Correlations



Figure S44. Correlation of the energy of the longest-wavelenght absorption maxima $1240/\lambda_{max}$ and the electrochemical gap ΔE (R = 0.86).



Figure S45. Correlation of the energy of the longest-wavelenght absorption maxima $1240/\lambda_{max}$ and the calculated electrochemical gap ΔE (R = 0.83).



Figure S46. Correlation of the electrochemically derived HOMO energies (E_{HOMO}) vs. calculated ones ($E_{HOMO,DFT}$) (R = 0.86).



Figure S47. Correlation of the electrochemically derived LUMO energies (E_{LUMO}) vs. calculated ones ($E_{LUMO,DFT}$) (R = 0.68).



Figure S48. Correlation of the electrochemical gap ΔE and the calculated ones ΔE_{DFT} (R = 0.64).



Figure S49. Bar chart of the calculated values for third hyperpolarizability γ .



Figure S50. ¹H NMR spectrum of chromophore **1** (400 MHz, CDCl₃, 25 °C).



Figure S51. ¹³C NMR APT spectrum of chromophore 1 (100 MHz, CDCl₃, 25 °C).



Figure S52. ¹H NMR spectrum of chromophore 2 (400 MHz, CDCl₃, 25 °C).



Figure S53. ¹³C NMR APT spectrum of chromophore 2 (100 MHz, CDCl₃, 25 °C).



Figure S54. ¹H NMR spectrum of chromophore 3 (400 MHz, CDCl₃, 25 °C).



Figure S55. ¹³C NMR APT spectrum of chromophore 3 (100 MHz, CDCl₃, 25 °C).



Figure S56. ¹H NMR spectrum of chromophore 4 (400 MHz, CDCl₃, 25 °C).



Figure S57. ¹³C NMR APT spectrum of chromophore 4 (100 MHz, CDCl₃, 25 °C).



Figure S58. ¹H NMR spectrum of chromophore 5 (500 MHz, CDCl₃, 25 °C).



Figure S59. ¹³C NMR APT spectrum of chromophore 5 (125 MHz, CDCl₃, 25 °C).



Figure S60. ¹H NMR spectrum of chromophore 6 (500 MHz, CDCl₃, 25 °C).



Figure S61. ¹³C NMR APT spectrum of chromophore 6 (125 MHz, CDCl₃, 25 °C).



Figure S62. ¹H NMR spectrum of chromophore 7 (400 MHz, CDCl₃, 25 °C).



Figure S63. ¹³C NMR APT spectrum of chromophore 7 (100 MHz, CDCl₃, 25 °C).



Figure S64. ¹H NMR spectrum of chromophore 8 (400 MHz, CDCl₃, 25 °C).



Figure S65. ¹³C NMR APT spectrum of chromophore 8 (100 MHz, CDCl₃, 25 °C).



Figure S66. ¹H NMR spectrum of chromophore 9 (400 MHz, CDCl₃, 25 °C).



Figure S67. ¹³C NMR APT spectrum of chromophore 9 (100 MHz, CDCl₃, 25 °C).



Figure S68. ¹H NMR spectrum of chromophore 10 (400 MHz, CDCl₃, 25 °C).



Figure S69. ¹³C NMR APT spectrum of chromophore 10 (100 MHz, CDCl₃, 25 °C).



Figure S70. ¹H NMR spectrum of chromophore 11 (500 MHz, CDCl₃, 25 °C).



Figure S71. ¹³C NMR APT spectrum of chromophore 11 (125 MHz, CDCl₃, 25 °C).



Figure S72. ¹H NMR spectrum of chromophore 12 (400 MHz, CDCl₃, 25 °C).



Figure S73. ¹³C NMR APT spectrum of chromophore **12** (100 MHz, CDCl₃, 25 °C).



Figure S74. ¹H NMR spectrum of chromophore 13 (400 MHz, CDCl₃, 25 °C).



Figure S75. ¹³C NMR APT spectrum of chromophore 13 (100 MHz, CDCl₃, 25 °C).



Figure S76. ¹H NMR spectrum of chromophore 14 (400 MHz, CDCl₃, 25 °C).



Figure S77. ¹³C NMR APT spectrum of chromophore 14 (100 MHz, CDCl₃, 25 °C).



Figure S78. ¹H NMR spectrum of chromophore 15 (400 MHz, CDCl₃, 25 °C).



Figure S79. ¹³C NMR APT spectrum of chromophore 15 (100 MHz, CDCl₃, 25 °C).



Figure S80. ¹H NMR spectrum of chromophore 16 (500 MHz, CDCl₃, 25 °C).



Figure S81. ¹³C NMR APT spectrum of chromophore 16 (125 MHz, CDCl₃, 25 °C).



Figure S82. ¹H NMR spectrum of chromophore 17 (400 MHz, CDCl₃, 25 °C).



Figure S83. ¹³C NMR APT spectrum of chromophore 17 (100 MHz, CDCl₃, 25 °C).



Figure S84. ¹H NMR spectrum of chromophore 18 (400 MHz, CDCl₃, 25 °C).



Figure S85. ¹³C NMR APT spectrum of chromophore 18 (100 MHz, CDCl₃, 25 °C).



Figure S86. ¹H NMR spectrum of chromophore 19 (400 MHz, CDCl₃, 25 °C).



Figure S87. ¹³C NMR APT spectrum of chromophore 19 (125 MHz, CDCl₃, 25 °C).



Figure S88. ¹H NMR spectrum of chromophore 20 (400 MHz, CDCl₃, 25 °C).



Figure S89. ¹³C NMR APT spectrum of chromophore 20 (100 MHz, CDCl₃, 25 °C).



Figure S90. ¹H NMR spectrum of chromophore 21 (400 MHz, CDCl₃, 25 °C).



Figure S91. ¹³C NMR APT spectrum of chromophore 21 (100 MHz, CDCl₃, 25 °C).



Figure S92. ¹H NMR APT spectrum of chromophore 22 (500 MHz, CDCl₃, 25 °C).



Figure S93. ¹³C NMR spectrum of chromophore 22 (125 MHz, CDCl₃, 25 °C).



Figure S94. ¹H NMR spectrum of chromophore 23 (400 MHz, CDCl₃, 25 °C).



Figure S95. ¹³C NMR APT spectrum of chromophore 23 (100 MHz, CDCl₃, 25 °C).



Figure S96. ¹H NMR spectrum of chromophore 24 (400 MHz, CDCl₃, 25 °C).



Figure S97. ¹³C NMR APT spectrum of chromophore 24 (100 MHz, CDCl₃, 25 °C).

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