Electronic Supplementary Material (ESI) for RSC Advances.

HIGHLY CONJUGATED ARCHITECTURES AND LABILE REACTION INTERMEDIATES FROM COUPLING BETWEEN 10π ELECTRON-DEFICIENT HETEROAROMATICS AND *SYM*-TRIHYDROXY- OR TRIAMINO-BENZENE DERIVATIVES

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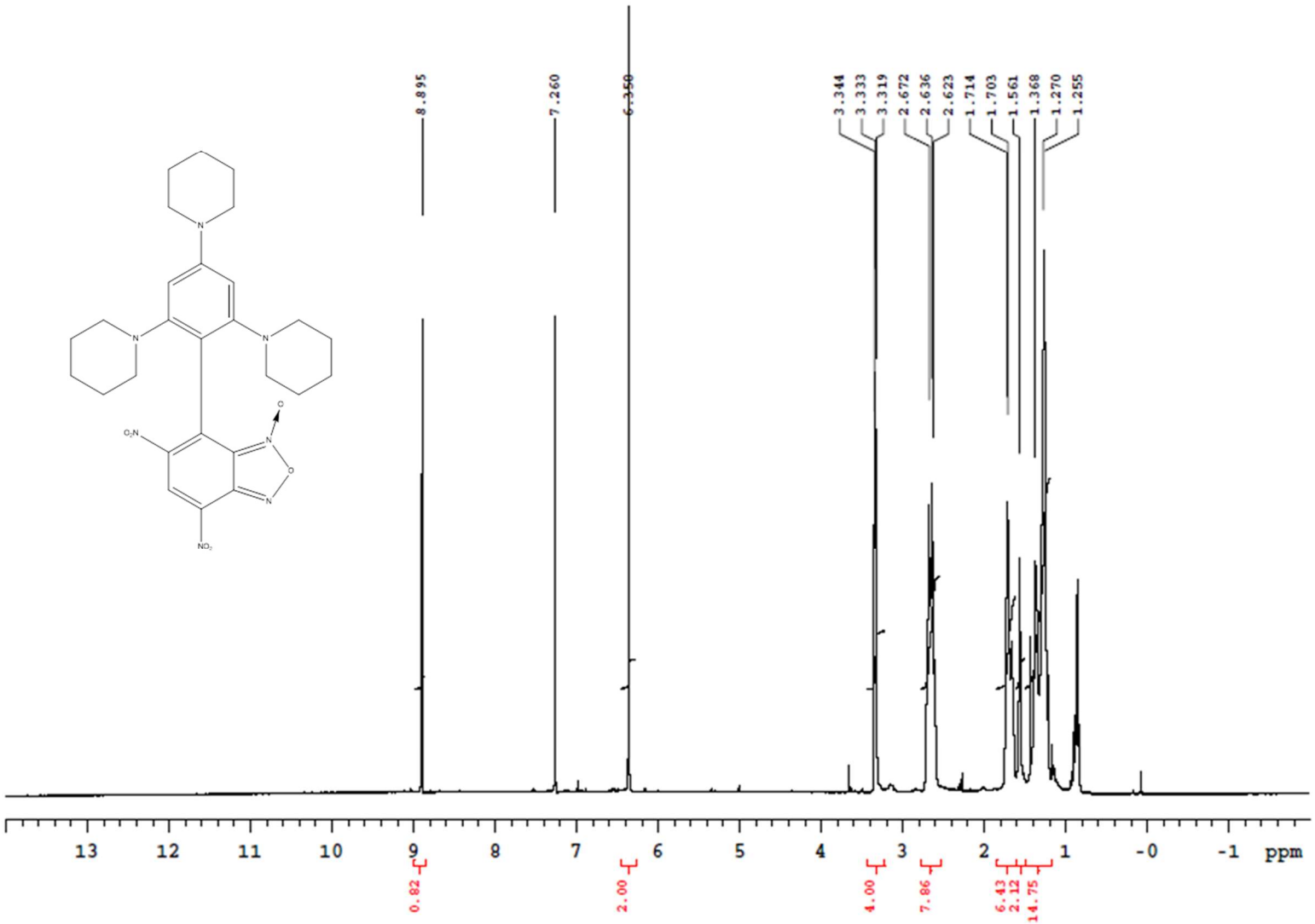

Figure SI-1. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, 25 ºC) of compound **6**.

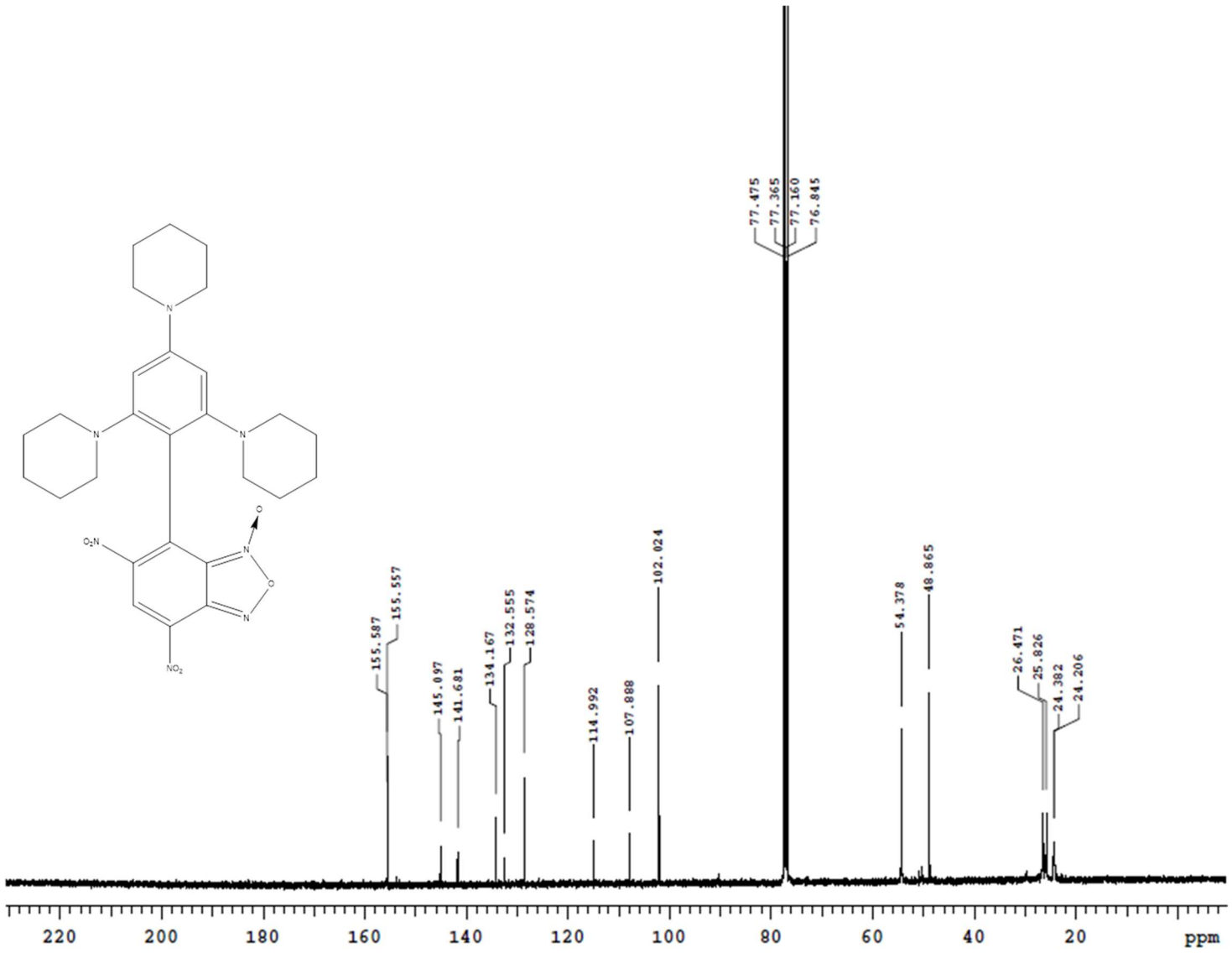

Figure SI-2. ^{13}C NMR spectrum ($CDCl_3$, 100.56 MHz, 25 ºC) of compound **6**.

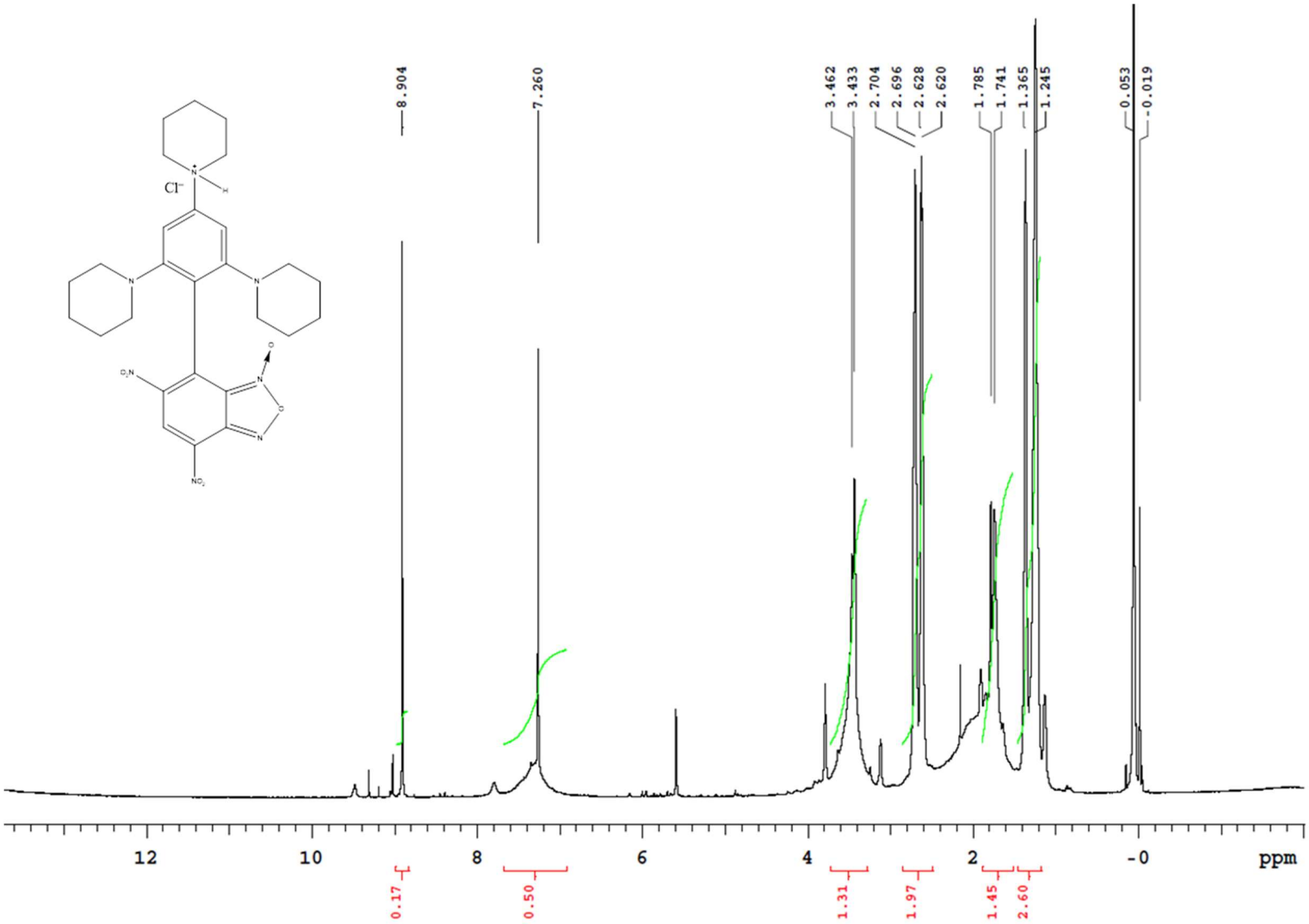

Figure SI-3. ^{1}H NMR spectrum ($CDCl_3$, 600 MHz, 25 ºC) of compound **$6H^{+}Cl^{-}$**.

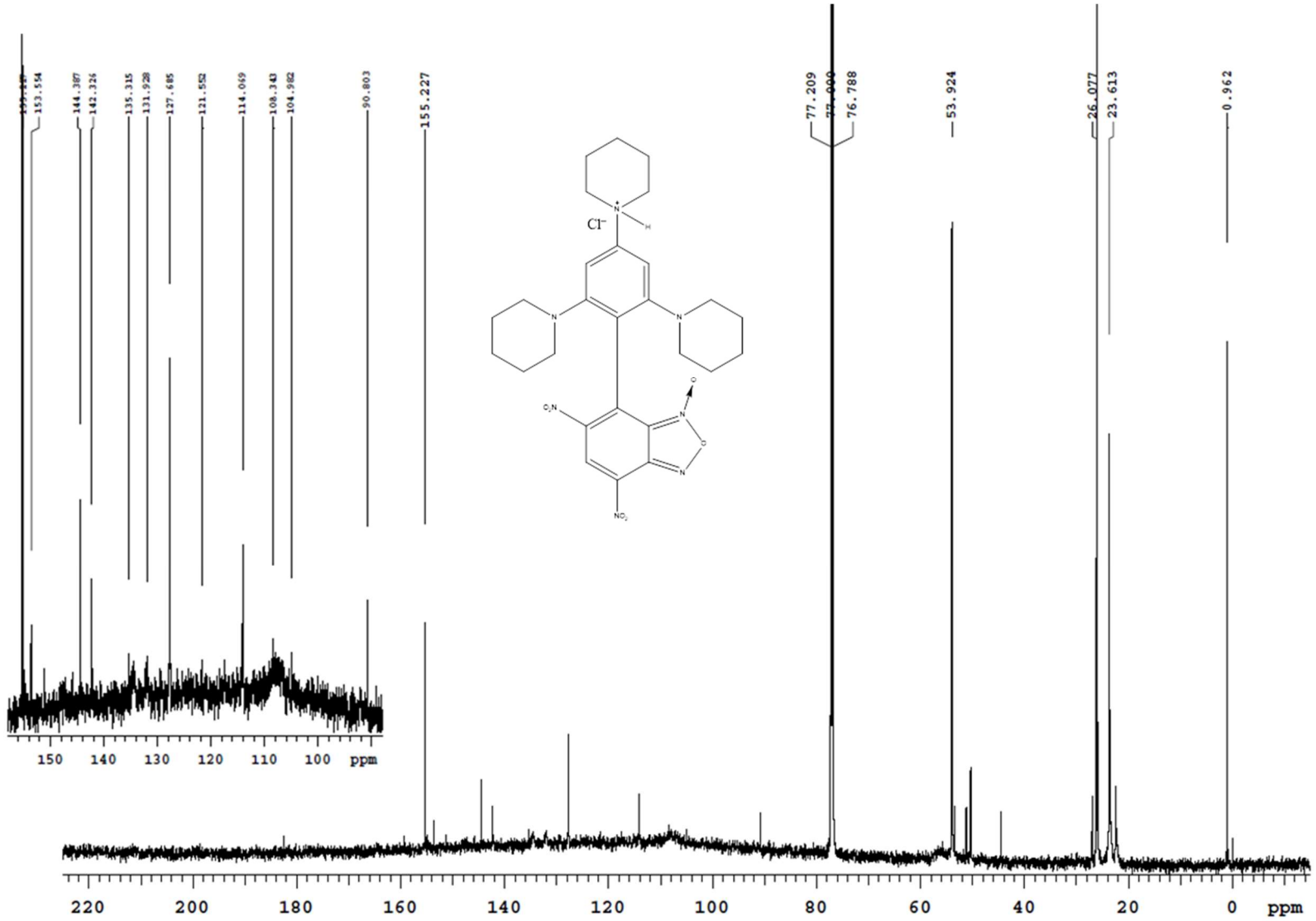

Figure SI-4. ^{13}C NMR spectrum ($CDCl_3$, 150.56 MHz, 25 ºC) of compound **$6H^+Cl^-$**.

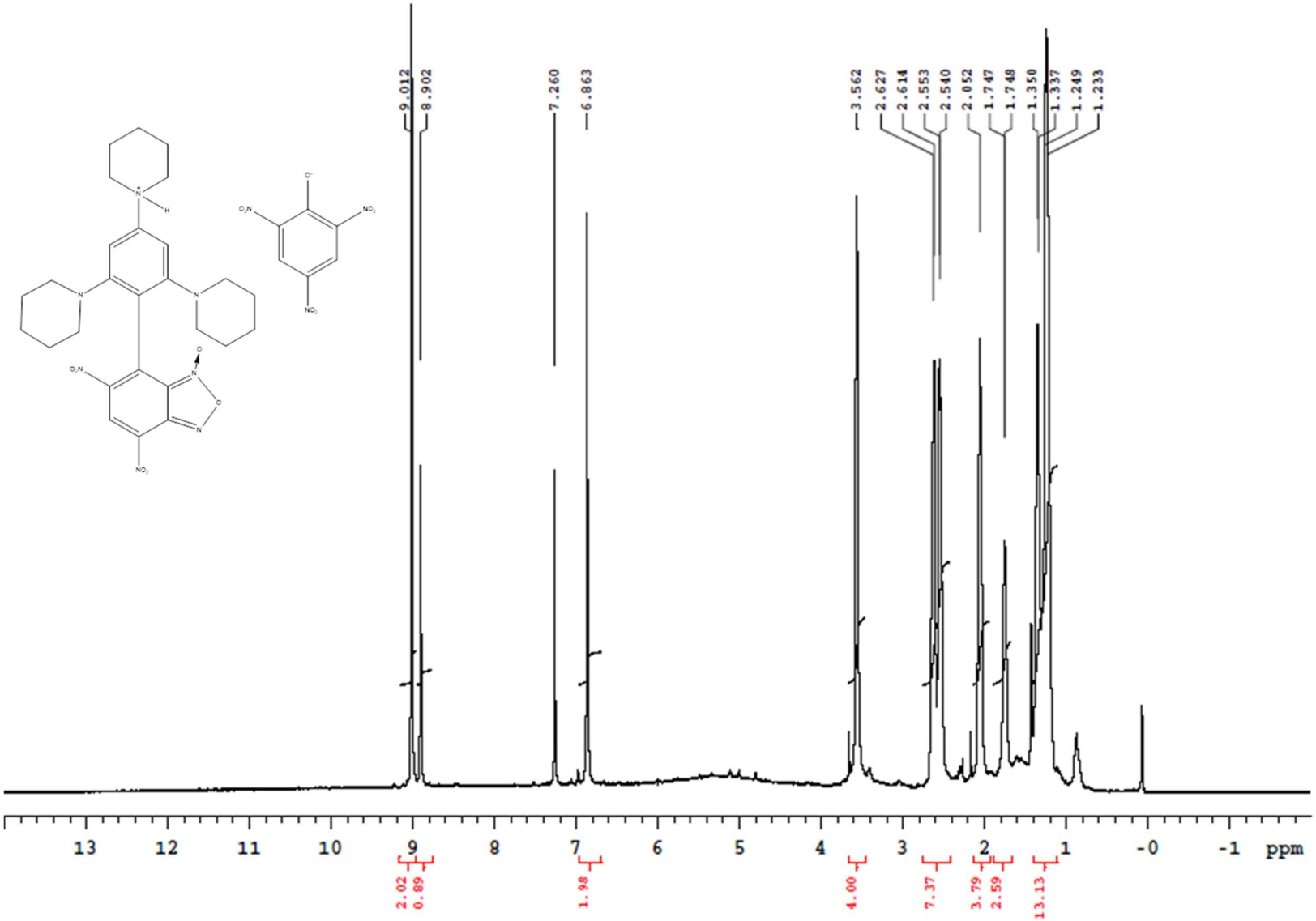

Figure SI-5. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, 25 °C) of compound **6H^{+}picrate**.

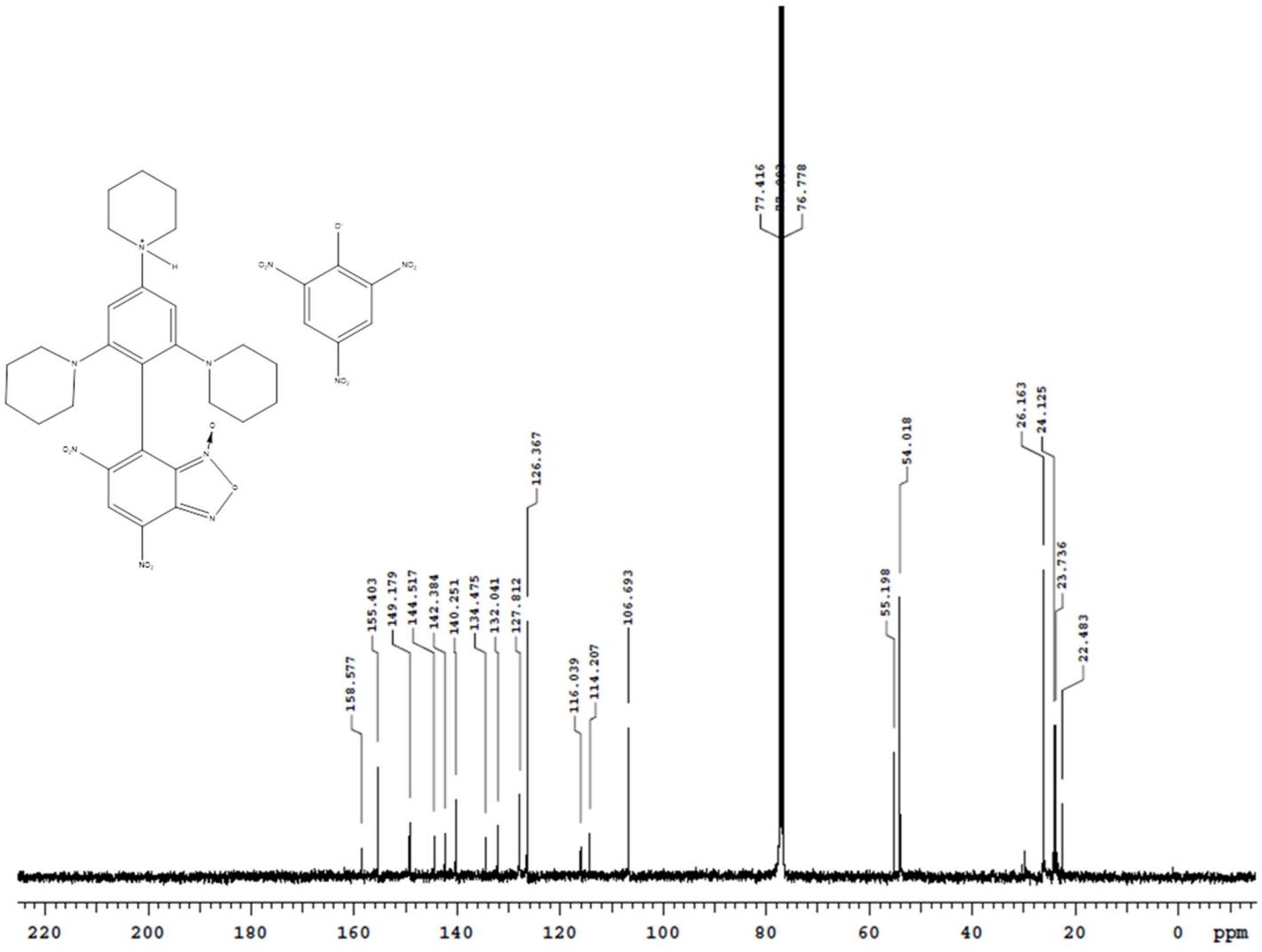

Figure SI-6. ^{13}C NMR spectrum ($CDCl_3$, 100.56 MHz, 25 ºC) of compound **$6H^+$picrate**.

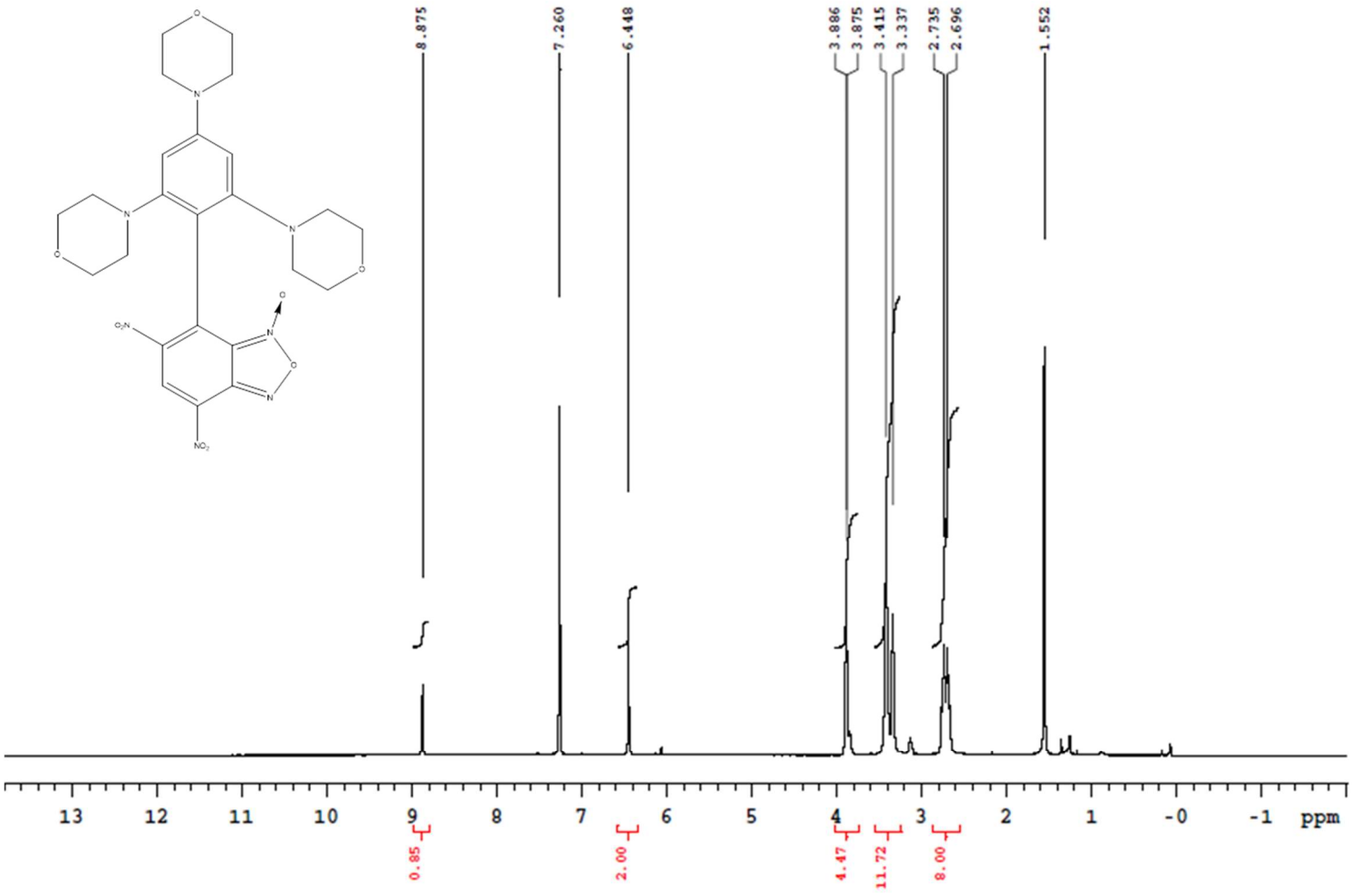

Figure SI-7. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, 25 ºC) of compound **7**.

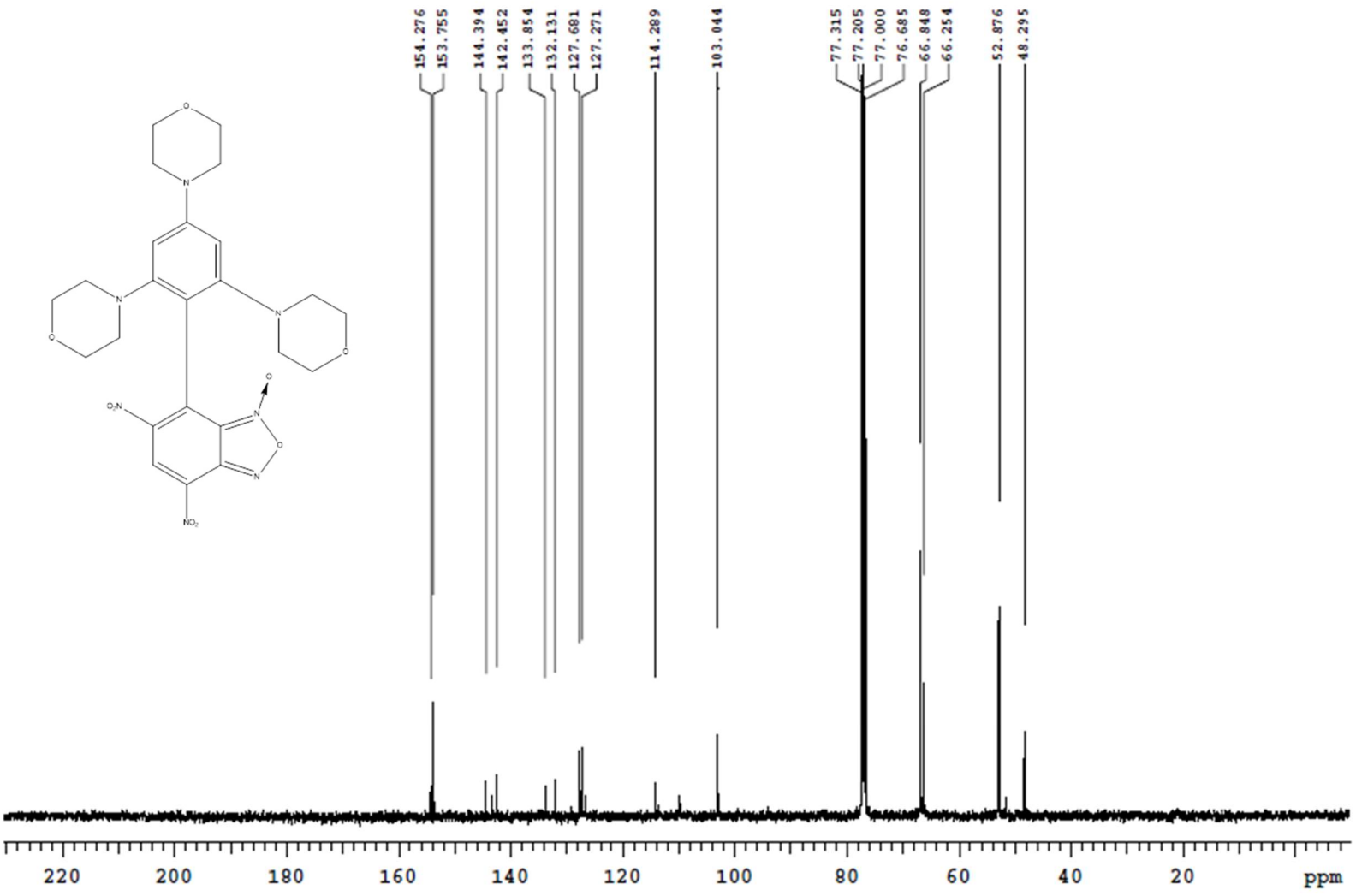

Figure SI-8. ^{13}C NMR spectrum ($CDCl_3$, 100.56 MHz, 25 ºC) of compound **7**.

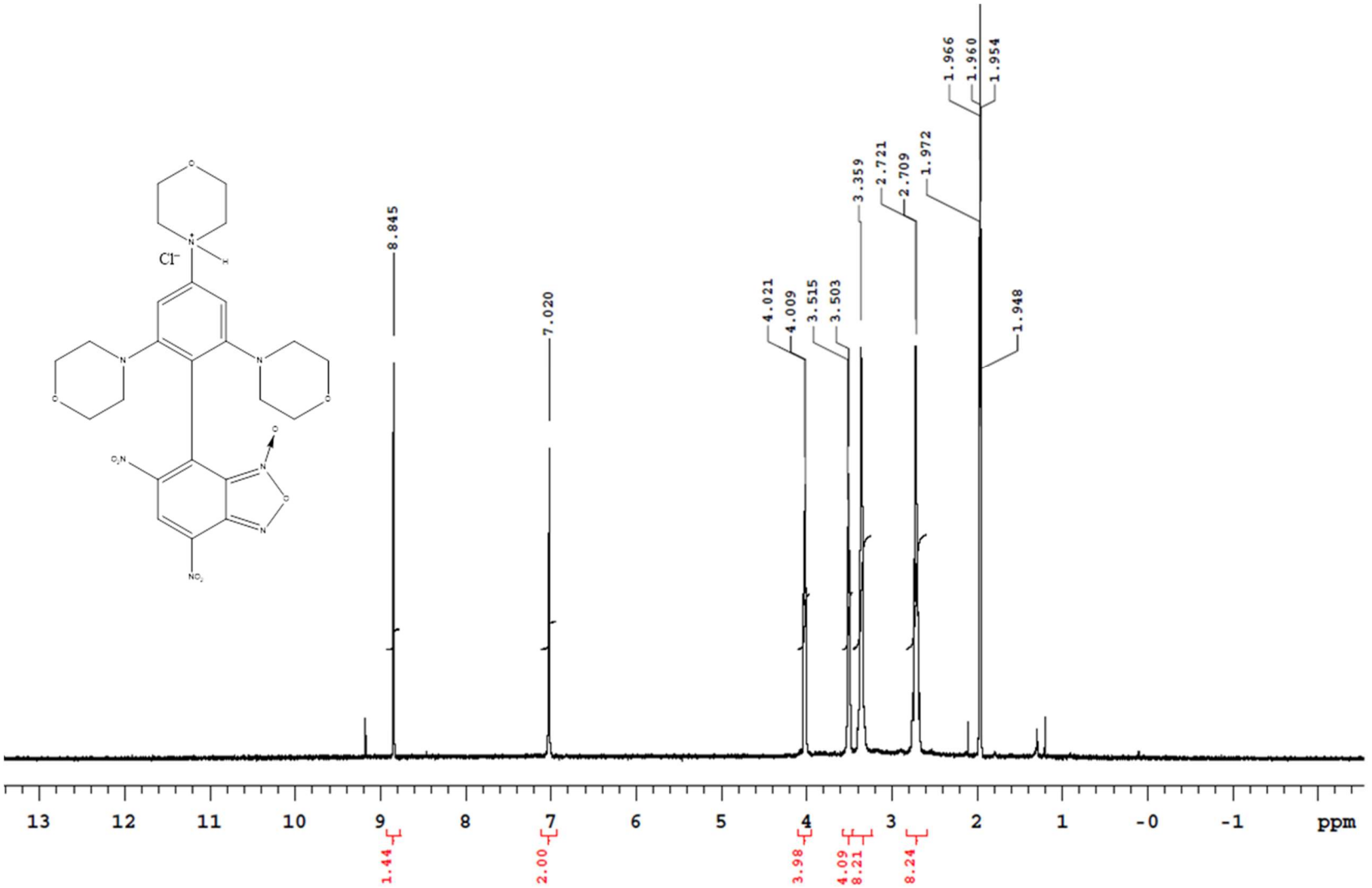

Figure SI-9. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, 25 °C) of compound **7H^{+}Cl^{-}**.

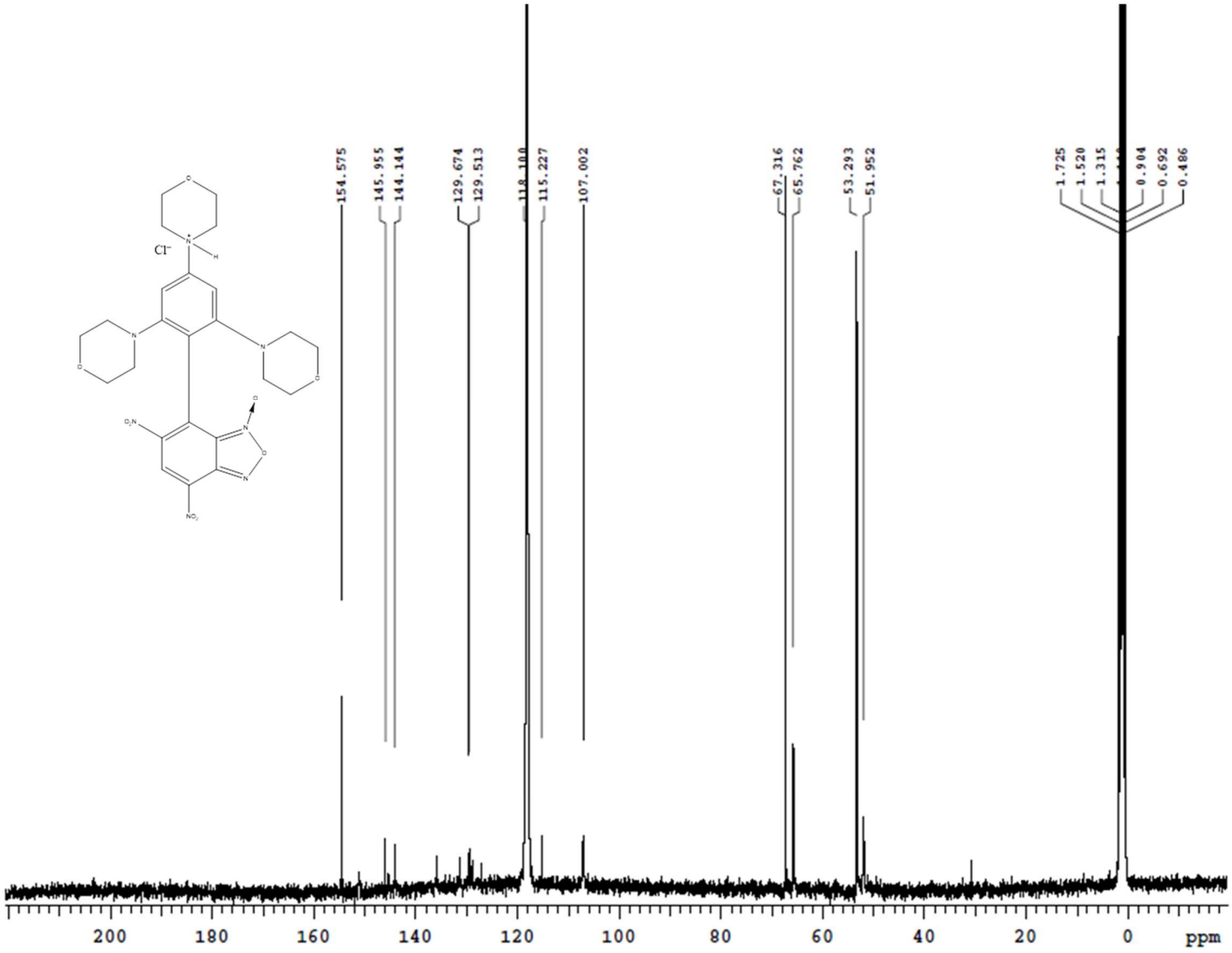

Figure SI-10. ^{13}C NMR spectrum ($CDCl_3$, 100.56 MHz, 25 ºC) of compound **7H$^+$Cl$^-$**.

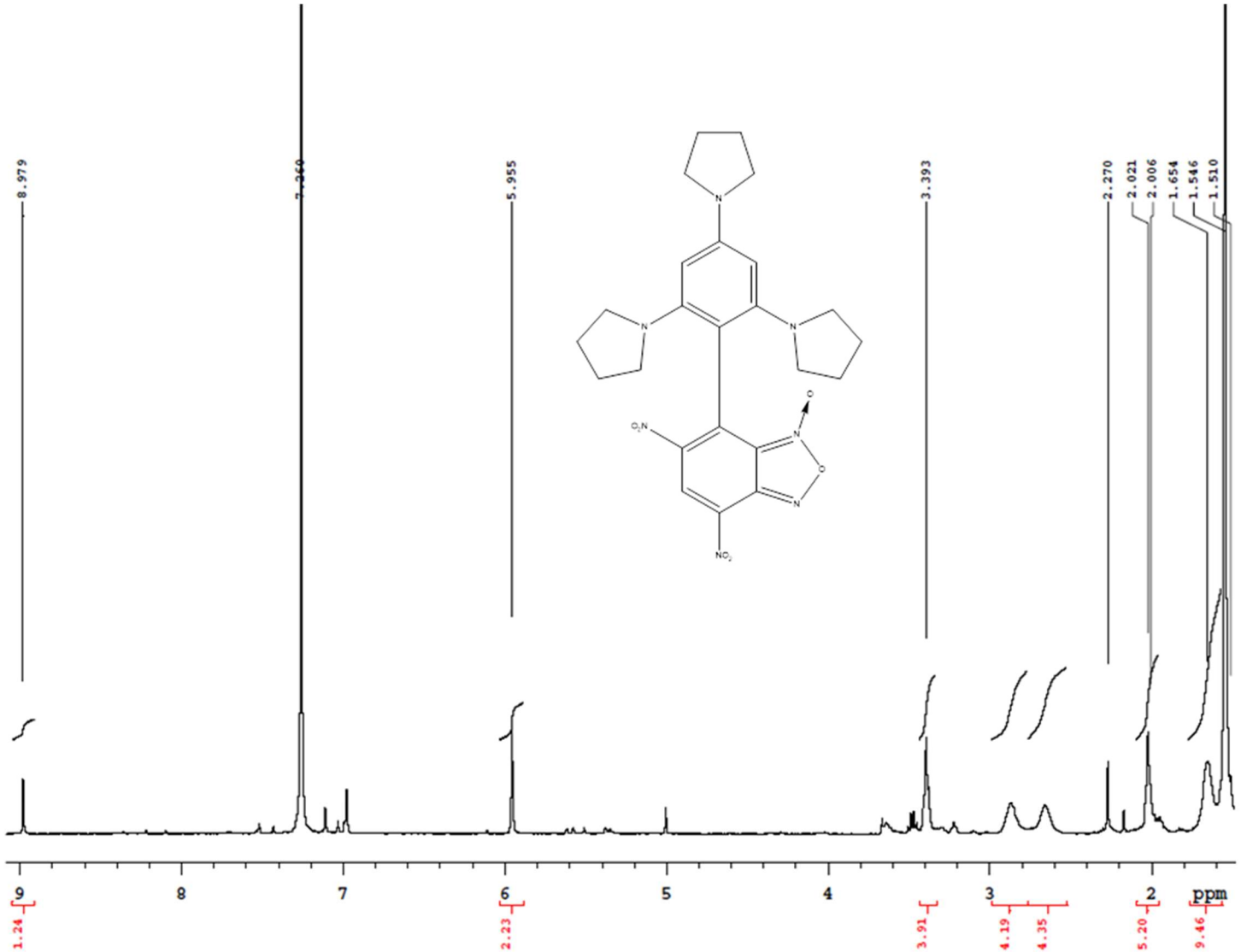

Figure SI-11. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, 25 ^{o}C) of compound **8**.

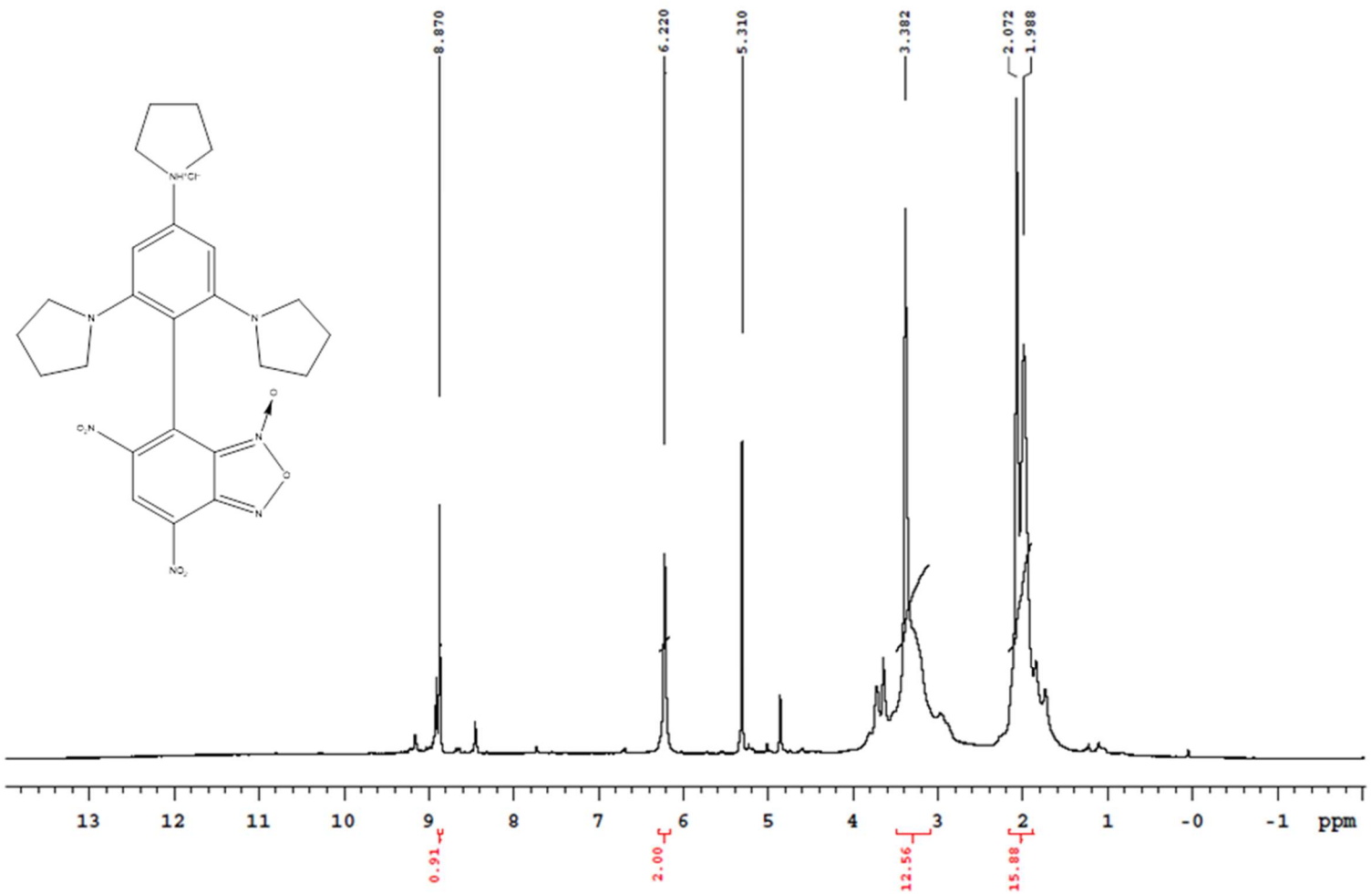

Figure SI-12. ^{1}H NMR spectrum (CD_2Cl_2, 600 MHz, 0 ºC) of compound **8H$^+$Cl$^–$**.

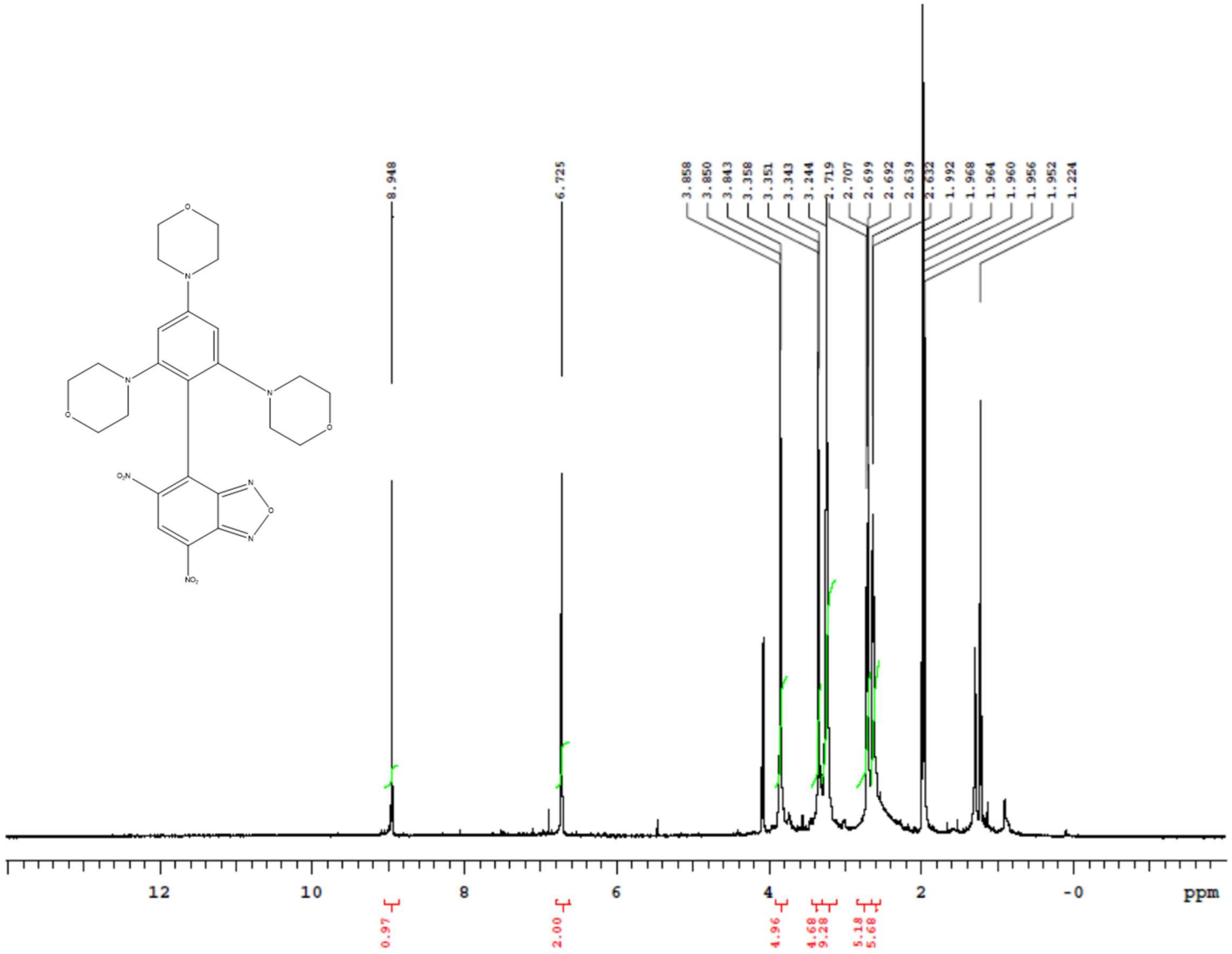

Figure SI-13. ^{1}H NMR spectrum (CD_3CN, 600 MHz, 25 ºC) of compound **10**.

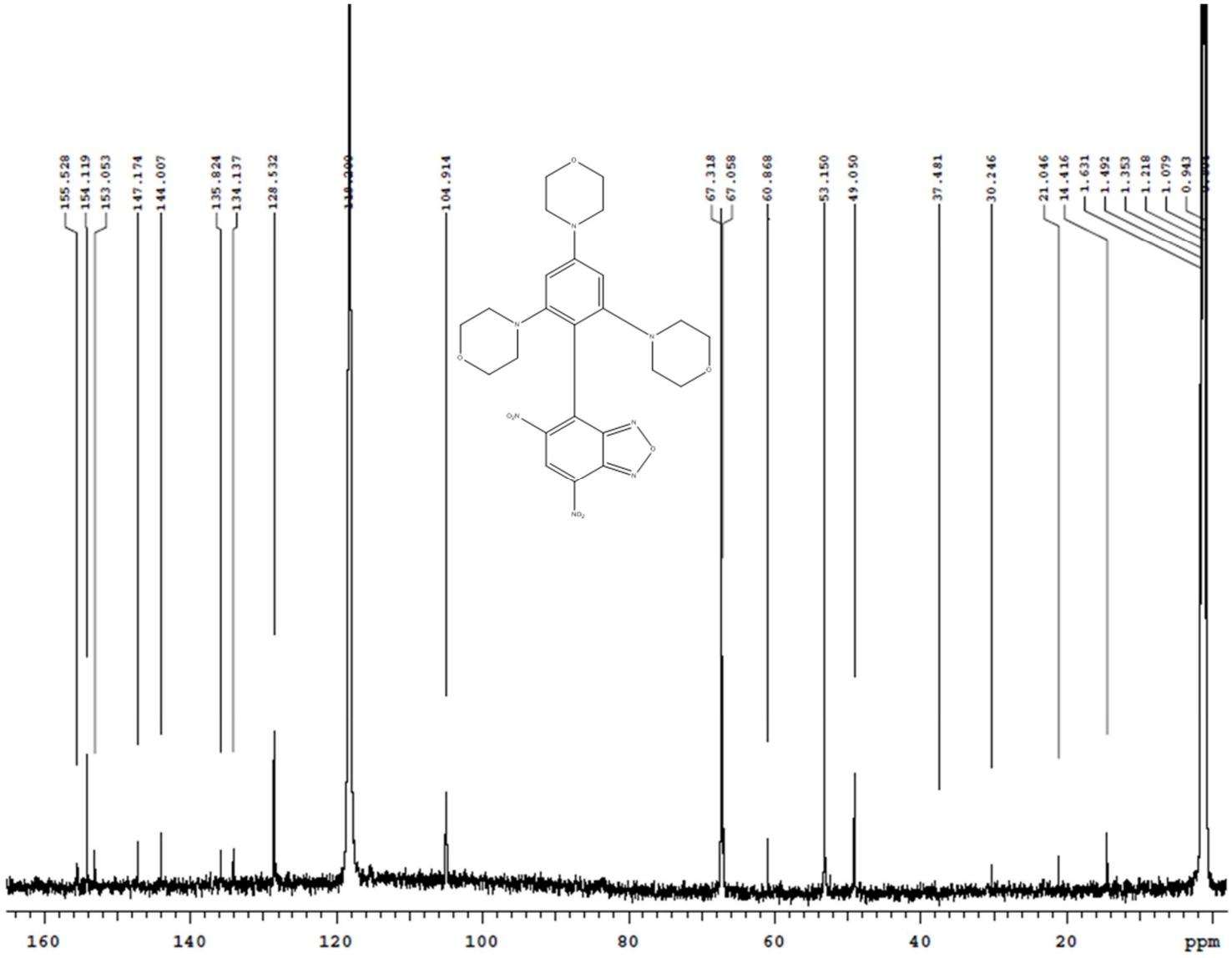

Figure SI-14. ^{13}C NMR spectrum (CD_3CN, 100.6 MHz, 25 ºC) of compound **10**.

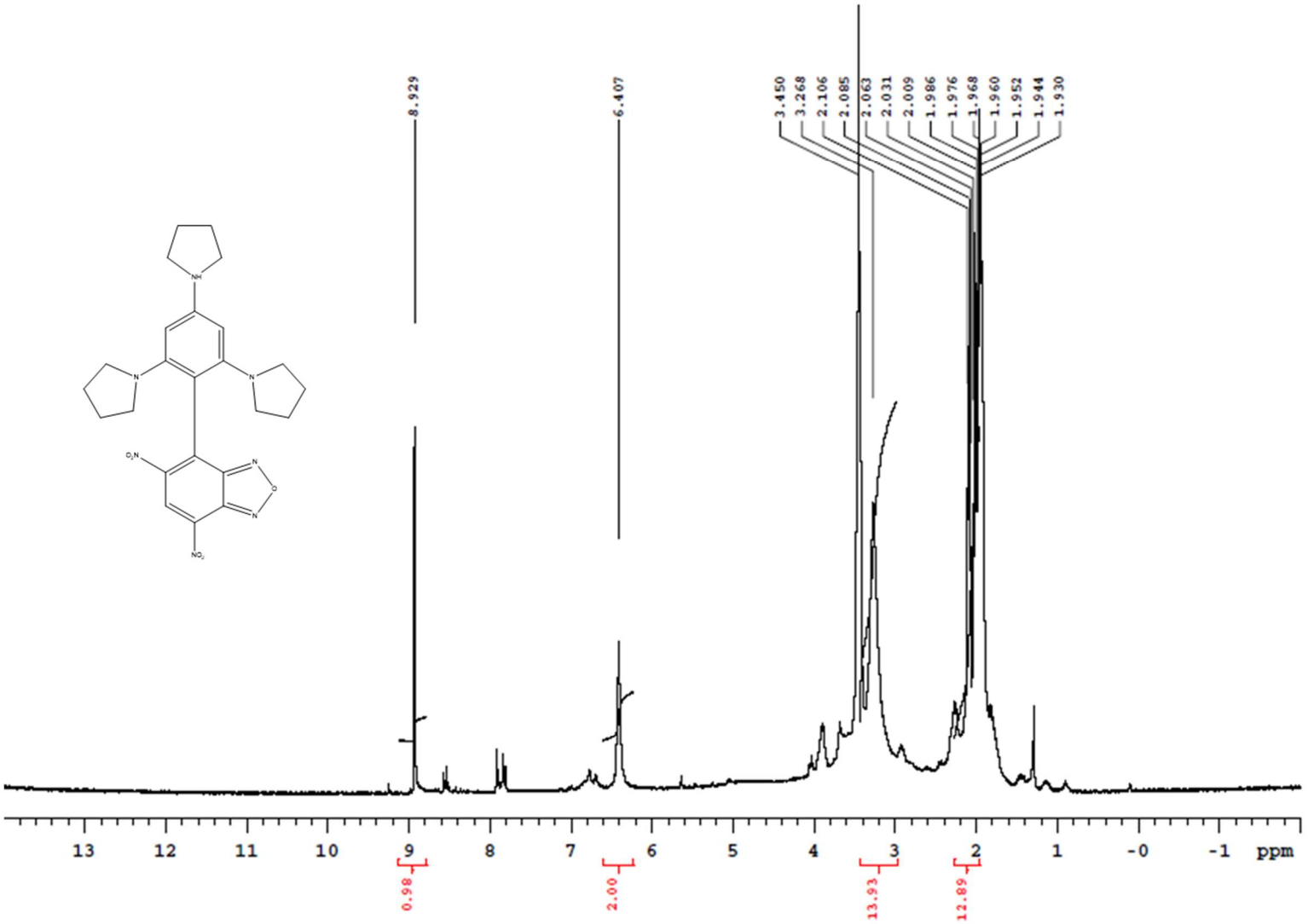

Figure SI-15. ^{1}H NMR spectrum (CD_3CN, 300 MHz, 25 ºC) of compound **11**.

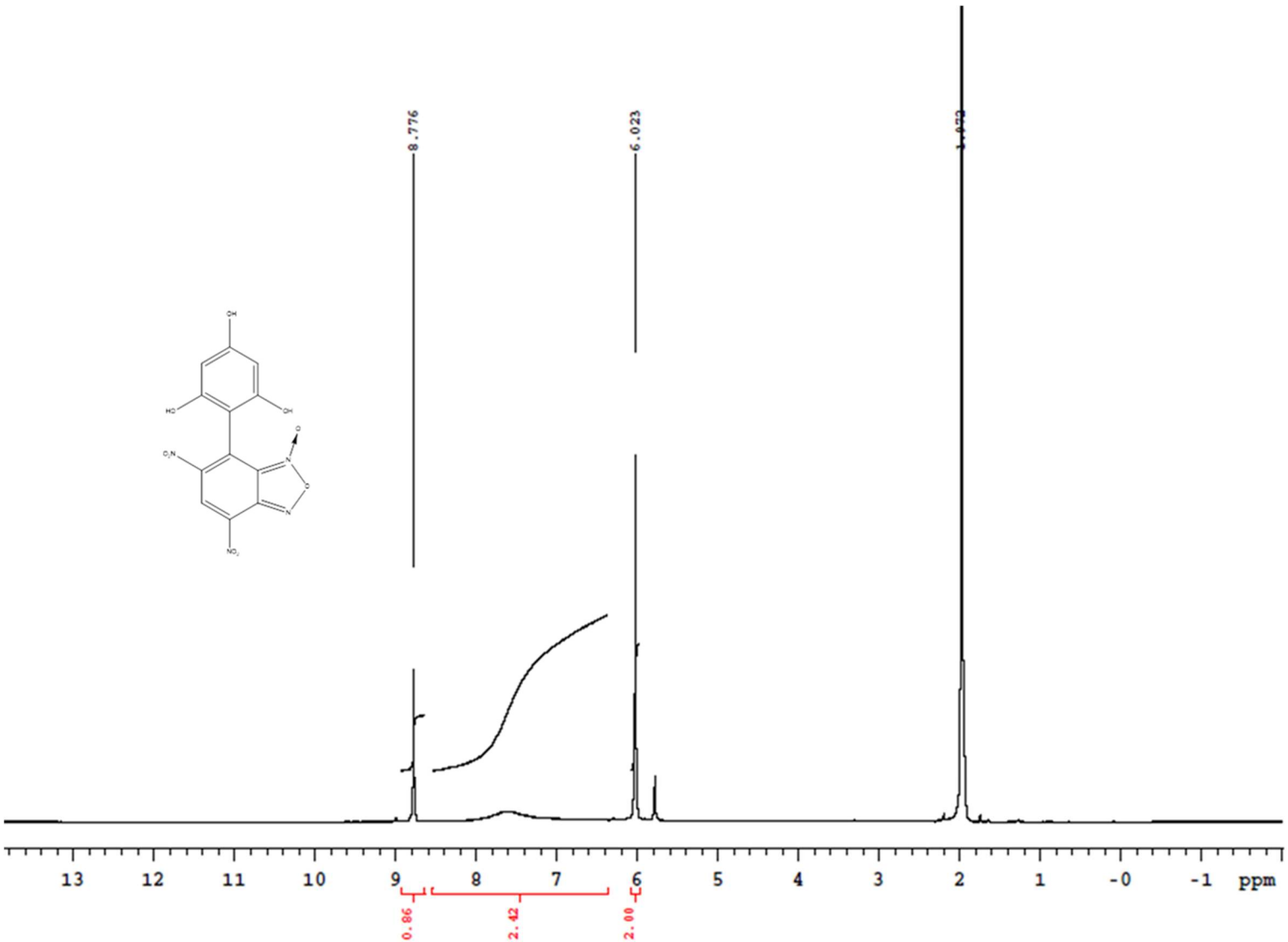

Figure SI-16. ^{1}H NMR spectrum (CD_3CN, 300 MHz, 25 ºC) of compound **14**.

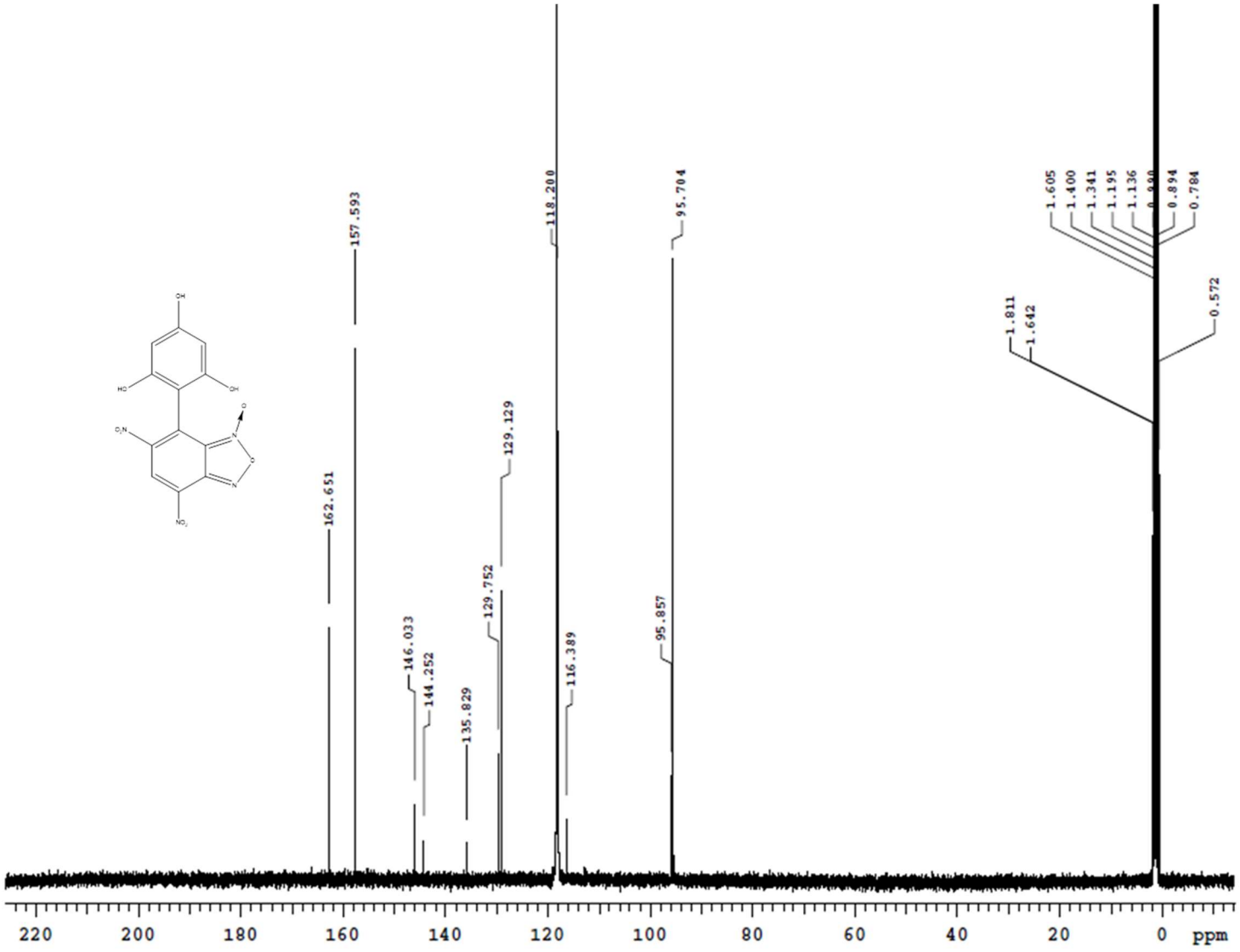

Figure SI-17. ^{1}H NMR spectrum (CD_3CN, 100.56 MHz, 25 ^{o}C) of compound **14**.

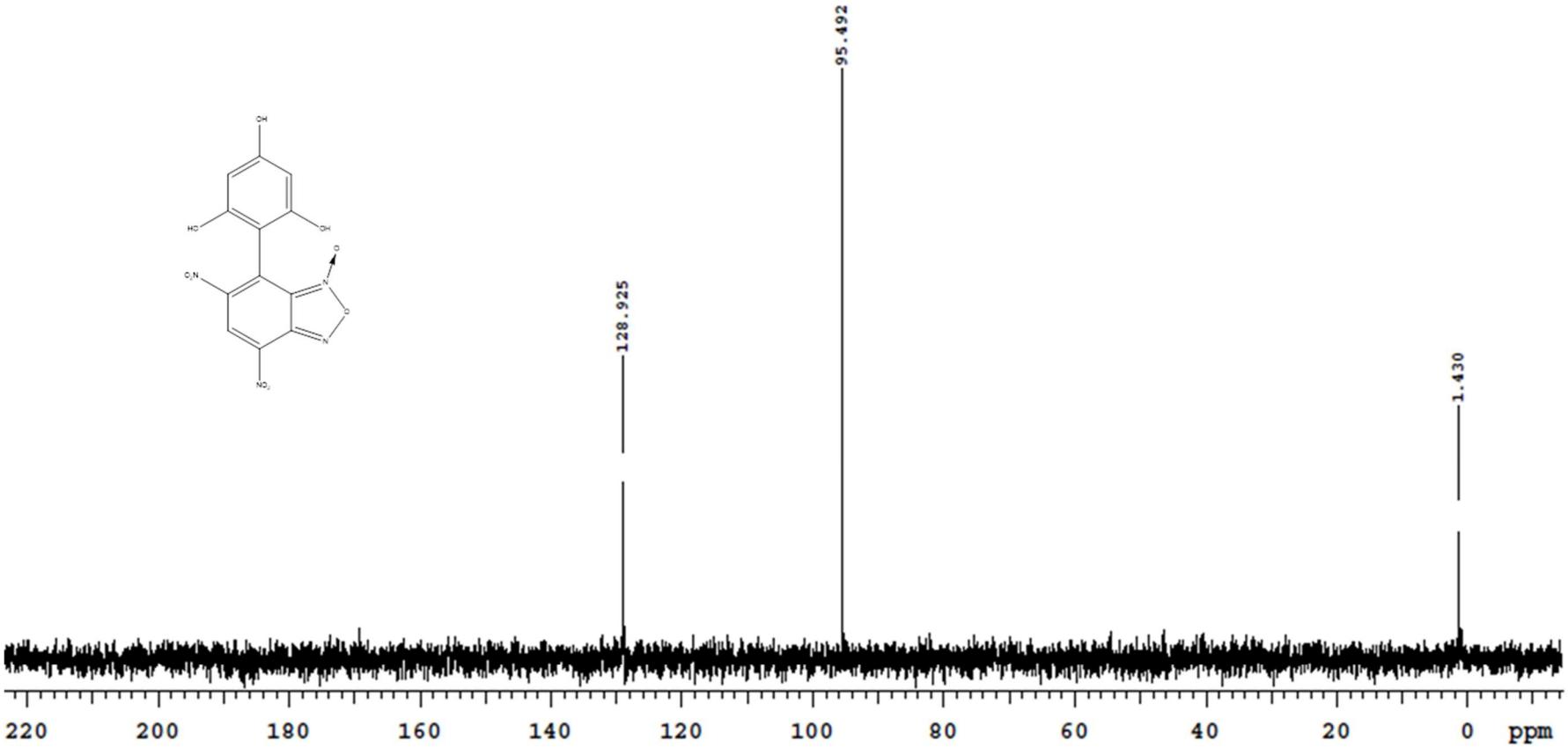

Figure SI-18. DEPT 135 spectrum (CD_3CN, 100.56 MHz, 25 ºC) of compound **14**.

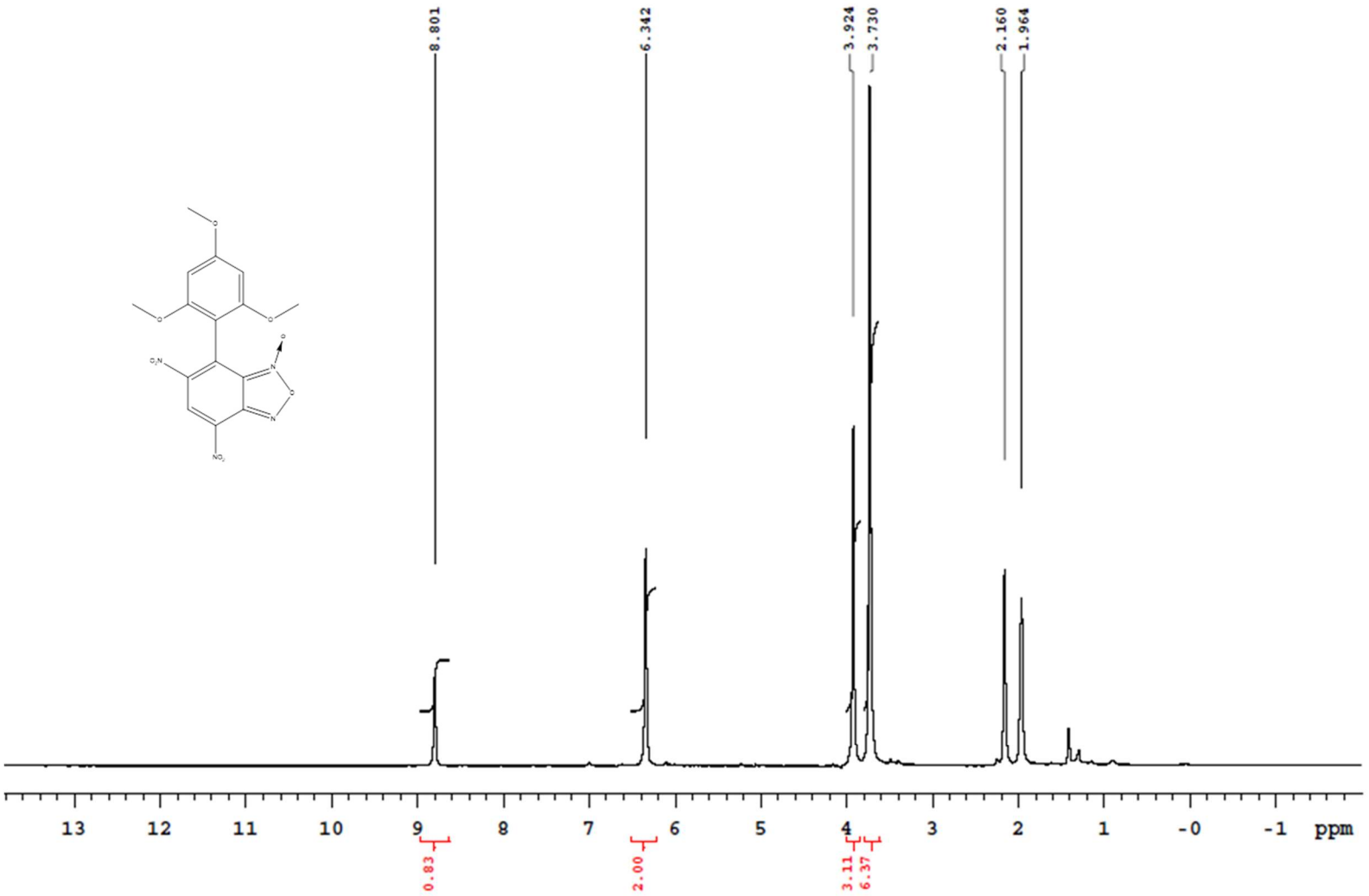

Figure SI-19. ^{1}H NMR spectrum (CD_3CN, 300 MHz, 25 ºC) of compound **15**.

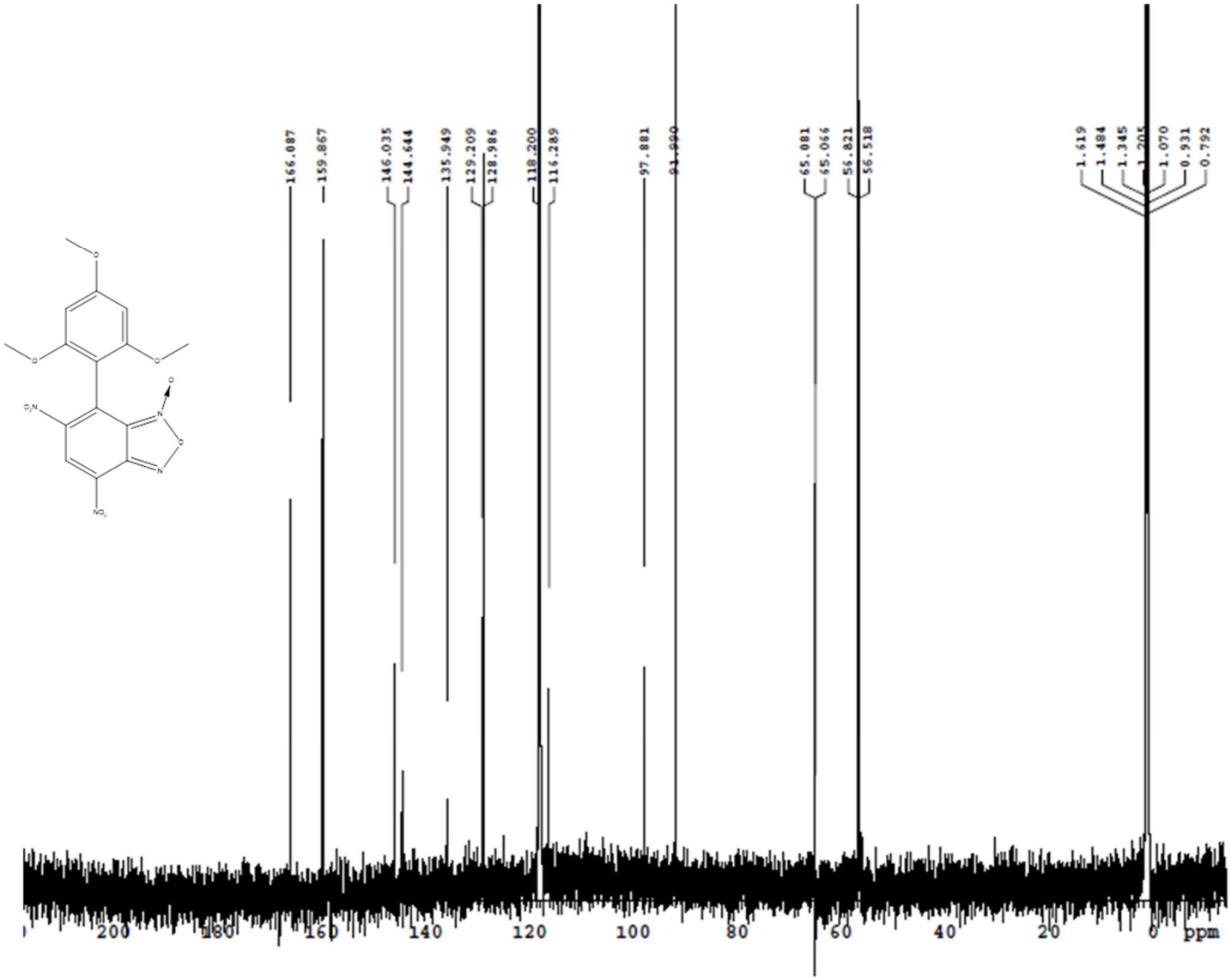

Figure SI-20. ^{13}C NMR spectrum (CD_3CN, 150.80 MHz, 25 ºC) of compound **15**; signals at 65 ppm are electric spikes as can be seen in DEPT in Fig. SI-17).

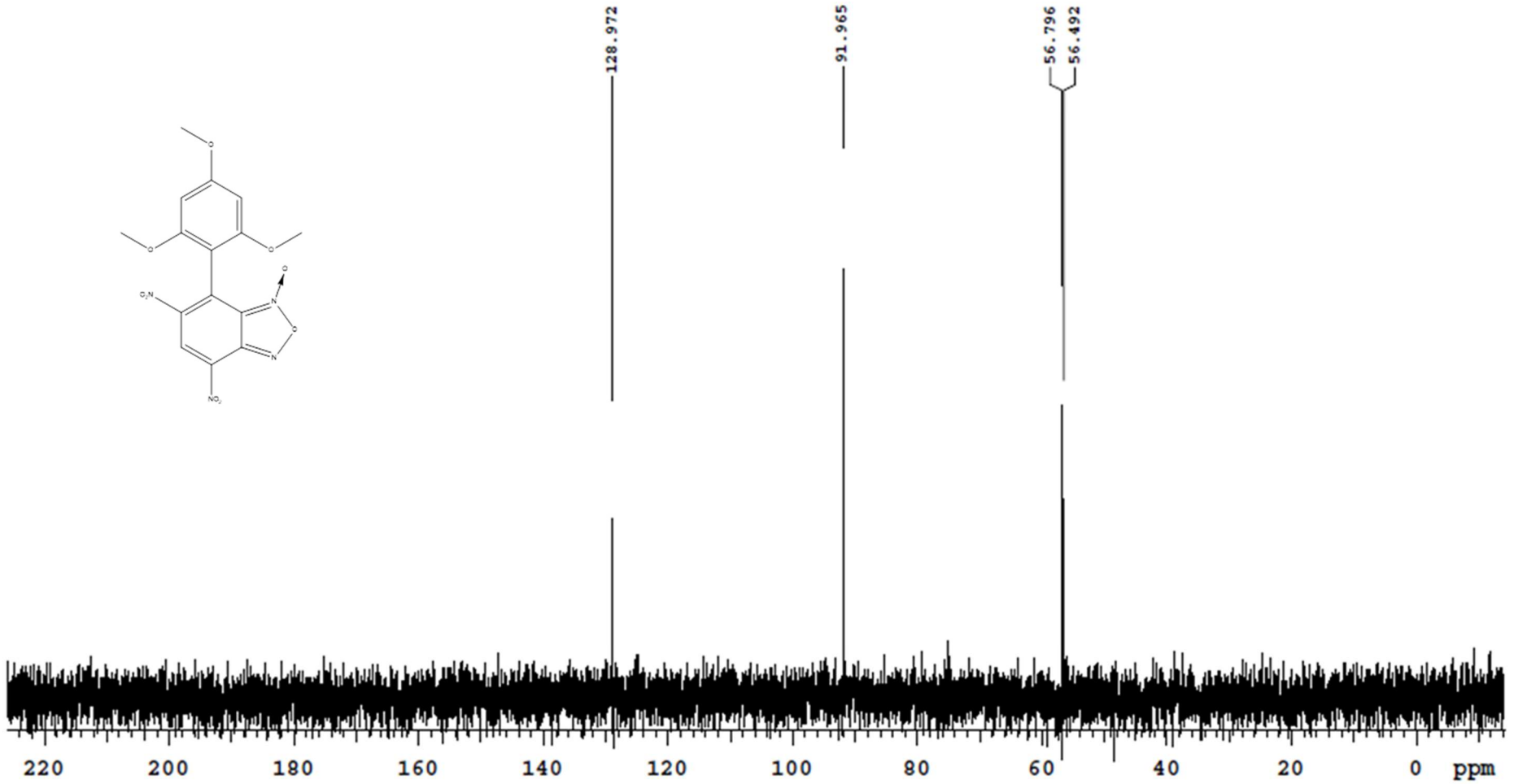

Figure SI-21. DEPT 135 spectrum (CD_3CN, 150.80 MHz, 25 ºC) of compound **15**.

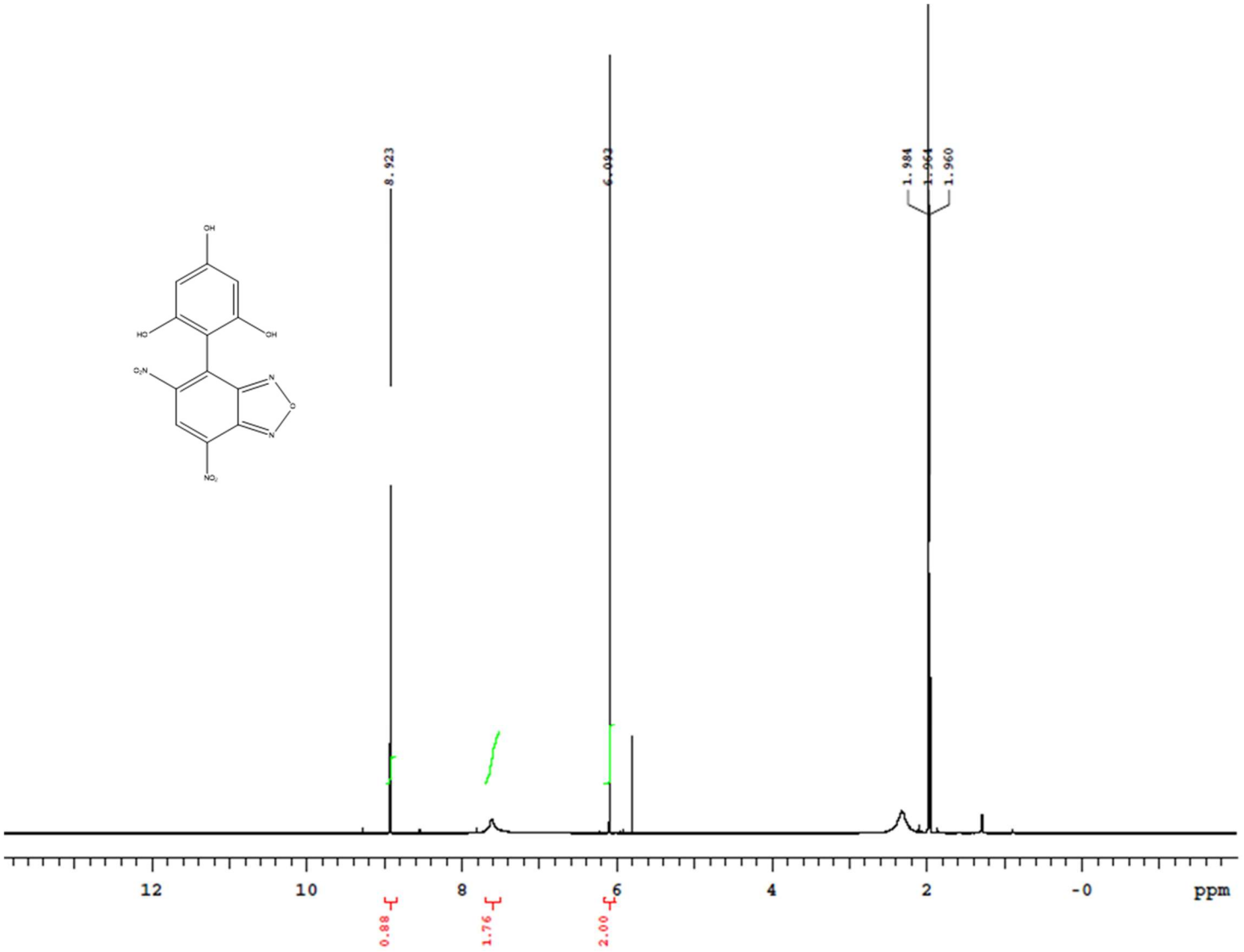

Figure SI-22. ^{1}H NMR spectrum (CD_3CN, 600 MHz, 25 ºC) of compound **16**.

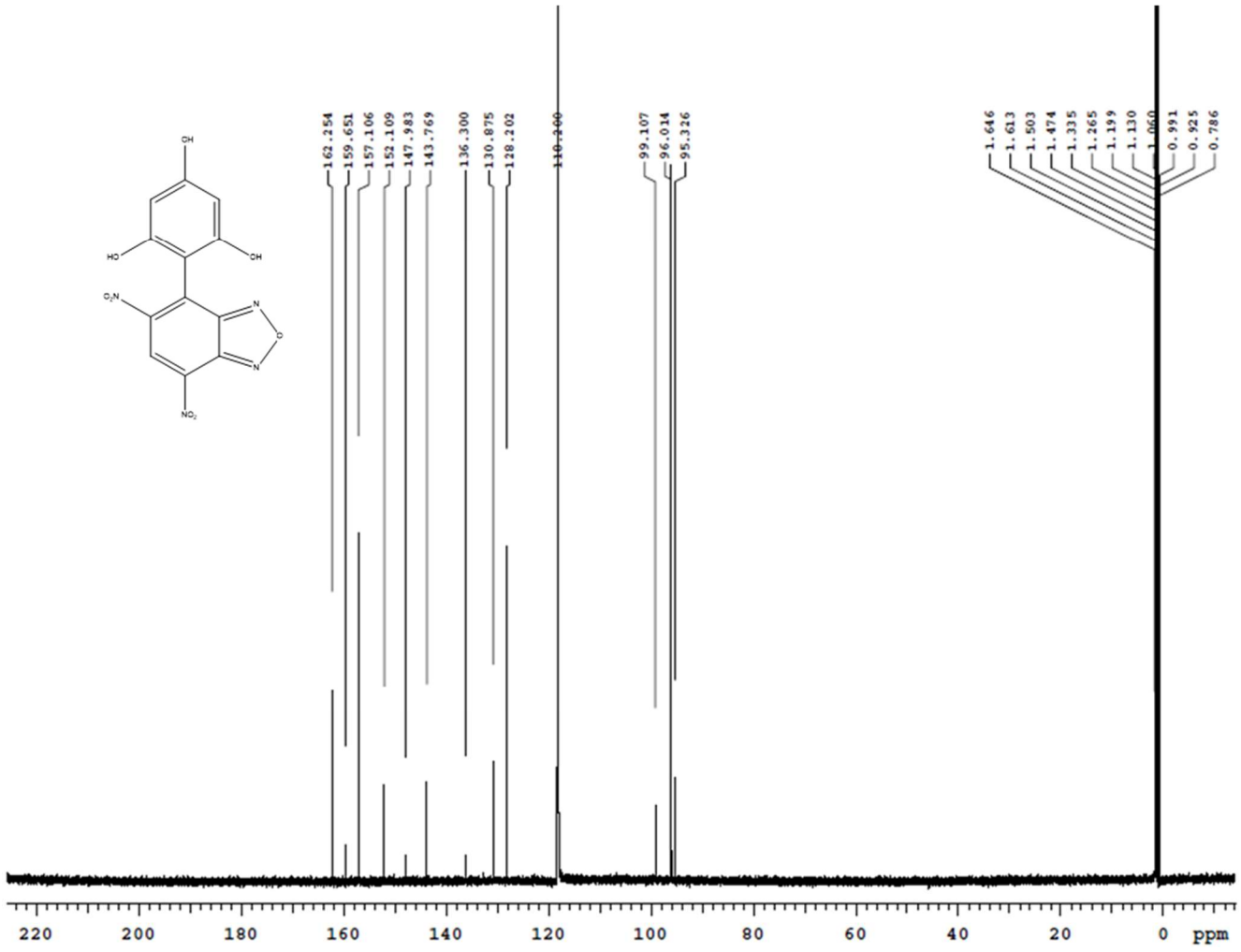

Figure SI-23. ^{13}C NMR spectrum (CD_3CN, 150.80 MHz, 25 ºC) of compound **16**; peaks at 159.7 and 95.3 ppm belong to phloroglucinol.

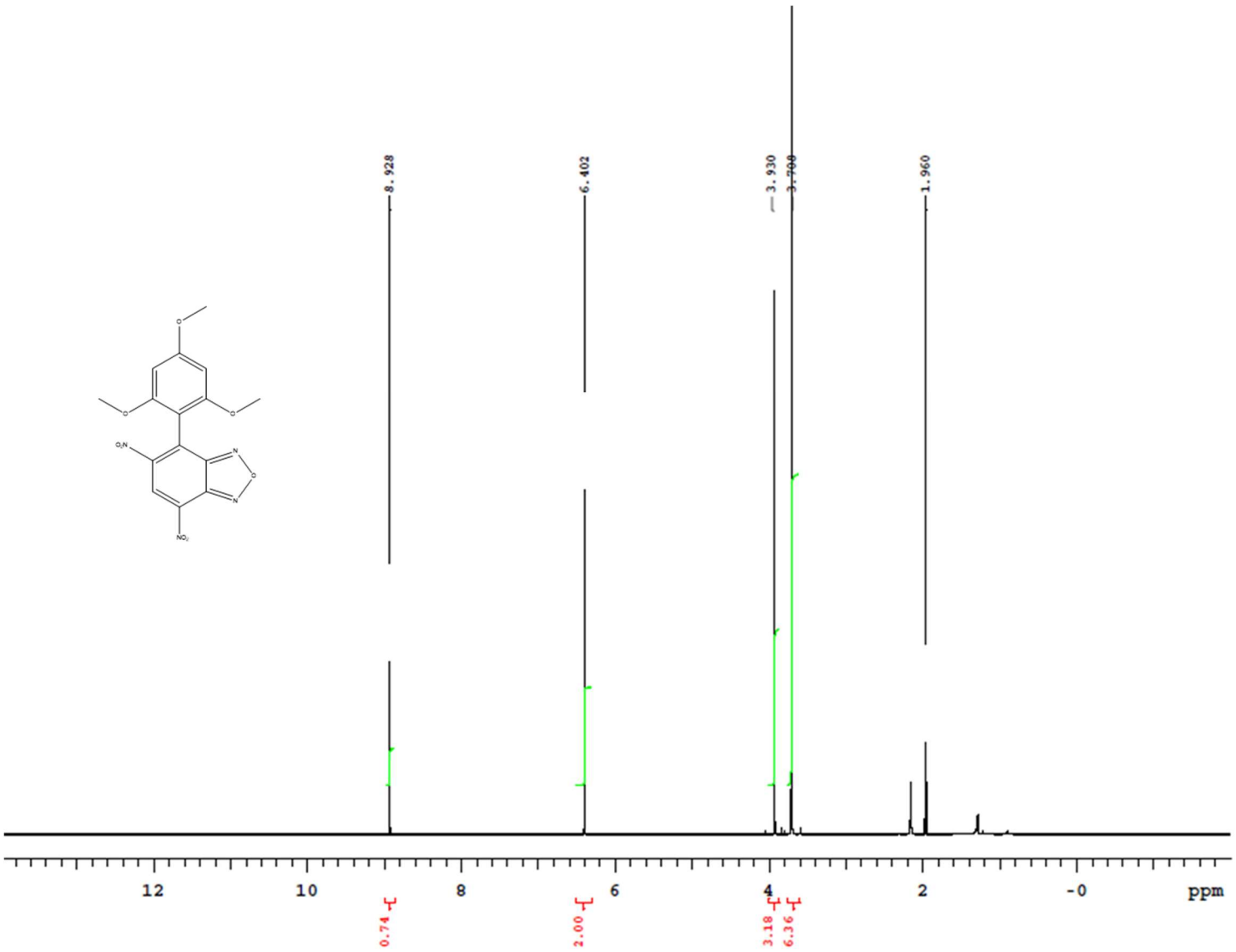

Figure SI-24. ^{1}H NMR spectrum (CD_3CN, 600 MHz, 25 ºC) of compound **17**.

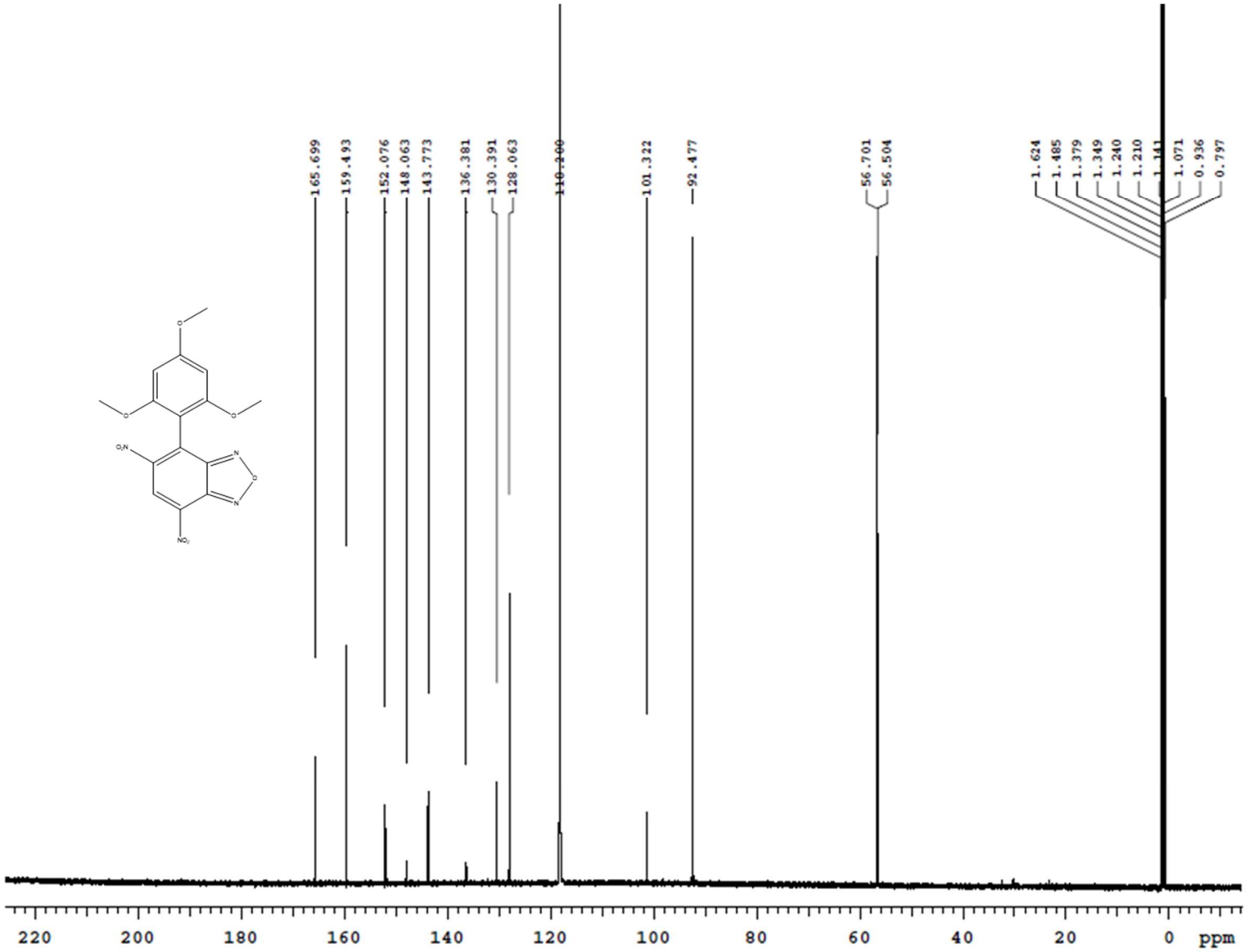

Figure SI-25. ^{13}C NMR spectrum (CD_3CN, 150.80 MHz, 25 ºC) of compound **17**

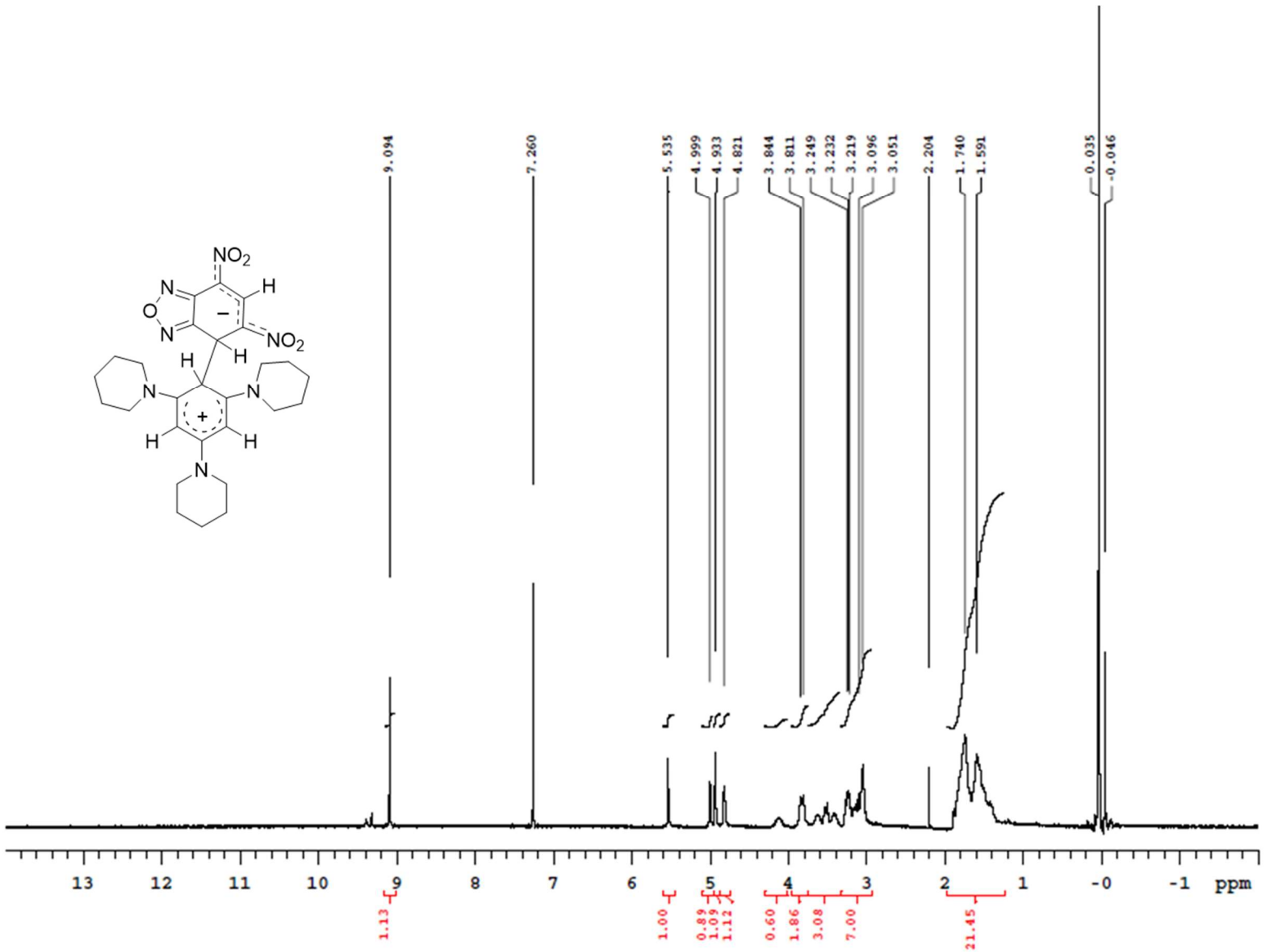

Figure SI-26. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, -60 ºC) of compound **WM1**

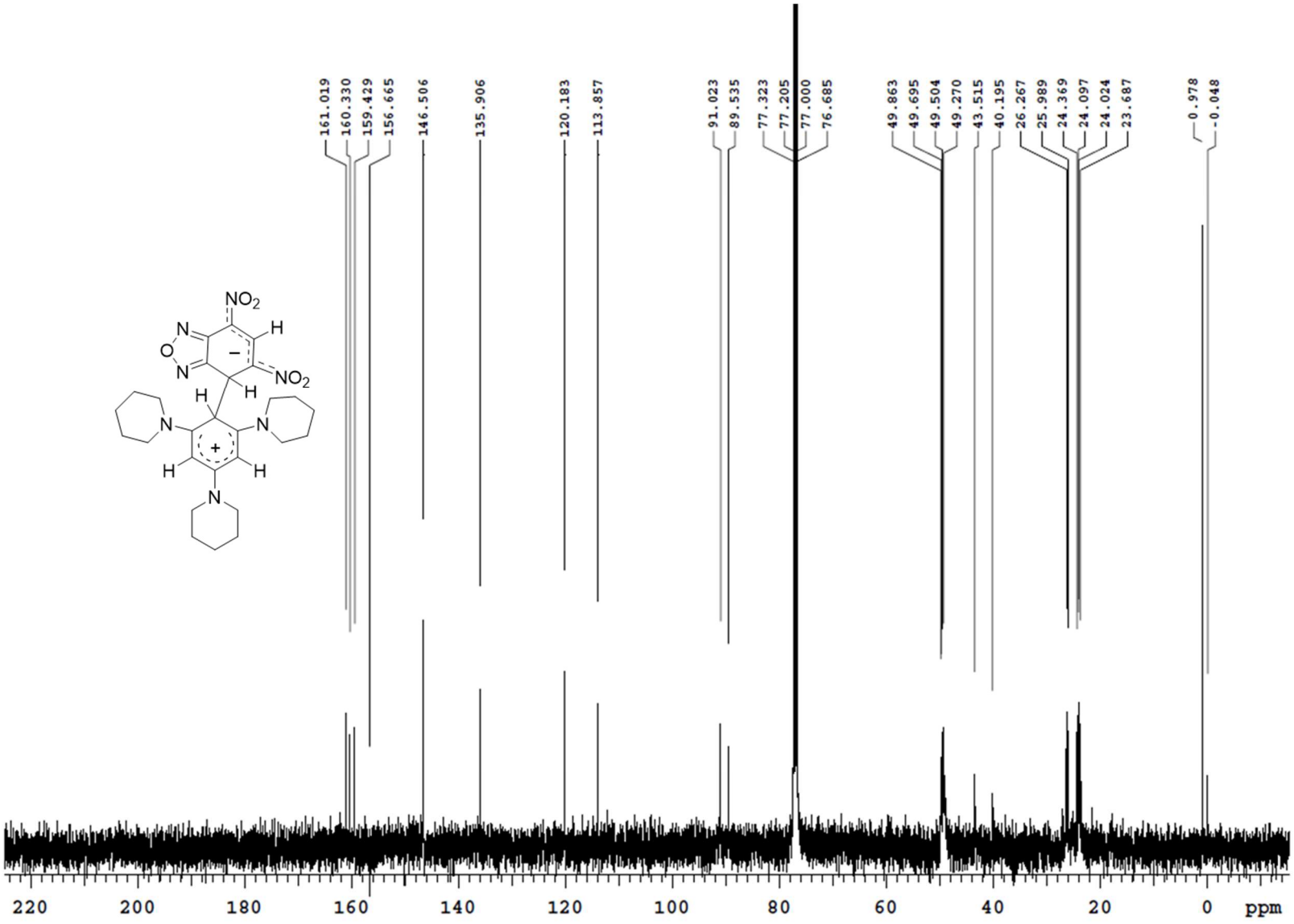

Figure SI-27. ^{13}C NMR spectrum ($CDCl_3$, 100.6 MHz, -43 ºC) of compound **WM1**

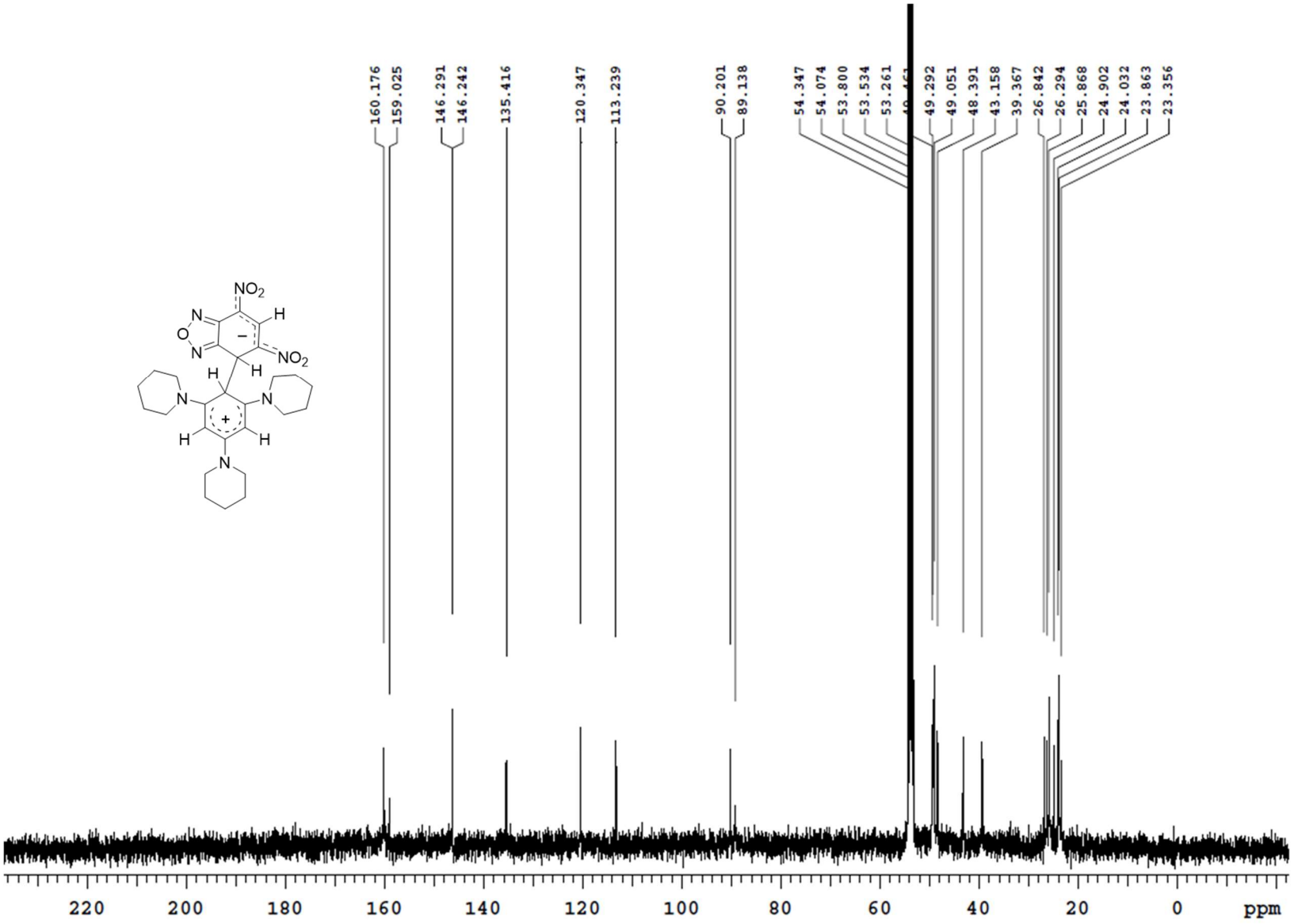

Figure SI-28. ^{13}C NMR spectrum (CD_2Cl_2, 100.6 MHz, -80 ^{o}C) of compound **WM1**

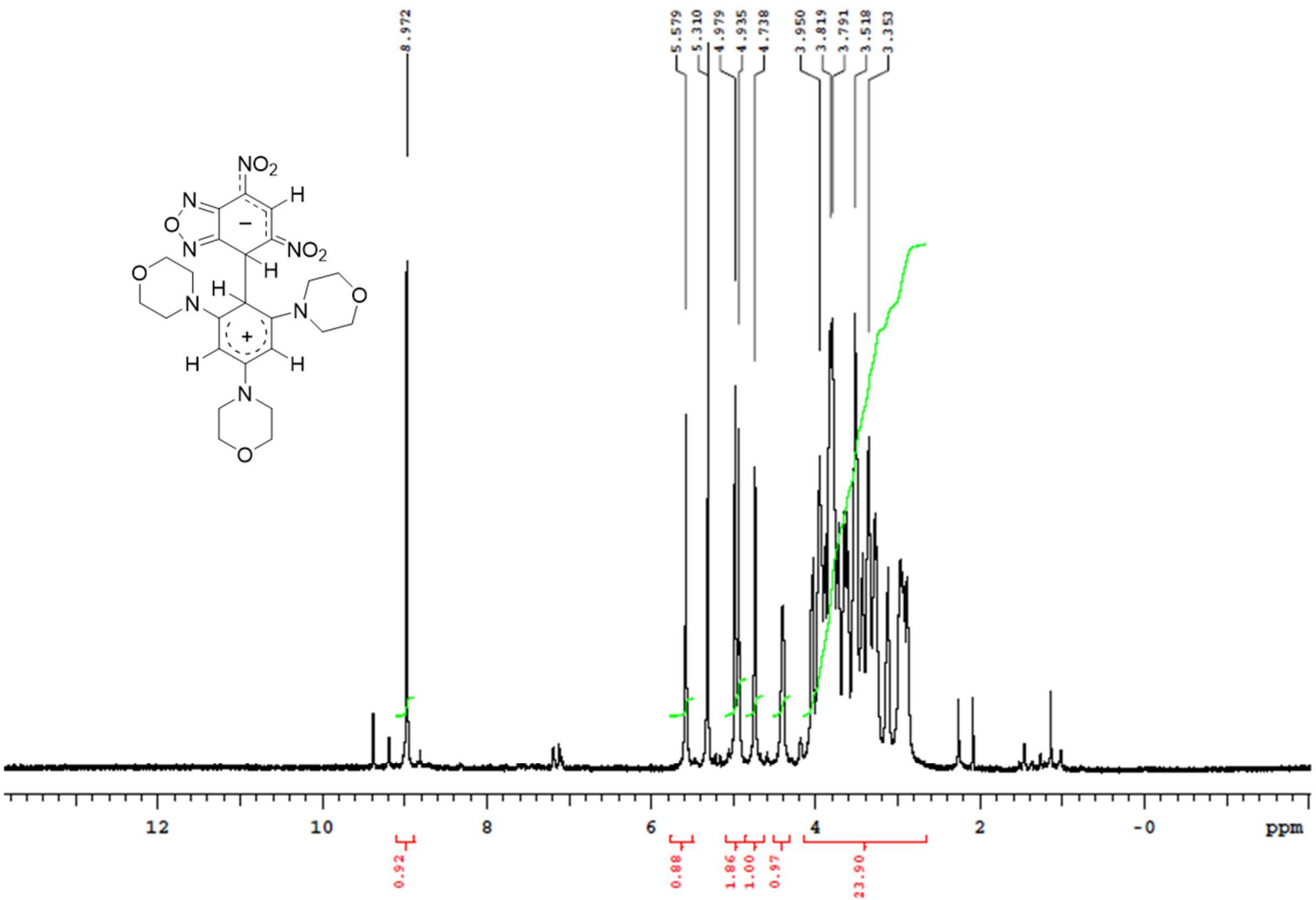

Figure SI-29. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, -60 ^{o}C) of compound **WM2**

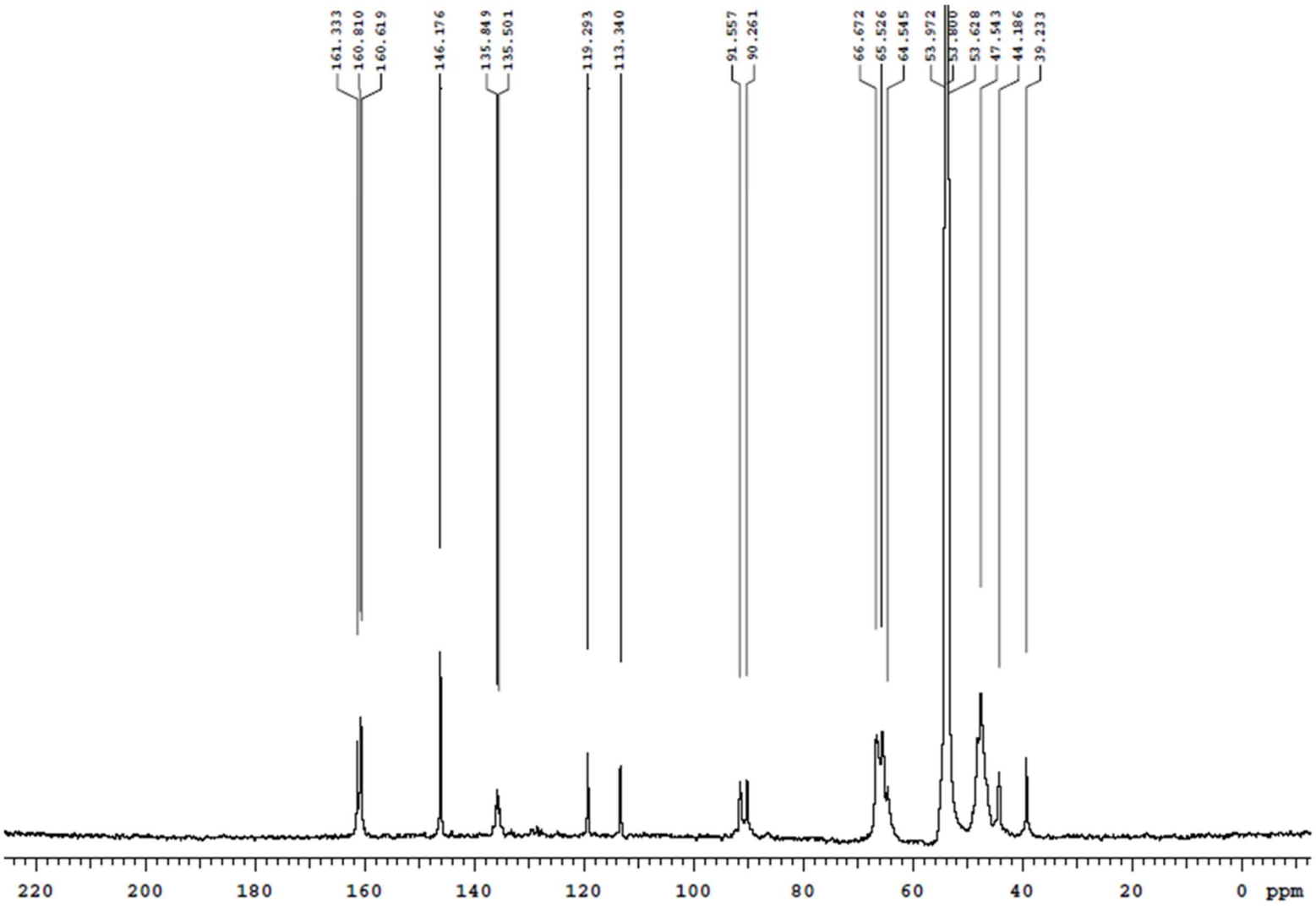

Figure SI-30. ^{13}C NMR spectrum (CD_2Cl_2, 100.6 MHz, -80 ºC) of compound **WM2**

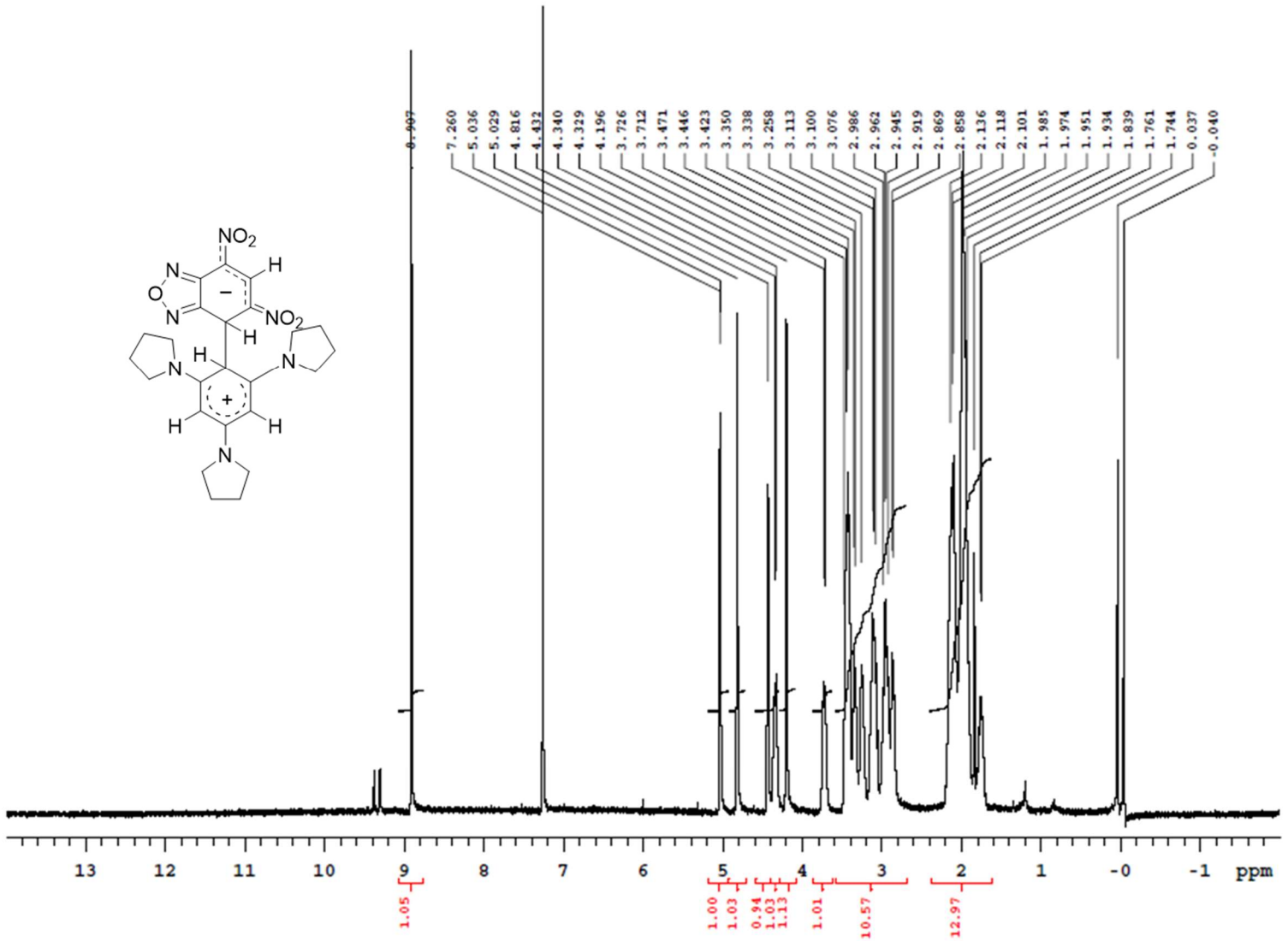

Figure SI-31. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, -37 ºC) of compound **WM3**

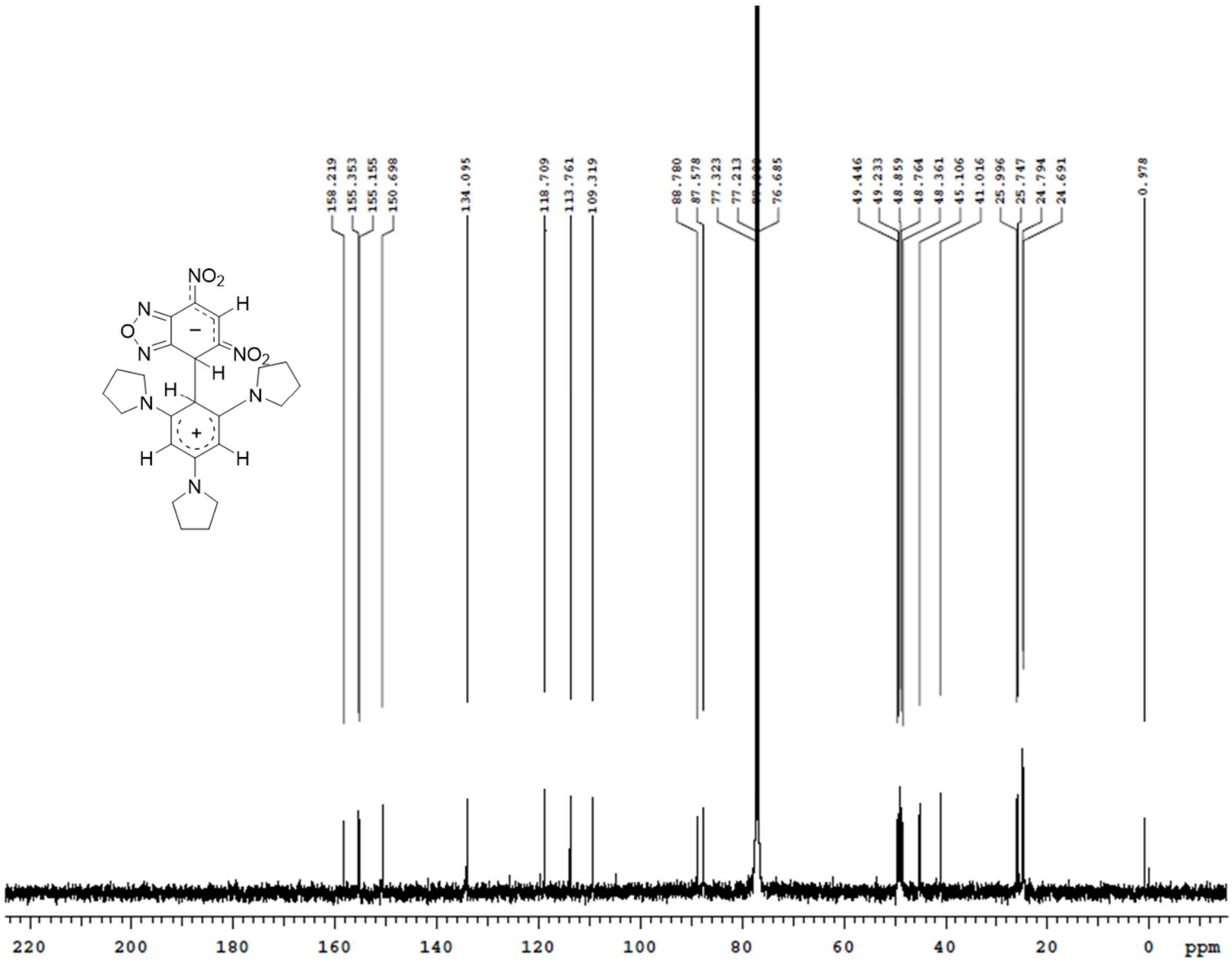

Figure SI-32. ^{13}C NMR spectrum ($CDCl_3$, 100.6 MHz, -37 ºC) of compound **WM3**

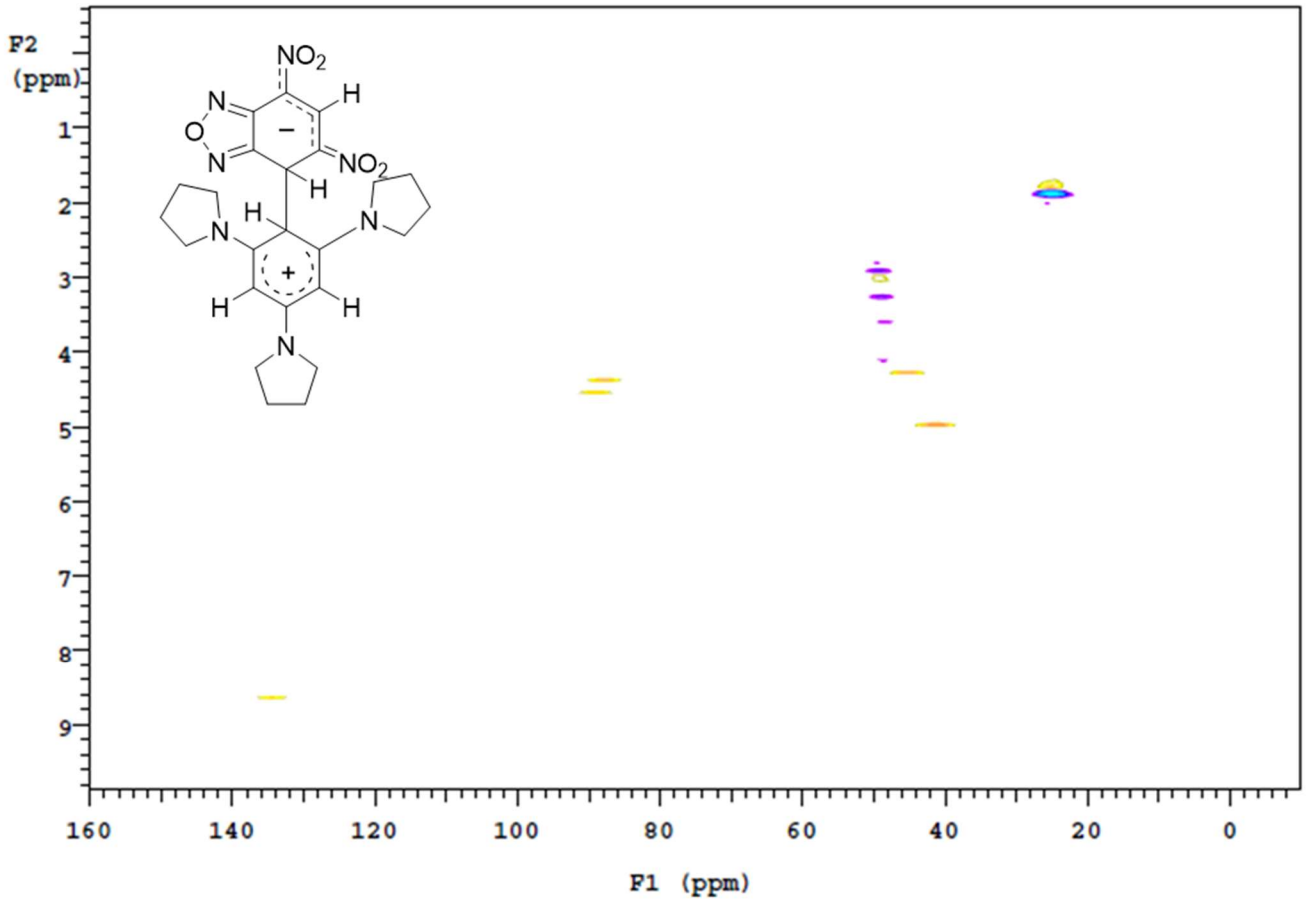

Figure SI-33. g-HSQC spectrum ($CDCl_3$, 100.6 MHz, -37 ºC) of compound **WM3**

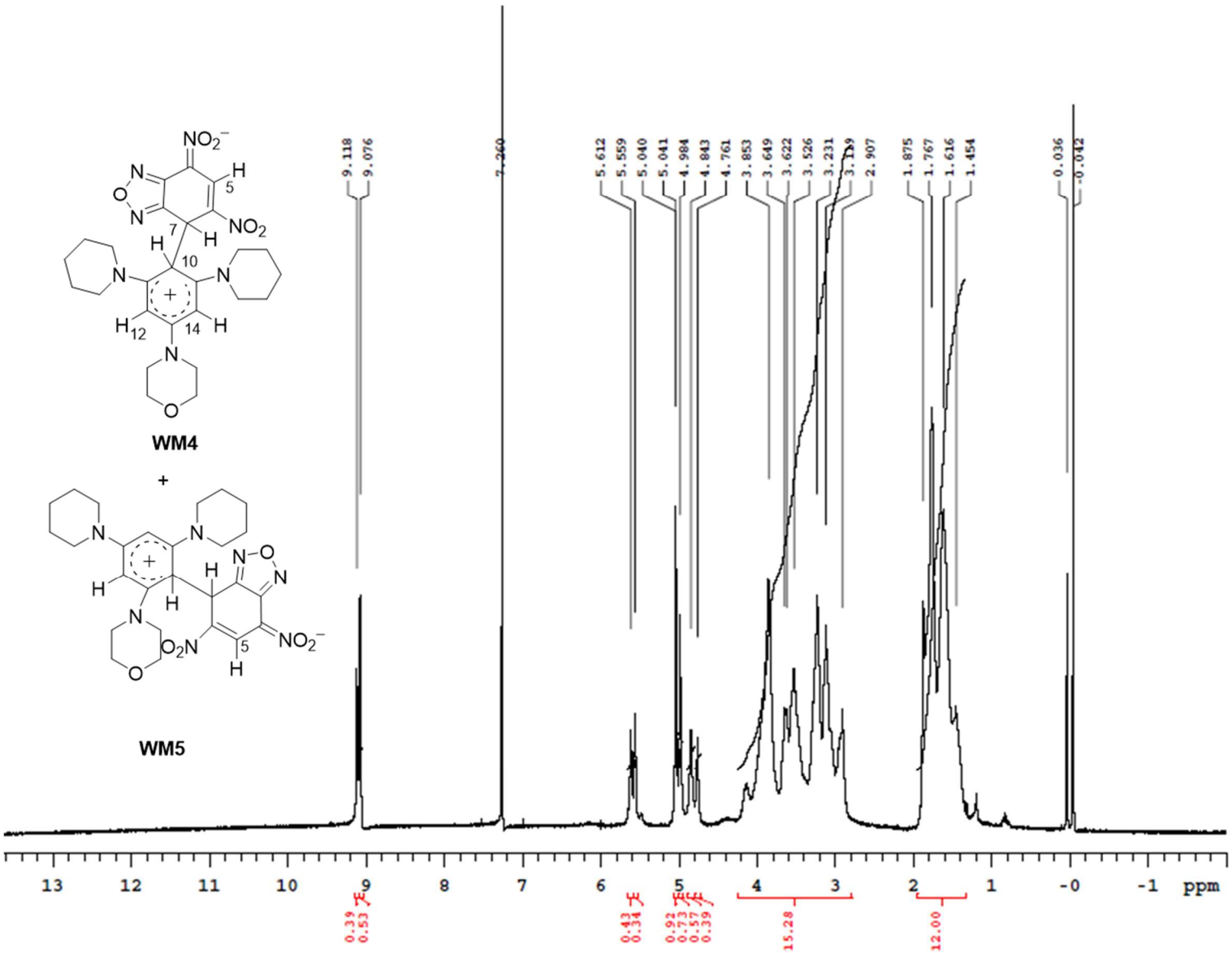

Figure SI-34. ^{1}H NMR spectrum ($CDCl_3$, 400 MHz, -37 ºC) of compound **WM4** and **WM5**

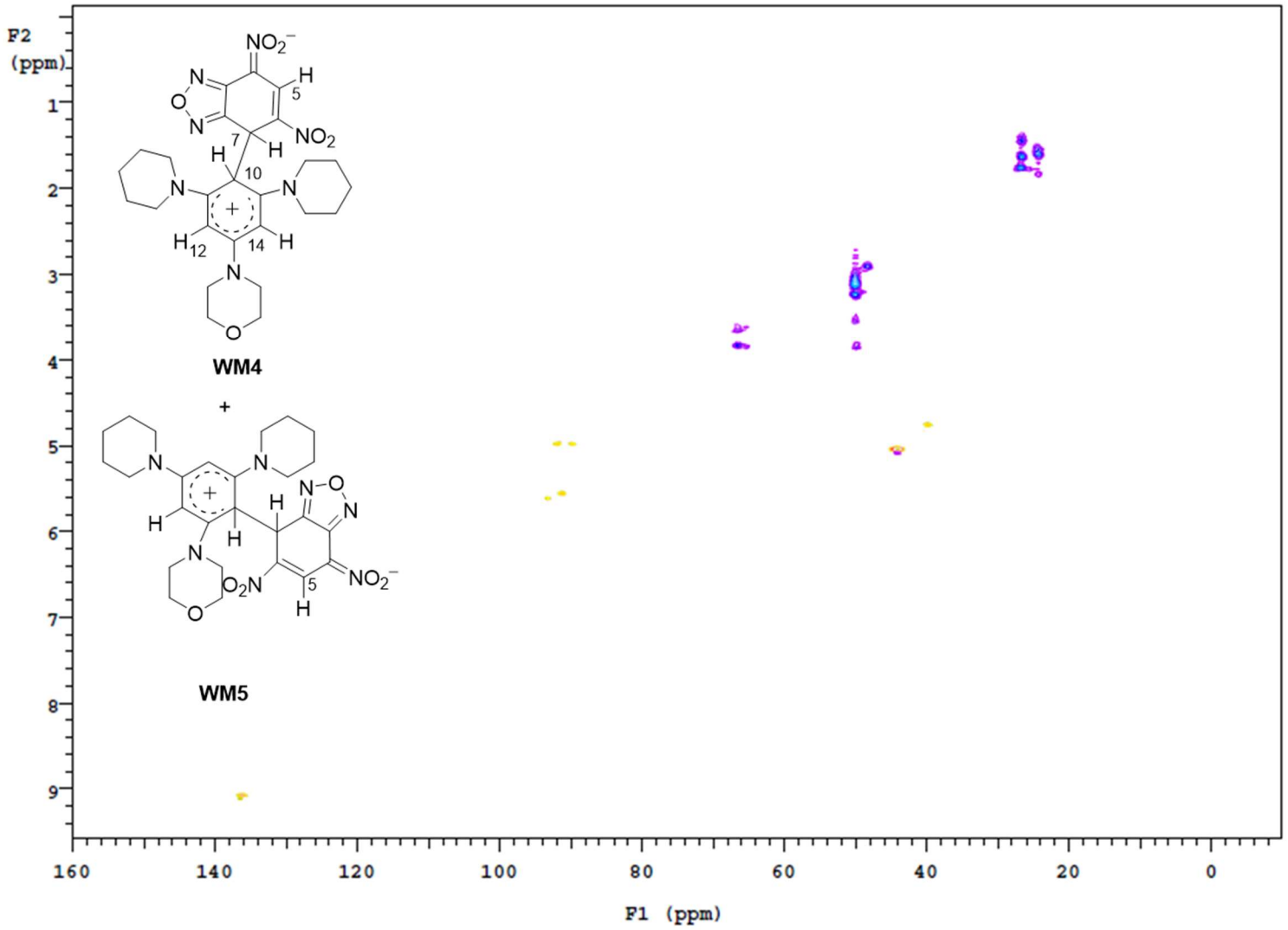

Figure SI-35. g-HSQC spectrum ($CDCl_3$, 100.6 MHz, -37 ºC) of compound **WM4** and **WM5**

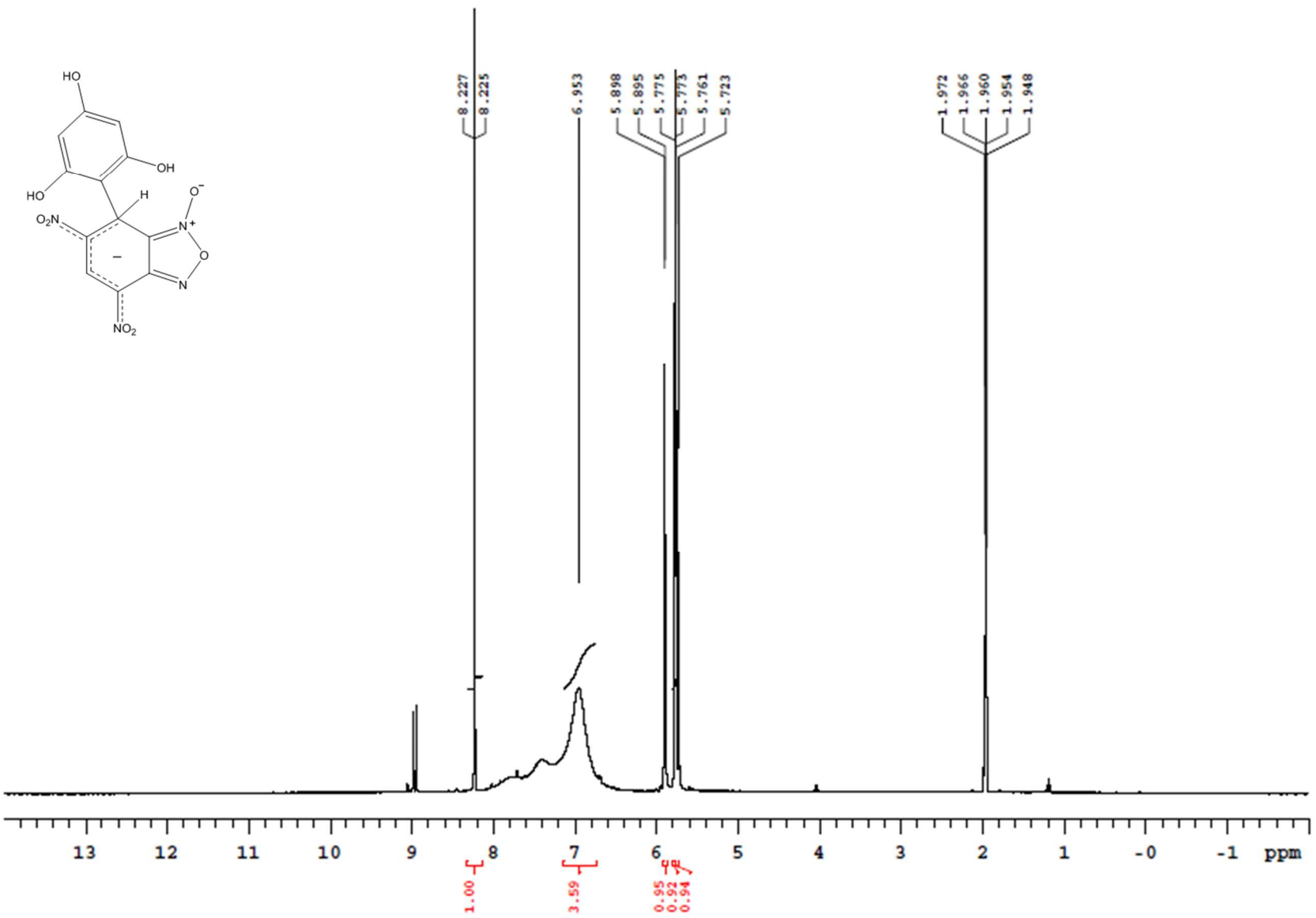

Figure SI-36. ^{1}H NMR spectrum (CD_3CN, 400 MHz, -35 ºC) of compound **M1**

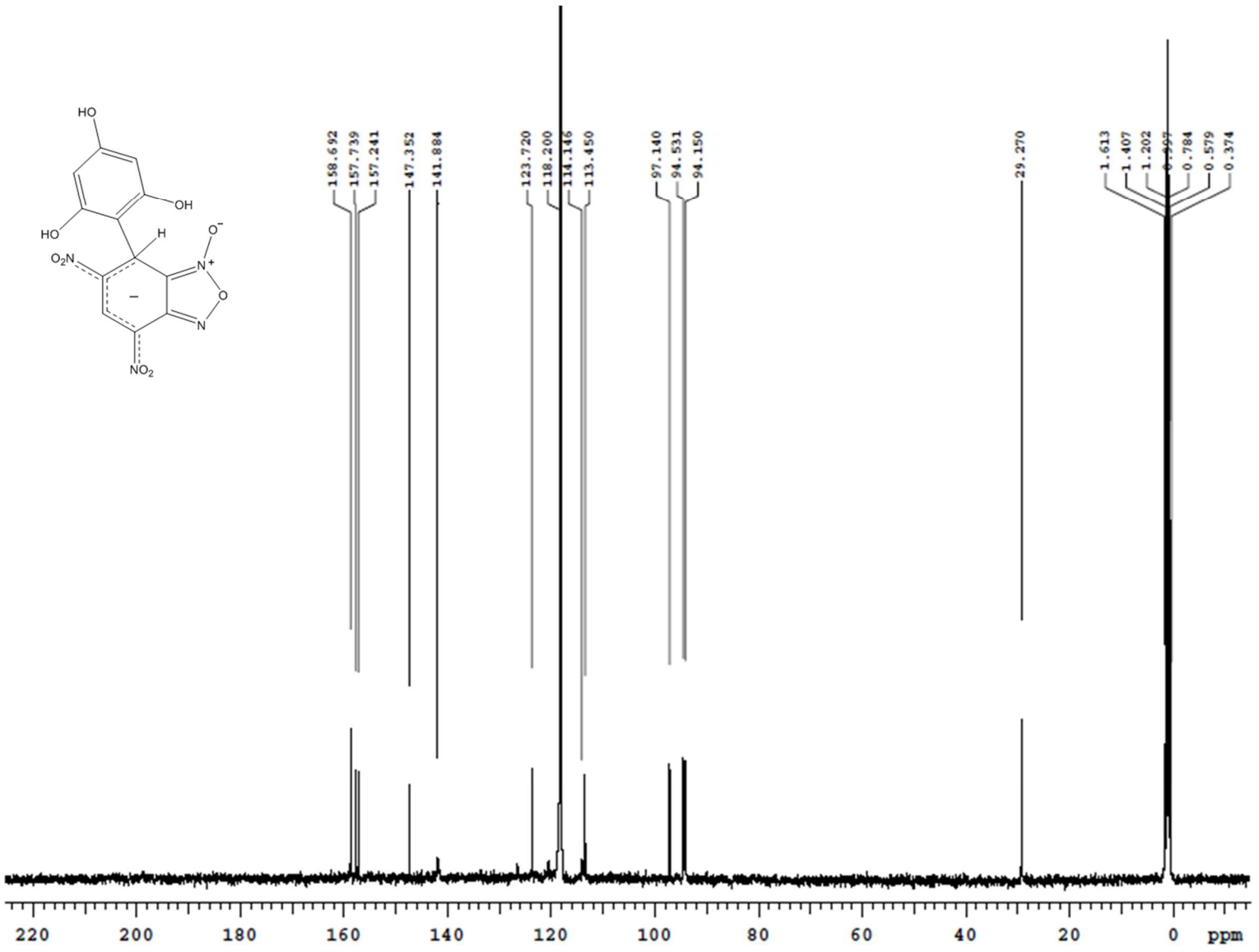

Figure SI-37. ^{13}C NMR spectrum (CD_3CN, 100.56 MHz, -35 ºC) of compound **M1**

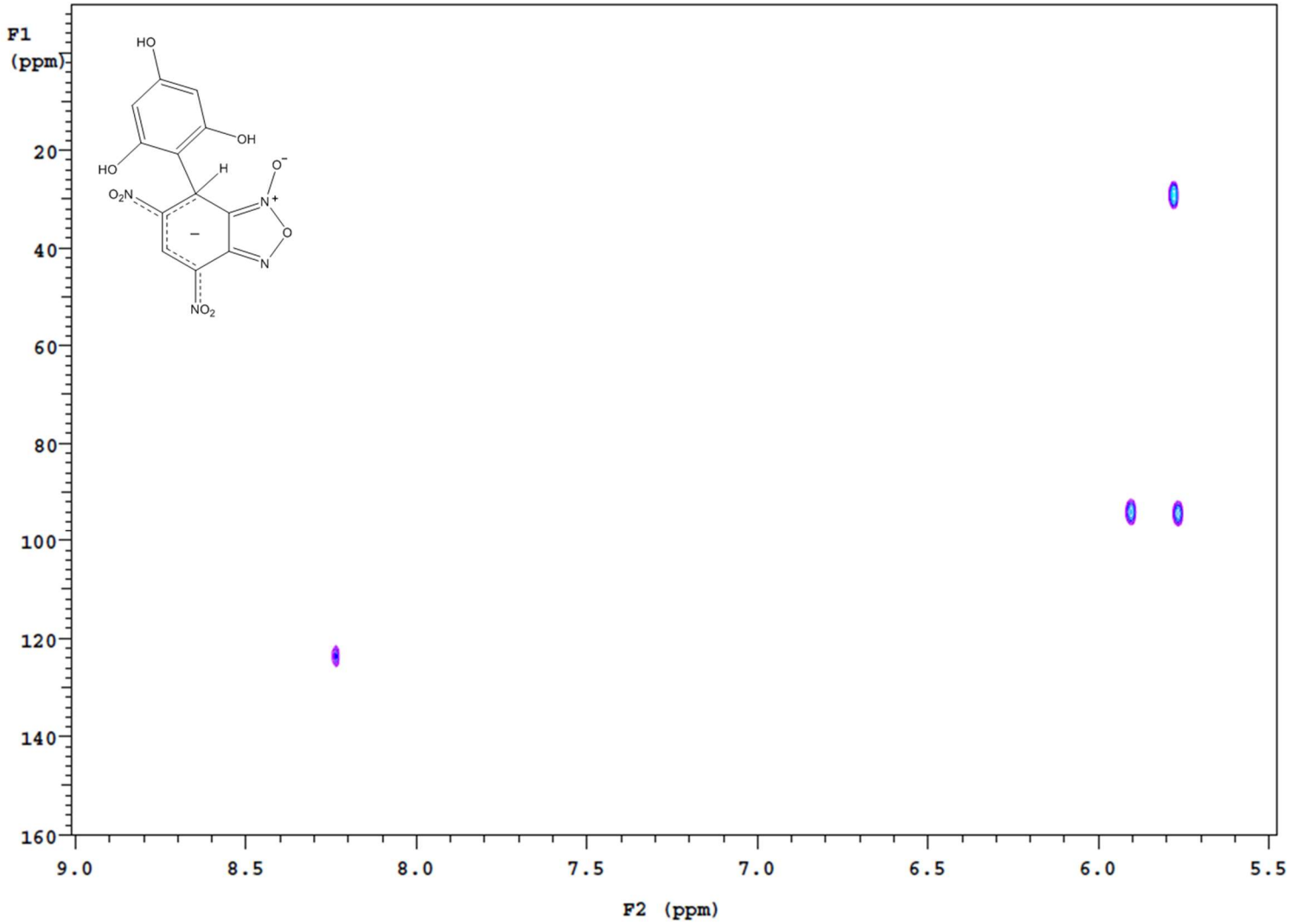

Figure SI-38. HSQC spectrum (CD_3CN, 400 MHz, -35 ºC) of compound **M1**

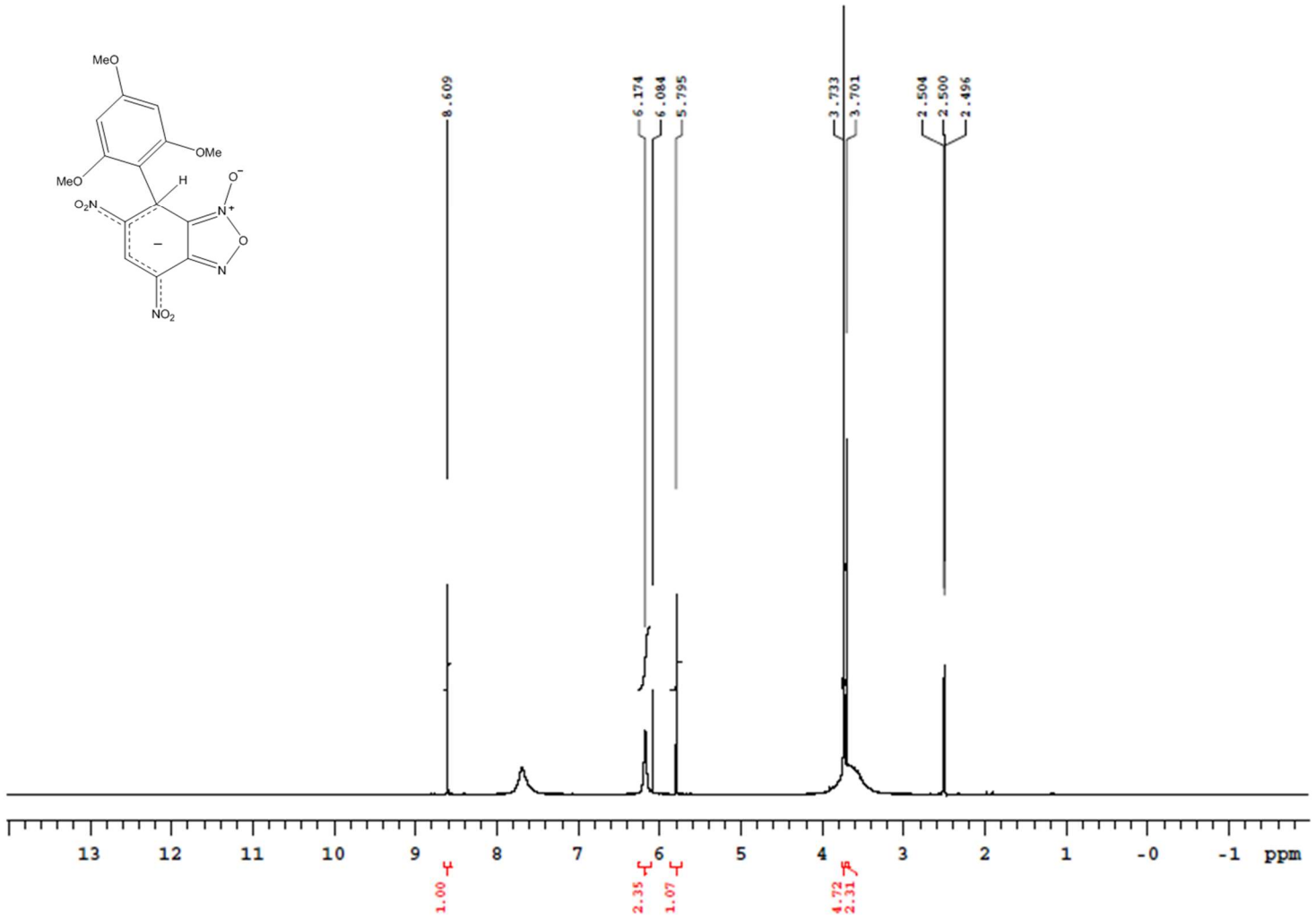

Figure SI-39. ^{1}H NMR spectrum (DMSO-d_6, 400 MHz, 25 ºC) of compound **M2**

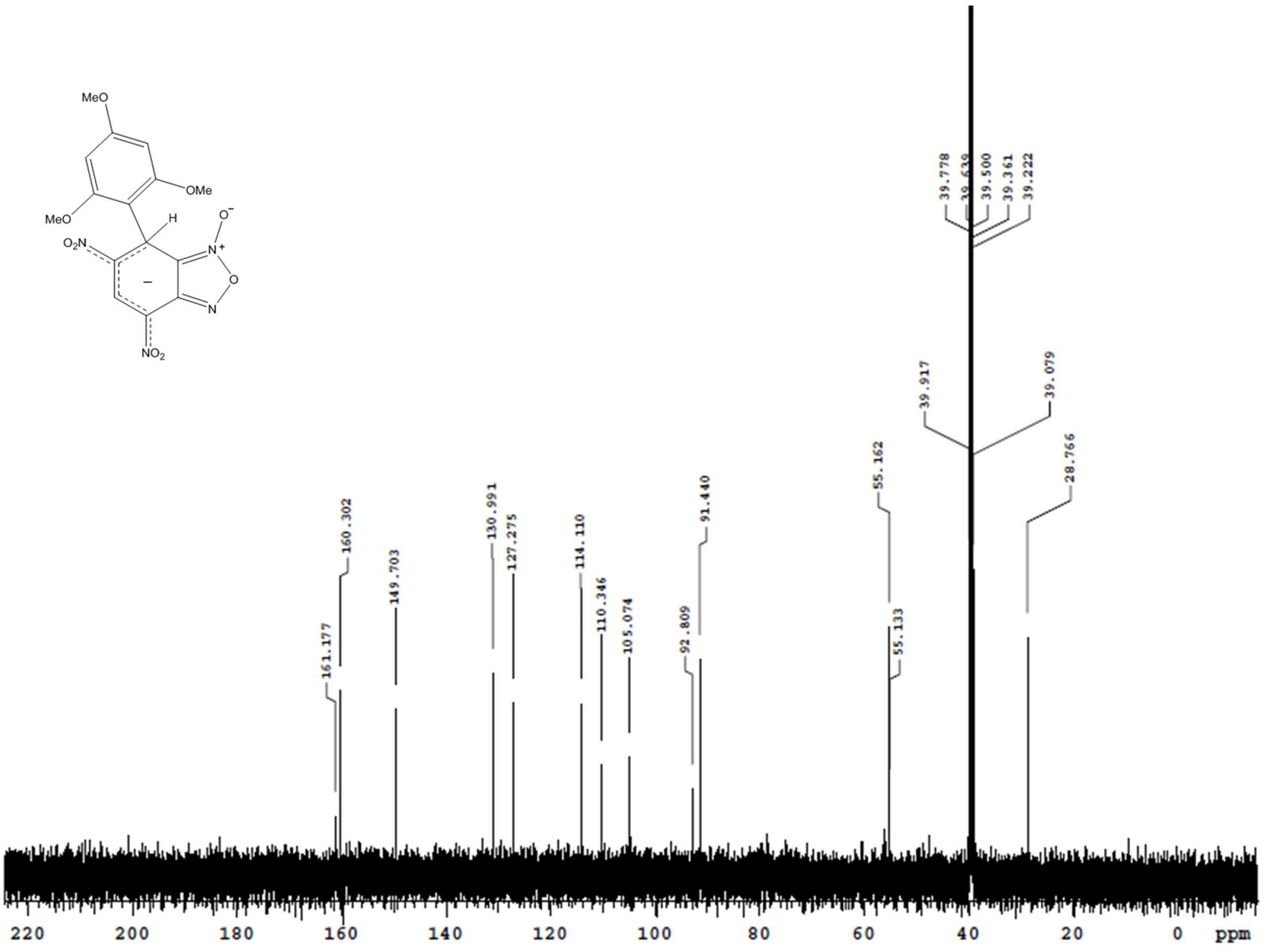

Figure SI-40. ^{13}C NMR spectrum (DMSO-d_6, 150.80 MHz, 25 ºC) of compound **M2**

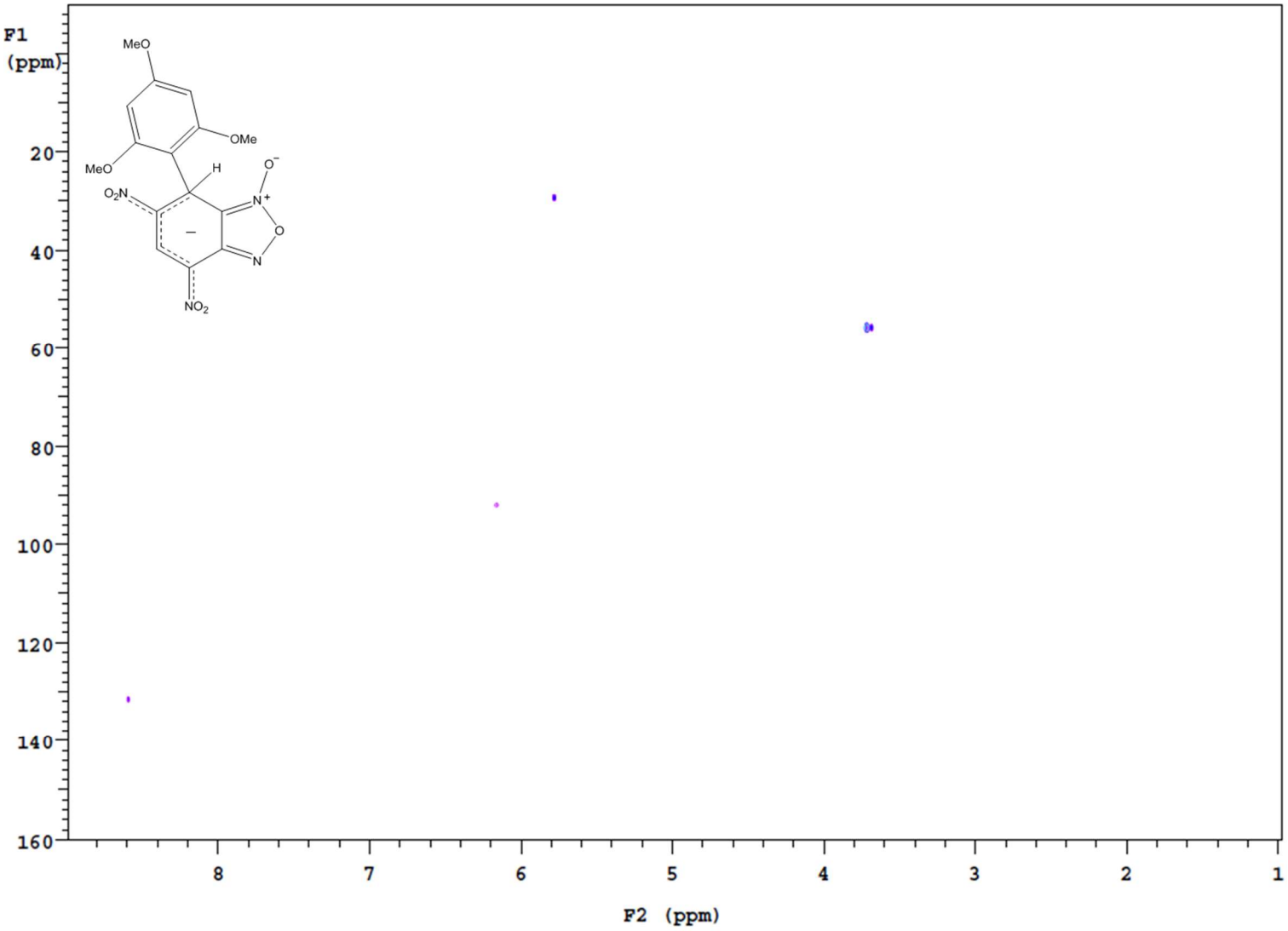

Figure SI-41. HSQC spectrum (DMSO-d_6, 400 MHz, 25 ºC) of compound **M2.**

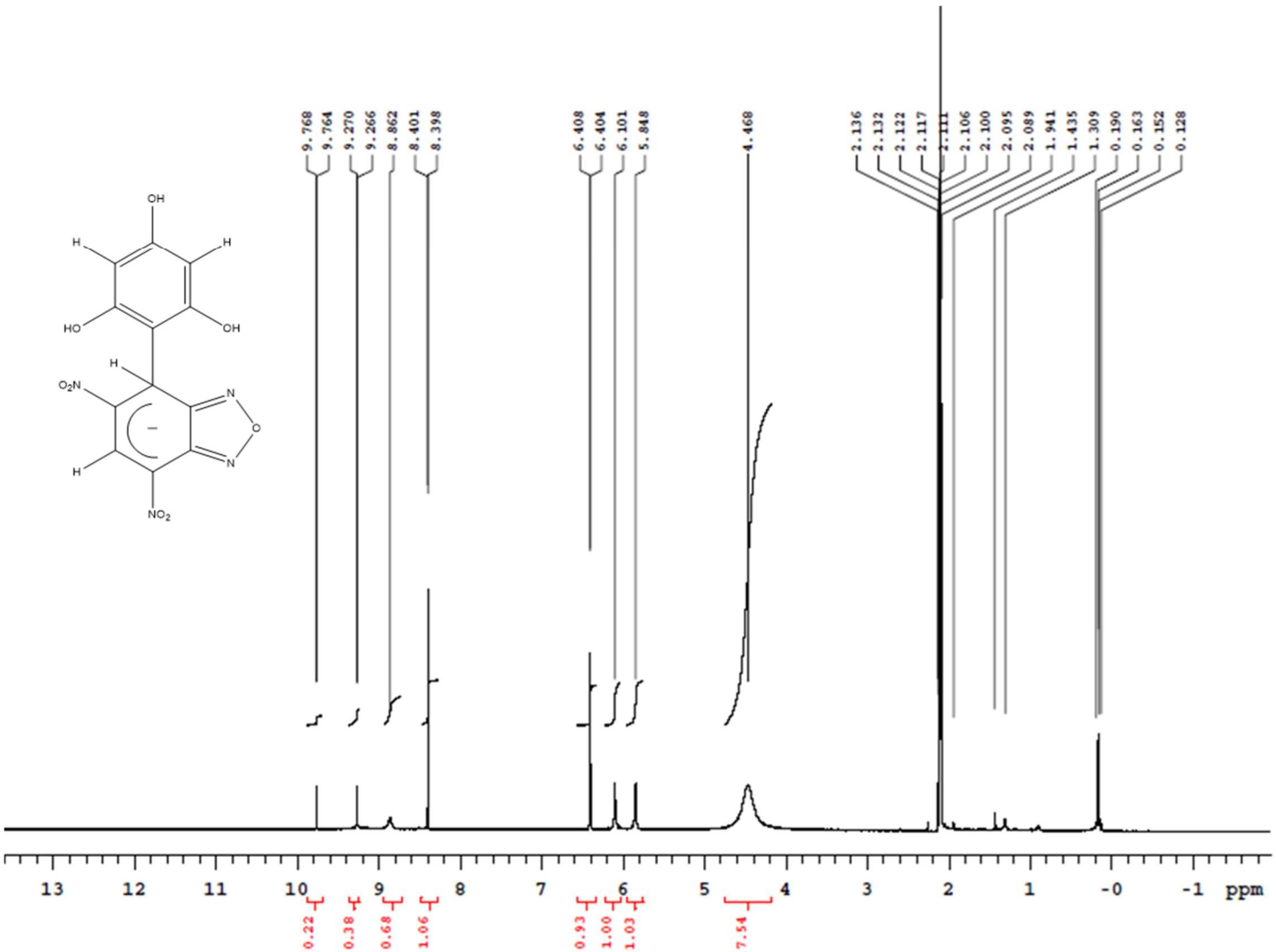

Figure SI-42. ^{1}H NMR spectrum (CD_3COCD_3, 400 MHz, -10 ºC) of compound **M3**; signals at 9.27 and 9.76 ppm belong to unreacted starting DNBZ, likely added in excess.

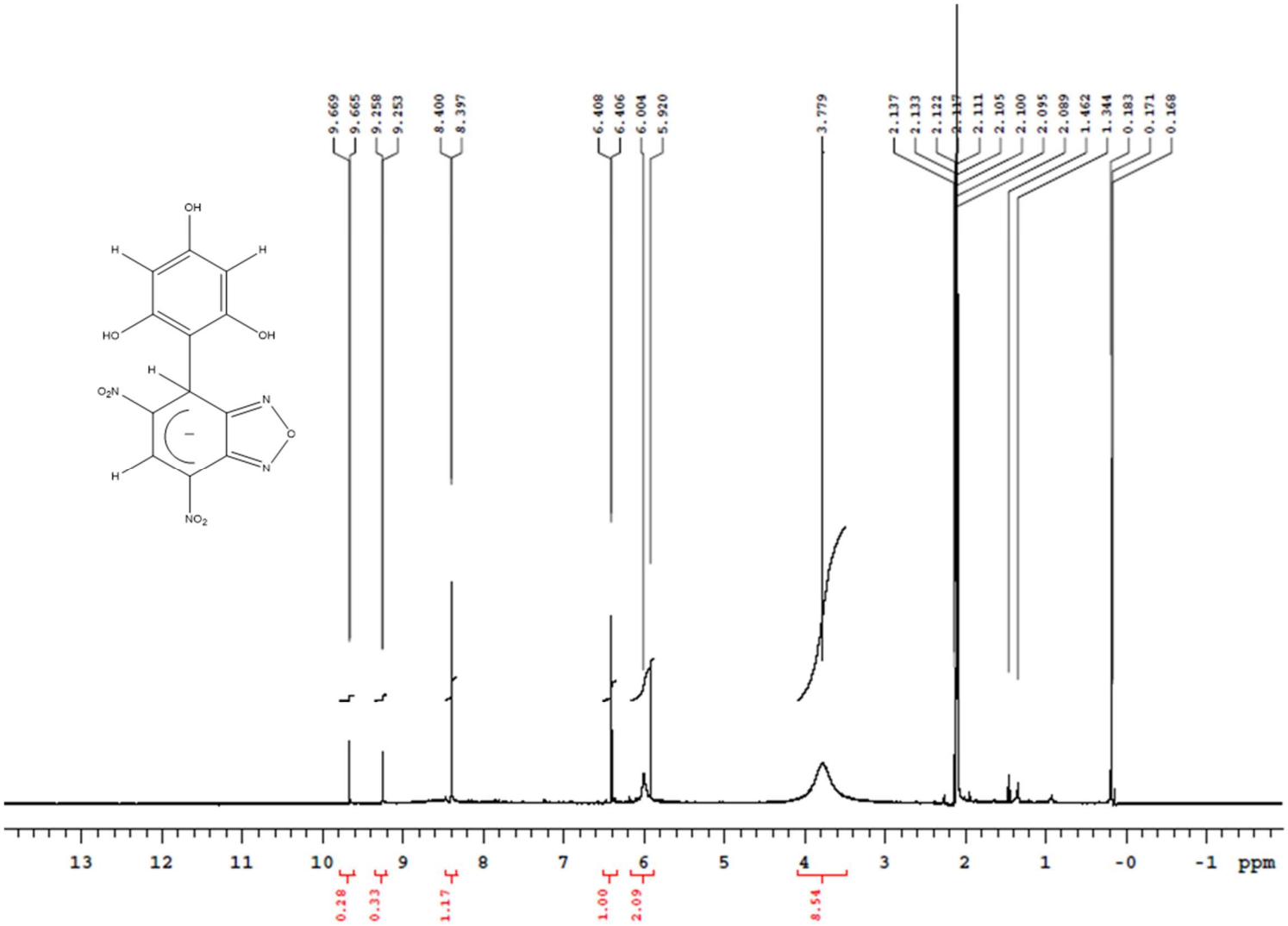

Figure SI-43. ^{1}H NMR spectrum (CD_3COCD_3, 400 MHz, +35 ºC) of compound **M3**; signals at 9.27 and 9.76 ppm belong to unreacted starting DNBZ, likely added in excess.

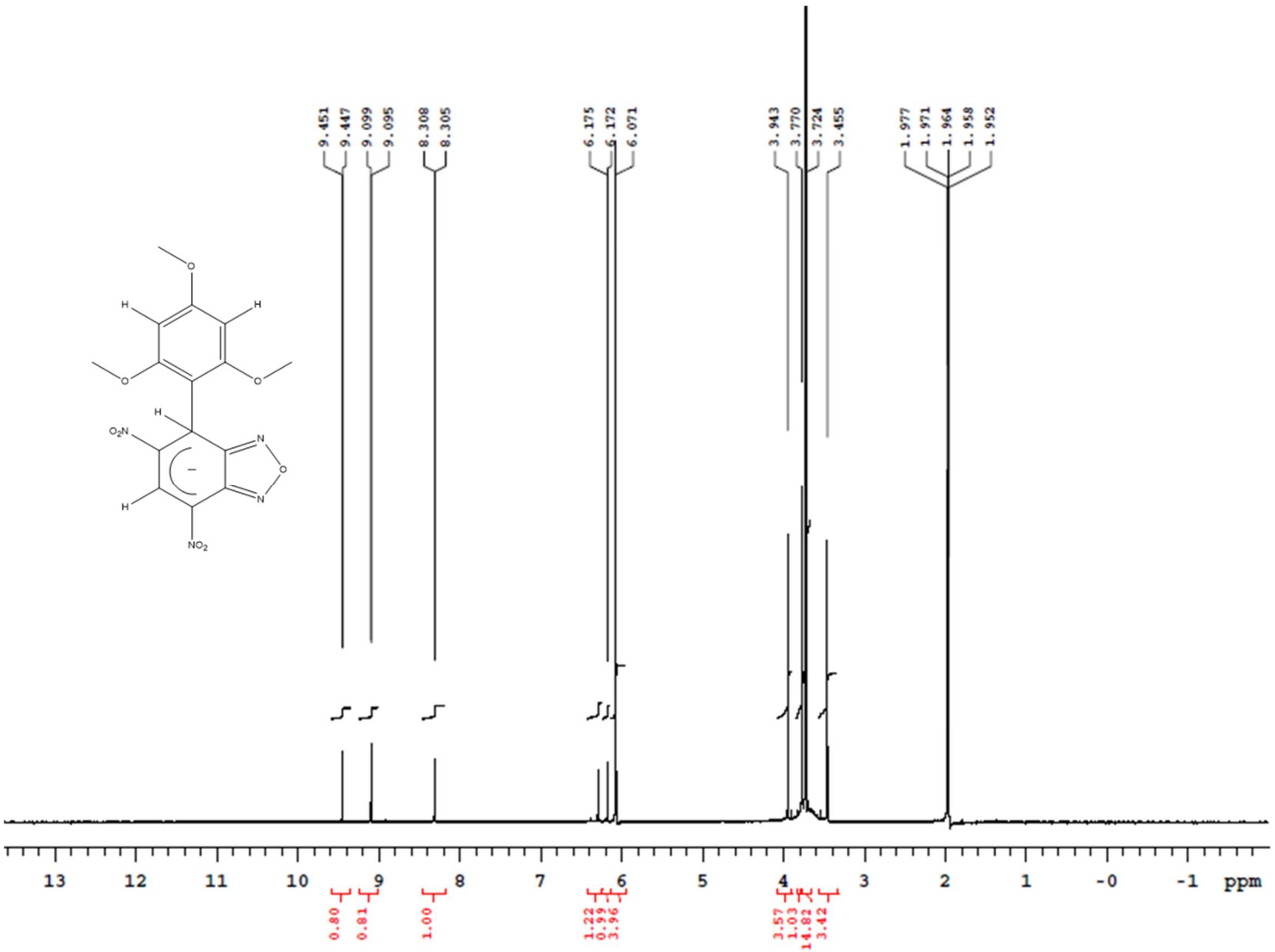

Figure SI-44. ^{1}H NMR spectrum (CD_3CN, 400 MHz, -35 ºC) of compound **M4**; signals at 9.45, 9.10, 6.07, and 3.72 ppm belong to unreacted starting materials.

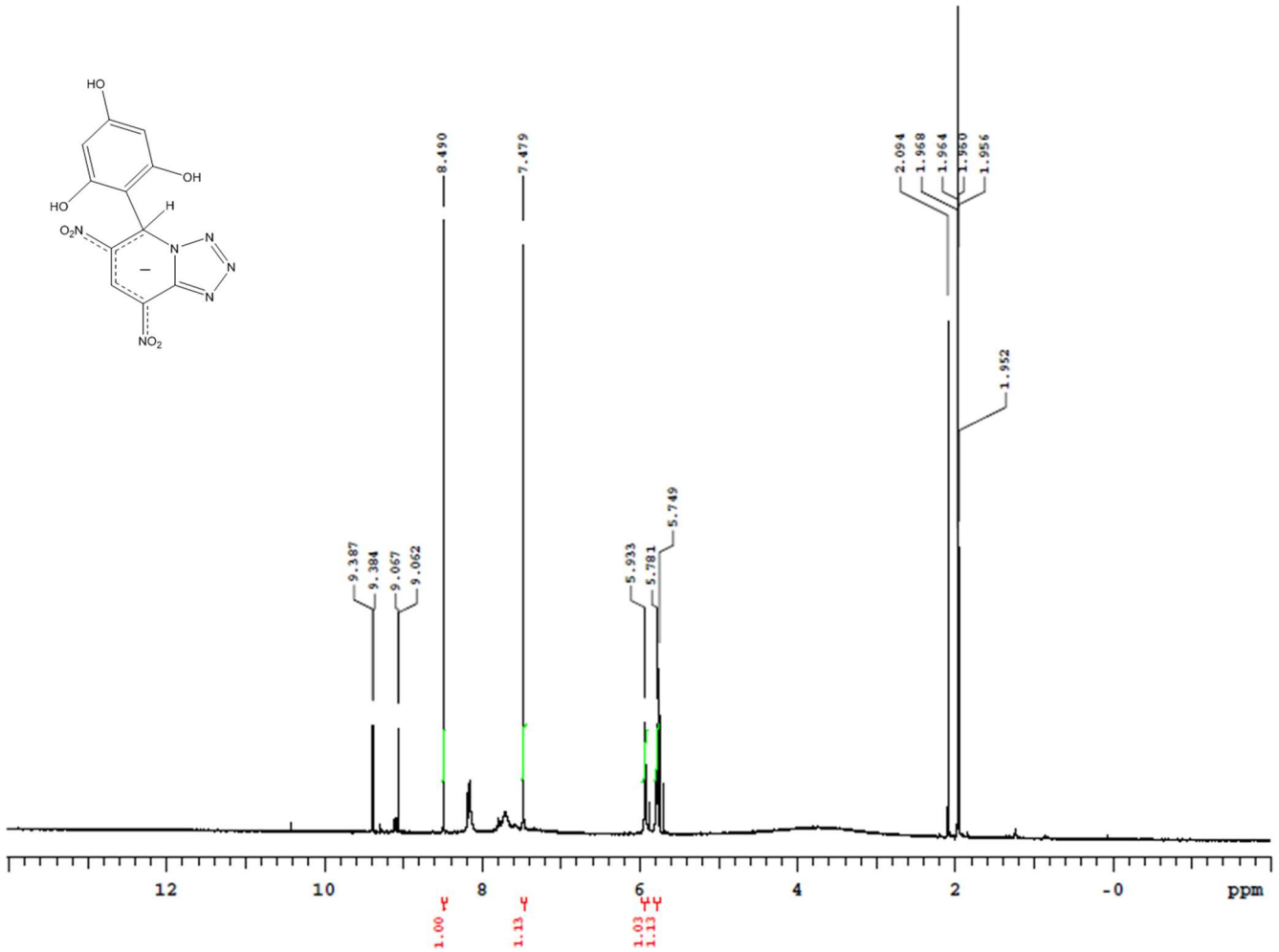

Figure SI-45. ^{1}H NMR spectrum (CD_3CN, 600 MHz, -35 °C) of compound **M5**, together with signals belonging to unreacted starting materials

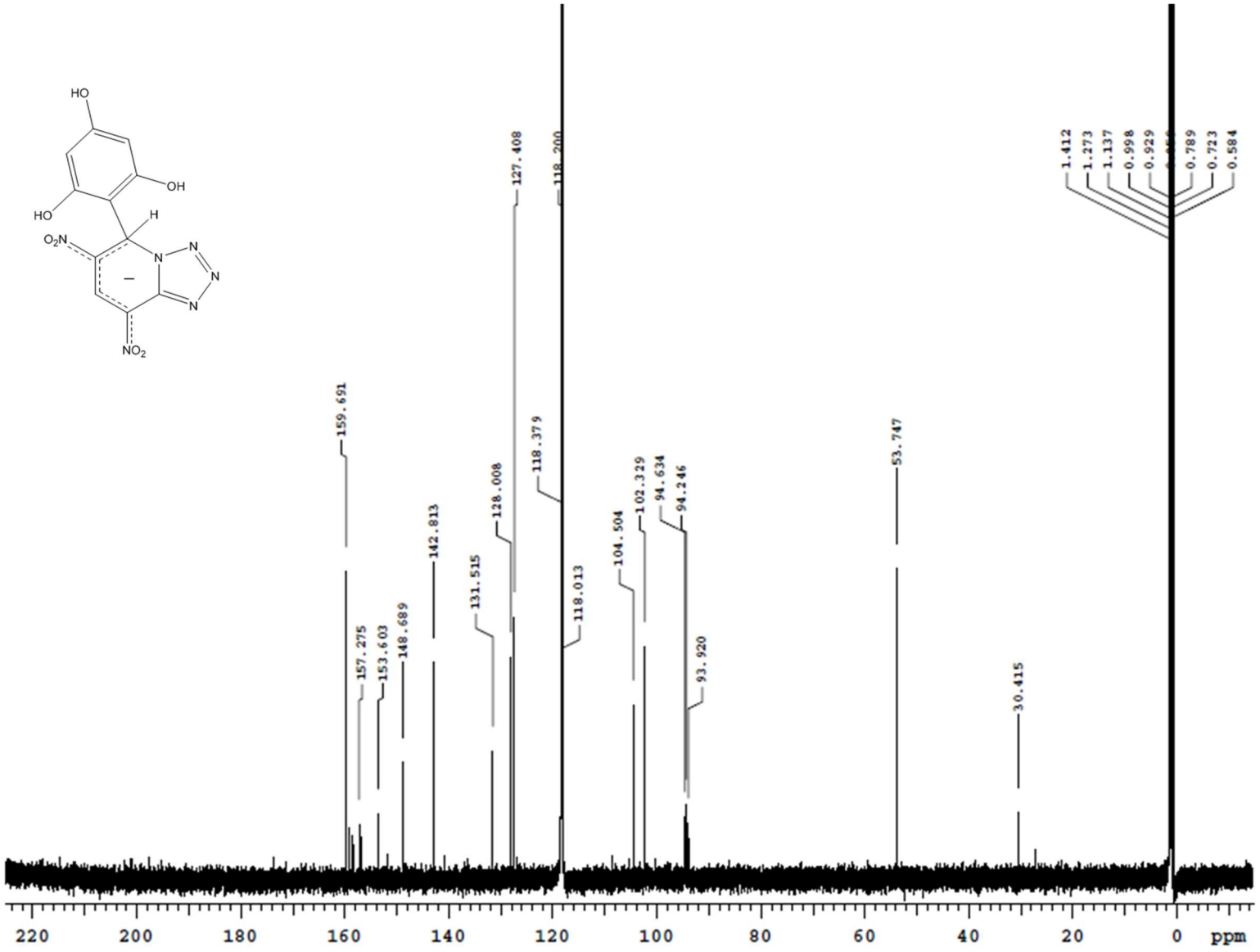

Figure SI-46. ^{13}C NMR (CD_3CN, 150.80 MHz, -35 ºC) of compound **M5** together with signals belonging to unreacted starting materials.

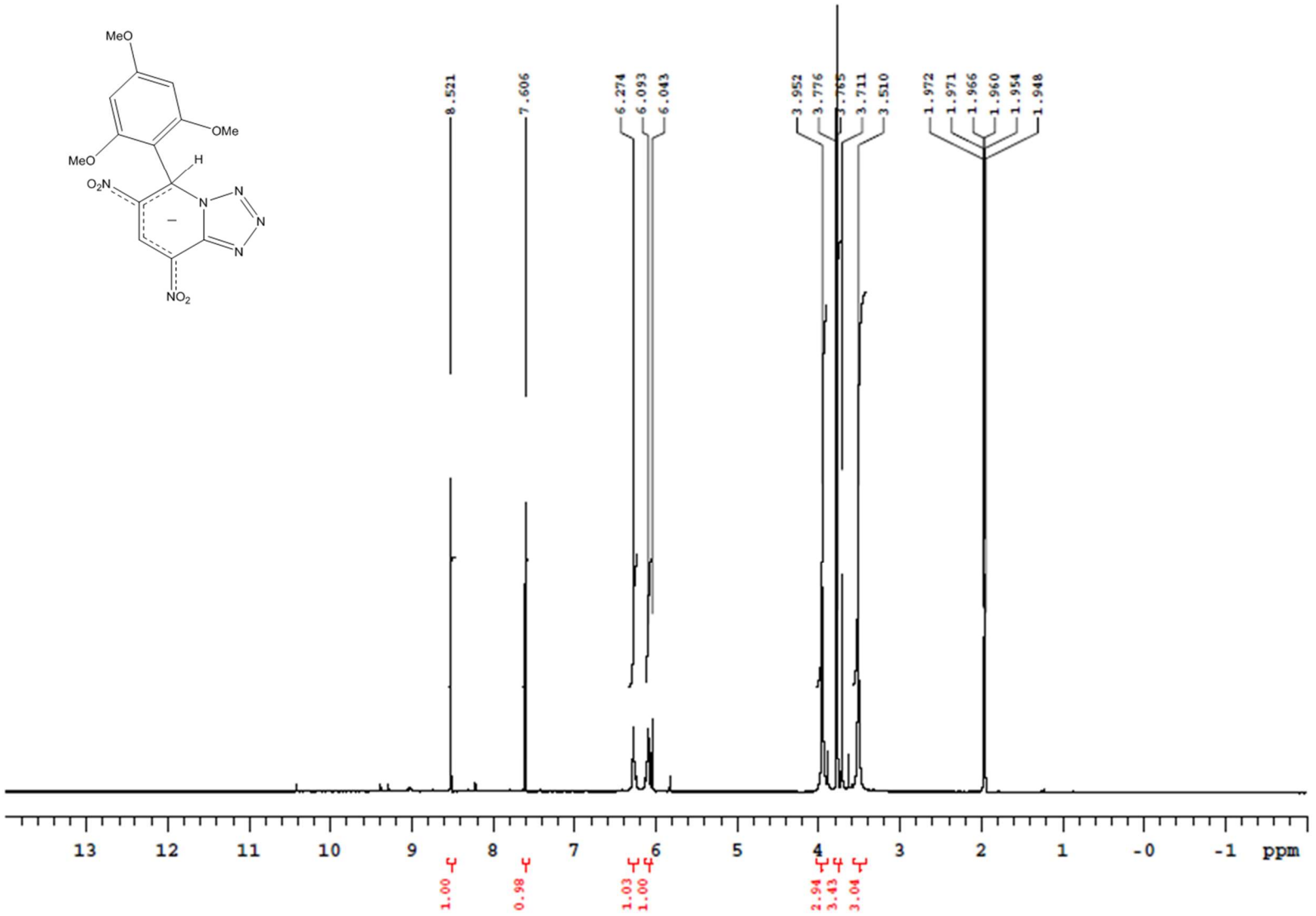

Figure SI-47. ^{1}H NMR (CD_3CN, 400 MHz, -35 ºC) spectrum of compound **M6.**

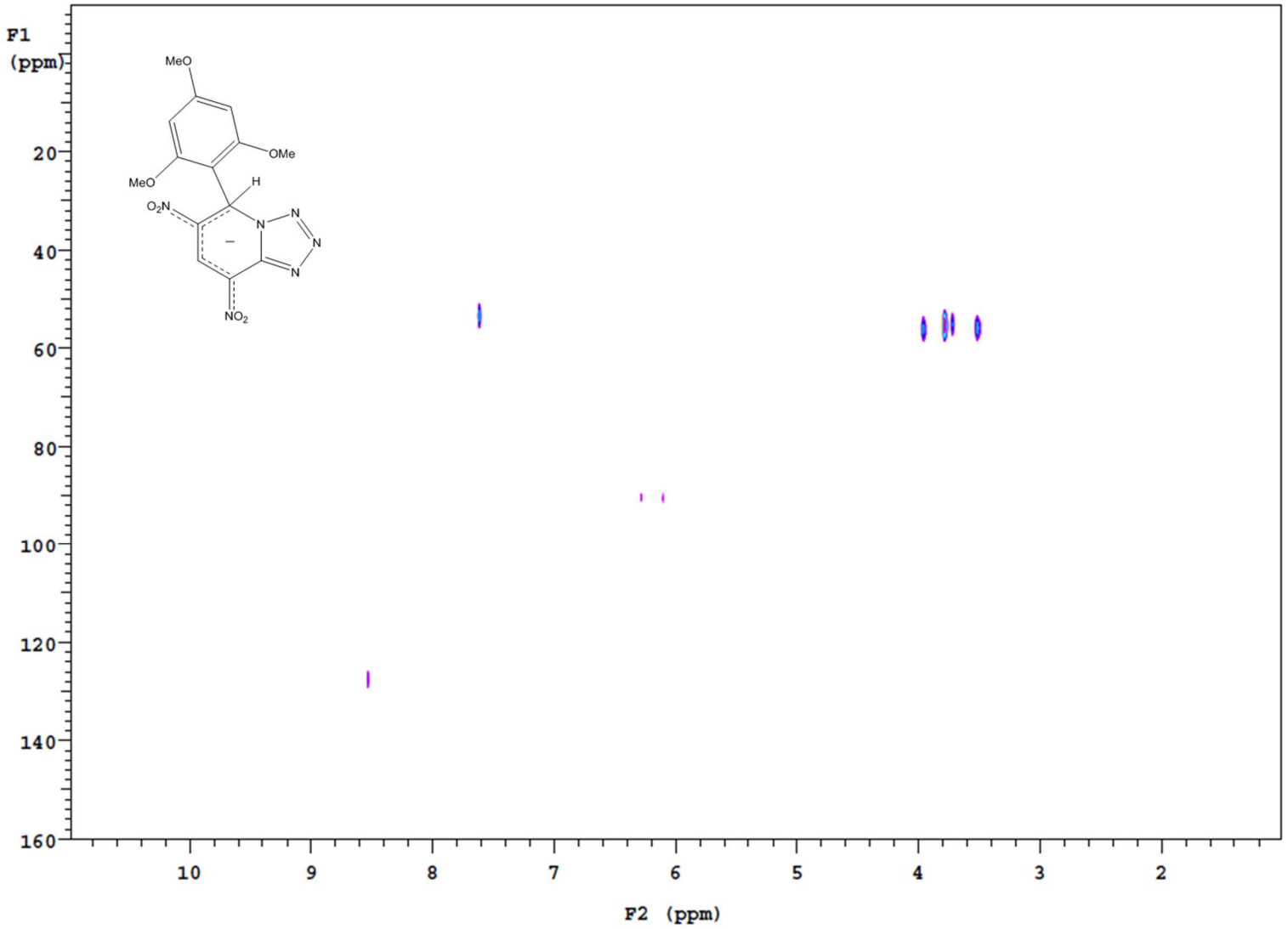

Figure SI-48. HSQC (CD_3CN, 400 MHz, -35 ºC) of compound **M6.**