## ABSTRACT

A convenient and efficient method to introduce a halogen atom regioselectively into a methylene group of a 1,3-diketone moiety or to an activated phenyl ring of 1-phenyl-3-(3,5-dimethoxyphenyl)-propane-1,3dione using N–X reagents as the most promising reagents for electrophilic halogenation was shown. Deactivation of the diketo fragment of the molecule via complexation with BF<sub>2</sub>, leads to regioselective halogenation at positions 2 or at 2,6 in electron-rich phenyl rings depending on the mole ratio of substrate to reagent. Introduction of a halogen atom at the  $\alpha$ -position in the 1,3-dione moiety of 1-phenyl-3-(3,5-dimethoxyphenyl)propane-1,3-dione dramatically changes the conformation, being 1,3-diketone in comparison with the parent compound in which the favored form is keto-enolic. The structures of parent compounds and halo derivatives were determined by X-ray analysis in the solid and by spectroscopic methods in solution. DFT calculations were also performed.

A novel fluorescent dye, the BF<sub>2</sub>-derivative of 1-phenyl-3-(3,5-dimethoxyphenyl)propane-1,3-dione showed polymorphism affording two types of fluorescent single crystals: greenish-yellow emitting prism-like crystals and yellow-emitting plate-like crystals depending on the way of recrystallization. The molecular structure was an anti-conformer in relation to the methoxy group bonded to the phenyl ring or was an syn-anti-conformer, respectively. Solid A (anti-conformer) possesses numerous chromic effects, including mechano-, thermo- and chrono-chromism, the last, however, to a lesser extent, as well as the rearrangement of the amorphous phase into a more stable crystalline phase A, associated with crystallization-induced emission enhancement (CIEE). The solid-state emission can be repeatedly switched regarding its color and efficiency with excellent reversibility by external stimuli. On the other hand, crystalline solid B (syn-anti) undergoes thermal interconversion of syn-anti- to the anti-conformer. The dye shows a solvatochromic effect (SE), is aggregation-induced emission (AIE) active and displays via the sublimation process self-assembling crystalline platelike-microstructures or microfibers which reveal an obvious optical waveguide effect.

All six isomers of dimethoxy curcuminoids were prepared. Conformations in the solid state, which were determined by X-ray single crystallography, <sup>1</sup>H MAS and <sup>13</sup>C CPMAS solid-state NMR measurements, depend on the position of methoxy groups in curcuminoid molecules. In solution, dimethoxy curcuminoids are present in the forms that can be described in terms of co-existence of two equivalent tautomers in fast equilibrium. The position of methoxy groups has minor influence on the enolic hydrogen bond. Theoretical calculations show that the energy gap between HOMO and LUMO depends on the position of methoxy groups. Chlorination and bromination at the  $\alpha$ -position of the 1,3-diketone moiety do not change the preferential form being cis keto-enol as in parent compounds.

Photostability of curcuminoids is strongly influenced by the position of the methoxy groups (half-lives in exponential decays varied from 10.0 min to 199 min in the case of 3,5-dimethoxy derivative and 2,5-dimethoxy curcuminoid, respectively). All compounds, especially  $BF_2$  derivatives of curcuminoids that have been synthesized exhibit very interesting photochromic properties and some of them show also AIE, solvatochromic and mechanochromic effects.