

Fundación Cepsa presents a new wall mural to city of Santa Cruz

- **Artist Lauro Samblás was tasked with turning a wall in San Antonio Street in Santa Cruz into a work of art**
- **The *Sumérgete en Santa Cruz* [Immerse yourself in Santa Cruz] project has already seen 13 wall murals being created around Tenerife's capital city**

Fundación Cepsa has unveiled its 13th piece of art as part of the *Sumérgete en Santa Cruz* project, which aims to decorate poorly maintained end walls of buildings that are eye-sores around Tenerife's capital.

The project is further evidence of the Foundation's commitment to promoting culture in the city. Designed and painted by the island's artist, Lauro Samblás, the mural created with the help of project lead, Iker Muro, has brought a splash of color to the corner of Santa Antonio Street and La Rosa Street. It is an abstract synthesis of life on the Canary Islands, with blue representing the sea, yellow the sun, and magenta the earth –all vibrant colors that are characteristic of Samblás' work.

Exhibitions in cities including New York and Monaco have showcased his work, with collage a key medium for this artist from the Canary Islands. His pieces currently take on a three-dimensional aspect with bright saturated colors and packed with dynamic geometric shapes. His work reflects on the digital world, where advertising and art are combined to create new languages of communication.

Samblás says he is "one of those artists who goes back to his roots to have a better life, while continuing to work globally." After a decade living in Barcelona and working in the field of visual art and artistic direction and designing the interiors of some of the leading fashion houses' stores, he has returned to his native island with the personal satisfaction of someone who has carved out a future and made a name for himself in what is a highly competitive sector.

This new unveiling is Fundación Cepsa's first of the year as part of the *Sumérgete en Santa Cruz* project and has received the backing of Santa Cruz City Council's Department of Culture. The project is well established, comprising 13 works to be found across the capital and there are plans to create an itinerary of outdoor urban art around the city.

Fundación Cepsa is a general interest, non-profit entity with the goal of undertaking initiatives to serve the needs and priorities of the local communities where its founder, COMPAÑÍA ESPAÑOLA DE PETRÓLEOS S.A.U. (Cepsa), conducts its activities. The areas of action for Fundación Cepsa are social, cultural, environmental, scientific-educational, and support for amateur sports.

Fundación Cepsa

info@fundacioncepsa.com

www.fundacioncepsa.com