

Fundación Cepsa presents a new Sumérgete en Santa Cruz (Immerse yourself in Santa Cruz) mural in El Toscal

- **The mural is located on Calle San Francisco Javier and is the work of Tenerife-based artist Adrián Martínez**
- **This is the latest piece of urban art commissioned by Fundación Cepsa, joining 19 other works dotted all around the capital**

Today, Fundación Cepsa presented a new mural as part of the Sumérgete en Santa Cruz initiative. This latest work is located at the corner of Calle San Francisco Javier and Calle San Francisco in the neighborhood of El Toscal.

This piece of urban art, painted on the outside of a building, joins 19 other works that the Foundation has dotted around different parts of Tenerife's capital city. Through art and culture, these artworks are intended to bring beauty to walls and buildings that are esthetically unappealing or in a state of disrepair.

Cepsa's Canary Islands Director, José Manuel Fernández-Sabugo, and the Head of Fundación Cepsa in the Canary Islands, Belén Machado, attended the presentation. They were joined by the Deputy Mayor and Councilor of Culture of Santa Cruz de Tenerife, Matilde Zambudio, the creator of the work, Adrián Martínez, and the coordinator of Sumérgete en Santa Cruz, Iker Muro.

Fernández-Sabugo celebrated the fact that Sumérgete in Santa Cruz now has a collection of twenty pieces of art, and stated that it was the Foundation's intention "to not only strengthen this initiative, but for it to become a cultural emblem of Tenerife's identity."

Matilde Zambudio expressed her "desire to continue collaborating with Fundación Cepsa to restore the walls of Santa Cruz de Tenerife. They can become a large outdoor art gallery. We are looking for ways to give them themes and to give our citizens a reason to lift up their heads and enjoy culture on our streets."

Fundación Cepsa started the Sumérgete en Santa Cruz initiative in 2013, before other municipalities on the island introduced this type of outdoor art exhibition. The murals are dotted around different parts of the center of Santa Cruz. They can be found at the entrance to the city by Refinería Tenerife, at the Serrador Bridge, and on the streets of San Clemente, Pi y Margall, San Antonio, Santiago, Castillo, Miraflores, Imeldo Serís, Méndez Núñez and Cervantes, among others. The most recent of these was installed last year in the Valleseco district.

The work presented today will be added to the brochure of urban outdoor art, which includes a route that passes by the various Sumérgete en Santa Cruz murals. The brochure is produced in collaboration with the Santa Cruz de Tenerife Council and is available to citizens at the city's tourist offices.

This project has grown and evolved, and has now converted the streets of Santa Cruz de Tenerife into a genuine outdoor art gallery, bringing art closer to locals and visitors alike, improving the ambiance and giving exposure to Canarian artists, who are a fundamental part of the cultural heritage of the Islands.

Adrián Martínez

Adrián Martínez's mural is the result of almost 17 years of exploration and work in different graphic and artistic fields. His pieces are intended to have as many meanings as there are viewers, and seek to generate emotions in every one of them.

Martínez gained an expertise in digital graphic design at the BAU Design College of Barcelona, and his technique has developed thanks to graffiti and urban art. The artist approaches his work less in a figurative way, and more from a theoretical, ordered standpoint.

He joins an extensive list of artists who have had the opportunity to participate in the Sumérgete en Santa Cruz project, such as Iker Muro, who is also the coordinator of the initiative, as well as Ione Domínguez, Txemy Basualto, Tanausú Alemán, Diego Mena, Matías Mata, Acaymo Padrino, Víctor Pacheco, Shirley Wintsch, Carmen Cologan, Louis Lambert, Lauro Samblás, Airán de León, Pablo Falcón, Óscar Lorenzo and Diego Izquierdo.

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