

Fundación Moeve and Santa Cruz City Council promote a new mural painting in the city center

- It has been created by artist Louis Lambert, who was inspired by the flora of the Macizo de Anaga, and is located on Imeldo Serís Street
- It is piece number 27 of the 'Immerse yourself in Santa Cruz' initiative

Tenerife, December 11, 2024 - Santa Cruz de Tenerife boasts a new mural in the municipal building on Imeldo Serís Street, one of the city's busiest thoroughfares, as a result of collaboration between Fundación Moeve and the Autonomous Body of Culture (OAC) of the Santa Cruz City Council. This mural is part of the 'Immerse yourself in Santa Cruz' initiative, launched by Fundación Moeve in 2013 in a bid to enrich the city's aesthetics through large-scale urban art.

The work, thought up by Louis Lambert, a French artist based in Tenerife known for his impressionistic style, and supervised by Iker Muro, is inspired by the native flora of the Anaga Biosphere Reserve, an iconic landscape of Santa Cruz and the island of Tenerife, which includes Monte de Las Mesas. The author has used a warm and vibrant color palette to invite reflection on the natural beauty and connection between the inhabitants and their surroundings.

According to the mayor of Santa Cruz de Tenerife, José Manuel Bermúdez, "this mural has been an excellent opportunity to beautify one of the most central spaces in the city, as well as strengthen the bond with nature." With this type of initiative, we keep championing culture and urban art as key elements for the city's development.

For her part, head of Fundación Cepsa in the Canary Islands, Belén Machado, pointed out that "this mural is something really special, as it is an homage to the biodiversity of the Anaga massif, recognized as a Biosphere Reserve, and not only enriches the urban landscape of Santa Cruz, but also encourages us to remember and value the natural richness that we have close by, starting with the Monte de las Mesas, where Fundación Moeve is committed to its environmental regeneration in collaboration with the Tenerife Island Council and the Santa Cruz City Council." This new artwork merges art and nature, reminding us that their protection is a community responsibility.

Councilor of Culture, Santiago Díaz Mejías, highlighted the project's success and his commitment to the transformation of the public space. "This mural has

managed to transform a common space into a work of art that beautifies the city, reflects the cultural diversity of our city as well as being an example of how art can connect the community."

On an end note, the artist, Louis Lambert, stated that "it has been an honor and a pride to leave my mark in Tenerife, which is the place where I now reside and spend most of my time", adding that "it is gratifying to be able to capture my art here and pay tribute to the landscape, flora and beauty that surrounds us and that we don't often appreciate".

This is piece 27 of the 'Immerse yourself in Santa Cruz' initiative, a project that continues to solidify its place as one of the city's key cultural endeavors, bringing art closer to society and strengthening the capital's identity as a cultural benchmark on the island.

The murals of this campaign are located in different parts of the capital, which include the entrances to the city on Manuel Hermoso Rojas and Tres de Mayo Avenues, the Serrador Bridge, and the streets San Clemente, Pi y Margall, San Antonio, Santiago, Castillo, Imeldo Serís, Méndez Núñez, Cervantes, and Tres de Mayo Avenue, as well as in the parking lot of Las Teresitas Beach.

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