

A new urban art mural for the capital, thanks to “Sumérgete en Santa Cruz” (Immerse yourself in Santa Cruz)

- **Fundación Cepsa offers the capital of Tenerife this work of enormous dimensions, right in the city center**
- **The mural project, supported by the City Council of Santa Cruz de Tenerife, is the 25th work in Santa Cruz**

Starting today, the Avenida Tres de Mayo in the capital of Tenerife hosts the new mural from the “Sumérgete en Santa Cruz” initiative, promoted by Fundación Cepsa with participation by the Santa Cruz de Tenerife City Council through the Regional Culture Agency.

The work, created by the artist Iker Muro, was presented today by the mayor of Santa Cruz de Tenerife, José Manuel Bermúdez, and the head of Fundación Cepsa in the Canary Islands, Belén Machado, together with the municipal councilor of Culture, Santiago Díaz. The event was also attended by the councilor of the Centro-Ifara district, Purificación Dávila, and Javier González, managing director of Mutua de Accidentes de Canarias, the entity that provided an exterior wall to make the project possible.

This new work of outdoor art, on which Iker Muro, internationally-recognized urban muralist and coordinator of the “Sumérgete en Santa Cruz” campaign, has been working for a week, reflects a commitment to the theme of healthy lifestyle, which has great social interest.

A fresh and colorful mural, which appears between large walls of the buildings in the area characterized by its earthy color, and in which the artist has captured a still life where fruit, as a symbol of healthy eating, plays an important role. A banana stands out, represented figuratively, but also an orange and a watermelon, as well as a vase with flowers taken to a language closer to geometric abstraction.

“A brightly colored piece that conveys calm, a call to relax, eat healthy and contemplate the beauty of our customs,” says its creator. A work created by using acrylic paint, with a very colorful and evocative chromatic palette, generating a remarkable visual change in the confluence of the central streets San Clemente and Pi y Margall.

The mayor of Santa Cruz, José Manuel Bermúdez, thanked both Fundación Cepsa and the artist for “their involvement in bringing art to the streets of our town” and stressed “the importance of such actions that give life to spaces that would otherwise

remain empty,” noting that, “Undoubtedly, this mural adds to the list of must-sees for tourism in our city and makes it a benchmark of urban art.”

The head of Fundación Cepsa, Belén Machado, emphasized that “this outdoor urban art project in the capital of Tenerife, created and promoted for more than a decade by Fundación Cepsa, has already brought 25 large-format murals to the city, turning it into a constantly changing canvas and contributing to its transformation also through art with social content.” These are “artistic expressions of great dimensions that not only contribute an aesthetic component to the places that house them, but also change the way we interact with the city as we pass them, changing our emotions,” he said during the visit.

For his part, the councilor of Culture, Santiago Diaz, valued “that this type of initiative, in which the City Council of Santa Cruz collaborates, are to make a manifestation of urban art of the first order visible in different enclaves of the city” and adds that “this modality of artists and creators has constituted a trend and a manifestation, often of a reclaiming nature, which is present in the physiognomy of the main cities of the world.”

In the words of Javier González, “from the Mutua de Accidentes de Canarias it is an honor to have made this space available to Fundación Cepsa, the Santa Cruz City Council and, of course, the city itself. On the one hand, it promotes healthy habits, which are crucial from the perspective of prevention, and on the other hand, it is a new contribution to urban art in the city.”

“Sumérgete en Santa Cruz”

The “Sumérgete en Santa Cruz” murals help revitalize and transform urban spaces that lack aesthetic or go unnoticed, turning them into windows to creativity and a platform for artists to share their perspectives and narratives.

The mural presented today is number 25 of the “Sumérgete en Santa Cruz” initiative promoted by Fundación Cepsa, with the support of the Regional Culture Agency, which adds to the essential visits of outdoor urban art in the capital of Tenerife.

In order to propose future sites for the creation of murals in the capital of Tenerife’s center and its immediate surroundings, Fundación Cepsa encourages the city’s residents to send proposals for new walls to the email address canarias@fundacioncepsa.com.

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