



PRESS RELEASE, 28 June 2017

Camille Walala bounces into Broadgate

Villa Walala – a Landmark Project for
London Design Festival 2017

16–24 September



Villa Walala by Camille Walala. Photography by Andy Stagg.

Tucked behind Liverpool Street Station, Broadgate is a picture of urban bustle. Flanked by modern office towers and thronging with shops and restaurants, this corner of the City of London is a hive of activity sculpted in gleaming glass and concrete.

Into this landscape comes artist and designer **Camille Walala**, chosen by London Design Festival's headline partner **British Land** to create this year's Landmark Project, marking the 15th anniversary of **London Design Festival**. Known for her bold use of colour and pattern, the textile designer turned installation artist is determined to transform the hard textures and muted colours of Broadgate into a vibrant-hued, squishy-textured celebration of playfulness.

WALALA

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Villa Walala by Camille Walala. Photography by Andy Stagg.

Set to appear on **16 September**, the beginning of **London Design Festival**, **Villa Walala** is a boisterously colourful and invitingly soft-touch structure made from 'blocks' of vinyl, sealed PVC inners and high-strength nylon, adorned with **Walala's** characteristic digitally printed patterns. The blocks will be inflated by fans, turning them from flat shapes into three-dimensional forms. They are the component parts of a huge architectural landscape that stops passers-by in their tracks and invites them to step away from the everyday, even if just for a moment. The villa's vibrant tones, tactile surfaces and engaging shapes are designed to complement and enhance the recreational function of Broadgate, while providing a striking contrast to the typical colours and textures of its surroundings.

'Broadgate is delighted to support Camille Walala's landmark project at Exchange Square during the London Design Festival. Villa Walala will be a vibrant and playful installation which will enliven the area for the 35,000 people who work here, as well as attracting new audiences to the campus.'

– Tim Roberts, Head of Offices, British Land

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This vast, interactive playscape aims to tempt **Broadgate**'s lunching office workers into a strange and squidgy new world, unleashing a refreshing new perspective of pattern and playfulness in the process. **Villa Walala** is poised to inject a little joy into what may otherwise have been just another day at the office.

Embodying childlike excitement in feel-good tutti-frutti colours, **Villa Walala** is a light-hearted antidote to the sense of serious purpose that drives the area – not a satire or critique of the corporate work ethic, but an authentic, warm-hearted reminder of the power of play to relax and refresh us in a fast-paced and often stressful world. Positioned to be visible from as many of the surrounding windows as possible, **Walala**'s boisterous and bouncy landscape connects the individuals in the buildings of **Broadgate**, **London Design Festival** visitors, and anyone just passing through with a shared vision of colour and a promise of unrestrained, irrepressible joy.

'I wanted to create something that played to this idea of escaping the office and letting off steam, but which was also a surprising contrast to the architectural context – something colourful and playful that would make the people of Broadgate stop and smile.'

– Camille Walala



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Villa Walala will be available to explore in Exchange Square, Broadgate, 16–24 September 2017.

#VillaWalala

For more information images and interviews, please contact me (Jodi Moss) on jodi@zetteler.co.uk or +44 (0)7910 705147.

Notes for Editors

About Camille Walala

A graduate in textile design from the University of Brighton, Camille Walala established her studio and brand in East London in 2009, and has since evolved from textile-based work to art direction, interior design and large-scale civic art and installation projects. Drawing on influences including the Memphis Movement, the Ndebele tribe and Victor Vasarely, Walala has an irrepressible enthusiasm for playful, graphic patterns that invoke a smile. Her dedication to positivity, optimistic typography and bold use of pattern and colour have seen her transform urban landscapes across the world, and earned her clients ranging from Converse and Armani to Nintendo and Facebook.

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Portrait of Camille Walala.



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About British Land

British Land's portfolio of high-quality UK commercial property is focused on retail around the UK and London offices. It owns or manages a portfolio valued at £19.1 billion (British Land share: £13.9 billion) as at 31 March 2017, making British Land one of Europe's largest listed real estate investment companies.

The company's strategy is to provide places that meet the needs of customers and respond to changing lifestyles – 'Places People Prefer'. It does this by creating great environments both inside and outside its buildings and using scale and placemaking skills to enhance and enliven them. This expands their appeal to a broader range of occupiers, creating enduring demand and driving sustainable long-term performance.

The retail portfolio is focused on regional and local multi-let centres, and accounts for 48% of the portfolio. The offices portfolio comprises three office-led campuses in central London as well as high-quality standalone buildings and accounts for 49% of the overall portfolio. Increasingly, British Land's focus is on providing a mix of uses and this is most evident at Canada Water, the 46-acre redevelopment opportunity where British Land plans to create a new neighbourhood for London.

Sustainability is embedded throughout the business. Its places, which are designed to meet high sustainability standards, become part of local communities, provide opportunities for skills development and employment, and promote wellbeing. The company's industry-leading sustainability performance led to British Land being named a European Sector Leader for the third year running in the 2016 Global Real Estate Sustainability Benchmark.

In April 2016 British Land received the Queen's Award for Enterprise: Sustainable Development, the UK's highest accolade for business success for economic, social and environmental benefits achieved over a period of five years.

www.britishland.com
