

WALALA x WANTEDDESIGN

Camille Walala unveils her biggest mural to date

17–21 May 2018

The artist **Camille Walala** has left her mark all over the world, unleashing her bold colours and graphic patterns everywhere from cafés in Melbourne to hotels in Mauritius. Known for her large-scale murals and playful interactive installations, Walala created some of London’s headline design projects of 2017 – including the building-block vinyl castle **Villa Walala** for London Design Festival and the Instagram-adored maze **Walala X Play** at NOW Gallery.

This year, she’s taking on New York, with a series of projects for **WantedDesign NYC 2018** – the international design show hosting marquee events in Manhattan and Brooklyn during **NYCxDESIGN on 17–21 May**.



Render, WantedDesign 2018 x Camille Walala.

'I'm thrilled to be producing a design for a 40m building – my tallest so far. The design has been inspired by the architecture of the building, particularly the repetition of the windows. The site is bathed in the most beautiful colours at sunset, which has inspired my palette for the project. I'm really excited about this design – I am producing something quite different...'

– **Camille Walala**

Walala x Industry City

WantedDesign has commissioned Walala to permanently reinvent the façade of a seven-storey historic building in Brooklyn's Industry City creative hub. At **40m high**, the project will be both her biggest New York commission and her tallest building to date.

Currently housing a number of design studios spanning various disciplines, the **Sunset Park** building is an important venue for **NYCxDESIGN**, with a different artist invited to create work in the space for the festival each year. Having heard Camille's keynote at the IDS festival in Vancouver in 2017, the WantedDesign team decided that she would be the perfect artist to transform the building's somewhat neglected fascia into a **vibrant and decorative statement** that did justice to the creativity housed within. Camille has developed a striking, **3D-effect POP** design that accentuates the architectural features of the building and incorporates a colour palette inspired by its setting.

Translating the design from an **A4 sheet into a 40m fascia** is, of course, a challenge, as small details can look very different when magnified many times. Walala and her team are working with decorative painters from Industry City-based landmark-building specialists **EverGreene Architectural Arts** to create the mural, using paint from French colour experts **Ressource Peinture** and with support by **Spring Scaffolding** and **Value Construction**. In total, the transformation of the exterior is expected to take around 12 days.

The new face of the building will be revealed on the opening day of **WantedDesign Brooklyn: Wednesday 16 May**.



Previous work: (Left) WALALA X PLAY at the NOW Gallery. Photo by Charles Emerson. (Right) Villa Walala at London Design Festival 2017. Photo by Andy Stagg.

Walala X Visual Magnetism

Meanwhile in Manhattan, Walala will unveil her second project of the festival – an interactive installation in collaboration with **Visual Magnetism**, the inventor of magnetic textiles.

Taking advantage of Visual Magnetism's customisable ferrous-coated fabrics, Walala is designing an endlessly reconfigurable, **4.3m x 2.4m graphic mural** featuring different shapes that can adhere to the specially fitted wall surfaces and be moved around at will. The installation will allow WantedDesign visitors to engage directly with Camille's distinctive approach to colour and form, creating their own interpretation of a Walala work.

The installation will be on show at **WantedDesign, 269 11th Avenue, New York from 19–22 May.**



Camille Walala x Visual Magnetism. Photo by Tom Oliver Payne.

'We've been dreaming of working with Camille for something like this. We had an opportunity to create something special for WantedDesign that emanated positivity, while engaging visitors' playful side and imagination. I've always felt pulled into a colorful positive world when walking by Camille's murals on the streets of London, so creating something together that brings an extra element of interaction takes that vibrant and immersive quality a step further.'

–**Tori Deetz**, co-founder and creative director, Visual Magnetism

Walala in conversation

Camille will be discussing her projects, practice and inspiration as part of WantedDesign Manhattan's programme of talks, held in partnership with **Design Milk** and **Modenus**. She will present the keynote at **12.30pm on Monday 21 May**, in connection with the theme of 'Happier and healthier living and working space'.



Camille Walala. Photo by Tom Oliver Payne.

Notes for editors

Walala X Industry City is part of Oui Design, an initiative of the Cultural Services of the French Embassy and its partner Foundation FACE.

Sponsored by **Industry City**

Design by **Camille Walala**

Painting by **EverGreene Architectural Arts**

Paint by **Ressource Peinture**

Scaffolding by **Spring Scaffolding**

Wall preparation by **Value Construction**

Press Preview WantedDesign Brooklyn, Wednesday May 16 starting at 5pm
WantedDesign Manhattan, Friday May 18 starting at 5pm

For more information about **Camille Walala** and her work at **WantedDesign**, please contact **Jodi Moss** at jodi@zetteler.co.uk or on +44(0)7910 705147.



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.

Web camillewalala.com

Twitter @Camille_Walala

Instagram @camillewalala

About Industry City

Industry City is a six-million-square-foot mixed-use complex comprising 16 warehouse buildings spread over 35 waterfront acres of Sunset Park, Brooklyn. Built at the turn of the 20th century, Industry City – then known as Bush Terminal – was initially a manufacturing, warehousing and distribution centre designed to provide wholesalers in Manhattan with an inexpensive location from which to import, export and manufacture goods. Like most urban industrial properties, it fell into decline in the postwar years as the manufacturing landscaped changed, but in 2013, a new ownership team (including Belvedere Capital, Jamestown and Angelo Gordon & Co) began a project to reimagine and Industry City form the modern innovation economy. Today, after a \$250 million infrastructure investment, Industry City is home to more than 450 companies employing more than 6,500 people, including tech and media firms, fashion and furniture designers, and a wide range of artists.

Web industrycity.com

Twitter @IndustryCity

Instagram IndustryCity

About Visual Magnetix

Visual Magnetix is a creator of magnetic wall coverings, based in Brooklyn, New York. The company develops materials and products that turn walls into beautiful, functional and transformative surfaces.

Web visualmagnetix.com

Twitter @visualmagnetix

Instagram visualmagnetix

About WantedDesign

With marquee events during NYCxDESIGN in May, WantedDesign is a platform dedicated to promoting design and fostering the international creative community at large throughout the year. Founded in New York City in 2011 by Odile Hainaut and Claire Pijoulat, WantedDesign has established itself as a constant and staunch supporter of US and international design via events, conversations, and partners and its yearly programming aims to nurture New York City's design dialogue.



April 2018

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