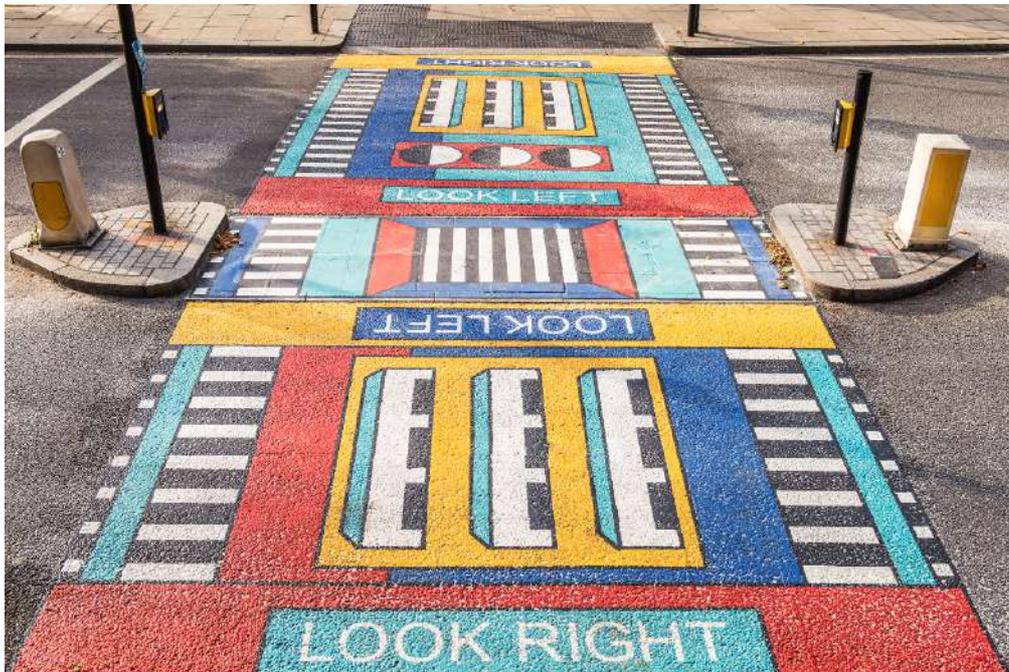


Les Jumeaux (The Twins) in White City Place

A new large-scale public artwork by French artist Camille Walala has been unveiled in White City, West London. Comprising two uniquely-designed pedestrian crossings and seven striking murals, the artwork entitled 'Les Jumeaux' ('The Twins'), can be recognised by Walala's signature use of geometric patterns and primary colours.



With the easing of lockdown measures set to continue combined with the reopening of many local retailers and outdoor-dining destination The Set at Television Centre, White City Place welcomes the eye-catching installation to the area which transforms the pedestrian crossings on South Africa Road and Wood Lane, whilst the murals adorn the façade of the WestWorks building. With a right turn out of both Wood Lane and White City underground stations, passers-by and visitors are led by the artwork directly to White City Place which, along with the neighbouring Television Centre, has undergone extensive redevelopment into an emerging hub of activity and creativity.

Camille Walala draws inspiration from the strong functional shapes that can be found on the facades of buildings, continuing her renowned installations in the urban landscape. 'Les Jumeaux' brings new life to White City with the use of vibrant colours and visually arresting patterns, connecting Walala's distinctive joyful style with the rich architectural history of the area. Beginning with drawings and collages in a sketchbook, Walala experiments with colour and pattern to develop this large-scale installation through an intuitive, artistic process.



Commissioned by Stanhope, Mitsui Fudosan and Aimco, 'Les Jumeaux' is Walala's first major public outdoor artwork in West London and is part of White City Place's wider cultural programme. Walala's artwork follows the success of international design duo Craig & Karl's colourful transformation of a disused petrol station on Wood Lane, and Richard Wood's 'Holiday Home' in Television Centre. With its playful design and buoyant colour palette, Walala's latest artwork will inject long-lasting energy into the community.

"This was a really exciting commission because I got to explore the area so much more than I have in the past, and bring colourful, joyful patterns to this part of London. I like when my projects begin with this element of curiosity. I



was inspired by the rich architectural details and began working in my sketchbook, making drawings and collages, which grew into the bigger scale installation. It's a balancing process to find happy accidents along the way while keeping the style simple and bold."

– Camille Walala, artist

"Camille Walala's designs are an exciting addition to the evolving cultural offering of White City. This artwork is a main feature in our wider art programme and ensures White City Place is making its mark as one of London's emerging cultural districts, and a destination in its own right."

– David Camp, Stanhope

Notes to editors

Camille Walala

Renowned artist and designer Camille Walala coordinates her global roster of creative projects from her studio in Hackney, London, which she set up in 2009. Walala is on a mission to disseminate joy through colour and pattern, and her projects range from art direction and interior design to civic art and installations. She is inspired by community, collaboration and her own unlikely career path, which has taken her from textile design to huge public artworks (starting with Old Street's Dream Come True building, which thrust her into the spotlight in 2015). Walala's bright, playful designs demonstrate the power that colour and pattern have in placemaking, transforming urban spaces and having a profound emotive impact on those occupying them.

www.camillewalala.com

White City Place

White City Place is at the heart of an £8 billion ten-year regeneration of the wider White City area, which has formed a new hub of activity, creativity and academia in west London. A thriving neighbourhood with exceptional transport links to the West End and City, home to a new campus for Imperial College University London, an extended Westfield shopping mall (now the biggest in Europe), enlarged White City Place office Park, and the creation of up to 2,000 new private homes, 200,000sq.m of new offices and 20,000 new jobs.

www.whitecityplace.com