

# CELEBRATING ELEPHANT AND CASTLE'S LATIN AMERICAN HERITAGE – GET LIVING UNVEILS VIBRANT NEW MURAL FOR LONDON MURAL FESTIVAL

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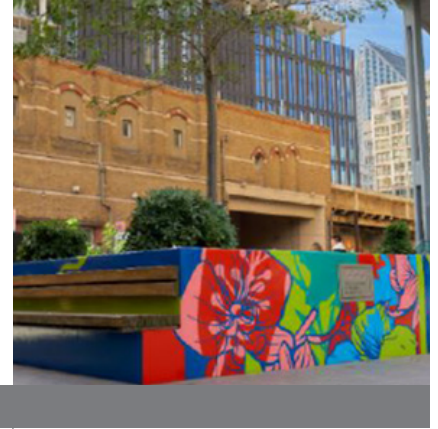
London, UK – September 2024. A striking new mural by South London artist Cee has been unveiled at Castle Square, Elephant and Castle. Commissioned by leading build-to-rent operator, Get Living, in collaboration with Global Street Art, the mural celebrates the rich Latin American heritage of the local community and is part of London Mural Festival, the capital's biggest celebration of street art.

Located in Castle Square next to Get Living's Elephant Central neighbourhood, the mural features vibrant depictions of native Latin American flowers, including Orchids, Heliconias, and Hibiscus. These flowers symbolise the rich influence of Latin American culture, celebrating the ten percent of Southwark's population that identifies as Latin American, many of whom live in or near Elephant and Castle, which has become a cultural hub for Latin American residents in London.

**Cee**, the artist behind the mural, draws inspiration from her decade-long career in graffiti and illustration and her passion for celebrating diversity through art. She comments: "In my design, I have used my bold and graphic style to re-imagine flowers from Latin America. My choice of colour was directly influenced by the bold colours used for hand-painted shop signage across the region. It was important for me to bring a sense of vibrancy into the mural to represent the people of Elephant and Castle, who have helped to shape its rich and colourful past, present and future."

The new mural reflects Get Living's ongoing commitment to fostering a sense of belonging and community within the neighbourhoods they operate in. **Jane Reeves**, Regional Director at Get Living, says: "We are proud to collaborate with talented local artists like Cee and organisations such as Global Street Art to help support the cultural fabric of our neighbourhoods. Through projects like this, we aim to create vibrant, engaging spaces that nurture connections, reinforce local identity, and foster a sense of togetherness."

London Mural Festival (5 - 29 September 2024) offers Londoners the chance to see live art in action on the streets across 15 boroughs, from some of the world's most iconic street artists working today, themed around 'Connection'. Over the course of one month, London Mural Festival will present 100 murals, adding to the 75 murals produced for its inaugural edition in 2020. For more information, visit: <https://www.londonmurfestival.com/>



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**Jane Reeves**

Regional Director

Get Living

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