

PRESS RELEASE

02 September 2019

Wembley Park presents Saturation Surge by Maser, the latest ‘Spanish Steps’ commission, to coincide with London Design Festival



Wembley Park will unveil a new public commission by visual artist Maser on 13 September ahead of London Design Festival 2019. The Spanish Steps, which connect Wembley Stadium to The SSE Arena, Wembley, will be transformed by the artist into a bright public realm artwork, called Saturation Surge, using bold geometric shapes and patterns to draw attention to the distinctive perspective of the site, located in one of the world’s most recognisable spots.

Maser has been creating artwork since 1994, and has gained a large and dedicated following internationally. Known for his unique graphic style, his works include paintings, prints, sculptures, immersive installations and large scale murals.

Maser says: “It’s exciting to create an artwork that can directly engage with the public, especially in Wembley Park at a time when the area is becoming such a creative and cultural hub. With

Saturation Surge my aim was to project this creative energy of the area, and make visitors more aware of their surroundings.”

Saturation Surge by Maser is the third commission of the Spanish Steps by Wembley Park. In the summer of 2018, artist Remi Rough transformed the steps with *Flight*, to mark the launch of Wembley Park’s first curated cultural programme, *Summer of Play*. Design studio and art practice Committee designed the second adapted steps, commissioned by Disegno. Entitled *LOVE, LOVE, LOVE*, this commission originally coincided with the illumination of Wembley Park’s Christmas lights and the Christmas cultural programme *Xmasbox*.

Maser was selected by Wembley Park with curators Produce UK/Baker & Borowski. The duo have previously worked with Wembley Park on commissions including their own recent Massive Choon series of music-inspired installations, which were dotted along Olympic Way this summer.

On selecting Maser for the commission, Curators Produce UK / Baker & Borowski, say:
“Maser’s work is bold and brave. The fluidity of his ideas translates so brilliantly onto the three dimensional urban environment. There aren’t that many artists who could take the Spanish Steps and create something so full of pop-art BLAM, so culturally on point and so stunning. Wembley Park was made for him, it’s an ambitious development that has powered through to become a strong player on the London cultural scene, Maser is the perfect match.”

In celebration of London Design Festival, which takes place across London from 14-22 September, Wembley Park will also host the Second Floor Studios & Arts Open Studios Weekend on 21-22 September.

James Saunders, Chief Operating Officer, Wembley Park, comments:

“The Spanish Steps commissions are becoming a much loved addition to Wembley Park. Whether someone’s on their way to a gig at the Arena, a football match or out shopping with friends at the LDO, or even looking out from their bedroom windows, this bold and distinctive public artwork will be sure to brighten their day.”

This new commission builds on Wembley Park’s cultural programme, which is fast establishing the neighbourhood as a new creative hub for North West London. The ambitious cultural strategy for the area includes affordable artist studios, run by Second Floor Studios & Arts, a public art programme and extensive cultural programming and events, most of which are available free of

charge. Getty Images Gallery was opened in June of this year, and the Troubadour Wembley Park Theatre, a new flexible 1,000-2,000 seat capacity, recently opened inside the former Fountain Studios.

2019 will see the launch of Wembley Park Arts, with an independent curatorial team raising the scale and ambition of cultural programming for the neighbourhood. Wembley Park is currently looking for their first Cultural Director to lead this programme, which will include leadership across commissioning, co-production, cultural infrastructure as well as developing local, national and international partnerships. Wembley Park is a key strategic partner of Brent London Borough of Culture 2020 and will be one of the primary focusses of attention during UEFA Euro 2020.

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Notes to Editors

About Wembley Park

Wembley Park is a dynamic new neighbourhood being created in North West London. Building on the international reputation for music and sporting events for which the area is known, Wembley Park is fast becoming a landmark destination with culture, entertainment and a community at its heart. It includes homes, shops, and places to work, as well as attractive public spaces, with parks and gardens adding to the squares and wide boulevards already created. When completed, nearly half of the 85-acre site will be open space.

Wembley Park already comprises the 12,500 capacity The SSE Arena, Wembley; London's most intimate arena, London Designer Outlet (LDO), which includes 70 high street outlet stores, restaurants, bars, coffee shops and a 9-screen Cineworld cinema and four hotels. Boxpark Wembley, the largest Boxpark to date, has brought independent and established streetfood traders to the area, as well as 200 events throughout the year. Black Sheep Coffee opened in autumn 2018, and is being followed by a range of independent shops opening around the neighbourhood's new high streets and public spaces.

With 6,100 new homes being created by developer Quintain, in addition to the 1,400 already built, Wembley Park is one of Europe's largest regeneration schemes. Around 5,000 of the homes being

created at Wembley Park are build-to-rent properties managed by Tipi, Quintain's lifestyle-focused rental management company, which also oversees management of resident lounge spaces and services.

You can follow Wembley Park on [Twitter](#), [Instagram](#) or [Facebook](#) or via the official website at:

www.wembleypark.com