

PRESS RELEASE – 20 June 2023

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On the occasion of its 25th anniversary

LA ROCA VILLAGE PRESENTS *STREETS OF LOVE*,
AN OPEN-AIR EXHIBITION IN COLLABORATION WITH
INTERNATIONALLY RENOWNED ARTIST TVBOY

- *Streets of Love TVBOY x La Roca Village* is an open-air exhibition that explores the universal values shared by La Roca Village and the street artist.
- More than 20 artworks located throughout the Village express messages including 'Love', 'Respect', 'The Future is Female' and 'Save Planet Earth' in the artist's unmistakable graffiti style.
- The collaboration is part of the Village's 25th-anniversary celebrations and '25 years of creating stories together', reinforcing its ongoing commitment to supporting emerging talent, art and creativity.



Exhibition *Streets of Love TVBOY x La Roca Village*

In celebration of its 25th anniversary, La Roca Village and the internationally renowned artist TVBOY are joining forces this summer for an open-air **exhibition that explores the universal values** La Roca Village, part of The Bicester Collection, and the street art artist share. An artistic manifesto that speaks of love, hope and the future.

Streets of Love TVBOY x La Roca Village, which will run until 30 September, is a declaration of principles, an invitation to reflect and a demonstration of La Roca Village's unwavering commitment to promoting the arts over the last 25 years.

TVBOY, pioneer of neo-pop street art

Behind the name TVBOY is Salvatore Benintende, an **international pioneer in the neo-pop street art movement** and one of the most remarkable artists of his generation, known for his provocative modern style.

Born in Italy and based in Barcelona, this multifaceted and provocative artist describes a thousand realities and social phenomena of today's world through the universal and unique language of his works, which have become **internationally recognised**. The streets are one of his main means of communication. His art relates to **social, cultural and political issues** and always gives viewers cause to pause and reflect.



Salvatore Benintende, the Italian artist behind TVBOY

The relationship between TVBOY and La Roca Village dates back to 2010, when they first collaborated. Since then, TVBOY has established himself as an international standard-bearer for his generation.

Alone and alongside famous names such as Warhol, Lichtenstein, Haring and Basquiat, his works have been exhibited internationally at street shows, museum exhibitions and more, including PAC Milano, MDM Museum and art galleries in Rome, Barcelona, Munich, Copenhagen, Berlin, London, LA and Miami.

Messages that do good

The open-air *Streets of Love* exhibition is a **bold graffiti takeover** of the Village, representing values including freedom, respect, diversity, sustainability and, most importantly, empowerment. Messages such as 'Love', 'Respect', 'The Future is Female' and 'Save The Planet Earth' will cover Village facades, and large-scale spray cans will be found along its boulevards.

Depicting a young girl painting her own future, TVBOY's powerful work entitled *Unlock Her Future* will raise funds for DO GOOD, The Bicester Collection's global charitable programme which aims to unlock futures for women and children wherever they are born aligning with the United Nations Sustainable Development Goals.



Unlock Her Future, from *Streets of Love* TVBOY x La Roca Village will raise funds for The Bicester Collection's Do Good programme.



NOTE FOR EDITORS

About La Roca Village

Discover La Roca Village, part of The Bicester Collection, just 40 minutes from the centre of Barcelona and on the road to the Costa Brava. With Gaudí's influence echoing through its architecture, the Village encapsulates the essence of Mediterranean exuberance. Spacious tree-shaded squares, fountains and brightly coloured mosaics evoke a classic Catalan experience to accompany the world-class shopping available at a unique edit of brands and delicious cuisine on offer. Along open-air pedestrianised streets more than 140 boutiques of renowned Catalan, Spanish and international fashion and lifestyle brands offer savings of up to 60% on the recommended retail price all year round. (Visit the Village's website www.LaRocaVillage.com/en/shopping/brands to view the full list of brands.) The Village has a wealth of restaurants and cafés offering menus to suit all tastes, including takeaway culinary treats, and plays host to an ever-changing programme of events and arts initiatives, showcasing local talent and ensuring something new for guests to discover on every visit. Discover more at LaRocaVillage.com

About The Bicester Collection

The Bicester Collection is a family of 11 distinctive shopping destinations in Europe and China defined by extraordinary experiences while offering remarkable value. The Collection, created and operated by Value Retail, brings together the world's most discerning guests and the world's most renowned brands – often for the first time – on a journey of discovery. The Villages are located close to some of Europe's and China's most celebrated cities: London, Milan, Munich, Dublin, Barcelona, Madrid, Paris, Brussels, Frankfurt, Munich, Suzhou and Shanghai. Collectively home to more than 1,300 boutiques, The Bicester Collection offers guests an ever-evolving curation of fashion and lifestyle brands, world-famous restaurants, exciting pop-ups, and imaginative art installations throughout the year. Discover more at TheBicesterCollection.com

About DO GOOD

DO GOOD is The Bicester Collection's platform to make the lives of others better – brands, guests, people and communities. Representing a culture that places giving back at its heart, the programme harnesses a sense of purpose and belonging amongst colleagues and engages with guests, standing as a powerful collective force for good. Our mission is to generate transformative social impact through our inspirational partners, with a focus on unlocking the potential of women and children, to align with the United Nations Sustainable Development Goals – to play our part in making a difference locally and globally for generations to come. Discover more at TheBicesterCollection.com

For more information

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