



Press release – La Défense, 18 September 2017

UNDERGROUND EFFECT #3

Street art in the spotlight on the esplanade of La Défense from 19 to 21 September

As part of the Urban Week Paris La Défense street culture festival, UNDERGROUND EFFECT returns for the third time from 19 to 21 September. International graffiti artists and street artists will fill the forecourt of La Défense with colour for 3 days.

Parkings Paris La Défense brings street art to the forecourt

An initiative of Defacto and Parkings Paris La Défense (subsidiary of Indigo, world leader in parking and individual mobility solutions) and the SAATO Association, the Underground Effect aims to promote and share urban art. For the third time, 18 graffiti artists from 11 countries (Australia, England, Kenya...) will create 18 live art works on the forecourt of La Défense.

Free and open to everyone, this event also involves the public. Participants will have the opportunity to meet the artists and visit the event stands. On the programme: initiation to stencilling (a big artistic trend in street art), T-shirt and tote bag printing and exhibition of around thirty graffiti works sold as a limited series by WASAA.

Long-term works visible all year round in the Paris La Défense car parks

Once the event is over, the works will enrich the travelling exhibition in the 17 Paris La Défense car parks operated by Indigo. Alongside the works created in the first Underground Effect events, the 18 new creations will be displayed in all of the Indigo La Défense car parks, which have now become underground contemporary art museums. Real urban hubs, the Paris La Défense car parks echo the cultural events of the business district and follow the latest alternative trends.

Much more than a parking space, they provide the 2,080,344 hourly customers of the neighbourhood and the 147,000 season ticket holders - mostly companies - with a new car parking experience which is pleasant, innovative, atypical and in tune with the times. On this note, on the initiative of the consortium Indigo - Defacto - Culture & Patrimoine, the Alternatif will open its doors next autumn in one of the Paris La Défense car parks - 2000m² dedicated to the latest alternative trends, a convivial space, off-beat and open to all in which culture, events and the business world will coexist.

"We are particularly fond of La Défense, the leading European business district and our group headquarters. So it seemed natural to bring in this project which will play an active part in the culture of this neighbourhood. That's why we wanted to give this event a lasting effect by transforming our car parks into real exhibition venues. More broadly speaking, this project helps to create urban hubs out of

our car parks which are connected to the city and their surroundings" says Sébastien Fraisse, Executive Vice President of Indigo France



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The "Cathedral" at the Michelet car park exit

About INDIGO:

Indigo is a French group and global leader in parking and individual mobility. It employs 19,000 people across 16 countries and over 750 cities. It is the only parking service operator present on three continents and in all parking segments: on-street, off-street and shared private car parks. Indigo operates more than 5,300 car parks throughout the world, with over 2.1 million parking spaces and over 2,500 km of roads. Indigo assists local authorities and private actors (hospitals, shopping centres, train stations, airports, etc.) and develops tailor-made parking solutions for users while making the city more pleasant and enhancing traffic flow. In a booming mobility market estimated to reach €100bn by 2025, Indigo is a key player as far as the mobility of the future is concerned. INDIGO. Making space for the future. www.parkindigo.com

About Projet SAATO

Created in 2014, Projet SAATO (an association constituted in accordance with the French law of 1901 concerning non-profit organisations) supports many creative urban art projects such as festivals, frescoes and exhibitions for the benefit of local authorities and companies. It is based on one philosophy - sharing and discovering street art with recognised and emerging artists and fans. For more information: www.projetsaato.com

About PARIS LA DÉFENSE - DEFACTO

PARIS LA DÉFENSE is the leading European business district, where 200,000 employees, residents, students and tourists meet daily. Defacto, a public establishment for the management, events and promotion of the business district of PARIS LA DÉFENSE, is responsible for the management of works and public spaces on the site, but also for the security of properties and people. The establishment has developed a strategic plan setting out its ambitions for the years to come - putting users at the heart of its work through the creation of services and the development of events in the neighbourhood. The Urban Week Paris La Défense event is an example of this wish. Unveiling the business district via street culture is a way to show La Défense in a different light, through 4 days of cultural and sporting events, and visits of towers and unusual places. For more information: www.ladefense.fr and www.urban-week.fr, the new event website to discover the full programme and to register for the free activities!

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