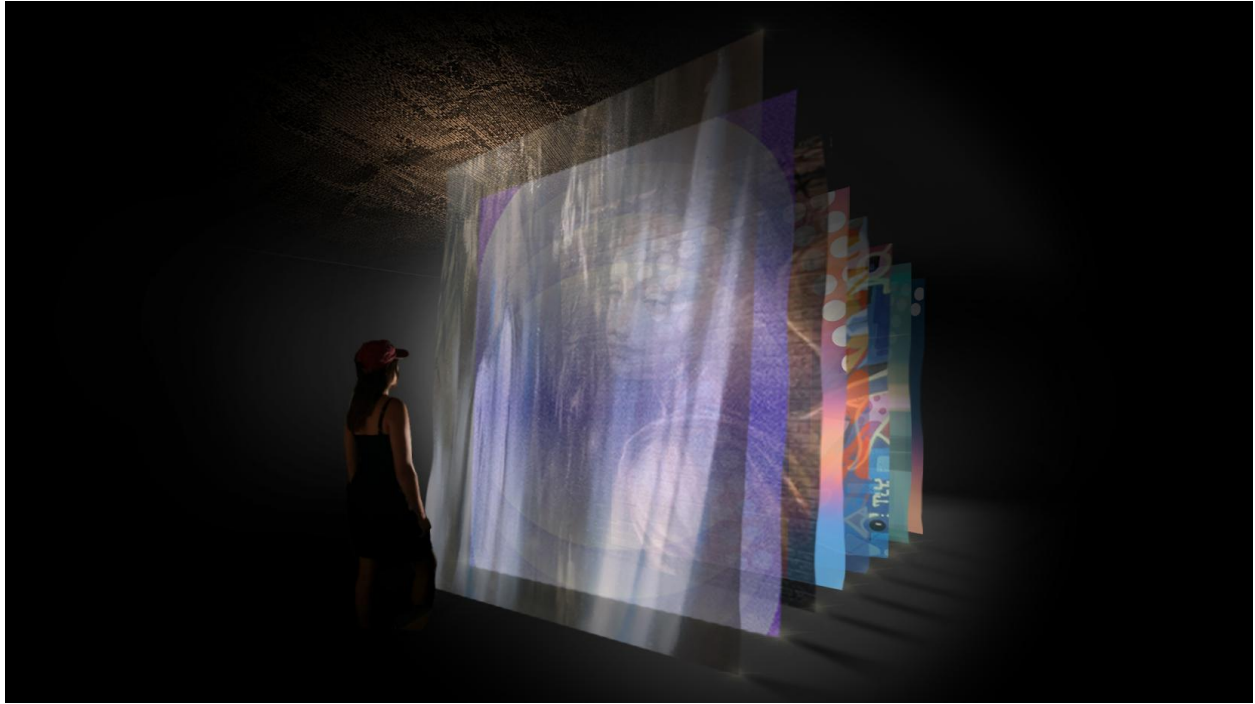




PRESS RELEASE

JOY! Collective unveils immersive London Design Festival installation exploring the hidden history beneath Shoreditch's walls

London, UK – September 2026

What lies beneath a painted wall?

This London Design Festival, **JOY! Collective** have partnered with **Lighting Designer Francis Albrecht of By Ember Light** to present **UNVEILED: Archaeology of a Wall**, an immersive installation that explores the hidden world of street art by imagining what it would be like to uncover every painting buried beneath the surface of a Shoreditch wall.

For over fifteen years, JOY! Collective has created large-scale murals across London and beyond. During that time, one question has been asked more than any other:

"How many layers of paint do you think are underneath?"

This installation is the answer to that question.

Inspired by archaeological techniques used to reveal lost frescoes and paintings, **UNVEILED** transforms the invisible history of mural painting into a physical experience. Rather than uncovering a single artwork, the installation imagines every layer of paint existing simultaneously, revealing the succession of artists and stories that quietly accumulate within a wall over time.

To mark JOY! Collective's fifteenth anniversary, artists who have helped shape the collective's journey have each created an individual work on translucent surfaces, suspended sequentially in space. As visitors move through the installation, the paintings overlap, separate and recombine, creating an ever-changing composition where every artwork remains visible at once. Together they form a new collective image and an ongoing dialogue between artists, stories and histories.

Lighting is integral to the experience. Developed in collaboration with **Francis Albrecht of By Ember Light**, it does far more than illuminate the installation. Carefully choreographed light moves across the layered artworks, revealing concealed details, shifting perspectives and allowing paintings to emerge and disappear as visitors navigate the space. Like an archaeologist uncovering traces of the past, light becomes a tool of discovery, ensuring that no two viewpoints are ever the same.

Based in Shoreditch for over a decade, JOY! Collective has witnessed first-hand the constant evolution of one of the world's most recognised street art neighbourhoods. Here, walls are continually repainted, reimagined and reclaimed, yet every new mural preserves fragments of those that came before. **UNVEILED** celebrates this often unseen visual history, inviting audiences to reconsider the walls they pass every day not as static surfaces, but as living records of creativity, memory and time.

Part exhibition, part installation and part act of excavation, **UNVEILED: Archaeology of a Wall** offers visitors a rare opportunity to experience street art in a completely new way, revealing the stories hidden beneath the surface.

About JOY! Collective

JOY! Collective is an award-winning London-based creative studio specialising in large-scale murals, public art, immersive installations and creative experiences. For over fifteen years the collective has collaborated with leading brands, artists, cultural organisations and communities, delivering projects that transform public spaces through art. Clients include Netflix, Spotify, Tate, Farrow & Ball and Saatchi Gallery.

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