PRESS RELEASE

Spa Monopole hosts the largest street art mural in Wallonia: a giant Pierrot measuring almost 3,000 m²

Spa, 15 December 2025 – On Monday, after several months of work, the managers of Spa Monopole, the City of Spa and the non-profit association Spray Can Arts officially opened the largest street art mural in Wallonia, which is proudly displayed on one of the factory's façades. Perfectly visible from Spa train station, this iconic work depicting a giant Pierrot was created by Sozyone, one of Belgium's leading names in street art. It is set to become a new landmark of the City of Spa and will add to its appeal.

Inaugurated on Monday, Sozyone's Pierrot became the largest street art mural in Wallonia, entirely covering one side of the Spa Monopole factory. It is a monumental work, since the metal cladding covered by the mural measures exactly 1,637 square meters. The entire façade decorated by Sozyone and his team is 144.8 metres long and 20.5 metres high, or just under 3,000 square meters, making it one of the largest mural works in Belgium. Needless to say, this mural will be very visible to the inhabitants of Spa, but also to tourists passing through the town.

This extraordinary project, financed by the company Spa Monopole, was born about two years ago, at the initiative of the City of Spa. Execution was entrusted to the non-profit association Spray Can Arts, an artists' collective specialising in the production, dissemination and promotion of street art on a regional, national and European scale. Spray Can Arts coordinated the call for projects launched around three themes related to the values of Spa Monopole: water, protection of nature and Spa's historical heritage.

Pierrot the superhero

Several high-quality projects were submitted by renowned Belgian artists around these three themes, but in the end Sozyone's was chosen by the heads of Spa Monopole. On the one hand, because the visual proposed by the artist is very impactful and is perfectly in keeping with the architecture of the building. On the other hand, because the mural designed by Sozyone features an iconic character both from the history of the SPA brand and from the city's heritage. A character dear to all Spa residents: the Pierrot.

Pablo Sozyone Gonzalez is no stranger to the world of street art, having started out in the world of graffiti before gradually establishing himself as a veritable pillar of urban culture. Of note, he created the huge "L'Homme de la Meuse", located along the Quai de la Boverie in Liège. For this new mural on the walls of Spa Monopole, he imagined a giant Pierrot spanning the entire width of the façade, arm outstretched like some kind of superhero, with bubbles of water around him.

Alda Greoli, the City of Spa's 1st deputy burgomaster, was one of the project's driving forces. She

is therefore particularly pleased to see this colourful mural appear on the streets of her city. *"Spa is a city of water, culture and nature,"* she points out. *"The birth of a new work of art as a result of the collaboration between Spa Monopole, the artist Sozyone and the non-profit association Spray Can Arts illustrates perfectly all the characteristics of our city. It is a real source of pride for our city to see the greatest work of street art in our region."*

As for Spray Can Arts, they emphasise that works such as this tend to have a very positive impact on a city's appeal. *"In recent years, we have seen more and more street art appear on our streets and on the walls of our companies,"* explains Michaël Nicolaï, the association's coordinator. *"This is a welcome development, as these murals have a double positive impact: they bring in more tourists and they reinforce the sense of pride of the residents of the neighbourhoods concerned. We hope that the same will happen in Spa."*

"At Spadel, we are committed to reinvesting at least 5% of our net profit in initiatives that have a positive impact locally, whether at cultural, social or environmental level," reiterates Marc du Bois, CEO of the Spadel Group, the parent company of Spa Monopole. *"The creation of this magnificent mural reflects this desire. It will enhance Spa city centre and make the city even more appealing to tourists. The Pierrot produced by Sozyone will also be a source of pride for all the women and men who work every day bottling Spa water in the Spa Monopole factory."*

--- END ---

Press contacts

press@spadel.com