

**KEIM**



## KEIM MINERAL PAINTS CASE STUDY THE STRAND MURAL

KEIM ROYALAN® ON RENDER

# THE STRAND MURAL, SOUTHSEA

The Strand city map mural in Southsea, Portsmouth was originally painted in 1998 and is one of the most famous murals on the south coast, not just because it has stood for over 20 years but it is also the only continuously updated mural in the UK.

Five years after the original painting, the render at the lower level of the mural started to degrade in patches, due to problems with the overflow pipe. This was resolved by re-rendering the patch and Art & Soul Traders ran free art workshops for the local community and tourists to paint flowers, butterflies and insects on the ground level.

Richard Perry, Area Business Development Manager at KEIM, revisited the mural as Mark Lewis of Art & Soul Traders needed to complete some minor repairs and add further additions to the artwork.

KEIM Royalan® was the recommended paint system due to the location of the mural.

Mark Lewis has used KEIM for over 20 years and always been impressed with the incredible colour stability on this south facing elevation.

The below photo shows Richard viewing the mural.



# WHAT IS KEIM ROYALAN®?

[KEIM Royalan®](#) is a mineral silicate based paint system which has been developed to withstand harsh climate conditions.

## Key features & benefits:

- Breathable
- Extreme long life/durable
- Environmentally friendly ISO14001
- Increases light reflectivity
- UV stable
- Advanced weathering protection
- Highly resistant to fungal & algae growth
- Resistance to airborne pollutants & acid rain
- Can be applied onto glass, ceramics and tiles

[KEIM Royalan® Dilution](#) is the liquid potassium silicate dilution for KEIM Royalan®.

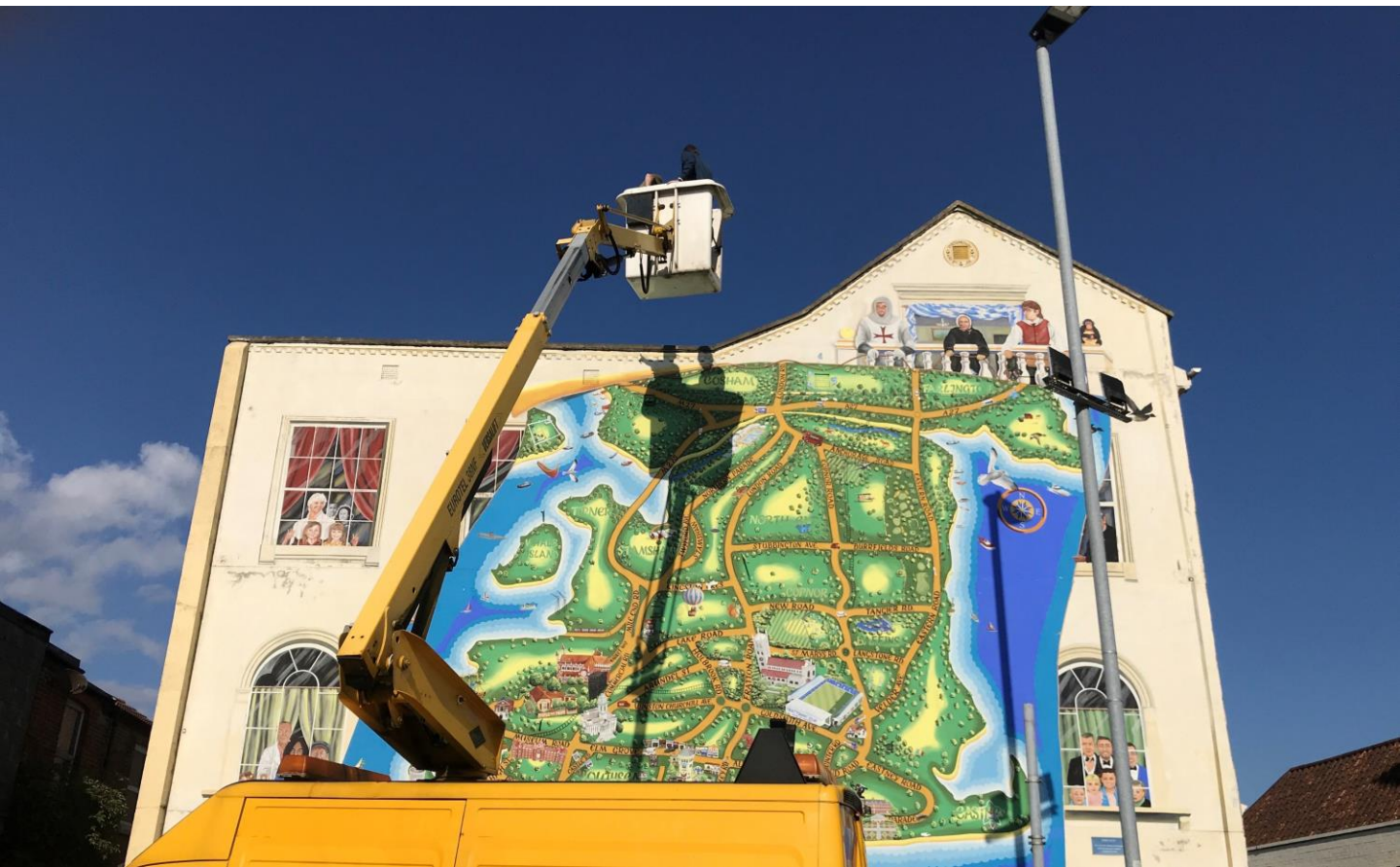


# MURALS

The creation of murals from an individual's visualisation can be achieved using KEIM paints and ensures that the colours retain their original vividness even years after application.

KEIM paints have been used for over 30 years in the UK to achieve some iconic imagery by many very talented muralists. A couple of examples are Cable Street Mural in London and St Martin's Church in Blackheath, dating from 1894.

Silver, copper and gold effects can be achieved using KEIM decorative paints with metallic pigments.



# CREDITS

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**Muralist:** Mark Lewis of Art & Soul Traders

**Location:** The Strand City Map Mural,  
Southsea, Portsmouth, Hampshire, PO5 2PB

**Project Photographs:** Mark Lewis and  
KEIM Mineral Paints Ltd





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