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## Famous designer to start Trop's revival

**EXCLUSIVE**  
by Simon Angear  
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Visionary urban designer Wayne Hemingway will spearhead the regeneration of Weston's Tropicana – and began the process this week by inviting 100 of the UK's brightest innovators to pitch their ideas.

Mr Hemingway made his name as the man behind the Red or Dead fashion label, but recently has forged an unparalleled reputation as a cutting-edge renewal expert.

North Somerset Council has struck a deal for his firm, Hemingway Design, to lead Tropicana revival efforts in the wake of Banksy's hugely successful Dismaland exhibition, which temporarily brought the former pool back to life last year.

Mr Hemingway believes the worldwide exposure which the theme park parody provided may help finally solve a 15-year conundrum and ensure the Tropicana has a sustainable and exciting future.

He told the Mercury: "Dismaland brought the Tropicana to the world's attention. People in Weston were so close to it, they will probably never know how wide it went, and how far, and how much people enjoyed their



Wayne Hemingway met experts at the Tropicana yesterday. Picture: MARK ATHERTON

trip to Weston. We can't leave it any longer because the shine wears off after a while."

Hemingway Design yesterday (Wednesday), welcomed 100 experts

from the worlds of art, music, design and culture to talk over ideas for the next stage of the Tropicana's regeneration.

Mr Hemingway believes the even-

tual solution will contain 'an element of surprise' and he hopes Weston people will 'get stuck in' and contribute ideas too.

See inside for the full story.

### Inside this week's Mercury

- Dopey burglar is jailed after flour footprints led police to his front door.
- Foundation work underway at Dolphin Square's new leisure complex.
- North Somerset savers facing pensions crisis.
- Revealed: Number of cheating partners in Weston.
- Hundreds dying every year due to obesity illnesses.
- Pensioner, 85, smashes British swimming record.

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