

WESTFIELD LONDON

AT A GLANCE

Westfield London, in W12, opens on Thursday
October 30, 2008.

Five anchor stores: Marks and Spencer; Debenhams;
Next; House of Fraser and Waitrose.

Over 265 retailers.

40 of those are luxury and designer brands housed
within The Village, anchored by Louis Vuitton.

14 screen cinema by Showcase, due to open in 2009.

Nearly 50 places to eat, including the future
of in-centre dining called The Balcony, and a
pedestrianised street of restaurants along
Southern Terrace.

A state-of-the-art gym (end of 2009).

A luxury spa (end of 2009).

Four concierge desks.

A concierge and valet team of 70.

220 spaces dedicated to valet parking, and an exclusive
lounge for valet customers.

Library.

Getting here

It is estimated that more than 21 million people will
visit Westfield London each year – some 60,000 a day.

20 minutes on the Underground from Piccadilly Circus,
20 minutes from Heathrow airport and one and a half
hours from Brighton.

Four underground stations: Shepherds Bush and White
City on the Central Line, Wood Lane and Shepherds
Bush Market on the Hammersmith and City line.

Overland station on the West London line.

Two bus terminals.

Taxi rank.

4,500 car parking spaces over three levels.



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WESTFIELD --- LONDON

AT A GLANCE

The project

43 acre site spanning nine postcodes: approximately the area of Buckingham Palace and gardens.

Westfield London is owned 50/50 by Westfield and Commerz Real Investments.

The undulating glass roof is one of the most striking and iconic architectural features along with the luxury area called The Village, designed by acclaimed New York architect Michael Gabellini.

7,000 people will work at Westfield London.

ARCHITECTURE

The vision

Fluidity and movement is the over-arching design influence, particularly the inter-play between water and light: reflection and refraction.

The roof

The undulating glass roof is one of the most striking and iconic features.

The roof shape was created using a digital water model of Westfield London. A virtual pebble was dropped in, simulating a ripple effect that was then stretched and manipulated to create today's rolling shape.

The apparently random pattern of solid and clear glass panels is the result of modelling the sun's movement to maximise natural light for ambient effect, and utilise passive heat dispersal in The Atrium.

The rippling glass roof facilitates a spectacular play of natural light throughout the day.

The Atrium's roof is suspended using fine, tree-like supports that allow clear sight lines from all angles and levels.

Glass canopy structures greet visitors at each main entrance and will be dramatically up-lit at night.

The mall

The Atrium, Westfield London's large central space, is almost the size of a football pitch.

Marble flooring covers both retail levels, patterned with a decorative swirl of granite stone at the entrances, extending through to The Atrium.

Shop fronts stand at eight metres on the first floor: a visual merchandiser's dream.

16 metre-wide malls are punctuated by alternating circular and rectangular voids allowing pools of natural light to spill in to the ground level below.

The architects

The intimate, boutique-style luxury designer area, The Village, has been created by US architect Michael Gabellini, who has worked with Jil Sander, Salvatore Ferragamo and Giorgio Armani and won awards for the Top of the Rock feature in New York's Rockefeller centre.

A dramatic lounge-style dining area, The Balcony, has been designed by multi award-winning architects Softroom. Their work for clients as diverse as the V&A Museum and Virgin Atlantic has earned them a reputation as one of the UK's most groundbreaking design companies.

The striking roof was designed by Westfield's in-house team, spear-headed by Jason Forbes, senior concept architect.



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ARCHITECTURE

External

300 metre-long pedestrianised street of restaurants, Southern Terrace, is partially covered by a canopy at one end and flanked by a 150m greenery and water feature on the opposite end.

Natural stone, wood and stainless steel finishes along Southern Terrace complement the architecture and provide a seamless transition between the indoor / outdoor dining experience.

Pockets of sculpted landscape garden and granite patterned walkways create a public realm that enhances the Westfield London experience.

Sustainability

A third of the roof is carpeted in a green, bio diverse material offering natural insulation and an eco-friendly habitat to flora and fauna.

Higher standards of energy efficiency and low carbon emissions have been built in to Westfield London to reduce carbon dioxide emissions by 24% against the originally consented scheme.

Design of the glazed roof will provide excellent natural light to public areas whilst also controlling heat build up from solar gain.

Contractors have been required to select timber from auditable sustainable sources and include 50% recycled material (where appropriate) in construction material.

Water efficiency is a key factor in the selection of water fittings for Westfield London, and green/brown roofs and rainwater harvesting are utilised.

Appropriate facilities for waste separation and recycling in waste rooms are incorporated into the design.

THE BUILD

The history

1908 Franco-British Exhibition once occupied part of the Westfield London site, known as “the Great White City” due to the cladding used on the exhibition pavilions.*

Construction started at Westfield London five years ago.

Two Dimco Buildings adjacent to the main construction site are Grade 2 listed structures built in 1898.

One of the Dimco buildings is being redeveloped as a bus station, the other will remain a power station to both Westfield London and the Central line.

Both buildings were used as the location for the Acme Factory in the 1988 film “Who Framed Roger Rabbit?”

The building

43 acre site spanning nine postcodes: approximately the area of Buckingham Palace and gardens.

The Atrium glass roof covers 6,500m², uses 3,361 glazing panels, 6,659 pieces of steel and 11.5 km of silicon jointing.

It would take one man 100 days to clean the glass element of the entire roof.

25,000 tonnes of steel have been used, 15 times that used to construct the London Eye.

585,000 tonnes of concrete have been poured, enough to fill 117 Olympic swimming pools.

9,000 piles used in the foundations would stretch from Trafalgar Square to Heathrow Airport.

96 escalators would be enough to take you to the top of Ben Nevis and back down again.

55,000 marble floor tiles, set end to end, would lead from Shepherds Bush to Hatfield in Hertfordshire.



*Wikipedia.org

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THE --- BUILD

The people

13 million man hours have been worked constructing Westfield London.

8,000 people worked on site in run up to opening.

Celebrity Masterchef winner Liz McClarnon and fellow contestants cooked lunch for 600 of Westfield London's builders on a chilly Winter's day.

Transport

16 tracks of railway siding, each 300m long have been constructed directly beneath Westfield London, serving Central Line trains.

72 hours of sophisticated engineering activity saw the Central Line sidings box moved from the middle of the site, to a reinforced concrete siding beneath the car park.

The new Wood Lane station, on the Hammersmith and City line and sitting across the Central line, has been constructed without any disruption to services. The redeveloped Shepherds Bush station on the Central Line, involved replacing the 70 year old escalators.

EATING & DRINKING

Nearly 50 food and drink places, from juice bars to premium restaurants, and flavours from the Middle East and South East Asia, to the very best of European cooking.

1.5km of café and restaurant shop fronts lined side by side; equivalent to the length of King's Road.

25 different styles and nationalities of cooking.

Six food names within Westfield London are new to the UK, and five of those are first-ever concepts.

4,000 restaurant covers and 22 coffee shops and food kiosks - the food offer could feed every person working at Westfield London, simultaneously.

17 restaurants line the 300m pedestrianised street called Southern Terrace; a south facing, open air boulevard of indoor and alfresco dining.

100m cascading stream meanders alongside Southern Terrace flanked by a 3m wall of lush foliage.

13 culinary counters within The Balcony prepare fresh food, fast and theatrically within a dramatic lounge style dining area, designed by London-based architects Softroom.

Three of the 13 are new to the UK; two of which are launching for the first time ever and one has Michelin star roots.

1,100 seats within The Balcony alone, covering 3600 sqm.

8,000 wine glasses within The Balcony, and all 13 operators are fully licensed.

Four family-friendly restaurants in The Loft above The Balcony offer a broad, high quality selection.

73 awards held by the food names at Westfield London.

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THE VILLAGE

25,000 sq m of designer shopping over two floors; that's more space than Liberty, on Regent Street.

Designed by Michael Gabellini of Gabellini Sheppard who have worked with Jil Sander and Giorgio Armani and won awards for Top of the Rock feature in New York's Rockefeller centre.

Eight metre shop fronts, 30mm thick and floating off the floor. The effect is luminescent and pleated.

7,000 crystals make up four cascading chandeliers.

A ceiling constructed of illuminated spheres that appear to float.

One central courtyard complete with a reflection pool and sweeping staircase.

Anchored by Louis Vuitton and housing a host of other international luxury labels.

40 designer brands including UK firsts and world acclaimed names.

Champagne bar by Searcy's, which runs the acclaimed bar at St Pancras International Station.

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FASHION --- & RETAIL

Five anchor stores: House of Fraser; Next; Debenhams; Marks & Spencer and Waitrose.

More than 265 speciality retailers.

Retailers from at least 15 different countries are making their mark at Westfield London.

More than 600 changing rooms will witness the fitting of everything from bikinis and little black dresses to tailored suits and cashmere crew necks.

Every 30 seconds a till is expected to ring at Westfield London.

About 80 per cent of the shops are fashion specialists.

The very best of the high street along with global luxury brands create a compelling and appealing fashion mix.

Six zones fulfil every fashionista's fantasy: luxury, aspirational, urban chic, streetwear, kids, high street.

16 new brands to the UK, from as far afield as Turkey, Australia, Italy and Paris.

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WESTFIELD

Worldwide

Largest retail property group in the world*

118 shopping centres in Australia, New Zealand, the UK and the USA, valued at A\$63 billion.

23,000 retailers across more than 10 million sq m of retail space.

Undertake ownership, development, design, construction, funds/asset management, property management, leasing and marketing activities.

Employ more than 4,000 staff worldwide.

UK

Three regeneration schemes and seven shopping centres in the UK, expected to be worth £10 billion on completion.

Undertaking the 1.25 million sq m project at Stratford City, next to the 2012 Olympic site.

Launched the first UK Westfield centre in Derby, October 2007.

Westfield London

Largest shopping destination in any European city.

The project comprises 150,000 sq m of retail space covering 43 acres and costing over £1.6 billion to develop.

Westfield London is owned 50/50 by Westfield and Commerz Real Investments.

History

Westfield has its roots in Australia, where in the 1950s John Saunders and Frank Lowy went into partnership. They opened their first centre, called Westfield Place, in Blacktown, Sydney, Australia.

From the start their philosophy was to encourage great retailers and retailing.

Costing £250,000, Westfield Place was a showcase for trends in design and new technology, just as Westfield London will be today.

*by equity market capitalisation.

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INSPIRATIONAL --- SERVICE

Concierge

70 concierge and valet staff ensure service levels will surpass anything ever seen in UK retailing.

Four uniquely designed concierge desks are staffed by people recruited for their genuine passion for retail and service.

50 years' experience between the concierge management team within five star hotels, world class airlines, and international leisure destinations including Disneyland, Qatar Airlines and Radisson.

Four weeks of pre-opening training for all staff on areas from the sophisticated technology systems through to personal styling, local attractions and activities.

14 languages spoken by the concierge team.

Services

220 valet parking spaces complete with a stylish arrival lounge. A small buzzer device allows you to call for your car when you've finished shopping.

Luxury car cleaning service.

Gift card which can be used anywhere in the centre.

Hands-free shopping means you can have your bags collected in one place, delivered to your car, or couriered to your home.

Personal stylists, Stylist London, will provide fashion advice including bespoke shopping trips.

700 free Wi-Fi enabled internet access points.

18 electronic directory boards with intelligent maps and interactive route finders.

Quiet room.

Special needs room for disabled patrons and over 200 parking spaces for Blue Badge holders.

Free shop mobility scheme.



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INSPIRATIONAL --- SERVICE

Shopping with children

Child tracking uses a Wi-Fi enabled system to locate any little explorers.

Five dedicated parent rooms, with relevant necessities.

Play area with stimulating toys and activities.

25 London-themed kiddie cars, as well as Maclaren push prams, free to hire.

Parent and child parking.

Security

680 CCTV cameras.

80 fully trained and professional security staff.

24 hour security monitoring room and patrolling security staff.

Car registration recognition technology.

LOCAL

Investment

£4 million is being spent on reviving Shepherds Bush Green: re-landscaping the green; new children's play area with café; boulevards around the perimeter; and new lighting.

£2m has funded the 24/7 pilot policing scheme in Shepherds Bush Green.

£170m has been spent on improving public transport to the area.

People

7000 new jobs are being created and many will be taken up by people from the immediate area.

A new community library, backing onto a wildlife oasis, is being built on the Wood Lane side of Southern Terrace.

New affordable housing schemes have been funded by Westfield London, including the award-winning Bourdon Lane development completed in 2007.

90,000 local newsletters and over 1000 hours of meetings have kept the community informed.

Children of all ages have been involved in the Westfield journey, from site visits to discussion about job opportunities.

Westfield London is funding a Town Centre Manager for Shepherds Bush, and a shop-front improvement scheme for neighbouring businesses.

Business

Westfield London is enhancing an already thriving commercial community: Shepherds Bush has 11,000 businesses employing 120,000 people.

It will be a catalyst for further regeneration: £1 billion is expected to be invested here over the next decade.

Transport

Transport links are getting a major overhaul including Shepherds Bush station on the Hammersmith and City Line being renamed Shepherds Bush Market, so raising the profile of the market itself.

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GETTING --- THERE

Investment

Best connected shopping centre by public transport in Britain, with an estimated 60 per cent of visitors expected to arrive this way.

£170 million investment by Westfield to improve local public transport.

Underground

Four underground stations serve the centre: Shepherds Bush and White City on the Central line; Shepherds Bush Market and Wood Lane on the Hammersmith and City line.

20 minutes from Piccadilly Circus.

New station on the Hammersmith & City Line, Wood Lane; the first new station on an existing line in 70 years.

Redeveloped Shepherds Bush station on the Central line.

Overground

New transport interchange adjoins Holland Park roundabout, connects the new West London Line station with the redeveloped Shepherds Bush Central line station and the new bus interchange.

The new overground station on the West London Line, the first new mainline station for 17 years, connects Willesden Junction to the north and Clapham Junction to the south via Olympia, Chelsea and Fulham.

Ten minutes by overground from Clapham Junction or Willesden Junction.

One and a half hours away from Brighton.

Buses

Two bus stations, one at the new interchange on Holland Park roundabout and another on Wood Lane.

One bus every minute, across eight routes, will serve Westfield London.



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GETTING --- THERE

Pedestrian

24 hour pedestrianised street, Southern Terrace, provides a new public route from the transport interchange on Holland Park roundabout to Wood Lane on the opposite side.

Cycle

600 cycle bays.

Car

4,500 car parking spaces across three levels, with direct access from the West Cross route.

Intelligent car parking software with ultrasonic bay counting technology that identifies available spaces. Motorists are led to vacant spaces by directional lighting.

Electric car charging docs on each level of the car park.

20 minutes from Heathrow airport by car.

Taxi

Taxi ranks and taxi bays will be conveniently situated.