



OLYMPIA

ONE OLYMPIA

London

OLYMPIA IS TRANSFORMING



The £1.3 billion regeneration of Olympia is set to be London's newest cultural landmark. A destination for art, culture, entertainment, education, exhibitions, music, food, drink and work.

*

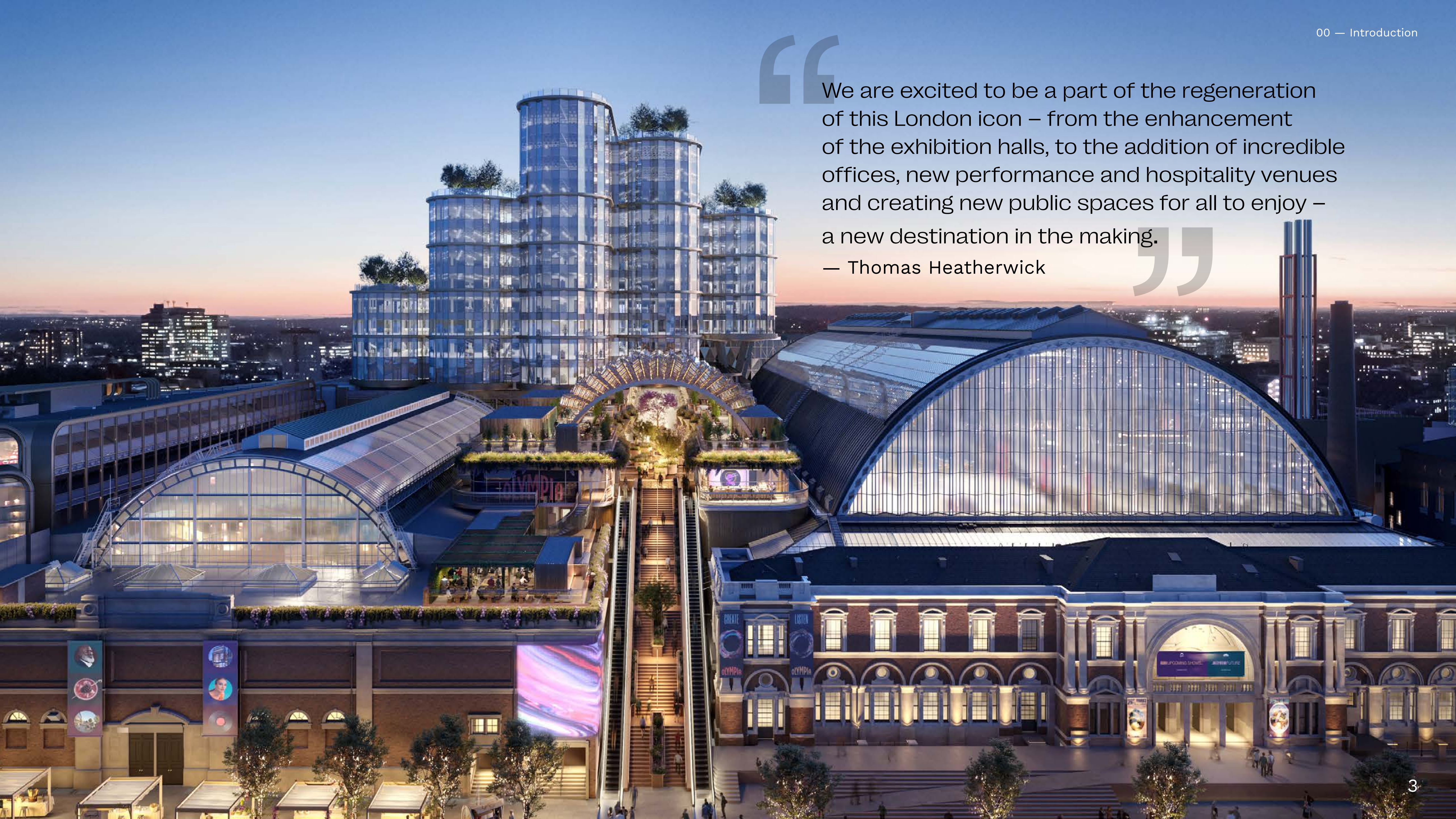


“

We are excited to be a part of the regeneration of this London icon – from the enhancement of the exhibition halls, to the addition of incredible offices, new performance and hospitality venues and creating new public spaces for all to enjoy – a new destination in the making.

”

— Thomas Heatherwick





01 **MASTERPLAN**

02 **LOCATION**

03 **ONE OLYMPIA**

04 **TECHNOLOGY**

05 **SUSTAINABILITY**

06 **TEAM**

▶ *Click to jump to each section*



◀ *Newly pedestrianised Olympia Way*

01 MASTERPLAN

In London, experience-seeking city dwellers are yearning for spontaneity, serendipity and singular moments. The stage is set for a new destination that quickens pulses, entices visitors and thrums with energy. Here's what we're planning.

HISTORY



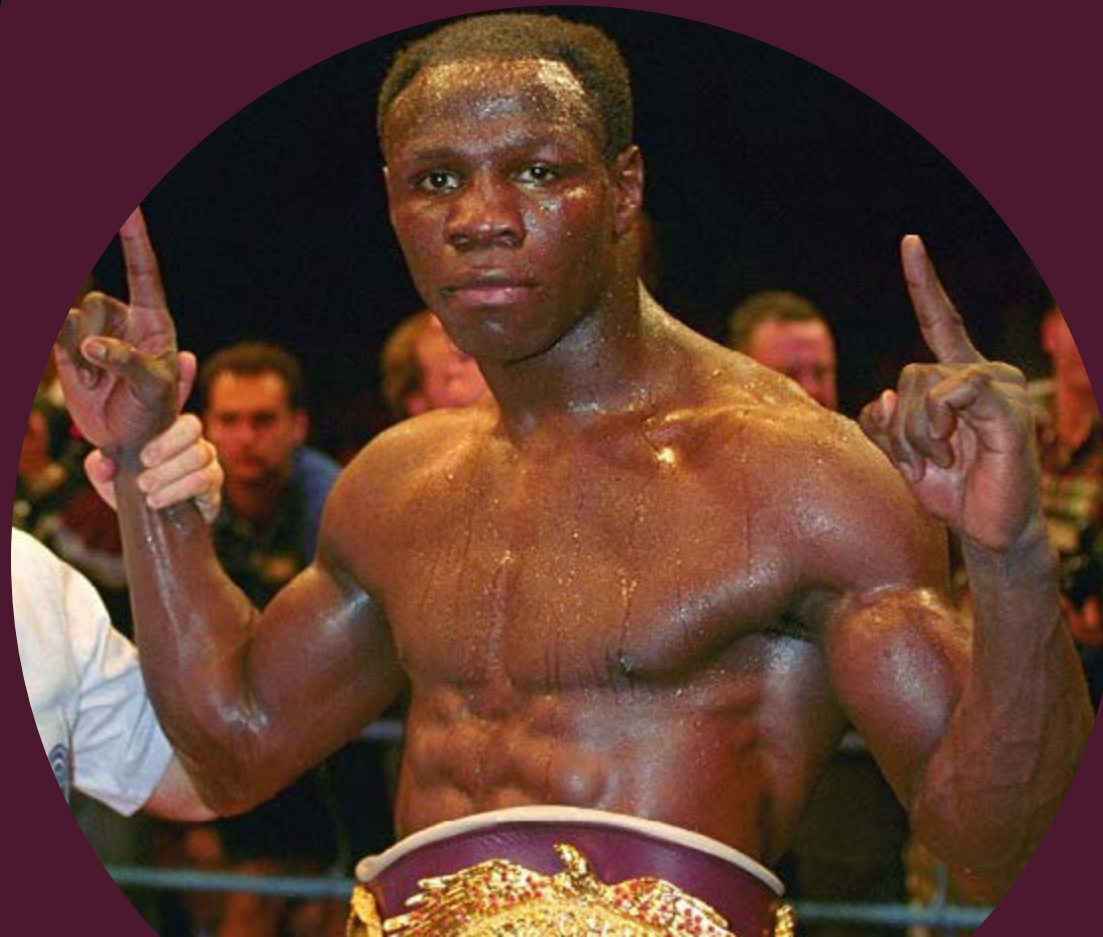
▶ Bertram Mills Circus, 1924

Olympia has been home to the best of global innovation, culture and entertainment for over 130 years. From Britain's first cinema and the world's first computer exhibition to Victorian circuses and London Fashion Week.

With a projected 2 million visitors a year, Olympia London will continue to provide world class exhibition and venue space reflecting its tremendous heritage.



▲ Vivienne Westwood, London Fashion Week, 2009



◀ Chris Eubank vs Gary Stretch, 1991

▼ Aero & Motor Boat Exhibition, 1911



▼ Motorcycle & Cycle Show, 1921



OLYMPIA WILL BE...

2.5
acres of new
public realm

4,000
capacity
Live Music
Venue

100,000
sq ft of
restaurants,
bars and
eateries

Gym

550,000
sq ft of incredible
offices with
state of the
art amenities

1,575 seat
Performing
Arts
Theatre

School
for the
creative
arts

4
major exhibition
halls 26,000
person capacity

2
globally renowned
international
lifestyle hotels

OUR PARTNERS

Entertainment

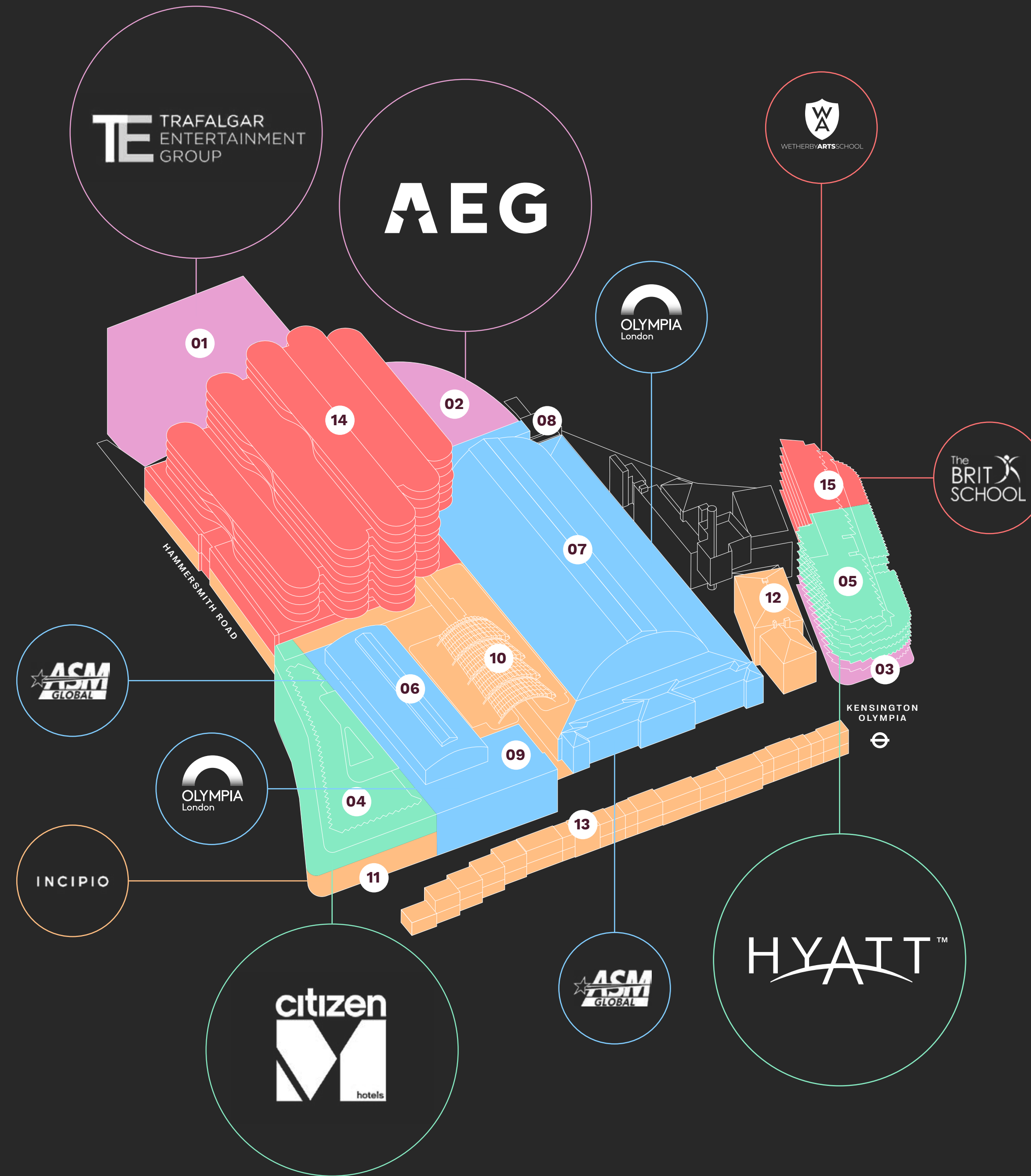
- 01 OLYMPIA THEATRE**
1,575 seat venue
- 02 OLYMPIA MUSIC VENUE**
4,000 capacity venue
- 03 GYM**
8,500 sq ft

Hotels

- 04 CITIZEN M**
146 rooms
- 05 HYATT REGENCY**
204 rooms

Exhibitions

- 06 NATIONAL HALL**
5,000 capacity
- 07 GRAND HALL**
10,000 capacity
- 08 WEST HALL**
5,000 capacity
- 09 CENTRAL HALL**
6,000 capacity



Eat Drink Shop

- 10 OLYMPIA ROOF GARDEN**
66,000 sq ft of food and market hall
- 11 RESTAURANT**
5,400 sq ft
- 12 PILLAR HALL**
38,000 sq ft restaurant and jazz club
- 13 OLYMPIA WAY**
51,000 sq ft eateries, restaurants, gallery space
- 15**
3,000 sq ft community non-profit spaces dedicated to performing arts

Offices & Studios

- 14 ONE OLYMPIA**
550,000 sq ft signature offices
50,000 sq ft rooftop terraces
12,000 sqft meeting & breakout areas
6,000 sq ft conferencing
6,500 sq ft tech hub and event space
- 15 EMBERTON HOUSE**
62,000 sq ft office, educational use, performing arts school, community theatre

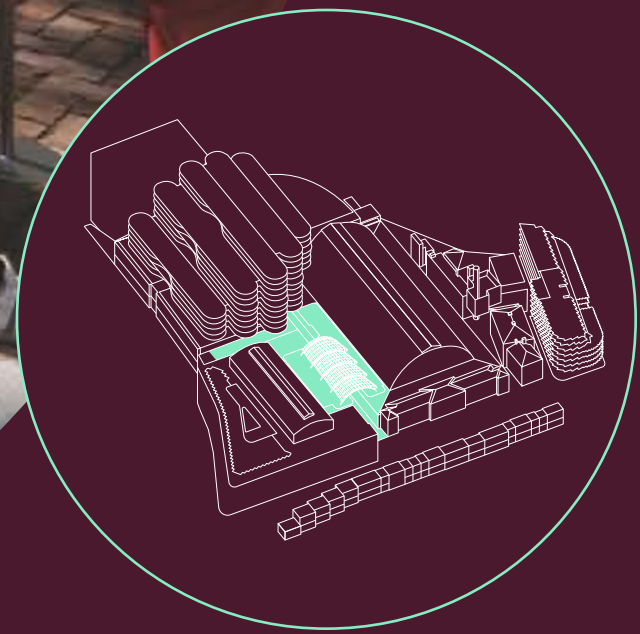
RAISING THE ROOF (GARDEN)

With spectacular views over London, the glass canopied roof garden designed by internationally celebrated Heatherwick Studio will offer an incredible selection of food and drink set within lush landscaped terraces.

Olympia Roof Garden ▶



66,000
square feet of bars,
restaurants and
incredible views over
London





Olympia Roof Garden ▶



FOOD & DRINK

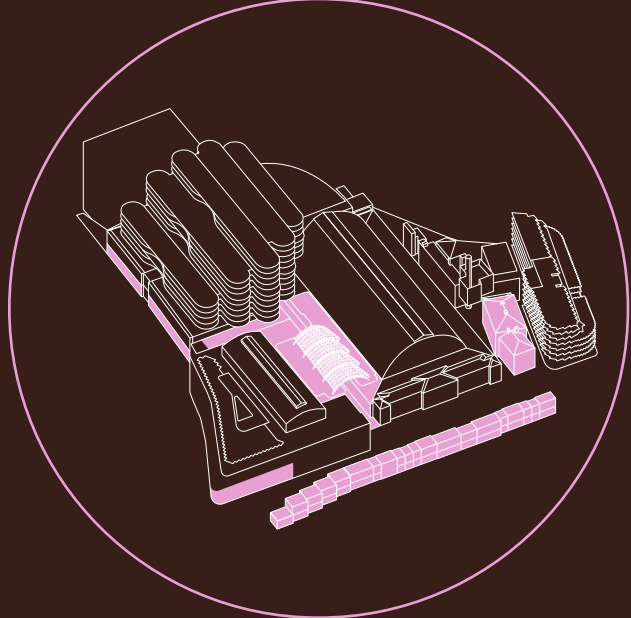
Olympia Square ▶



Olympia will feature world-leading offerings in food and drink. Some 20 bars, restaurants and eateries will boost London's status as a culinary capital. Meanwhile, pop-ups, artisan food and street markets will represent unmissable offerings for gathering foodies.

20+ eateries

Superb restaurants and food markets



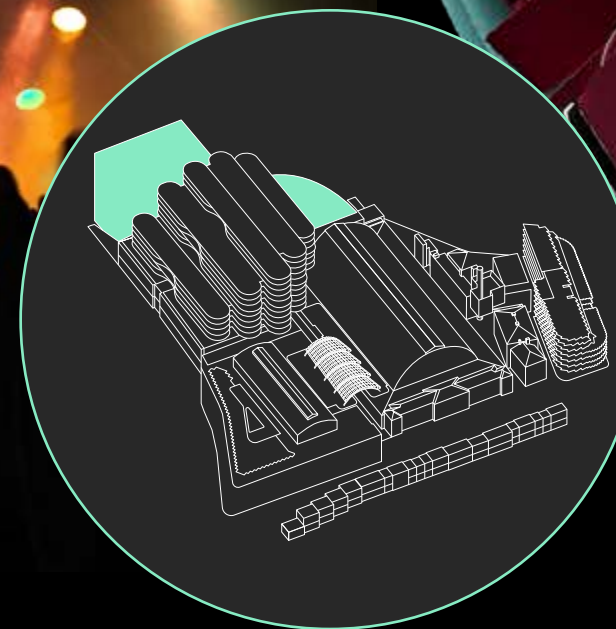
Built in 1886, the Grade II listed Pillar Hall will be re-transformed into its former glory as an incredible restaurant and live performance venue.*



ARTS & CULTURE



◀ Olympia Theatre



AEG
PRESENTS

TRAFALGAR ENTERTAINMENT

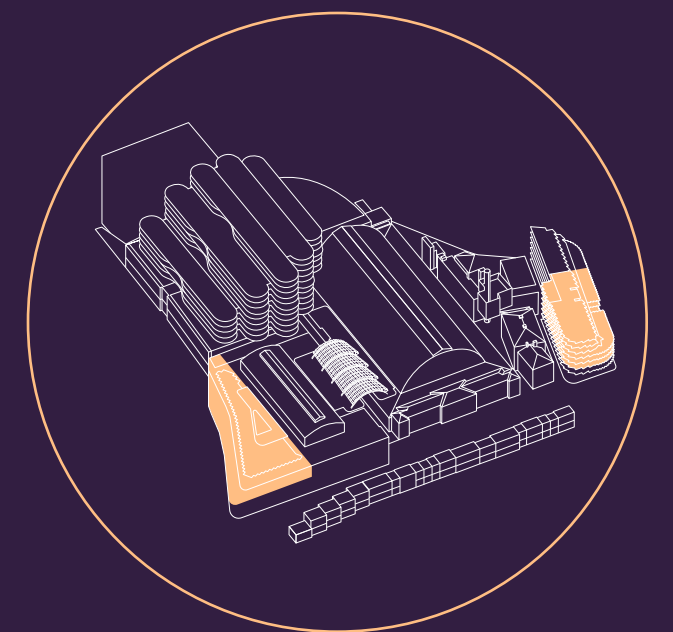
Olympia will build on the heritage of art and culture of its west London locale. Music, performance and the visual arts will be pivotal to the experience here. Two major venues – a 1,575 seat theatre run by Trafalgar Entertainment and the 4,000 capacity AEG Presents music venue will attract the most prestigious names in the arts and entertainment industries.



STAY HERE

Olympia will be the home of two new globally renowned lifestyle hotels; citizenM and Hyatt Regency.

Business and leisure travellers alike will enjoy seamless, intuitive service alongside memorable dining experiences as well as flexible spaces to work, collaborate or relax.



02

LOCATION



◀ *Kensington High Street*

Located in the heart of West London, Olympia is nestled in a thriving district containing world-famous streets, parks, monuments and institutions.

Consider the appeal of meandering down Kensington’s charming tree lined streets, or exploring Holland Park, the Royal Borough’s largest green space. Or diving into the area’s audacious retail or dining destinations.

There’s food for the mind too. Olympia’s cultural counterparts are close by – from the Design Museum to the Royal Albert Hall.



◀ The Ivy, Kensington High Street



▲ The Bird in Hand Pub

▼ Holland Park



▼ Brook Green



Design Museum ▶



◀ Betty Blythe Tea Rooms

COMMUNITY



Kensington Olympia to

Clapham Junction

10 mins

Paddington

18 mins

Bond Street

18 mins

Victoria

19 mins

Leicester Square

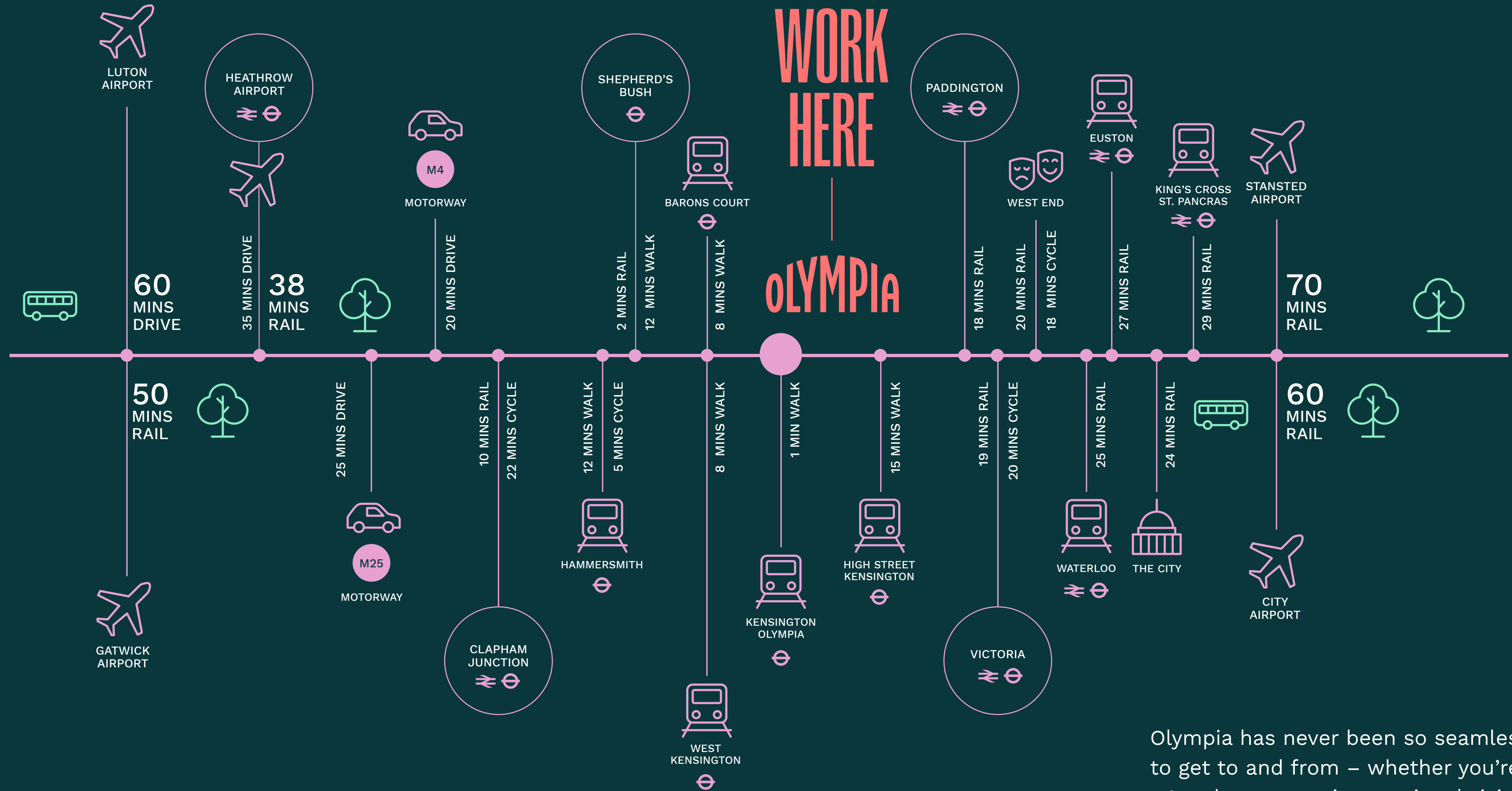
20 mins

St Pauls

24 mins

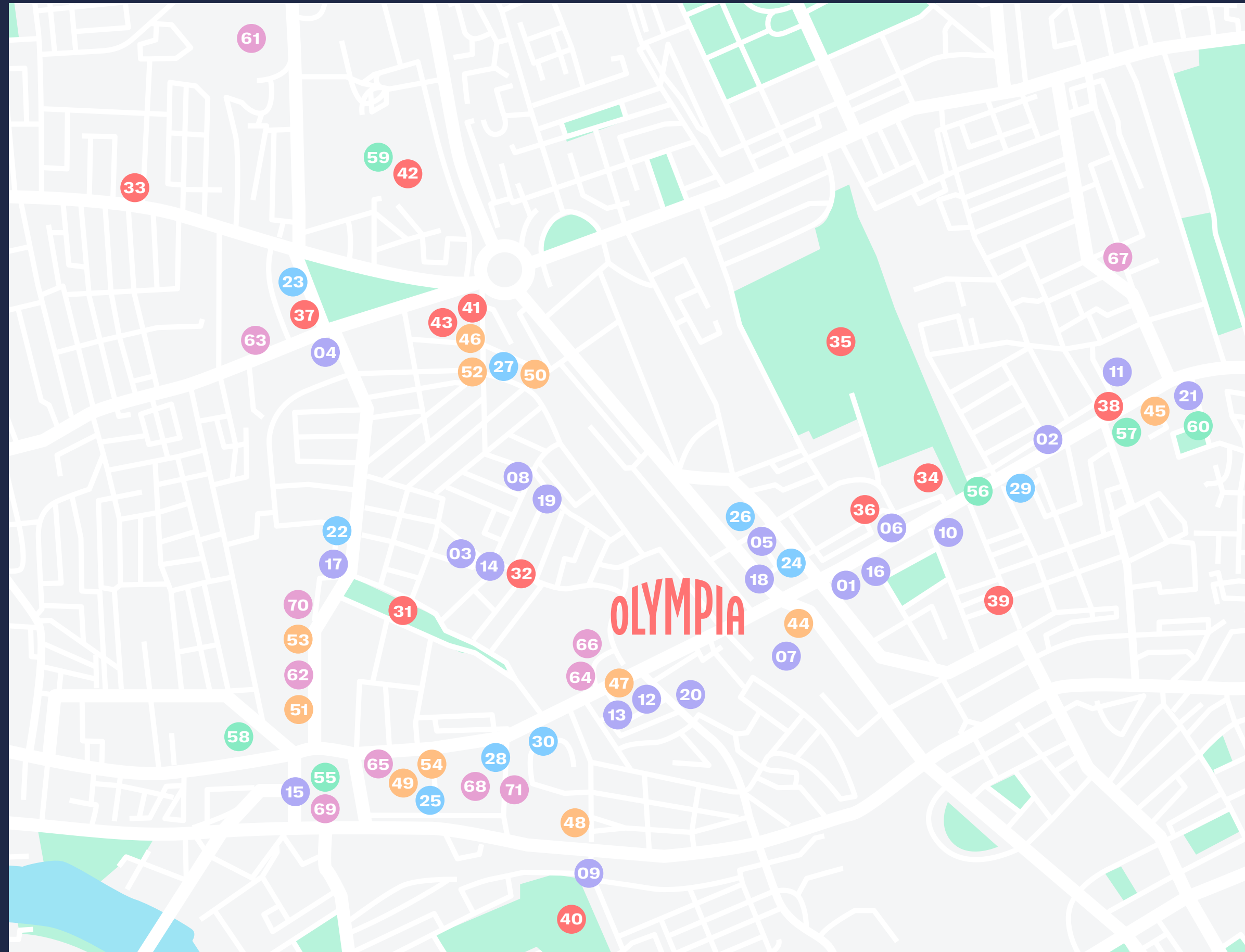
Kings Cross
St Pancras

29 mins



Olympia has never been so seamless to get to and from – whether you're a Londoner or an international visitor.

LOCAL OCCUPIERS



FOOD & DRINK

- 01 Apandana Persian Restaurant
- 02 Balan's Soho Society
- 03 Betty Blythe
- 04 BrewDog Shepherd's Bush
- 05 Crown & Sceptre
- 06 Enoteca Rosso
- 07 Hand & Flowers
- 08 Havelock Tavern
- 09 HG Walter
- 10 Il Portico
- 11 Ivy Café
- 12 L'elysee Artisan Café & Patisserie
- 13 Mirabell
- 14 Pentolina
- 15 Cellar
- 16 Romulo Café London
- 17 Smiths Cocktail Bar
- 18 Society Bar & Restaurant
- 19 The Bird in Hand
- 20 The Cumberland Arms
- 21 Whole Foods Market

HOTELS

- 22 Brook Green Hotel
- 23 Dorset Hotel (Shepherd Bush)
- 24 Hilton London Olympia
- 25 Hotel Novotel London West
- 26 Kensington Prime Hotel

- 27 K West Hotel & Spa

- 28 Latymers
- 29 Seraphine Kensington Olympia
- 30 St Paul's Hotel

PLACES OF INTEREST

- 31 Brook Green
- 32 Blythe Road
- 33 Bush Hall (music venue)
- 34 Design Museum
- 35 Holland Park
- 36 Leighton House Museum
- 37 O2 Shepherd's Bush Empire
- 38 Kensington
- 39 Rassells of Kensington
- 40 The Queen's Club
- 41 Vue Cinema London, Shepherds Bush
- 42 Vue Cinema London, Westfield
- 43 W12 Shopping Centre

FITNESS

- 44 Core Kensington (Pilates)
- 45 Equinox Kensington
- 46 Fitness First
- 47 F45 Training Kensington Olympia
- 48 Hammersmith Boxing Academy
- 49 Hammersmith Fitness & Squash Centre
- 50 K Fit Gym

- 51 Pure Gym
- 52 Rose Mac Boxing
- 53 Surge Fitness
- 54 Virgin Active

RETAIL

- 55 Broadway Shopping Centre
- 56 High Street Kensington
- 57 Kensington Arcade
- 58 Kings Mall Shopping Centre
- 59 Westfield London
- 60 Whole Foods Market

OCCUPIERS

- 61 BBC + Publicis
- 62 Fox International
- 63 Kindred Studios
- 64 Harrods Head Office
- 65 L'Oreal
- 66 Rocket Entertainment (Elton John)
- 67 The Office Group
- 68 Virgin Media
- 69 Walt Disney Company Ltd
- 70 WeWork
- 71 Liberty Global



◀ One Olympia Lobby

03

ONE OLYMPIA

We took the concept of the office – and elevated it. Heatherwick studio in collaboration with SPPARC are creating a state of the art, incredible signature office building that offers flexibility, creativity and interconnectivity. Designed with a focus on wellness, openness and access – offices built for the company you're building.

SHARED SPACES



▲ Co-working



Communal terrace ▶



Live lounge ▶



▲ Brasserie, bakery & coffee roastery



Wellness hub ▼



◀ Cycle hub



Events space ▶

Located at
entrance level
One Olympia

LIVE LOUNGE

Accessed via
the office reception
the live lounge is an
6,500 sq ft exclusive
venue, restaurant and
bar with gallery spaces
and live performance
facilities.

Located at
entrance level
One Olympia

EVENTS & CONFERRING

Accessed via the office reception, a **6,000 sq ft** of events, conference and broadcasting facilities within the building.

CYCLE HUB

Located on Level 3, filled with natural light, and with views over London

945 bike racks

1,265 lockers

97 Showers with towel service

Drying and ironing station

Bike maintenance area



The only platinum accreditation awarded in the UK

REMARKABLE COMMUNAL SPACES TO WORK, CONNECT, REFUEL & UNWIND



10,000 sq ft communal rooftop terrace with incredible 360 views of London

Juice bar

Yoga & pilates studios

Gym

Recreation and break-out areas



The contemporary multi-tiered office spaces provide spectacular panoramic views across London. The office terraces — the largest in West London — boast wellness facilities alongside a series of meeting spaces set amongst landscaped gardens. Remarkable communal spaces to work, connect, refuel and unwind.



32,064 sq ft
office terrace
on Level 11.

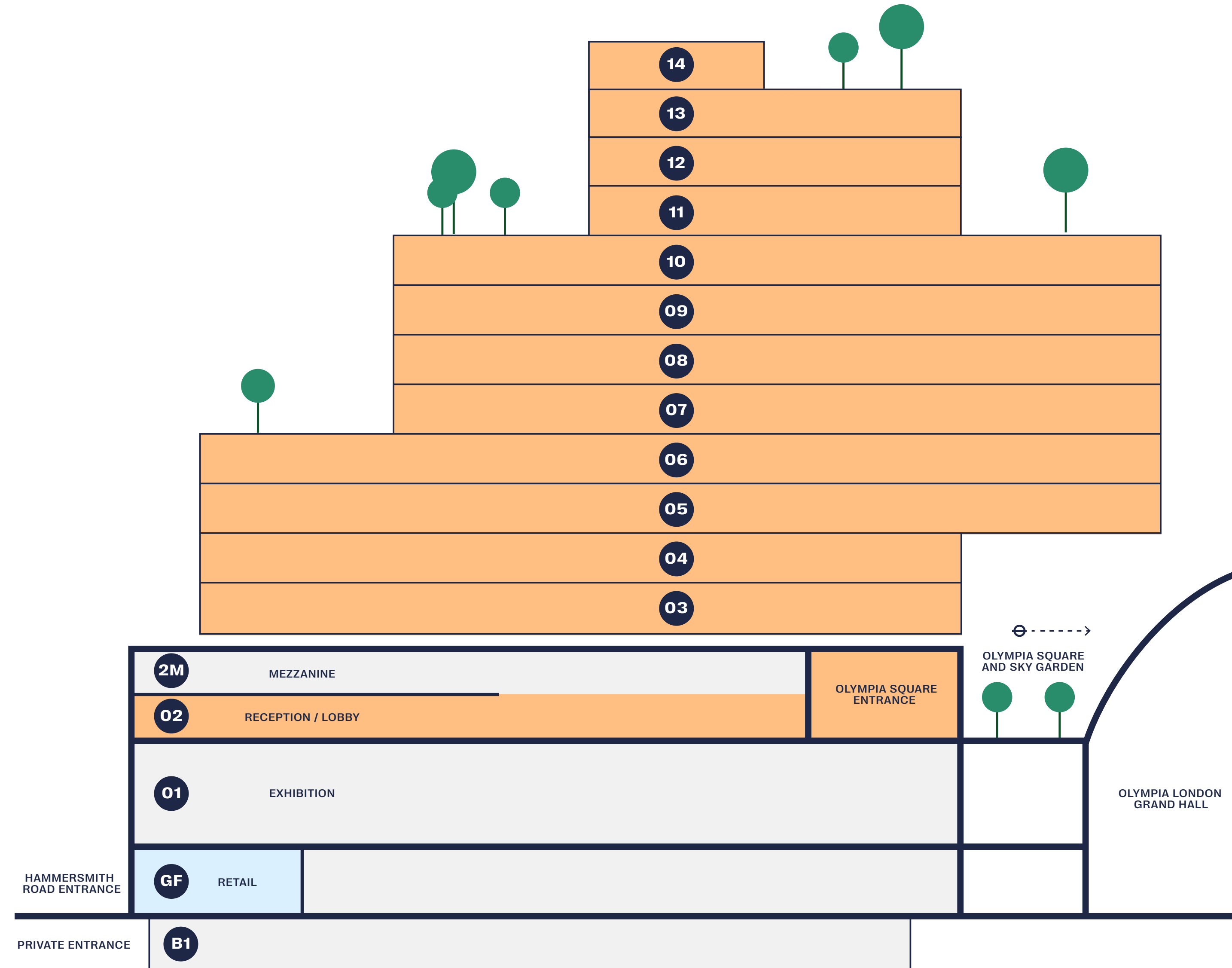
OFFICE SPACE



SCHEDULE OF AREA

	OFFICES	TERRACE	COMMUNAL AMENITY	COMMUNAL TERRACE
FLOOR	SQ FT	SQ FT	SQ FT	SQ FT
14	4,618	6,760	3,186	9,730
13	27,760			
12	27,739			
11	27,739	32,064		
10	57,727			
09	57,705	646		
08	57,006			
07	57,006	17,136		
06	73,152			
05	73,152	646		
04	60,472			
03	9,601			
02 Mezzanine			15,413	
02			23,400	
TOTAL	533,677	57,252	38,813	9,730

Approx NIA areas



SPECIFICATIONS

50,000

SQ FT OF BOTH COMMUNAL AND DEMISED TERRACES EQUIVALENT TO 23 TENNIS COURTS



945 BIKE DOCKING STATIONS



6,490 SQ FT RECEPTION WITH 7.5M CEILING HEIGHT

1:8M²

OCCUPATIONAL DENSITY



1,265 LOCKERS



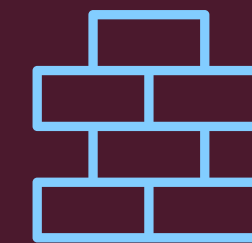
3 M CEILING HEIGHT

PRIVATE VIP

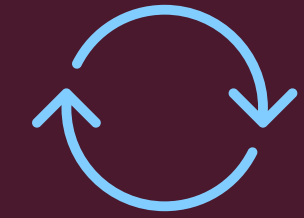
ENTRANCE WITH DIRECT LIFT



13 PASSENGER LIFTS



BREEAM TARGET EXCELLENT



FRESH AIR PROVISION 12L/S + 10% AT 1/:8 SQM; EACH FLOOR UPGRADABLE TO 16L



97 SHOWERS



WIRESORE TARGET PLATINUM

ACCREDITATION





Exceptionally large and well connected floor plates allow for a dynamic range of layouts.





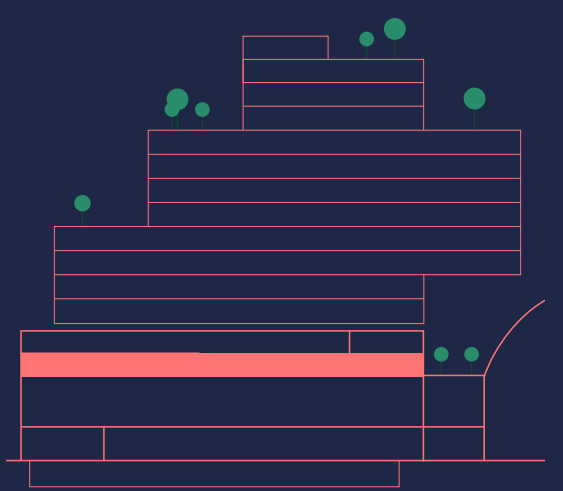
Offering open plan working with superb opportunity for exclusive amenities with terraces.





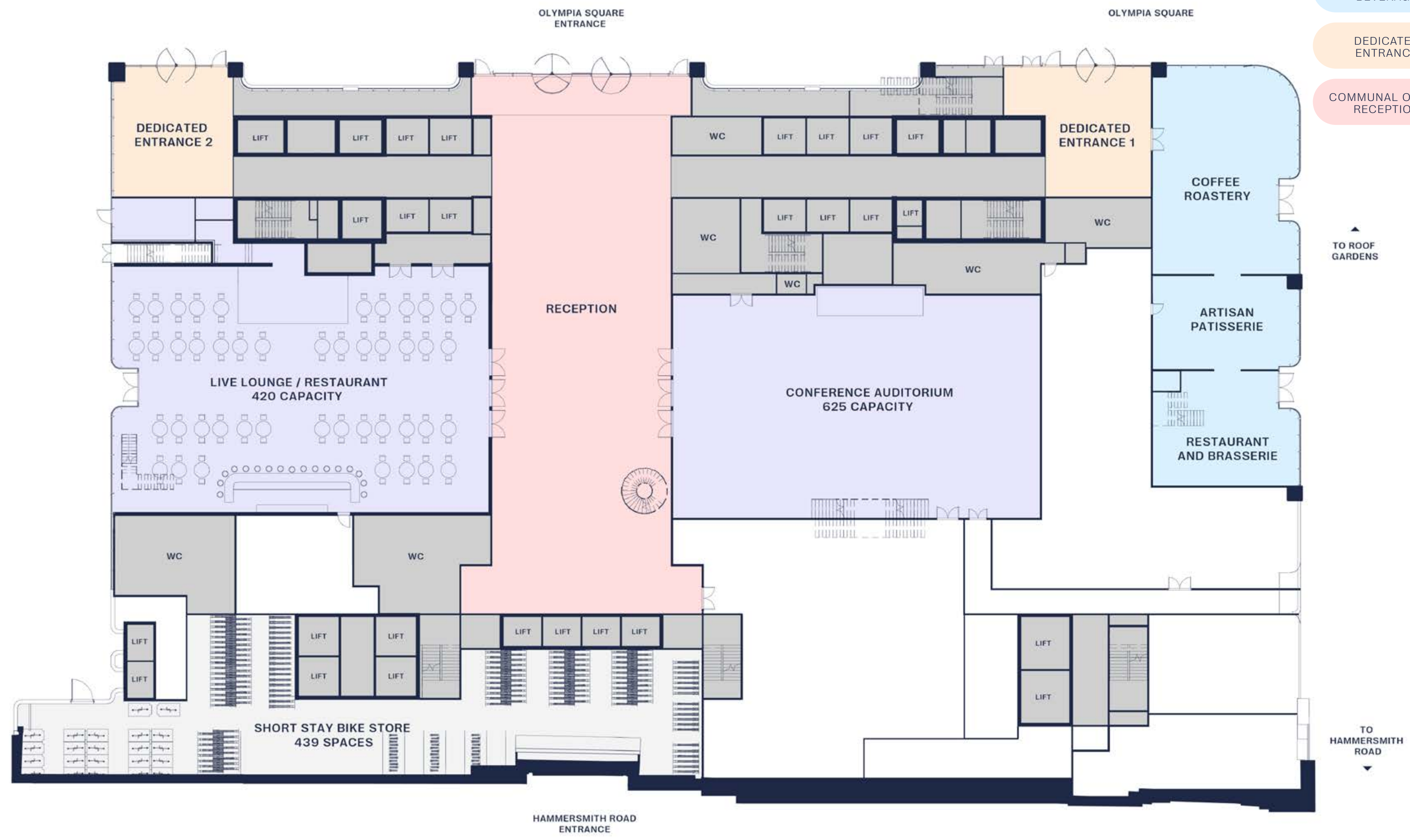
CAT A SPECIFICATION

LEVEL 02

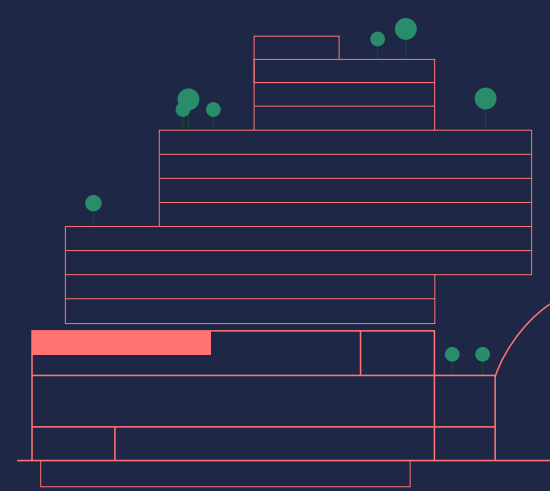


Communal Amenity 23,400 sq ft

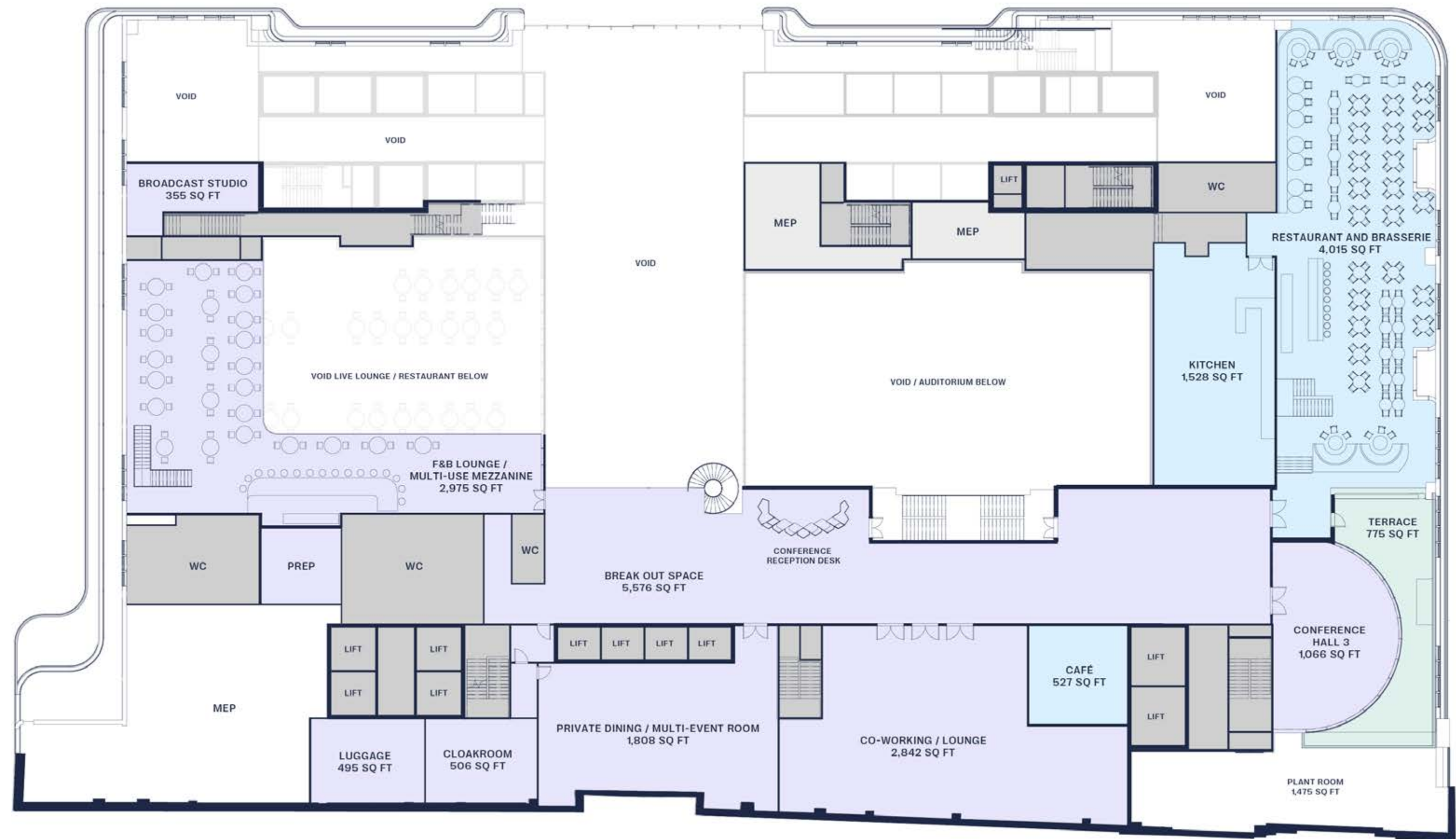
- LOUNGE AND CONFERRING
- FOOD & BEVERAGE
- DEDICATED ENTRANCE
- COMMUNAL OFFICE RECEPTION



LEVEL 02M



- COMMUNAL AMENITY
- FOOD & BEVERAGE
- TERRACE



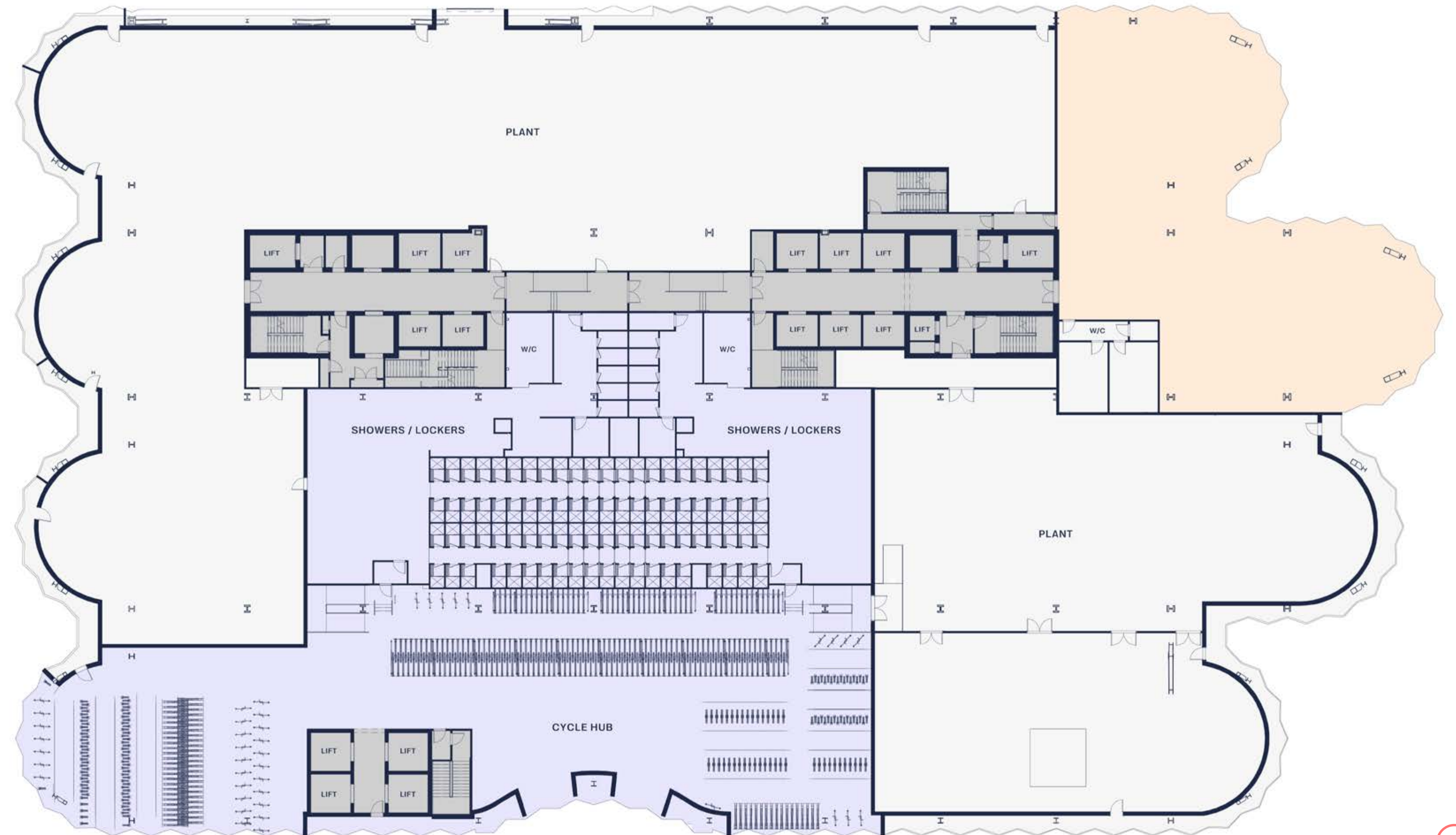
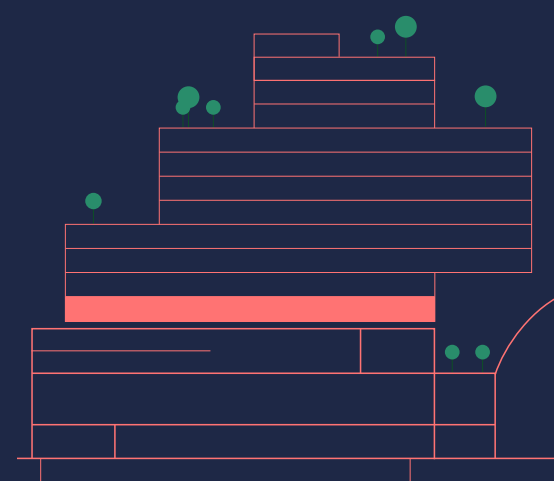
Communal Amenity 15,413 sq ft



COMMUNAL AMENITY

OFFICE SPACE

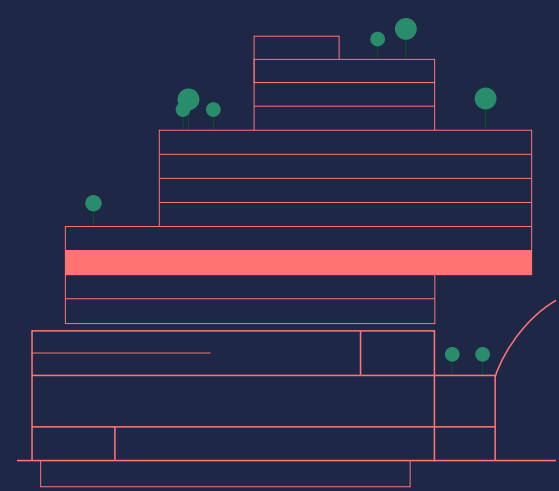
LEVEL 03



Office Space	9,601 sq ft
Bike Racks	945
Lockers	1,265
Showers	97



LEVEL 05

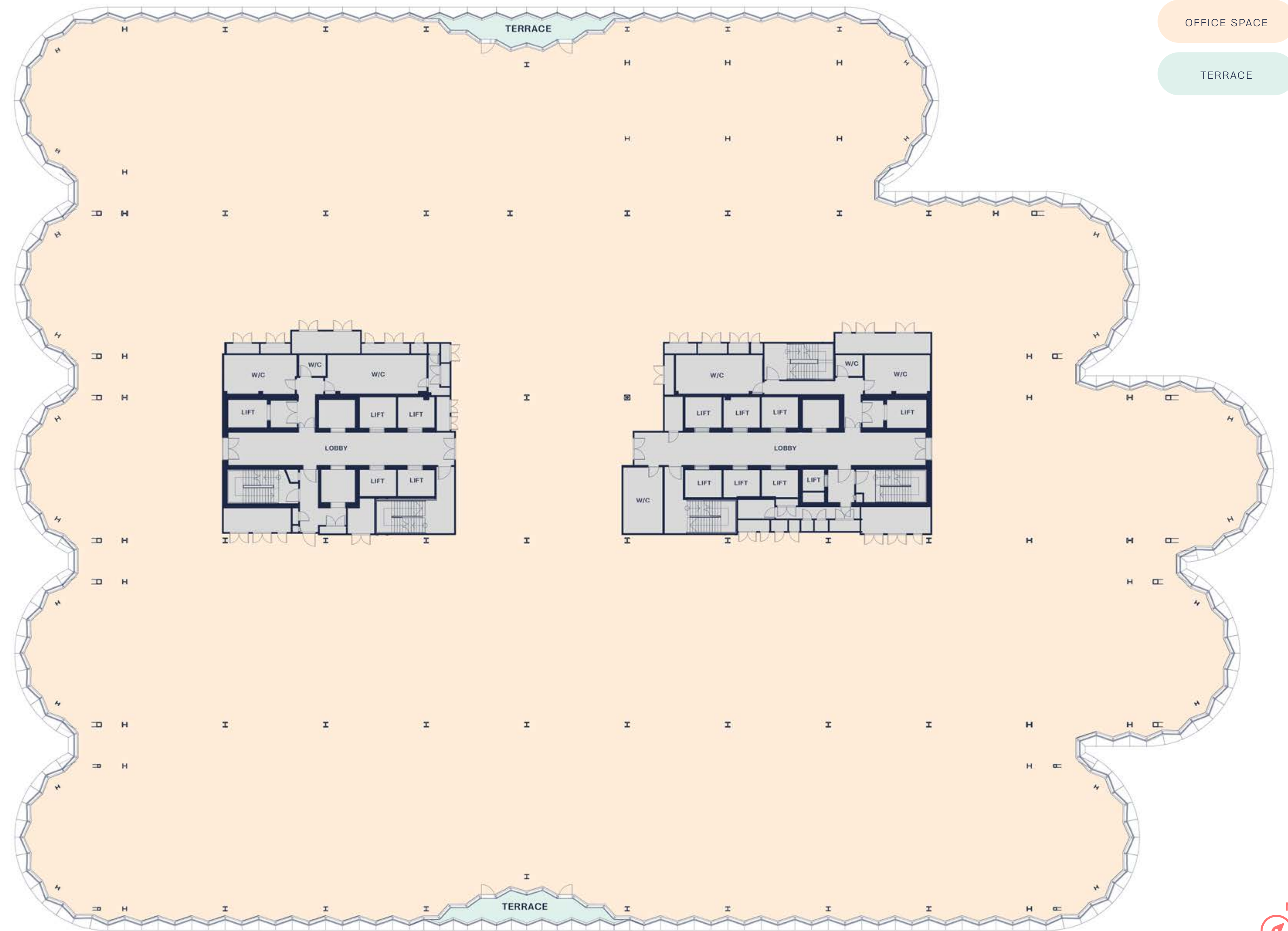


Office Space
Terrace

73,152 sq ft
646 sq ft

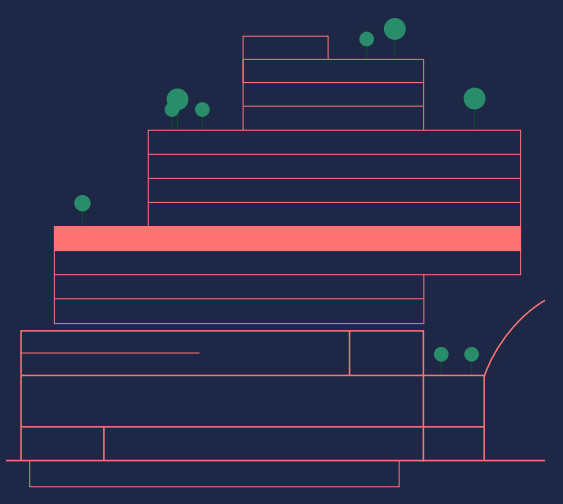
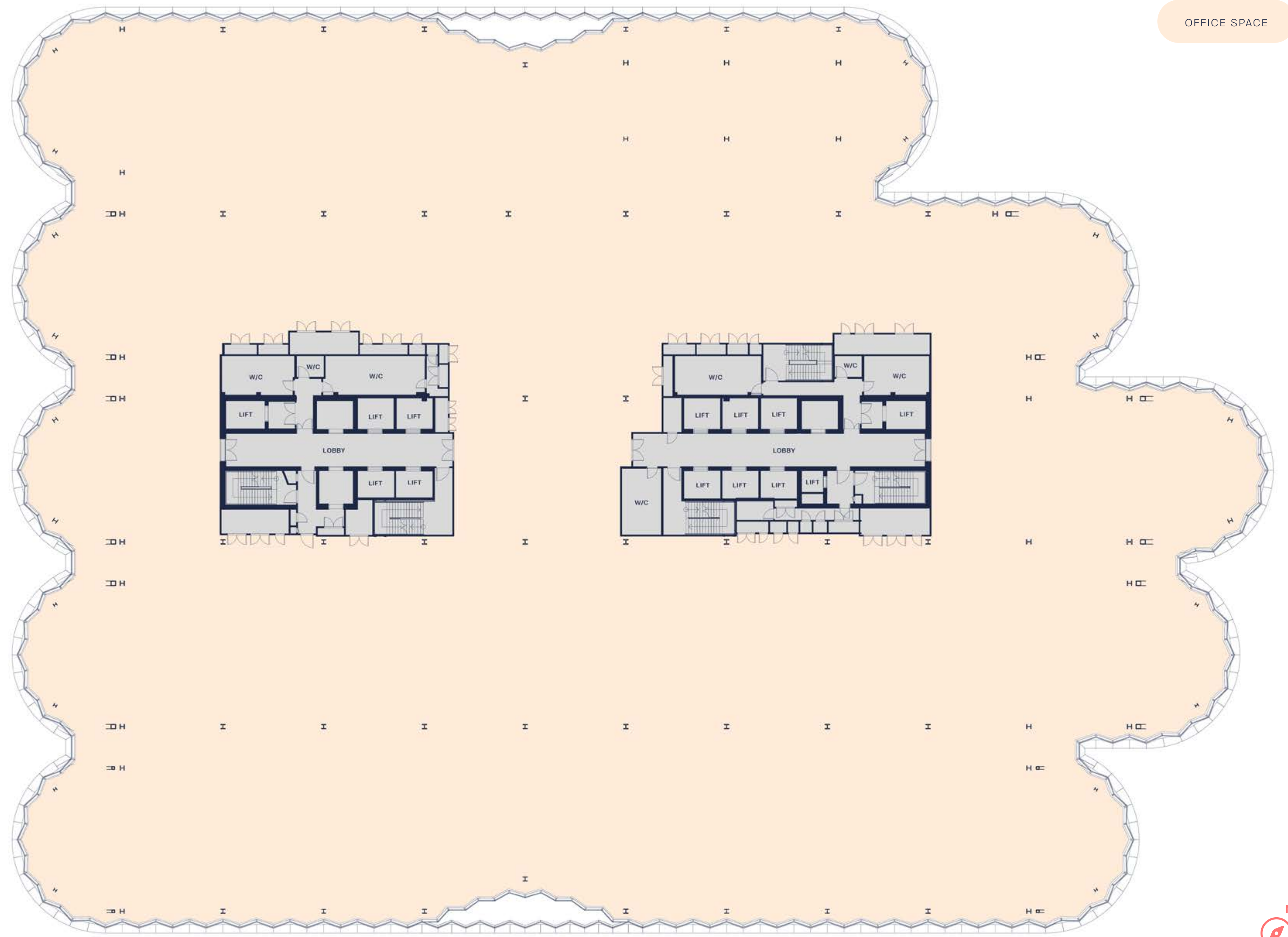
OFFICE SPACE

TERRACE



OFFICE SPACE

LEVEL 06



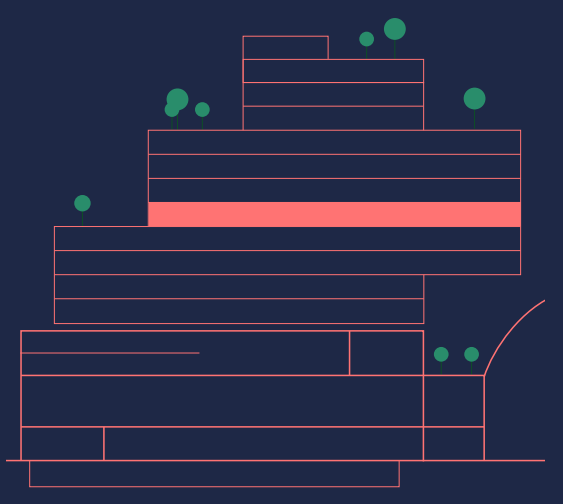
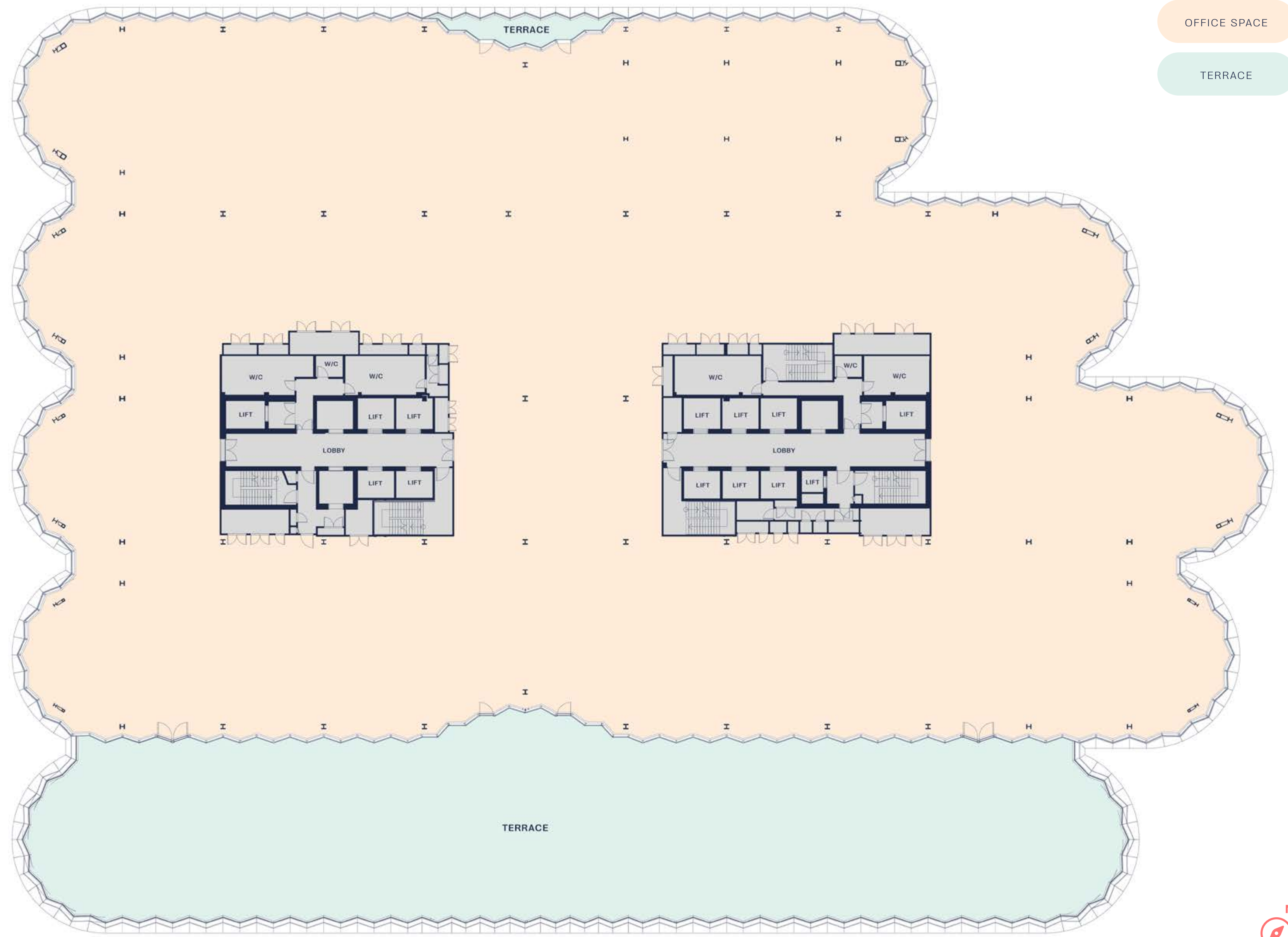
Office Space 73,152 sq ft



LEVEL 07

OFFICE SPACE

TERRACE



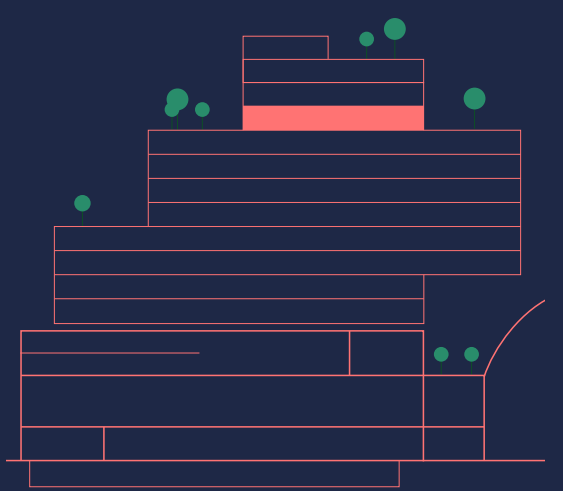
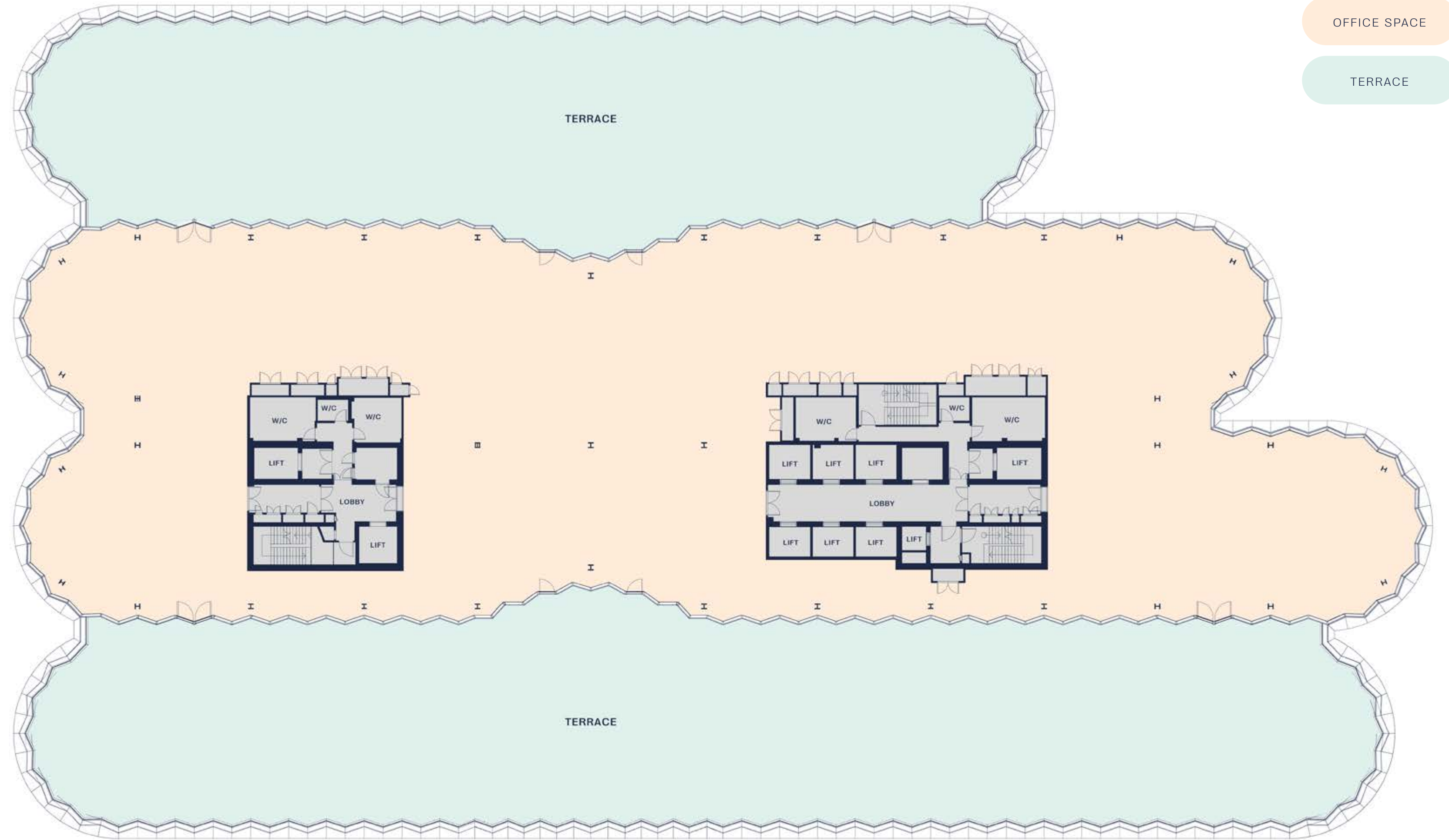
Office Space	57,006 sq ft
Terrace	17,136 sq ft



OFFICE SPACE

TERRACE

LEVEL 11

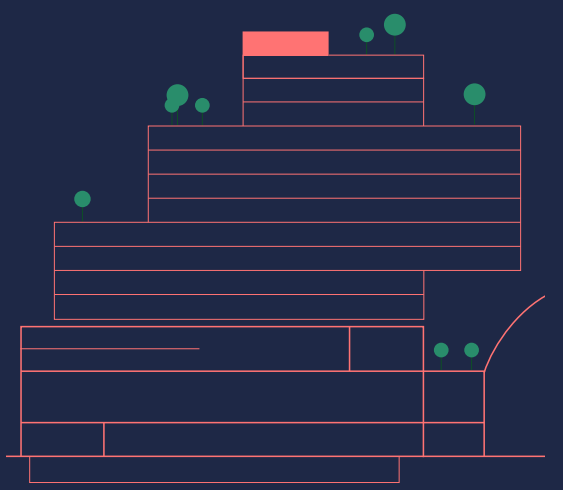
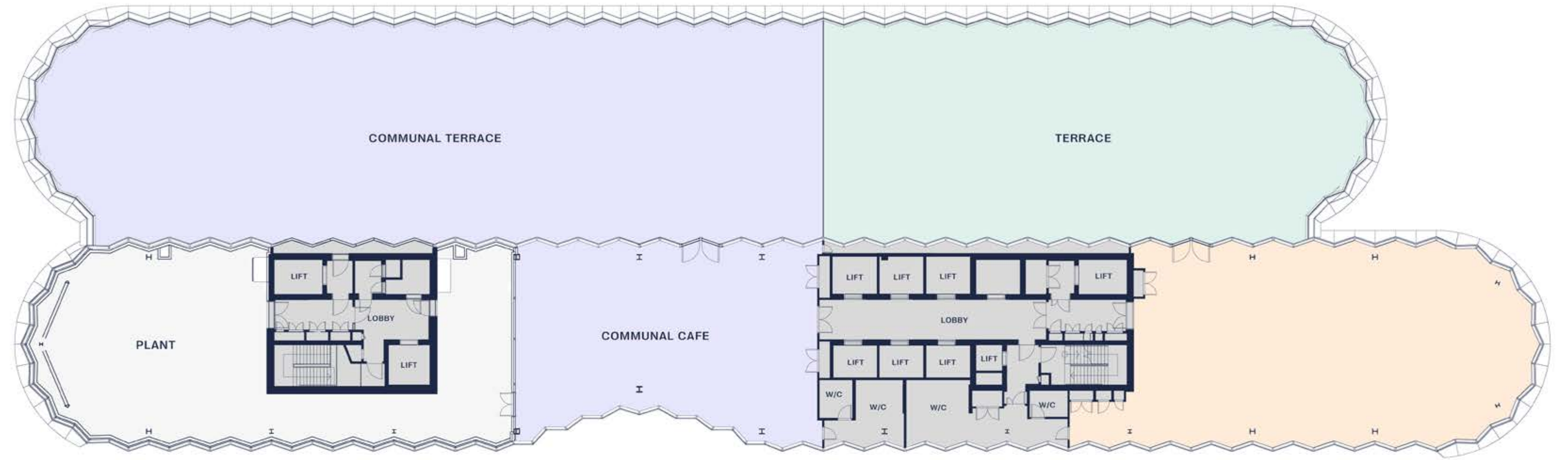


Office Space	27,739 sq ft
Terrace	32,064 sq ft



LEVEL 14

- OFFICE SPACE
- TERRACE
- COMMUNAL AMENITY



Office Space	4,618 sq ft
Terrace	6,760 sq ft
Communal Café	3,186 sq ft
Communal Terrace	9,730 sq ft





04 TECHNOLOGY

Offering tenants the ultimate in estate wide connectivity via the Olympia App – from controlling office logistics to booking lunch to your desk, restaurant reservations and tickets for an event – exclusive access is yours.

THE OLYMPIA APP

OPTIMUM ACCESS

- Digital ticketing
- QR access codes
- Priority booking
- Book bike slots
- Backstage pass

ENGAGEMENT

- Gamification
- Peer contact / networking
- Chatbot

SEAMLESSNESS

- Virtual queuing
- Concierge
- Deliver food to your desk
- See wait times for site events
- Travel updates

PERSONALISATION

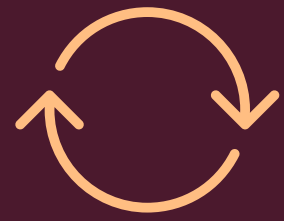
- Site wide personalised offers and discounts
- Recommendations





05

SUSTAINABILITY



RE-PURPOSING

Complete regeneration and re-purpose of existing assets and estate.



WASTE

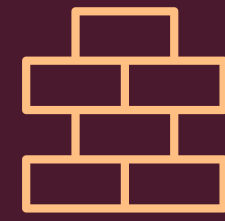
100% of Olympia's waste output is diverted from landfill, with 98% recycled at its local waste management plant and the remaining 2% recovered as waste for energy.



ENERGY

Low carbon and renewable technologies within the development set to achieve minimum 35% carbon reduction, including:

- Centralised heat network
- Combined Heat and Power (CHP) plant to lower overall site CO2 emissions
- Mechanical cooling from heat pumps
- LED lighting



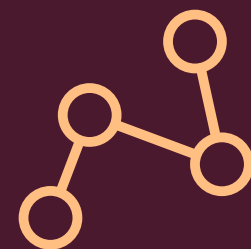
BREEAM EXCELLENT

BREEAM Excellent target on all new construction.



SMART BMS

Boiler plant linked to BMS and includes central time control, weather compensation and metering; Optimised Air systems utilising free cooling in mid-season and heat recovery in the winter.



BIODIVERSITY

The masterplan will add 50,000 sq ft of roof terrace space along with a biodiverse 416,000 sq ft green roof on the new Olympia Venue.

The roof will provide a feeding resource for a variety of species, including birds and invertebrate, providing biodiverse steppingstones between greenspaces within the local and wider environment.



PUBLIC REALM

Creating 2.5 acres of new public realm.



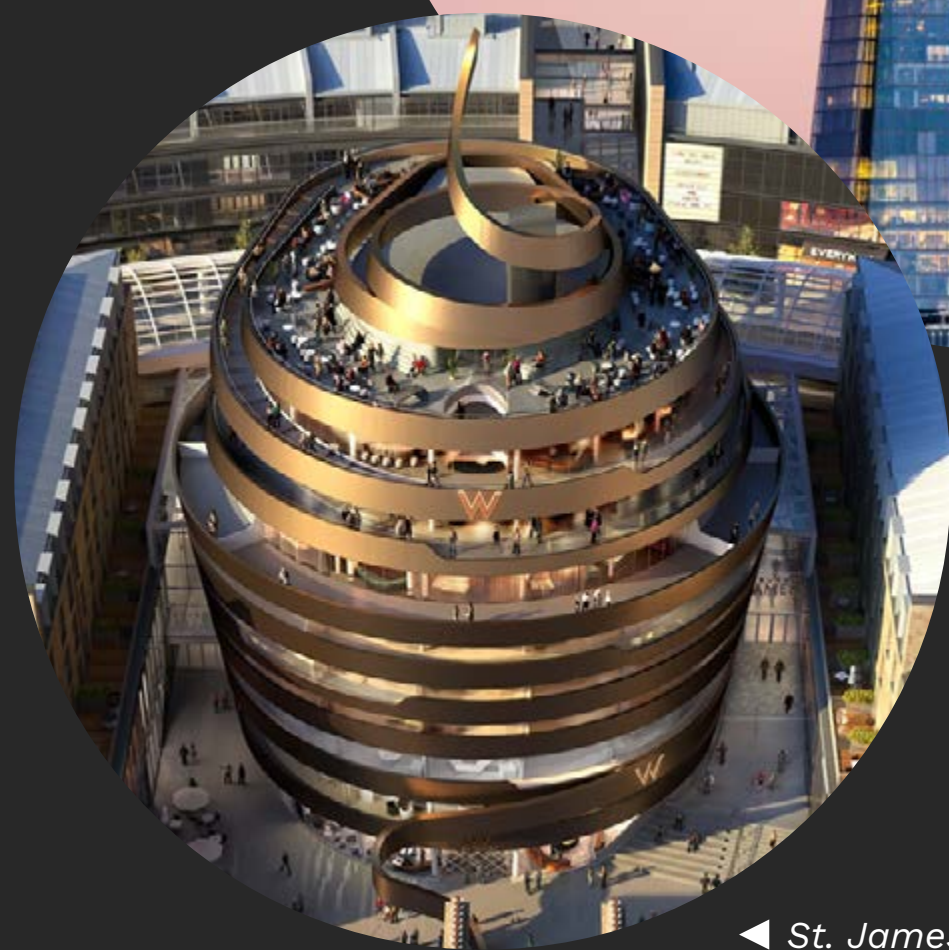
06 TEAM



◀ Coal Drops Yard, London



▲ The Shard, London



◀ St. James Quarter, Edinburgh

Vauxhall Sky Gardens, London ▶



The Future Olympia Team is made up of one of London's most talented, innovative and forward-thinking masterplan teams to re-imagine and bring forward Olympia into the 21st Century and prepare it for the 22nd Century.

DEVELOPERS

YOO CAPITAL

Yoo Capital is a privately held real estate investment firm that has invested in over £2 billion AUM focused on special opportunities across the UK.

By combining institutional investment disciplines, design-led creativity, and creative financial solutions, the firm delivers transformational place-making assets in edge of prime and infill zones, adding tremendous value to its assets and generating strong returns whilst mitigating risk for its investors. The in-house team has 30 years private equity, creative asset management and development capabilities with over £9bn of transactional experience.



DEUTSCHE FINANCE INTERNATIONAL

DFI is a pan-European private equity firm with €3 billion of assets under management, which specialises in customer centric and operational real estate. It pursues differentiated and thematic value add and select opportunistic strategies in order to deliver consistent and superior risk-adjusted returns through deep value investing, capitalising on trends and transforming under-managed and under-invested assets and operating companies through active asset management.

The firm acts as the investment adviser to its discretionary funds and co-investment partners, and has a global institutional client base that includes pension funds, insurance companies, financial institutions and family offices.

DFI is independently managed by its Founding Partners with a dedicated best-in-class multidisciplinary team operating across offices in London, Munich, Madrid and Luxembourg. It benefits from being part of the Deutsche Finance Group (“DFG”), a global investment management firm that specialises in private market real estate and infrastructure investments. DFG currently has €9.6 billion of assets under management and is headquartered in Munich. DFG is privately owned and regulated by the Federal Financial Supervisory Authority of Germany, BaFin.

DELIVERY TEAM

AGENTS DETAILS

Developers

YOOCAPITAL

 **DEUTSCHE FINANCE INTERNATIONAL**

Architects

Heatherwick studio

SPPARC
ARCHITECTURE

Contractor

LAING O'ROURKE

Project Manager

GT GARDINER & THEOBALD

Structural Engineer

 **Robert Bird Group**
Member of the Surbana Jurong Group

M&E Consultant



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An aerial night view of a city, likely Seattle, featuring a large, modern building complex with a prominent arched structure. The word "OLYMPIA" is overlaid in large, white, sans-serif capital letters across the center of the image. The scene is illuminated with a cool blue light, with some warm yellow lights from buildings and streets. The background shows a dense urban landscape with various buildings and trees.

OLYMPIA™