



BATTERSEA
POWER STATION

LIVE





**DON'T
DO
ORDINARY**





BATTERSEA POWER STATION
—
**YOUR HOME IN A
GLOBAL ICON**

Battersea Power Station is a global icon, in one of the world's greatest cities. The Power Station's incredible rebirth will see it transformed into one of the most exciting and innovative new neighbourhoods in the world, comprising unique homes designed by internationally renowned architects, set amidst the best shops, restaurants, offices, green space, and spaces for the arts.



THE ICON
—
A BRITISH ICON

Battersea Power Station's place in history is assured. From its very beginning, the building's titanic form and scale have captured the world's imagination. Two design icons, one designer. The world-renowned London telephone box was one of architect Sir Giles Gilbert Scott's most memorable creations, the other was Battersea Power Station. Red buses, Beefeaters, Buckingham Palace, Big Ben and Battersea Power Station – this icon takes its place as part of the world's visual language for London.

THE ICON — A DESIGN ICON

This was no ordinary Power Station, no ordinary design.

Entering through bronze doors sculpted with personifications of power and energy, ascending via elaborate wrought iron staircases and arriving at the celebrated art deco control room with walls lined with Italian marble, polished parquet flooring and intricate glazed ceilings, looking out across the heart of the Power Station, its turbine hall, its giant walls of polished terracotta, it's no wonder it was christened the 'Temple of Modern Power'.

Sir Giles Gilbert Scott's design of Battersea Power Station turned this immense structure into a thing of beauty, which stood as London's tallest building for 30 years and remains one of the largest brick buildings in the world.



THE ICON — A CULTURAL ICON



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5

Ever since opening, the iconic backdrop of Battersea Power Station has formed a versatile cultural canvas. From Pink Floyd to Batman, fashion catwalks to art from the Serpentine Gallery, the venue was, is, and always will be a focus for music, film, fashion and art.

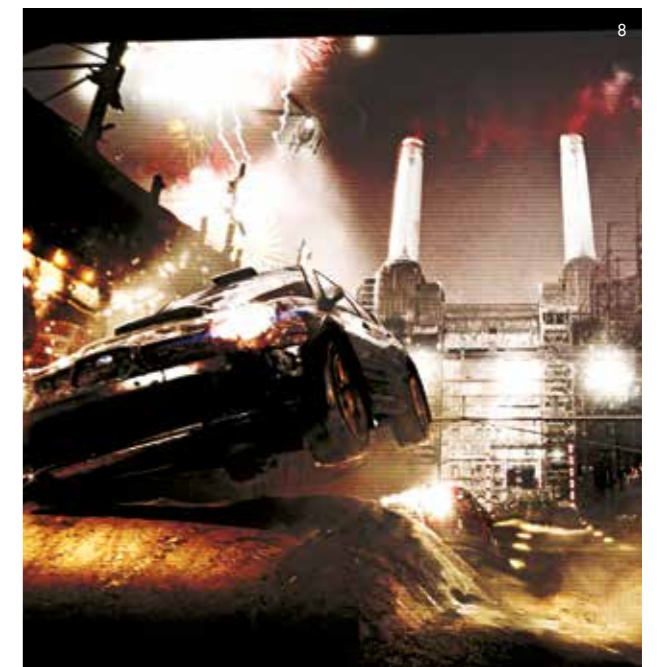
An icon for our times.



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7



8



2



9



10



11



12

- 1 Decorative plate featuring Battersea Power Station, designed by local artist Sarah Haines
- 2 The Evening Standard's Power 1000 Party
- 3 Skateboard deck depicting Battersea Power Station
- 4 Branded Battersea Power Station cufflinks
- 5 The then derelict interior of the Power Station was the perfect location for *The Dark Knight* film
- 6 Sir Elton John performing at the Battersea Power Station Summer party in 2014
- 7 Fashion photoshoot within Battersea Power Station
- 8 Colin McRae video game set in the Power Station
- 9 Scene from the *King's Speech* film shot in Control Room A
- 10 Sting performing at the New York launch of Battersea Power Station
- 11 Battersea Power Station as featured in The Who album artwork for 'Quadrophenia'
- 12 Converse trainers embellished with the cover of Pink Floyd's 'Animals' featuring Battersea Power Station

“
ST. PAUL'S
CATHEDRAL
COULD FIT
INSIDE THE
MAIN BOILER
HOUSE OF
THE POWER
STATION
”





CENTRAL LONDON LOCATION

A 15 minute walk from Chelsea and Sloane Square, Battersea Power Station is a very accessible London location, just half a mile from the new US Embassy and with 450 metres of river frontage.

It is set to become the centre of the new Nine Elms neighbourhood. Nine Elms has attracted billions of pounds of investment, which is seeing the creation of a vibrant new quarter, defined by a linear park, home to the New Covent Garden Market and the new American and Dutch Embassies. Nine Elms will see over 20,000 new homes served by an extension to the London Underground with two new Zone 1 tube stations.

CGI of future Nine Elms and London context



THE LOCATION

WHY LONDON?

London's variety and the individual character of its many places – like its vibrant street style – are part of its extraordinary attraction. This is, after all, the home of tailoring and all-things-bespoke in Savile Row, yet also to vibrant markets in Camden, Portobello and Spitalfields. Boasting a dazzling array of hotels – from five-star grandeur in Knightsbridge to the latest hip hangouts in Soho – alongside a stylish, ever-changing line-up of restaurants, bars and coffee shops throughout the city, London has earned its stripes as the world's favourite visitor destination. Offering an unparalleled urban lifestyle and essential connectivity, the best of London can be enjoyed from Battersea Power Station.



OVER 300 LANGUAGES ARE SPOKEN IN LONDON

—
more than any other city in the world



857
Museums &
Art Galleries



London is one of the finest
cities in the world for
Michelin-starred restaurants

£465 Billion
estimated size of London Economy

85% of UK's fashion
designers are
based in London



London is the world's
most popular capital,
with 18.8 million
international visitors
in 2015

Source: Mastercard Global Cities Index 2015



“
BATTERSEA PARK
WAS FORMALLY
OPENED BY
QUEEN VICTORIA
IN 1858
”



- | | | |
|---|--------------------------------|---|
|  | 1 The Serpentine | 7 Royal Festival Hall |
| | 2 Saatchi Gallery | 8 Somerset House |
| | 3 Pump House Gallery | 9 Shakespeare's Globe |
| | 4 Imperial War Museum | 10 White Cube Gallery |
| | 5 The Old Vic Theatre | 11 Battersea Arts Centre |
| | 6 The Hayward Gallery | 12 Kensington Palace |
| <hr/> | | |
|  | 1 Harrow School | 8 Central Saint Martins |
| | 2 Imperial College | 9 St Paul's School |
| | 3 Eaton House The Manor School | 10 King's College London |
| | 4 Newton Preparatory School | 11 Eton College |
| | 5 Chelsea College of Arts | 12 Charterhouse School |
| | 6 Westminster School | 13 London School of Economics and Political Science |
| | 7 University College London | |
| <hr/> | | |
|  | 1 Westfield London | 7 Oxford Street |
| | 2 Harrods | 8 Covent Garden |
| | 3 King's Road | 9 Hatton Garden |
| | 4 Bond Street | 10 Shoreditch |
| | 5 Marylebone High Street | 11 Spitalfields Market |
| | 6 Carnaby Street | 12 Borough Market |

CONNECTIVITY

THE NORTHERN LINE EXTENSION COMPLETES 2020



AIRPORTS

36 mins to Gatwick Airport
 36 mins to London City Airport
 45 mins to Heathrow Airport
 58 mins to Luton Airport
 72 mins to Stansted Airport



RIVER BUS

The Power Station's new river pontoon will be served by bespoke river buses, conveying passengers on the Thames to the west towards Putney and to the east to London Bridge and Canary Wharf.



LONDON UNDERGROUND

London is famous for its underground tube network, and Nine Elms is the location for a £1 billion extension, which is bringing about the creation of two new underground stations, one at Nine Elms, adjacent to the new US Embassy and the second at Battersea Power Station. Boarding the tube at Battersea Power Station will put journeys within 15 minutes of the City and the West End.



TRAIN STATION (RAIL)

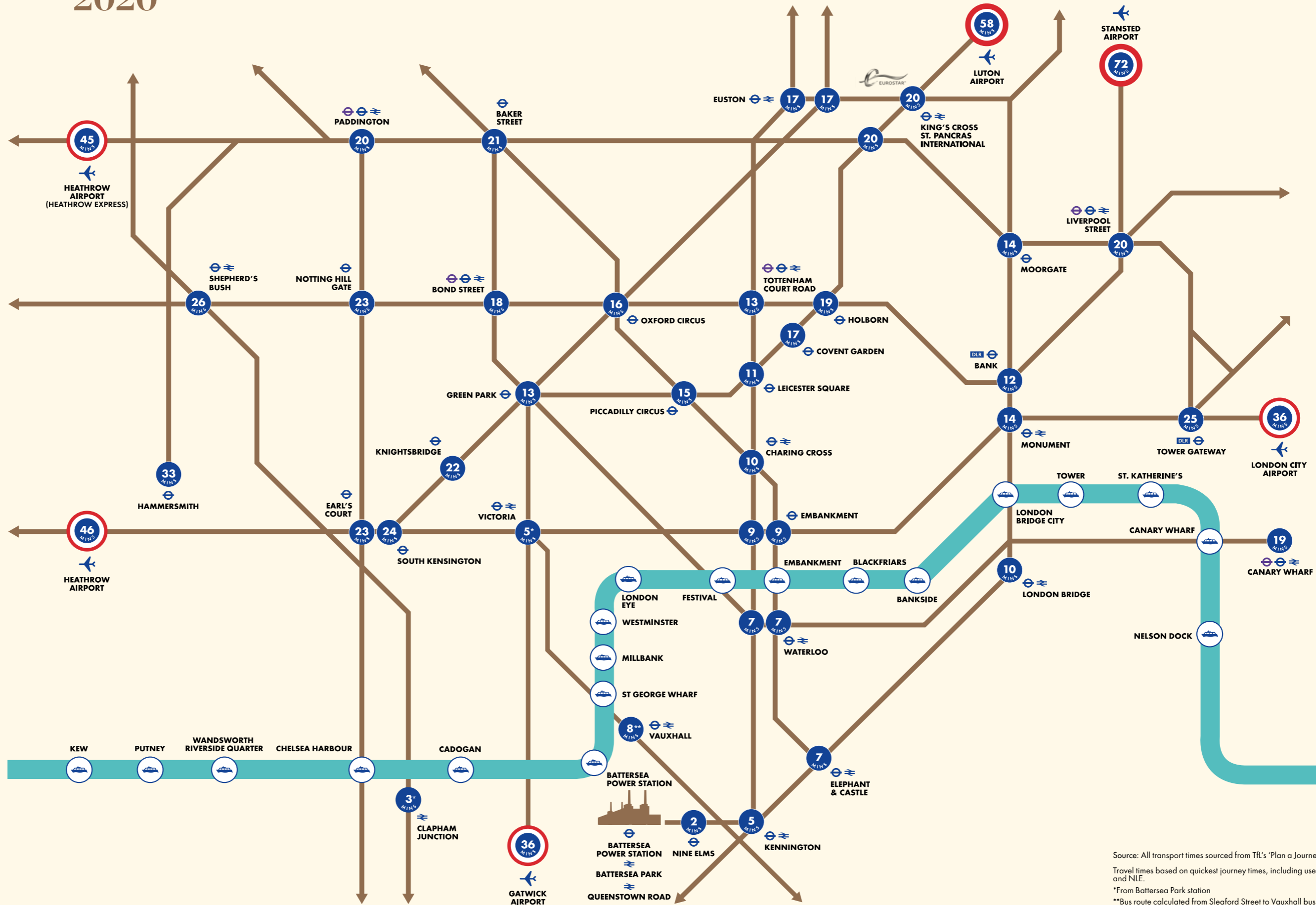
Within easy access of both Battersea Park and Queenstown Road mainline stations you are within 10 minutes travel time from four of the UK's busiest transport hubs.

3 mins to Clapham Junction
 5 mins to Victoria
 7 mins to Waterloo
 10 mins to London Bridge



ELIZABETH LINE

Elizabeth line, once complete, will be accessible via Tottenham Court Road station, which can be reached in under 15 minutes. Passengers can then directly access both Heathrow to the west and Canary Wharf to the east.



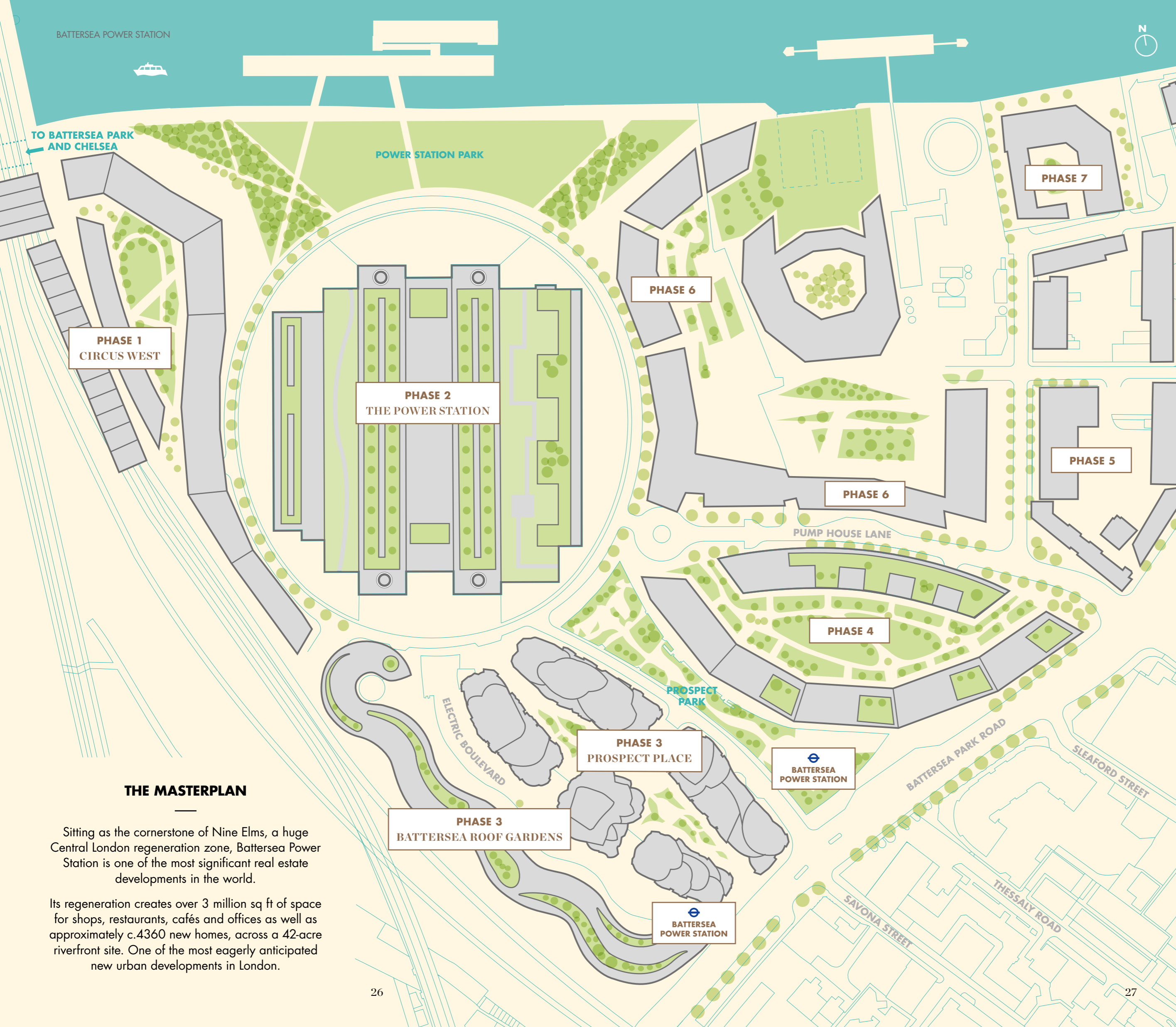
Source: All transport times sourced from TfL's 'Plan a Journey' Journey Planner. Travel times based on quickest journey times, including use of Elizabeth line and NLE.
 *From Battersea Park station
 **Bus route calculated from Sleaford Street to Vauxhall bus station

“

IN 1940 RAF PILOTS USED
THE PLUMES OF WHITE
VAPOUR FROM THE
CHIMNEYS TO GUIDE
THEM HOME IN THE MIST

”





BATTERSEA POWER STATION

TO BATTERSEA PARK AND CHELSEA

POWER STATION PARK

PHASE 7

PHASE 1
CIRCUS WEST

PHASE 2
THE POWER STATION

PHASE 6

PHASE 6

PHASE 5

PUMP HOUSE LANE

PHASE 4

PROSPECT PARK

PHASE 3
PROSPECT PLACE

BATTERSEA
POWER STATION

PHASE 3
BATTERSEA ROOF GARDENS

BATTERSEA
POWER STATION

ELECTRIC BOULEVARD

BATTERSEA PARK ROAD

SLEAFORD STREET

SAVONA STREET

THESSALY ROAD

THE MASTERPLAN

Sitting as the cornerstone of Nine Elms, a huge Central London regeneration zone, Battersea Power Station is one of the most significant real estate developments in the world.

Its regeneration creates over 3 million sq ft of space for shops, restaurants, cafés and offices as well as approximately c.4360 new homes, across a 42-acre riverfront site. One of the most eagerly anticipated new urban developments in London.

**PHASE 1
CIRCUS WEST VILLAGE**

- Designed by dRMM and SimpsonHaugh and Partners
- BPSDC office headquarters
- 865 new homes
- 23 cafés, restaurants and shops.
- Part of the Power Station Park
- New River Bus service

**PHASE 2
THE POWER STATION**

- Designed by WilkinsonEyre Architects
- 500,000 sq ft of office space let to Apple
- Over 100 shops, cafés and restaurants
- c.40,000 sq ft street food market
- 2,000 capacity event venue
- Historic Control Room event space
- 253 new homes
- Multi-screen cinema
- Chimney Lift experience
- Power Station Park

**PHASE 3
BATTERSEA ROOF GARDENS
AND PROSPECT PLACE**

- Designed by Foster + Partners and Gehry Partners
- A pedestrianised high street, 'Electric Boulevard' with 45 new shops, 12 cafés and restaurants
- Large flagship gym
- 1,363 new homes
- 160+ bed hotel
- Health centre
- New public realm, 'Prospect Park'
- New Zone 1 London Underground station
- A new community hub

FUTURE PHASES

- Over 750,000 sq ft of offices
- 1,883 new homes
- Over 130,000 sq ft of retail, leisure and restaurants

COMMUNITY

BATTERSEA POWER STATION IN NUMBERS

LIBRARY AND COMMUNITY HUB

c.4,360 new homes

18 ACRES / 7 HECTARES OF NEW PUBLIC SPACE



3,134
parking spaces



9,392
bicycle spaces



1.25m
sq.ft of offices



2 Medical Centres



450 METRES OF DIRECT RIVER FRONTAGE



2,000 CAPACITY EVENT VENUE



Over 40
cafés and restaurants



Exclusive hotels



322,000 sq.ft
of community, cultural & leisure space



Over 150
shops, boutiques and kiosks

6 Acres

The Power Station Footprint

42 Acres

Overall Site Area

Street food market within the Power Station

“
BATTERSEA POWER STATION
HAD 40,000 VISITORS FOR OPEN
HOUSE LONDON 2013, THE
HIGHEST EVER RECORDED
”



LIVE BATTERSEA



PHASE ONE

CIRCUS WEST VILLAGE

865 new homes
23 cafés, restaurants and shops

PHASE TWO

THE POWER STATION

253 new homes
Over 100 shops, cafés and restaurants
c. 40,000 sq ft street food market
500,000 sq ft offices



PHASE THREE

ELECTRIC BOULEVARD

1,363 new homes
45 new shops, 12 cafés and restaurants





CGI of Circus West retail

PHASE ONE
—
**CIRCUS WEST
VILLAGE**

Circus West Village will create a village feel, right from day one. Designed by SimpsonHaugh and Partners and dRMM, Circus West Village snakes along the western edge of the Power Station. As well as 865 homes, Circus West Village contains an exciting mix of restaurants and shops, which will set the tone for the entire development. The range of amenities and services will make it a place where visitors come to dine in a riverside restaurant and where homeowners can easily buy the newspaper or a coffee. The homes sit above the village, with private access to an elevated garden in the heart of the scheme.

RESIDENTIAL
CIRCUS WEST

The homes have been designed by award-winning interior designers Johnson Naylor, with finishes blending modernity and luxury with touches of art deco intricacy, with recreations of period light fittings and architectural ironmongery. Open-plan layouts generate a feeling of space and warmth and floor to ceiling windows and high ceilings maximise views out and light in.



CGI of a luxury Penthouse interior

“
Private residents’ club in prime position right on the river with enviable views.
 ”

CGI of a Penthouse lantern with stunning riverfront views



CGI of a luxury Penthouse interior



A handful of exclusive penthouses, with expansive outdoor living spaces and spectacular views, have been designed by renowned LINLEY Interior Design, utilising the finest materials, craftsmanship and innovative designs. The residents of Circus West will also have access to a c. 5,000 sq ft private residents’ club on the river with outdoor terrace, a private bar and dining space, as well as a library, business centre, private cinema and a host of additional amenities.

RETAIL, FOOD & BEVERAGE

**LONDON'S
NEW RIVERSIDE
VILLAGE**

Taking inspiration from other successful London villages, this will be the vibrant centre for the community of Battersea Power Station, providing people with everything they need day-to-day to live here, together with some of the finest artisan retailers and independent restaurants in London.

Photograph of the riverbank and new piazza in front of Circus West Village



CGI of Circus West Village restaurants including the arches

CGI of Circus West Village retail



“
**Each tenant at
 Circus West Village has been
 specially selected, giving
 character and authenticity
 to the village.**
 ”



The amenities at Circus West Village take the form of a vibrant village. A village hall, in partnership with Battersea Arts Centre, and a local independent neighbourhood bar, established by the team at Darwin and Wallace, will form the bedrock of a real and tight-knit community.

It is where you'll find BOOM Cycle, a high energy indoor cycling experience designed to put the fun back into working out, organic artisan baked goods served up by Flour Power City Bakery and The General Store, a diversely stocked store and deli run by passionate foodies.

Seafood and oyster specialists, Wright Brothers, will open a new riverside restaurant offering high quality sustainable seafood and shellfish and Pedler Cru, winner of Time Out's 2015 London Loves Awards, will deliver a high-quality seasonal, modern European menu.

A luxury hair salon by Paul Edmonds, a Knightsbridge favourite, will continue the independent retailer theme alongside Vagabond wine shop and The CoffeeWorks Project.

Each tenant at Circus West Village has been specially selected and will reside within the fantastic new buildings overlooking the river and the Power Station, or the renovated arches, giving character and authenticity to the village.



CGI of river view from Battersea Power Station

PHASE TWO
—
**THE POWER
STATION**

Sir Gilbert Scott's design for Battersea Power Station elevated a functional building into an Art Deco masterpiece. He went beyond what was expected, to create a building that even 70 years later remains modern and compelling. That refusal to settle for the basic, to create something original, vibrant and enduring, now sets the vision for the redevelopment of this cherished building by Wilkinson Eyre Architects. The Power Station is set to become one of the most amazing places to live in the UK.



CGI of exposed brick wall to glazed shuttle lift feature

“
The Power Station is an Art Deco masterpiece and even 70 years on remains modern and compelling.
 ”

CGI of a home in the Power Station with exposed brick feature



RESIDENTIAL

THIS IS THE SHOWSTOPPER

A home in the restored Power Station will be a unique place to live. As innovative as the building itself, these flexible, beautiful spaces will be the ideal base from which to enjoy life at Battersea Power Station. The new homes in the Power Station will be split between three neighbourhoods, all with access to stunning rooftop gardens and interiors designed by Michaelis Boyd Associates – a practice famed for elegant, simple design.



CGI of a home in the Power Station designed by Michaelis Boyd Associates



CGI of a home interior flooded with natural light



CGI of Boiler House Square

Few homes in London will have a more impressive setting or a more famous address; the homes sit where the great Switch Houses once harnessed and delivered energy to the residents of London. Residents are able to choose between living within the fabric of the building itself, or above the existing building and alongside three spectacular roof gardens, designed by Andy Sturgeon Landscape and Garden Design.



CGI of a home in the Power Station

CGI of a home in the Power Station



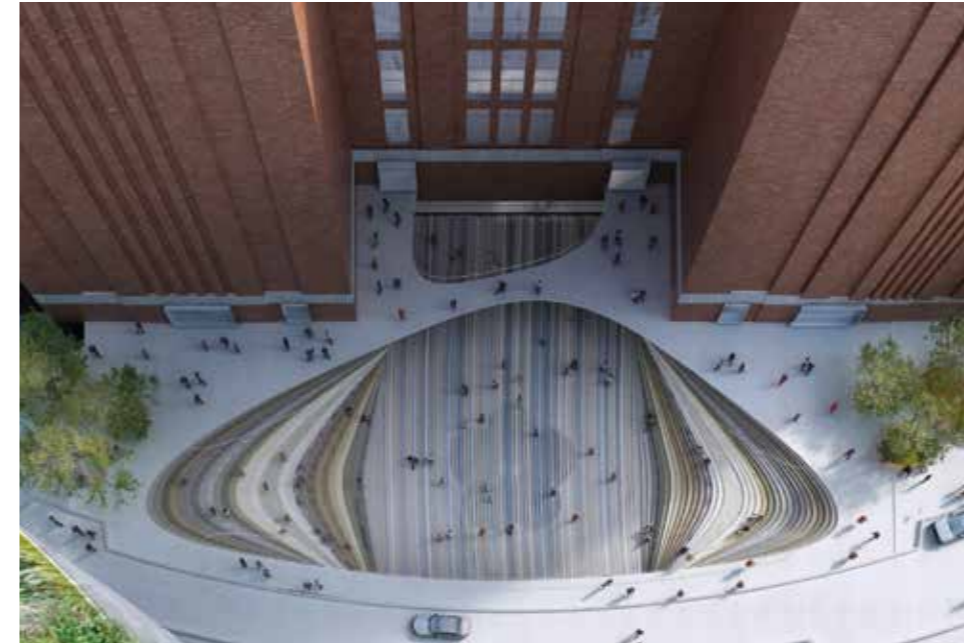
CGI of a home in the Power Station

“
An iconic British building deserves the best of British design – the interiors will have an industrial yet luxurious feel.
 ”

MALAYSIA SQUARE

**A NEW SQUARE
 FOR LONDON**

At the end of Electric Boulevard you reach Malaysia Square, designed by Danish architects, BIG. This is an extraordinary environment, with sinuous shapes conceived as a two level urban canyon with bridges, stairways and an integrated taxi drop-off zone. Located at the base of the Power Station, taking its inspiration from the ancient Mulu caves in Malaysia. This remarkable blend of form and function creates a unique arrival experience.



CGI aerial view of Malaysia Square

CGI of Malaysia Square



CGI of Malaysia Square



PUBLIC SPACE

**POWER
STATION PARK**

A major part of the development is the new Power Station Park which will sit between the Power Station and the river.

The 6-acre park will embody the scheme's commitment to community by delivering a new public park for London. The space will incorporate traditional park features, informal play areas and have capacity to host large festival-style events. Using elements of industrial history and London street aesthetics in its design and materials, the park will play a vital role in the placemaking at Battersea Power Station and flank London's prized asset, the River Thames.



CGI of retail at the Power Station



CGI of street food market at the Power Station

The three levels of retail will be home to a wide variety of exciting independent stores, each sharing their own vision of originality alongside tailored experiences, from household names and international luxury brands. As well as a host of selected famous names, the neighbourhood will provide 'incubator units' for aspiring craftsmen and the rising stars of retail and design. Independent designers, chefs and entrepreneurs who share the creative spirit of Battersea Power Station will find a home here in which to flourish.



CGI of a restaurant at the Power Station

“
**With the best of
 British brands, the best
 emerging brands, it will
 be a truly world-class
 retail experience.**
 ”

RETAIL

**FUELLING THE
 POWER STATION**

The Power Station is the site's stunning centrepiece. It is a cultural and architectural landmark and an icon of Britain's rich industrial heritage.

As well as the 253 new homes, there will be c. 950,000 sq ft of commercial space which includes three levels of retail, a 2,000 capacity auditorium, cinema, restaurants, conference spaces and six floors of offices for around 5,000 people. There will be a huge central atrium and a new park and public realm designed by LDA Design, connecting the Power Station to the Thames riverside promenade.



CGI of retail at the Power Station



CGI of Battersea Roof Gardens in summer

PHASE THREE

ELECTRIC
BOULEVARD

Electric Boulevard, framed by world-class buildings by Foster + Partners and Gehry Partners, will be a truly special place to make a home and an exhilarating new urban landmark. Battersea Roof Gardens, designed by Foster + Partners, on the west of the site, provides over 636 new homes, residents' lounges, a healthcare facility and hotel, as well as two storeys of terraced retail. Residents will be able to enjoy stunning roof top gardens designed by James Corner, who also designed The Highline, New York.

On the other side of Electric Boulevard is Prospect Place, the first permanent residential development in the UK to be designed by Gehry Partners. Containing a further 727 new homes, it sits above two floors of retail units and restaurants.



CGI of a home inside Battersea Roof Gardens



CGI of the stunning view over Malaysia Square

The design is crisp and white, with beautifully coloured metals and glass. The homes will be styled in a subtle 1930's theme that has been adopted from the Power Station. There are two high-spec finishes available – inspired by both the horizontal tiling design in the famous Turbine Hall and the colour tones inside Control Room A.

Two floors of retail units will front on to the western side of the boulevard and huge breaks in the façade will allow light through to the public spaces below, whilst creating amazing gardens in the sky. The top of the entire building is given over to a vast roof garden. This will be one of the largest roof gardens in London, with views of Battersea Power Station and amazing river and cityscape panoramas.

“
**This is a Foster + Partners
 scheme inside and out –
 expertly designed to maximise
 views of the Power Station
 and The Flower.**
 ”

CGI of the rooftop swimming pool overlooking Battersea Power Station and the River Thames



RESIDENTIAL

**BATTERSEA
 ROOF GARDENS**

Foster + Partners has designed the building to the west of Electric Boulevard, which undulates along the line of the boulevard. With a medical centre in its southern end and the unique art'otel at the northern end, it is a prime example of a multi-functional building and will be a pivotal part of the exciting community being created on site.

RESIDENTS' LOUNGE AND ROOF GARDEN

Situated within the top two levels of Battersea Roof Gardens will be c. 7,400 sq ft residents' lounge, in a prime position overlooking the Power Station. The upper level will include a quieter seating area and hot-desking space, with a balcony overlooking the double height void space below and the Power Station. Private rooms will be available to hire; including a screening room and private dining rooms. A proposed sunken courtyard staircase will link the lounge to the James Corner Field Operations designed roof garden above, which will include BBQ and picnic areas, gardens and seating, a sun lawn and multi-purpose deck.

“
One of the largest roof gardens in London – little pockets of space to quietly read a book, a lawn to relax on a blanket, or a communal area to meet your neighbours and entertain friends – and with the most incredible views over London.
 ”



CGI showing residents' roof garden

CGI showing Battersea Roof Garden residents' lounge



CGI showing gym



GYM

Overlooking the Power Station and thriving Electric Boulevard below will be a c. 4,700 sq ft gym, situated within Battersea Roof Gardens. The gym will include double height space with cardio machines, weights areas and studio space.



CGI of The Flower

RESIDENTIAL

PROSPECT PLACE

Gehry Partners have designed the five buildings to the east of Electric Boulevard, with double height retail units at street level, as well as 727 new homes, a community park and multi-use community hub. Anchored by the distinctive 'Flower' building, the design of all of the buildings reflect Gehry Partners' commitment to excellence.

The design of Prospect Place was inspired by the billowing sails of ships. The undulating façade of the buildings means no two homes are the same. This is Gehry Partners first permanent residential development in the UK and will become an architectural landmark for London.



CGI showing Prospect Place residents' terrace



CGI of a home inside Prospect Place



CGI of a home inside Prospect Place



CGI showing Prospect Place residents' garden

Each individual building has its own personality and style and all the homes come with winter gardens or their own terrace to maximise the light and views.

Gehry Partners have designed two palettes for the interiors at Prospect Place. There are the 'LA' and the 'London' options.

The 'LA' palette is all about adventure, excitement and breaking out of ordinary design concepts and includes features such as rough sawn wood fronted cabinets. The 'London' concept focuses on architecture and speaks of time, place and history.

Between the five buildings, there is a beautiful private garden for residents, reflective of a private London square. Each building will have its front door both at street level and at garden level via The Flower.



CGI showing the drop off entrance to Prospect Place

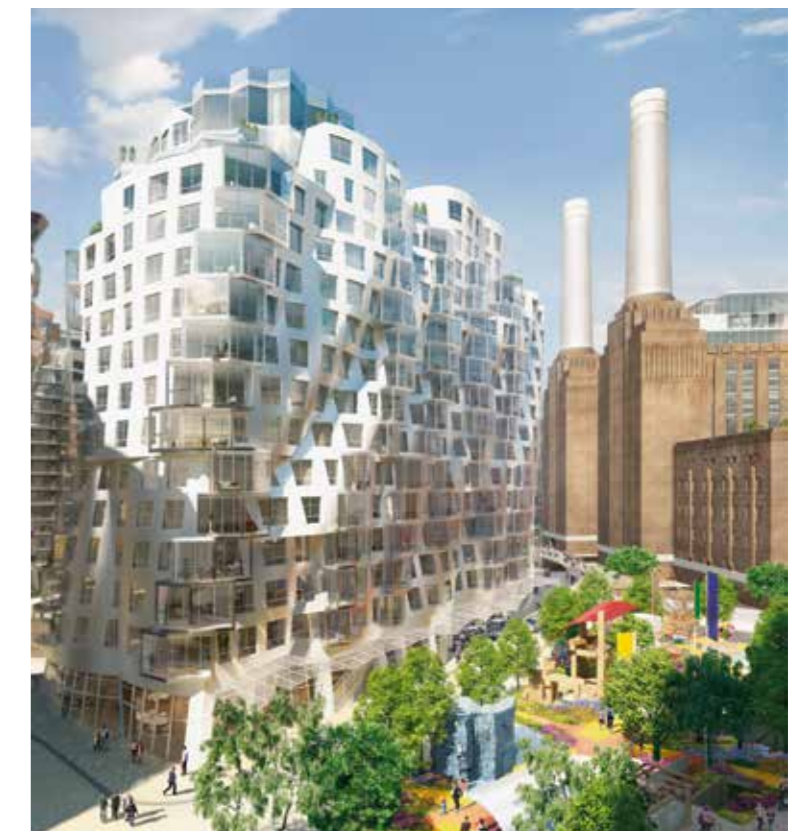


CGI showing Prospect Place residents' garden

RESIDENTS' AMENITIES

Residents will be able to enjoy c. 6,500 sq ft of facilities within the Gehry Partners' Flower building, at the centre of Prospect Place. Proposed amenities will include extensive social, lounge, library and work spaces, spilling out onto the residents' gardens and overlooking Electric Boulevard below. Private rooms will be available to hire; including a large chef's table dining room, screening room and meeting rooms. There will also be a holistic yoga studio and treatment rooms, as well as hotel rooms reserved for residents to hire should they need additional guest accommodation.

CGI showing Prospect Park





CGI showing the view north from Electric Boulevard



“
Electric Boulevard will offer an outstanding selection of retail and restaurants set amidst the stunning architecture of Foster + Partners and Gehry Partners.
 ”



RETAIL

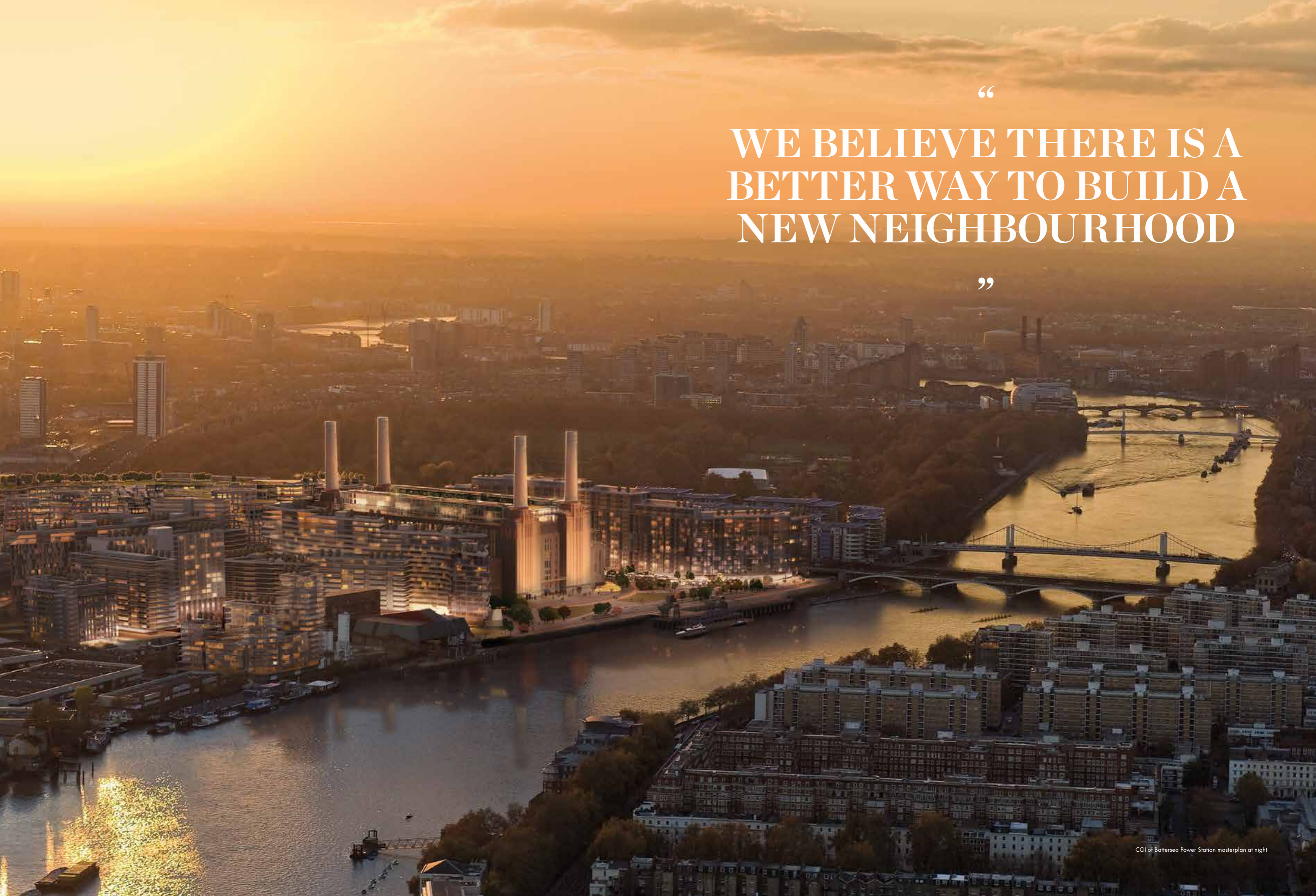
ELECTRIC BOULEVARD

An electrifying high street, framed by world-class buildings by Foster + Partners and Gehry Partners, will be an exciting space and an exhilarating new urban landmark. The new Zone 1 Battersea Power Station underground station at the southern end of Electric Boulevard will create the gateway to the site and the access to the Power Station and riverfront. Electric Boulevard has over 40 retail units, it will also be home to restaurants, a hotel and a leisure club. Housing international flagship stores and some of the best operators on the high street, there will be something for everyone. This will be the place to shop for the latest trends and designs together with those everyday essentials.

CGI showing Battersea Roof Gardens' undulating façade and Electric Boulevard



“
WE BELIEVE THERE IS A
BETTER WAY TO BUILD A
NEW NEIGHBOURHOOD
”



WORLD-CLASS DESIGN

Battersea Power Station is being designed by world-class architects, interior designers and landscape designers.



Rafael Viñoly
Battersea Power Station Masterplan

An imaginative architect whose focus is on powerful and contextualised design, Viñoly has developed an architectural firm with a strong reputation in urban masterplanning and a major involvement in some of the world's most recognised urban schemes.



SimpsonHaugh and Partners
Circus West

London and Manchester based practice, SimpsonHaugh and Partners, was established in 1987 by Ian Simpson and Rachel Haugh. Originating from a shared belief in the power of high-quality design to lead the regeneration of post-industrial cities and initiate new contemporary architectural identities, the practice has won multiple design awards.



dRMM
Faraday House, Circus West

London based practice dRMM was founded in 1995 by Alex de Rijke, Philip Marsh and Sadie Morgan and takes pride in carrying out work that is innovative, high quality and socially useful. All of dRMM's completed works have received critical acclaim and professional recognition and they have won numerous awards, including the Building Design Architect of the Year 2013.



Rockwell Group
The Power Station Office Atrium



HBA
Phase 3 Interior Consultant



LDA Design
Site Landscapers



Wilkson Eyre Architects
The Power Station

Founded in 1987 by Chris Wilkinson and Jim Eyre, London based Wilkison Eyre Architects are respected worldwide for their combination of innovation, technical rigour and a respect for the context of their projects. The practice has won numerous awards, including two consecutive RIBA Stirling Prizes for Architecture and in 2012 the Building of the Year Award at the World Architecture Festival for the Cooled Conservatories at Gardens by the Bay in Singapore.



Gehry Partners LLP
Prospect Place

Established in 1962 by the Pritzker Prize winning Frank Gehry, Los Angeles based Gehry Partners is respected for its far-ranging experience in cultural, institutional and commercial projects. Gehry's works are cited as being among the most important works of contemporary architecture in the 2010 World Architecture Survey, leading Vanity Fair to label him as 'the most important architect of our age'.



Foster + Partners
Battersea Roof Gardens

Based in Battersea, with offices worldwide, Foster + Partners is one of the most innovative architecture and integrated design practices in the world, having created buildings on six continents. Since its inception in 1967 it has received more than 670 awards for excellence and won over 120 national and international competitions.



James Corner Field Operations
Battersea Roof Gardens



Andy Sturgeon
The Power Station Roof Gardens



Johnson Naylor
Circus West Residential Interiors



LINLEY
Circus West Penthouse Interiors



Michaelis Boyd
The Power Station Residential Interiors

THE PLACEMAKERS

Battersea Power Station is being redeveloped by an international consortium with a proven track record. The project is driven by backing from Malaysia's most well respected and successful property development and investment businesses, S P Setia Berhad, Sime Darby and The Employees Provident Fund.



S P Setia, Eco Park, Malaysia



S P Setia, Eco Lakes, Vietnam



Sime Darby, Seri Pilmoor Conservatory, Malaysia

DEVELOPMENT MANAGER

The development is managed by Battersea Power Station Development Company (BPSDC).

The team of leading professionals at BPSDC bring a huge amount of knowledge to the scheme, together with experience of delivering large-scale developments both in London and around the world.

The creation of a multi-functional, mixed use place that will become an exemplary project in London is the key objective.

This unique UK/Malaysian partnership brings with it the financial strength, expertise and commitment necessary to deliver what is one of London's most important and iconic development projects that will set new standards for development in the capital.

With the backing of Central Government, the Mayor of London, the London Borough of Wandsworth, English Heritage and the Design Council CABE, prospects for the redevelopment of Battersea Power Station have never looked better.



SIME DARBY PROPERTY

Sime Darby is a Malaysia-based diversified multinational involved in key growth sectors, namely, plantation, industrial equipment, motors, property and energy and utilities. Founded in 1910, its business divisions seek to create positive benefits in the economy, environment and society where it has a presence. Supported by a workforce of over 100,000 employees in over 20 countries, Sime Darby is committed to building a sustainable future for all its stakeholders.

Sime Darby Property, the property arm of Sime Darby, is an established integrated property group, focused on becoming the leading developer of sustainable communities, in line with Sime Darby's brand positioning of developing sustainable futures. The core businesses of the division are property development and property investment. Apart from Malaysia, it has a global reach that encompasses assets and operations in Australia, Singapore, United Kingdom and Vietnam.



S P SETIA BERHAD

Since its incorporation in 1974, S P Setia has been a household name in Malaysia's property development industry. The group is recognised as Malaysia's leading listed real estate company with a portfolio that encompasses new towns, eco sanctuaries, luxury enclaves, high-rise residences, integrated commercial and retail developments.

In 2013, S P Setia was ranked No.1 in The Edge Malaysia Top Property Developers Awards for the 8th time, the only developer to have achieved this feat since the inception of the awards. S P Setia is also the only Malaysian developer to be recognised five times by the International Real Estate Federation (FIABCI) for three Best Master Plan Developments, one Best Residential (Low-Rise) Development and a Best Purpose-Built/Specialised Project award.

The group's strength lies in its prowess in creating meaningful environments based on its development philosophy of Live Learn Work Play. Having built a solid base in Malaysia, S P Setia began spreading its wings overseas in the last six years and is now in Vietnam, Australia, Singapore, China and the United Kingdom.



THE EMPLOYEES PROVIDENT FUND

Established in 1951, the Employees Provident Fund (EPF) is Malaysia's premier retirement savings fund serving more than 13 million members and is ranked among the largest sovereign pension funds in the world. The EPF provides retirement benefits for members through management of their savings in an efficient and reliable manner.

Members' contributions are invested in a number of approved financial instruments to generate income. They include Malaysian Government Securities, Money Market Instruments, Loans & Bonds, Equities and Real Estate and Infrastructure. The EPF is also directly involved in financing national infrastructure projects to provide facilities and amenities to the public such as highways and airports.




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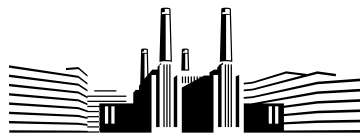
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