



**PRESS RELEASE: Strictly Embargoed: Wednesday 16<sup>th</sup> October, 10:30am**

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## **iCITY unveils new architectural designs for creative hub on the Queen Elizabeth Olympic Park**

iCITY has today unveiled its new architectural designs for the former Press and Broadcast Centres on the Queen Elizabeth Olympic Park. The designs have been developed by leading London-based architectural practice Hawkins\Brown, and will provide a stunning new home with state-of-the-art infrastructure for the creative and digital industries.

iCITY is comprised of three main buildings, containing over a million square feet of space to design and develop. The three buildings are the 850,000 sq ft former Broadcast Centre; the 300,000 sq ft former Press Centre; and a 750 seat auditorium.

The former Broadcast Centre, a building big enough to house six Boeing 747s, will feature office and studio space, one of Europe's most efficient data centres managed by Infinity SDC, and new facilities for education providers including Hackney Community College and Loughborough University. The building is already home to BT Sport, broadcasting live from an 80,000 square foot production hub with three studios, 20 edit suites, three main interoperable galleries, four sports galleries and a 160 strong audience holding area.

On the east elevation, a unique gridded structure will be developed, looking out on the Olympic Park. This will provide a platform for individual, small-scale structures housing start-ups and small local businesses.

A new yard will be created between the former Press and Broadcast Centres that will be an adaptable space for diverse activities such as film screenings, community and celebratory events.

Throughout iCITY there will be multiple indoor and outdoor green spaces, including allotments, urban orchards and green roofs with insect hotels, providing facilities and spaces for workers and local residents to enjoy. These will be complemented by a range of retail

outlets, focused heavily on local and artisan producers, supporting the creative community that will work and socialise at iCITY.

The designs are being unveiled ahead of a public consultation event on Wednesday 16<sup>th</sup> October. iCITY will subsequently submit a planning application for transformation works on the buildings.

Commenting, Gavin Poole, CEO of iCITY, said:

**“This is a hugely significant moment in the evolution of iCITY. These new and inspirational designs reflect our commitment and vision to develop a hub for the digital and creative industries on the Olympic Park, supporting the development of East London into one of the world’s leading technology centres.**

**“iCITY’s vision is to be anchored in the creativity, energy and innovation of East London, providing state-of-the art infrastructure for the digital and creative industries. These designs fulfil that ambition, and are an important step towards delivering the economic and employment legacy from London 2012.”**

David Bickle, Partner at architects Hawkins\Brown, added:

**“Hawkins\Brown is proud to be shaping the future of iCITY and the Queen Elizabeth Olympic Park. These gargantuan buildings present a huge opportunity to create an entirely new neighbourhood. We were given an almost blank canvas to design something that captured and reflected East London’s creativity and soul.**

**We have taken inspiration from a vast range of sources, but not least the energy of the Olympics. We started from the point of reimagining the landscape of the former Press and Broadcast Centres to create a new space that complements the vibrancy of the Park, but also stands out as a distinct community of its own.”**

Jamie Ritblat, CEO of Delancey, said:

**“The pioneering concept for iCITY, which we developed, has been creatively and eloquently embraced by Hawkins\Brown. Their architectural plans for this extraordinary space, which contains over a million square feet, has been a successful collaboration, through which we believe our vision will be realised.**

**Championing the creative energy and innovation of iCITY, the enormous scale of the broadcast centre has been celebrated, whilst being set in a human context.**

**I hope that the architectural design will inspire and enhance enterprise and provide a start-up platform and extraordinary hub for creative young talent for years to come.”**

Stuart Sutton, CEO of Infinity SDC, said:

**“iCITY offers us a truly unique opportunity to serve the growing digital and creative sector. Today’s milestone means that iCITY now has a set of designs that reflects its ambition to create a world-leading digital cluster.**

**“As part of this process, we have completed our design for the Infinity Data Centre that will sit at the heart of this development. Infinity Stratford will offer our clients outstanding service, combined with unrivalled connectivity, power and efficiency. The location is ideal for meeting the needs of the digital and creative organisations already choosing iCITY as their home. The location is also perfect for serving the City and financial services sector.**

**“We look forward to opening one of the largest and most connected data centres in Europe in 2015.”**

### **Notes to Editors**

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### **About iCITY**

iCITY was created to transform the Press and Broadcast Centres on the Queen Elizabeth Olympic Park into a world-class centre of innovation and enterprise, driving the regeneration of east London and stimulating long-term economic growth in the UK.

iCITY is a joint venture between Delancey, a specialist real estate investment and advisory company, and Infinity SDC, the UK’s leading data centre operator.

It will feature three main buildings: a 300,000 sq ft innovation centre; a 750 seat auditorium; and a 650,000 sq ft building housing educational space, broadcast studios, office space, and a state-of-the-art data centre.

iCITY will be a new community destination for east London, featuring a public area and landscaped canal side along with cafes, shops and restaurants.

iCITY has already secured a number of tenants and is over 40% pre-let:

- **BT Sport** will be based at iCITY with an 80,000 sq ft production hub. This will contain three studios, 20 edit suites, three main interoperable galleries, four sports galleries, and an audience holding area for a 160 strong audience.
- **Loughborough University** will create a multi-disciplinary postgraduate teaching, research and enterprise facility.
- **Hackney Community College** will deliver its pioneering digital apprenticeship scheme within a new Tech City Apprenticeship Academy.
- **Infinity SDC** will develop one of the largest and most efficient data centres in Europe, featuring 260,000 sq ft gross internal area, fed by multiple power grids and providing 40MVA of power with exceptional resilience.

iCITY is in ongoing commercial discussions with a number of organisations and expects to announce further deals with tenants in the near future.

For further information visit <http://icitylondon.com>

### **About Hawkins\Brown**

Hawkins\Brown is a design led award-winning architectural practice formed in 1988 by Roger Hawkins and Russell Brown. It has grown steadily over 25 years to 18 partners and over 100 staff in the studio. The practice has never limited its architecture to a particular style, type or scale of work, bringing a distinctive collaborative approach to each project. It has developed a determinedly broad built experience of universities, schools, transport, housing, offices and arts projects across the UK and increasingly across the world as HBI. The practice was a finalist in this year's RIBA Stirling Prize for the on-going regeneration of Park Hill, Sheffield.

For further information visit [www.hawkinsbrown.com](http://www.hawkinsbrown.com)

### **About Delancey**

Delancey is a specialist real estate investment, development and advisory company with over 15 years' experience and a portfolio that covers retail, residential and commercial developments across London and the UK. Working with a wide range of assets, partners and clients, Delancey takes a diverse approach to creating value from property. As well as sourcing and negotiating direct property and corporate transactions, Delancey advises on appropriate capital structures, procures third party financing and provides pro-active asset management and development services. One of Delancey's most high profile assets is the East Village (formerly known as the Athletes' Village), which it co-owns with Qatari Diar. Adjacent to iCITY and Queen Elizabeth Olympic Park, East Village offers a once in a lifetime opportunity to be able to develop and deliver a vibrant new neighbourhood and community for London.

For further information visit [www.delancey.com](http://www.delancey.com)

## **About Infinity SDC**

Infinity SDC is the fastest growing provider of data centre services in the UK. Since their launch in 2006, Infinity has gained a significant share of the UK wholesale data centre market. Infinity data centres support the critical operations of some of the world's leading investment banks, insurers and telecommunications operators.

Infinity has a proven track record of providing reliable, efficient data centres that match their customers' needs. They design, build and manage bespoke, shared and modular colocation data centre solutions, with a portfolio of sites that stretches around London's M25. Infinity pride themselves on providing an uninterrupted, transparent and responsive service for some of the world's leading companies.

For further information visit <http://www.infinitysdc.com>

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