



ONE  
OLYMPIA

**WHERE  
VISIONARIES  
COME TO WORK**

# OLYMPIA IS TRANSFORMING

[WATCH THE MASTERPLAN FILM](#)

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.



01 **MASTERPLAN**

02 **LOCATION**

03 **ONE OLYMPIA**

04 **TECHNOLOGY**

05 **SUSTAINABILITY**

06 **TEAM**

*Click to jump to each section* —————>



## Chapter 1

# MASTER- PLAN

Olympia is London's stage for the remarkable and the extraordinary. A showcase for global entertainment, emerging talent, and cutting-edge ideas, Olympia is London's universal platform for every passion and interest.

NEWLY PEDESTRIANISED OLYMPIA WAY

# OUR HISTORY

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

With strategic investment and thoughtful upgrades, Olympia will continue to be London's premier venue for world-class events and conferences.



BERTRAM MILLS CIRCUS, 1924



AERO & MOTOR BOAT EXHIBITION, 1911



CHRIS EUBANK VS GARY STRETCH, 1991



VIVIENNE WESTWOOD, LONDON FASHION WEEK, 2009

Olympia  
Offers...

550k

SQ FT OF INCREDIBLE  
OFFICES WITH STATE  
OF THE ART AMENITIES

4

EVENT, EXHIBITION  
& CONFERENCING  
VENUES

30+

RESTAURANTS, BARS  
AND EATERIES

2.5

ACRES OF NEW  
PEDESTRIANISED  
SQUARES AND STREETS

1,575

SEAT PERFORMING  
ARTS THEATRE

2

GLOBALLY RENOWNED  
INTERNATIONAL  
LIFESTYLE HOTELS

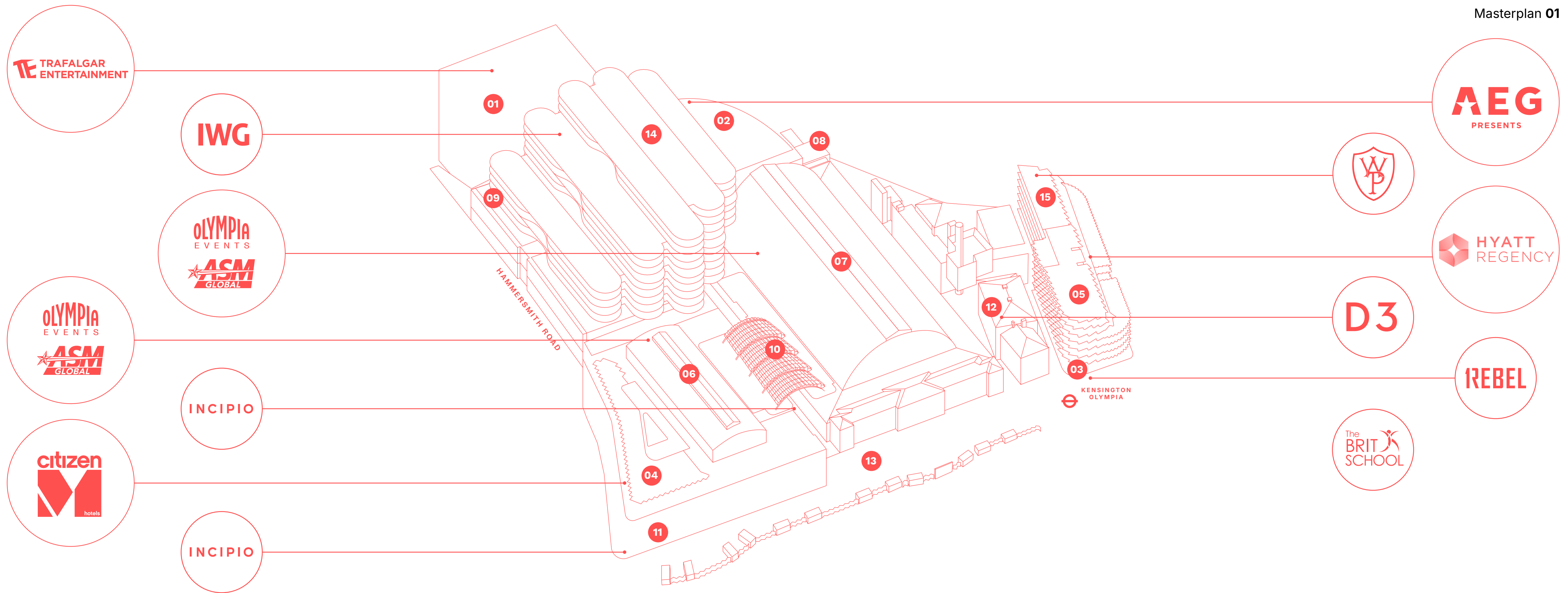
4,000

CAPACITY LIVE  
MUSIC HALL

1

SENIOR  
CO-EDUCATIONAL  
SCHOOL





**01 OLYMPIA THEATRE**  
1,575 seat venue

**02 OLYMPIA MUSIC HALL**  
4,000 capacity venue

**03 1REBEL GYM**  
9,500 sq ft

**04 CITIZENM LONDON OLYMPIA**  
146 rooms

**05 HYATT REGENCY LONDON OLYMPIA**  
204 rooms

**06 OLYMPIA NATIONAL**  
5,000 capacity

**07 OLYMPIA GRAND**  
10,000 capacity

**08 OLYMPIA WEST**  
5,000 capacity

**09 OLYMPIA CONFRENCING & EVENTS**  
6,000 capacity

**10 THE CANOPY**  
66,000 sq ft bars, restaurants and eateries

**11 RESTAURANT**  
5,400 sq ft

**12 PILLAR HALL**  
38,000 sq ft restaurant, bar and speakeasy

**13 OLYMPIA WAY**  
51,000 sq ft newly pedestrianised street

**14 ONE OLYMPIA**  
550,000 sq ft signature offices  
50,000 sq ft rooftop terraces  
38,000 sq ft cycle hub  
23,000 sq ft conferencing and event space  
6,500 sq ft communal lounge

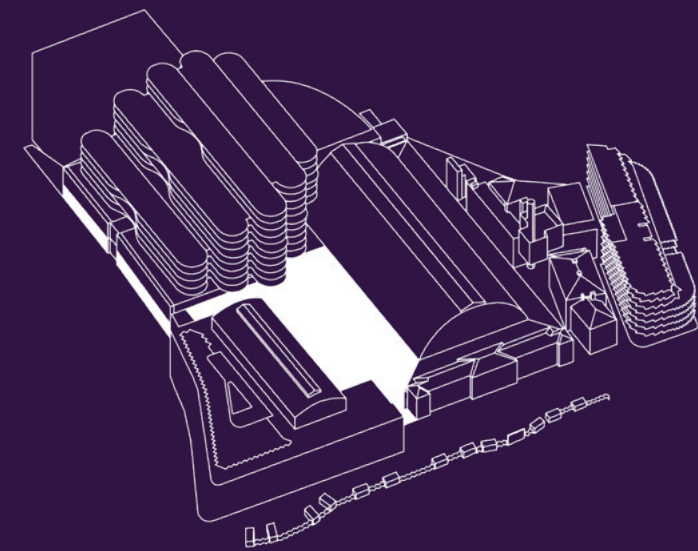
**15 WETHERBY PEMBRIDGE SCHOOL**  
Senior co-educational day school and community theatre



# RAISING THE ROOF (GARDEN)

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

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.



THE CANOPY



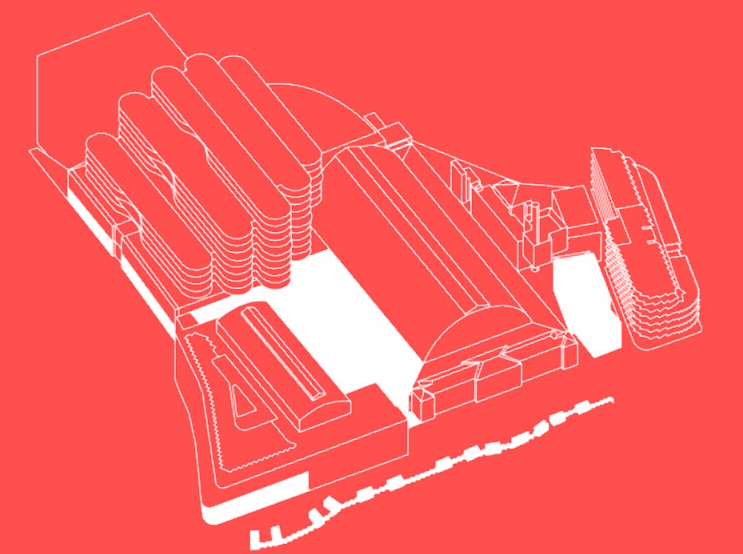
The Canopy

# FOOD & DRINK

**30+ eateries,  
superb restaurants  
& food markets**

Olympia will feature world-leading offerings in food and drink. Some 30+ 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.

Built in 1886, the Grade II\* listed Pillar Hall will be transformed into its former glory as an incredible restaurant, bar and speakeasy.





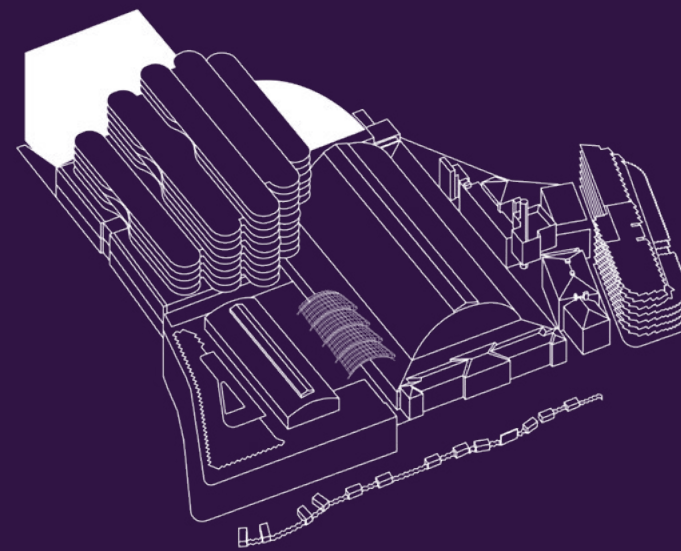
Olympia Food & Beverage

# ARTS & CULTURE

OLYMPIA THEATRE



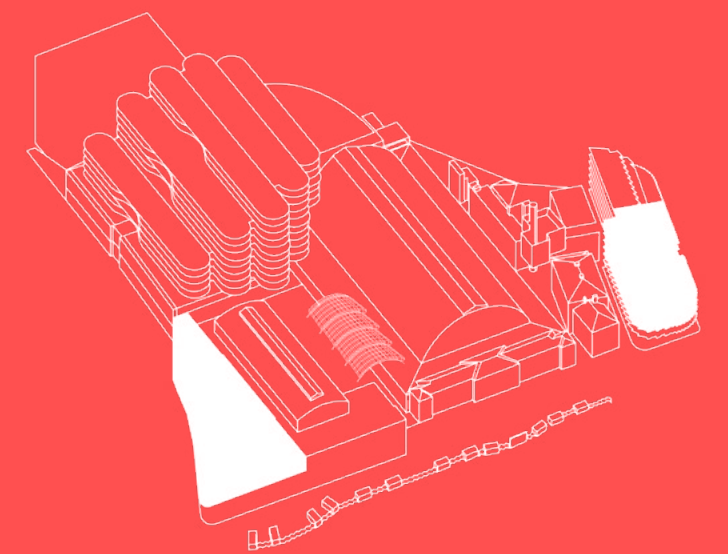
Olympia will build on the heritage of art and culture of its west London locale. Music, performance and the visual arts will be pivotal to the experience here. Two major venues – a 1,575 seat theatre run by Trafalgar Entertainment and the 4,000 capacity AEG Presents music hall will attract an exciting roster of performers from the entertainment industry.



# STAY HERE



Olympia will be the home of two new globally renowned lifestyle hotels, citizenM London Olympia and Hyatt Regency London Olympia. Business and leisure travellers alike will enjoy seamless, intuitive service as well as flexible spaces to work, collaborate and relax.





## Chapter 2

# LOCATION

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

KENSINGTON HIGH STREET

# HIGHLIGHTS

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 DESIGN MUSEUM



BROOK GREEN



THE IVY, KENSINGTON HIGH STREET



THE BIRD IN HAND PUB



HOLLAND PARK



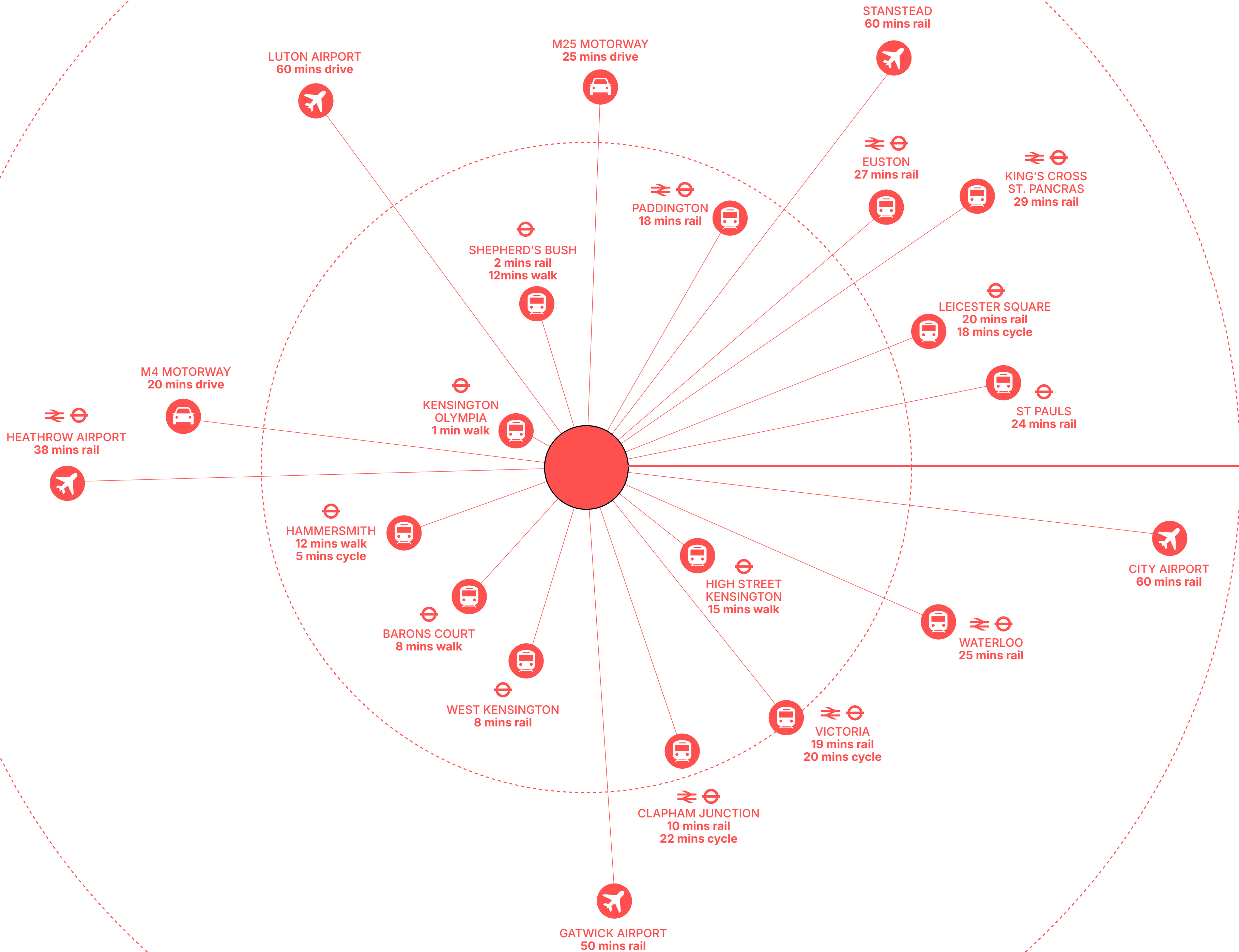


# Own dedicated station, rated 'Excellent' by TFL\*

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

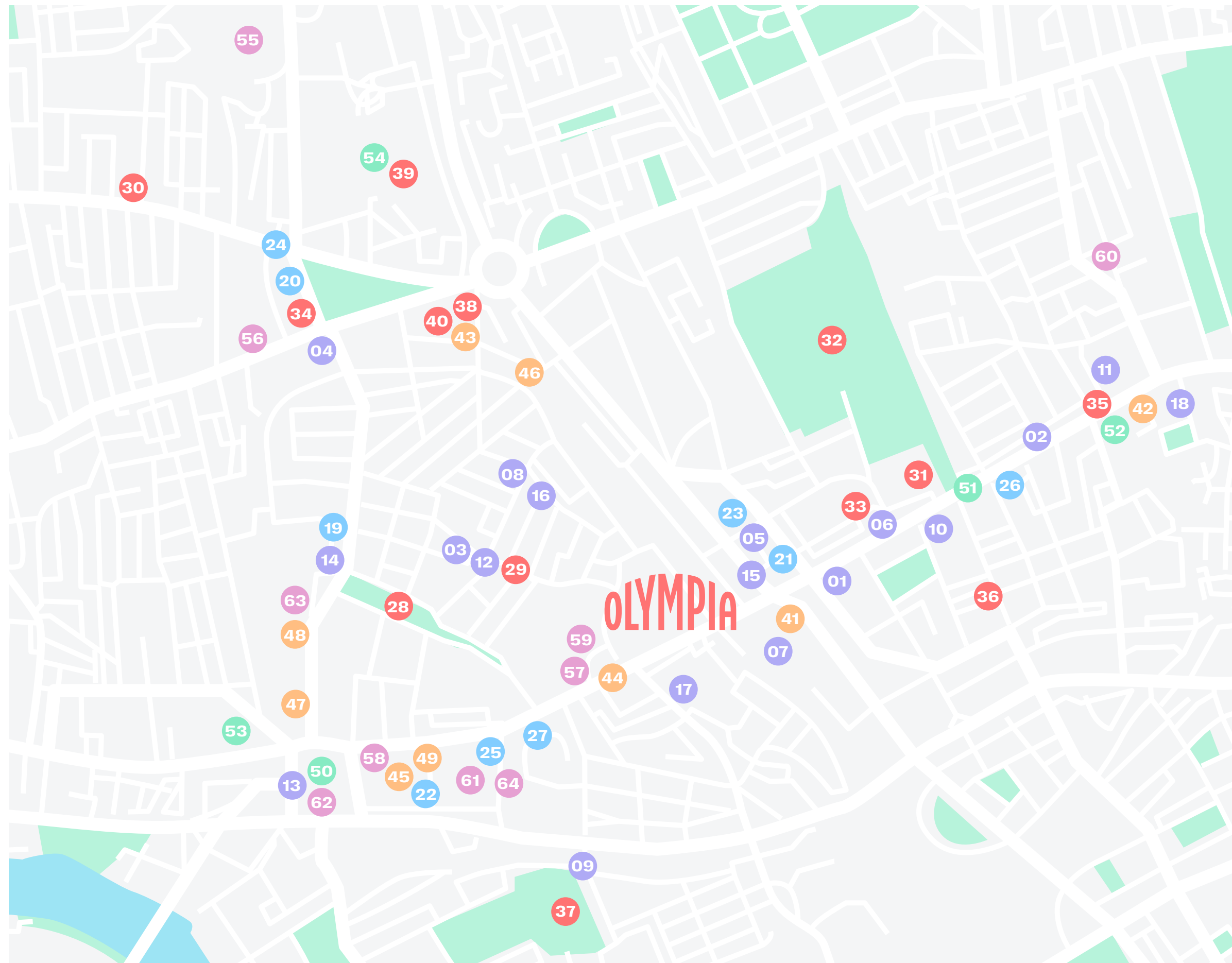
\*Transport For London



# OLYMPIA WORK HERE

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'
- 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 Pentolina
- 13 Cellar
- 14 Smiths Cocktail Bar
- 15 Society Bar & Restaurant
- 16 The Bird in Hand
- 17 The Cumberland Arms
- 18 Whole Foods Market

## HOTELS

- 19 Brook Green Hotel
- 20 Dorset Hotel (Shepherd Bush)
- 21 Hilton London Olympia
- 22 Hotel Novotel London West
- 23 Kensington Prime Hotel
- 24 Hoxton Hotel
- 25 Latymers
- 26 Seraphine Kensington Olympia
- 27 St Paul's Hotel

## PLACES OF INTEREST

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

## FITNESS

- 41 Core Kensington (Pilates)
- 42 Equinox Kensington
- 43 Fitness First
- 44 F45 Training Kensington Olympia
- 45 Hammersmith Fitness & Squash Centre
- 46 K Fit Gym
- 47 Pure Gym
- 48 Surge Fitness
- 49 Virgin Active

## RETAIL

- 50 Broadway Shopping Centre
- 51 High Street Kensington
- 52 Kensington Arcade
- 53 Kings Mall Shopping Centre
- 54 Westfield London

## OCCUPIERS

- 55 BBC + Publicis
- 56 Kindred Studios
- 57 Harrods Head Office
- 58 L'Oreal
- 59 Rocket Entertainment (Elton John)
- 60 The Office Group
- 61 Virgin Media
- 62 Walt Disney Company Ltd
- 63 WeWork
- 64 Liberty Global Holdings



## Chapter 3

# 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.

ONE OLYMPIA TERRACE

# SHARED SPACES



COMMUNAL LOUNGE



EVENTS AND CONFERENCING



BUSINESS LOUNGE AND COMMUNAL TERRACE



PLATINUM AWARD WINNING CYCLE HUB

# Communal Lounge

ONE OLYMPIA

ENTRANCE LEVEL

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



# Events & Conferencing

ONE OLYMPIA

ENTRANCE LEVEL

Located on levels 2 and 2M, **23,000 sq ft** of conference and events space to accommodate 600 guests.



# CYCLE HUB

The only platinum accreditation awarded in the UK

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

960 bike racks

944 lockers

98 Showers with towel service

Drying and ironing station

Bike maintenance area





# Remarkable communal spaces to work, connect, refuel & unwind

**Communal terrace with incredible views of London**

Refreshment area

Wellness

Podcasting and recording facilities

Entertaining and break-out areas



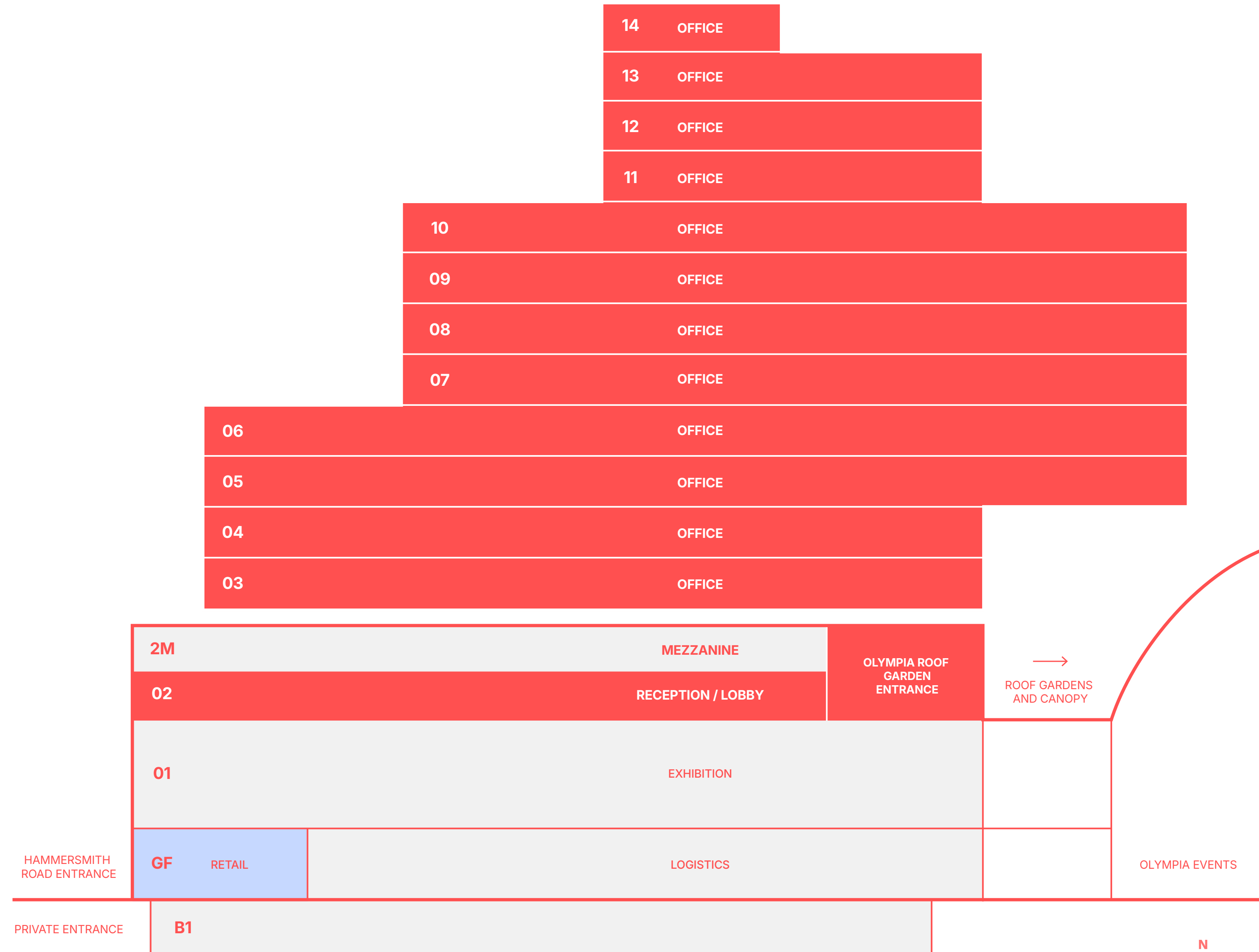
ONE OLYMPIA

LEVEL 11

The contemporary multi-tiered office spaces provide spectacular panoramic views across London. The office terraces – the largest in West London – offer the opportunity for meeting, entertaining and wellness facilities set amongst landscaped gardens. Remarkable communal spaces to work, connect, refuel and unwind.

31,500 sq ft  
office terrace  
on Level 11

FLOOR	OFFICES SQ FT	TERRACE SQ FT	COMMUNAL AMENITIES SQ FT
14	4,618	16,490	
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	6,609		38,000
02M			16,925
02			23,400



# Schedule Of Area

\*Approx NIA areas



6,490



sq ft reception with  
7.5m ceiling height

944



lockers

98



showers

57,000



sq ft of both  
communal and  
demised terraces  
equivalent to 23  
tennis courts

960



cycle spaces

13



passenger lifts

1:8m<sup>2</sup> occupational  
density

Wiredscore  
Platinum

BREEAM  
Excellent

WELL Platinum

3m ceiling height

Fresh air provision 12L/S +  
10% at 1/8 sq m, each floor  
upgradable to 16L

# ACCREDITATIONS

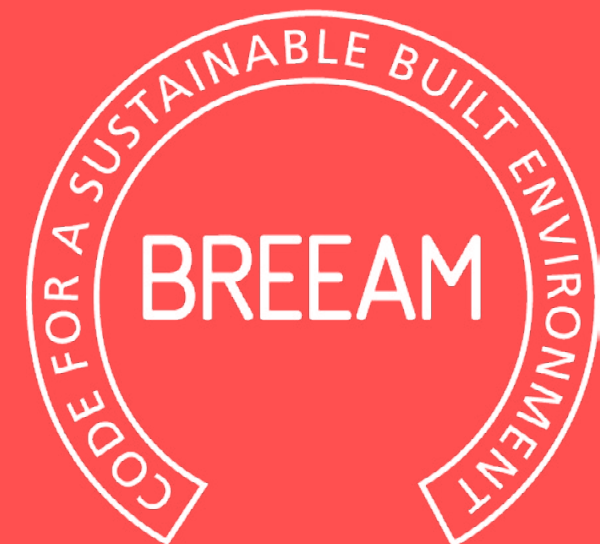


5-5.5\*



WiredScore  
PLATINUM

AirRated™



Excellent



Platinum





**ONE OLYMPIA**

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



One Olympia, Offices



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**ONE OLYMPIA**

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

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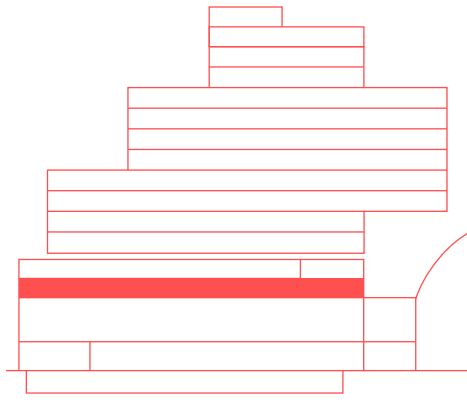


One Olympia, Offices



CAT A Specifications

# Level 02



## ONE OLYMPIA

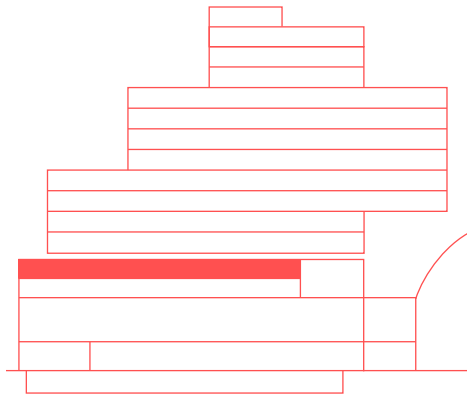
COMMUNAL AMENITIES 23,400 SQ FT



- OFFICE
- COMMUNAL AMENITIES
- FOOD & BEVERAGE



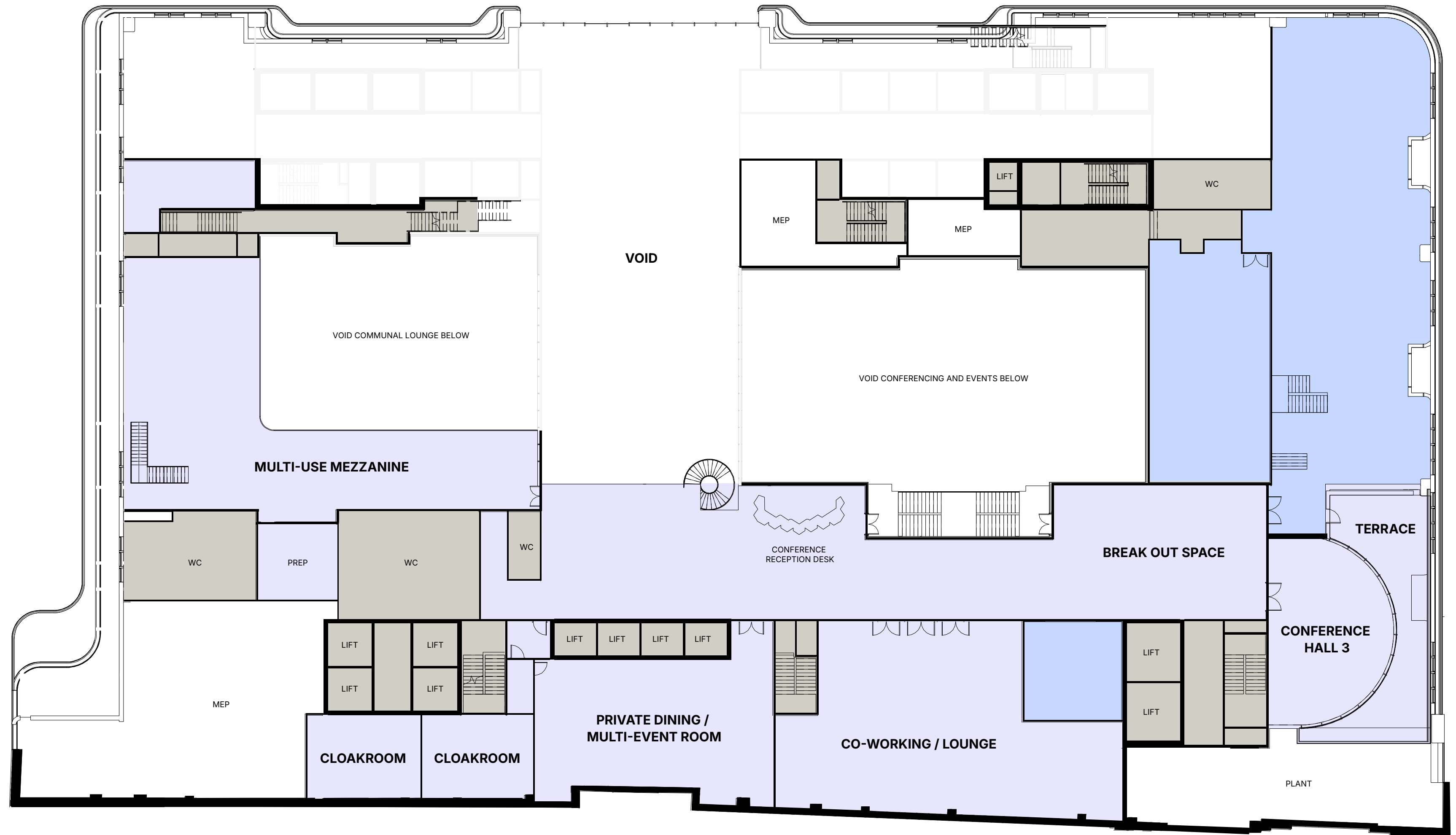
# Level 02M



## ONE OLYMPIA

CONFERRING AND EVENTS 16,925 SQ FT

FOOD & BEVERAGE 6,070 SQ FT

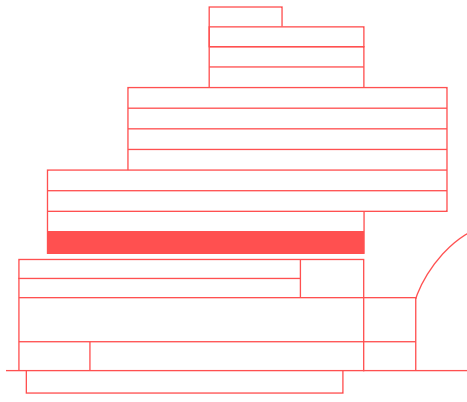


COMMUNAL AMENITIES

FOOD & BEVERAGE



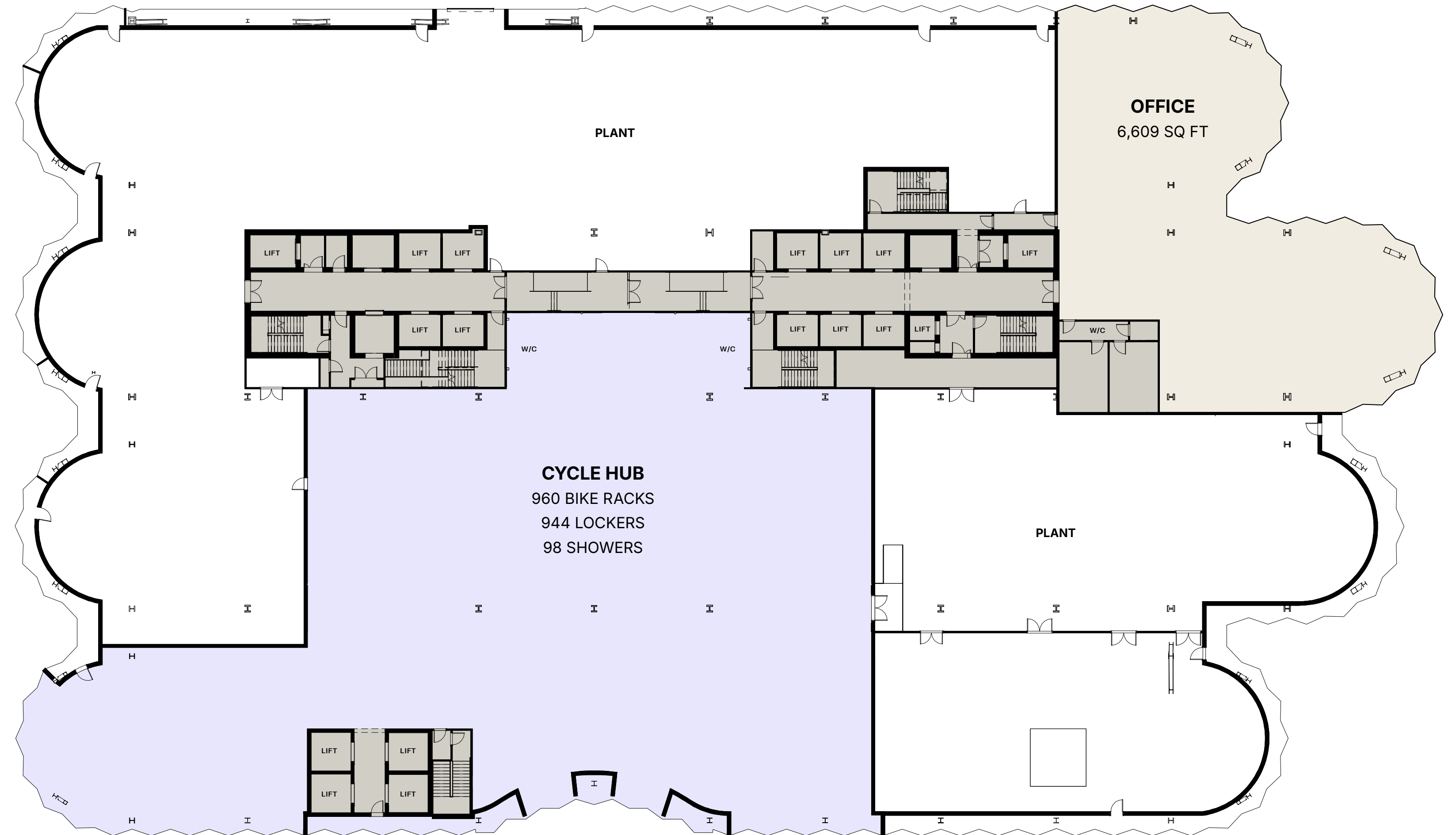
# Level 03



## ONE OLYMPIA

OFFICE SPACE 6,609 SQ FT

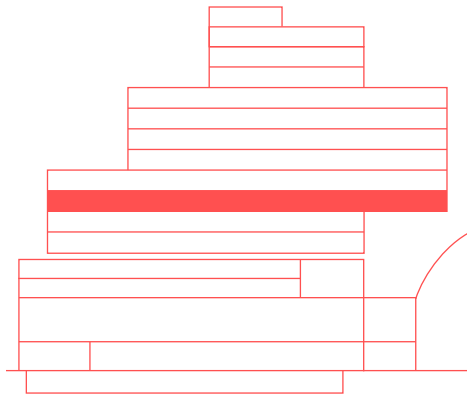
CYCLE HUB 38,000 SQ FT



OFFICE

COMMUNAL AMENITIES

# Level 05



ONE OLYMPIA

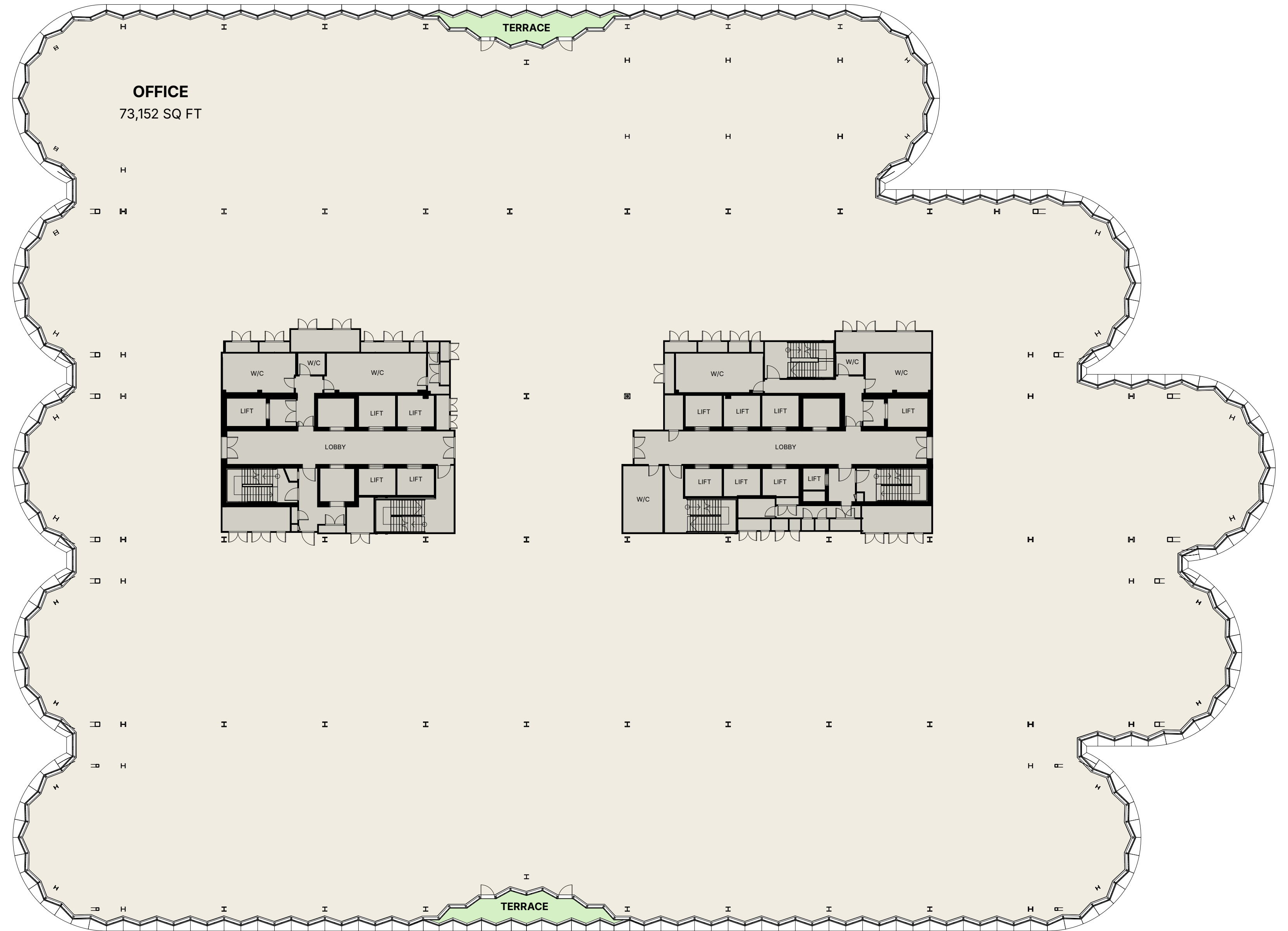
OFFICE SPACE 73,152 SQ FT

TERRACE 646 S FT

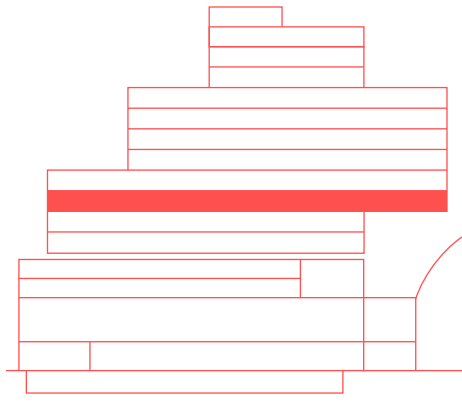
UNDER OFFER

OFFICE

TERRACE



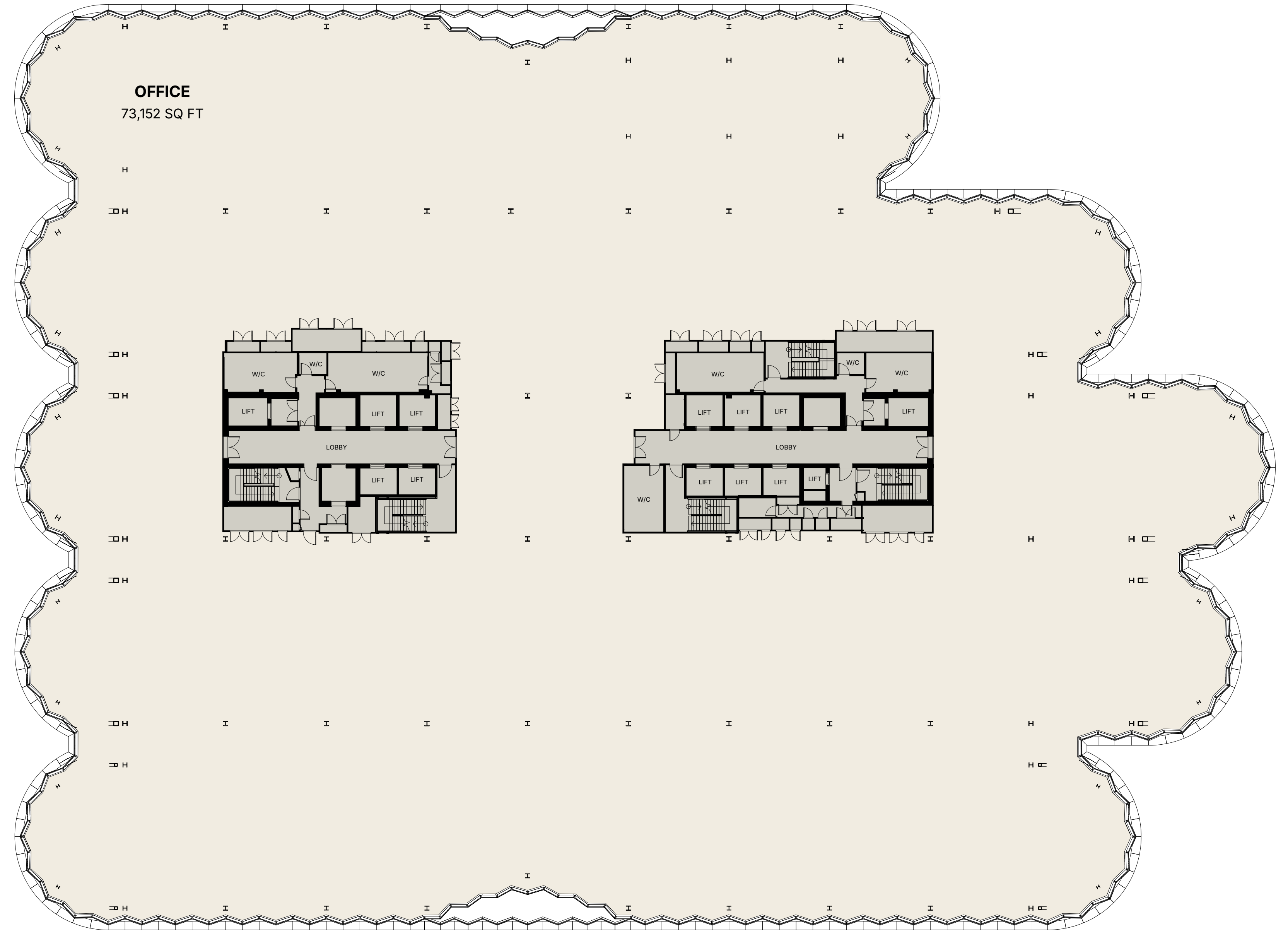
# Level 06



ONE OLYMPIA

OFFICE SPACE

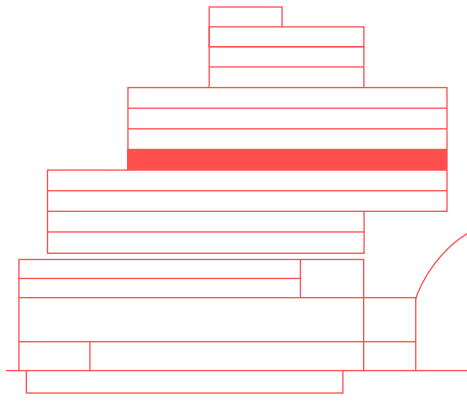
73,152 SQ FT



OFFICE



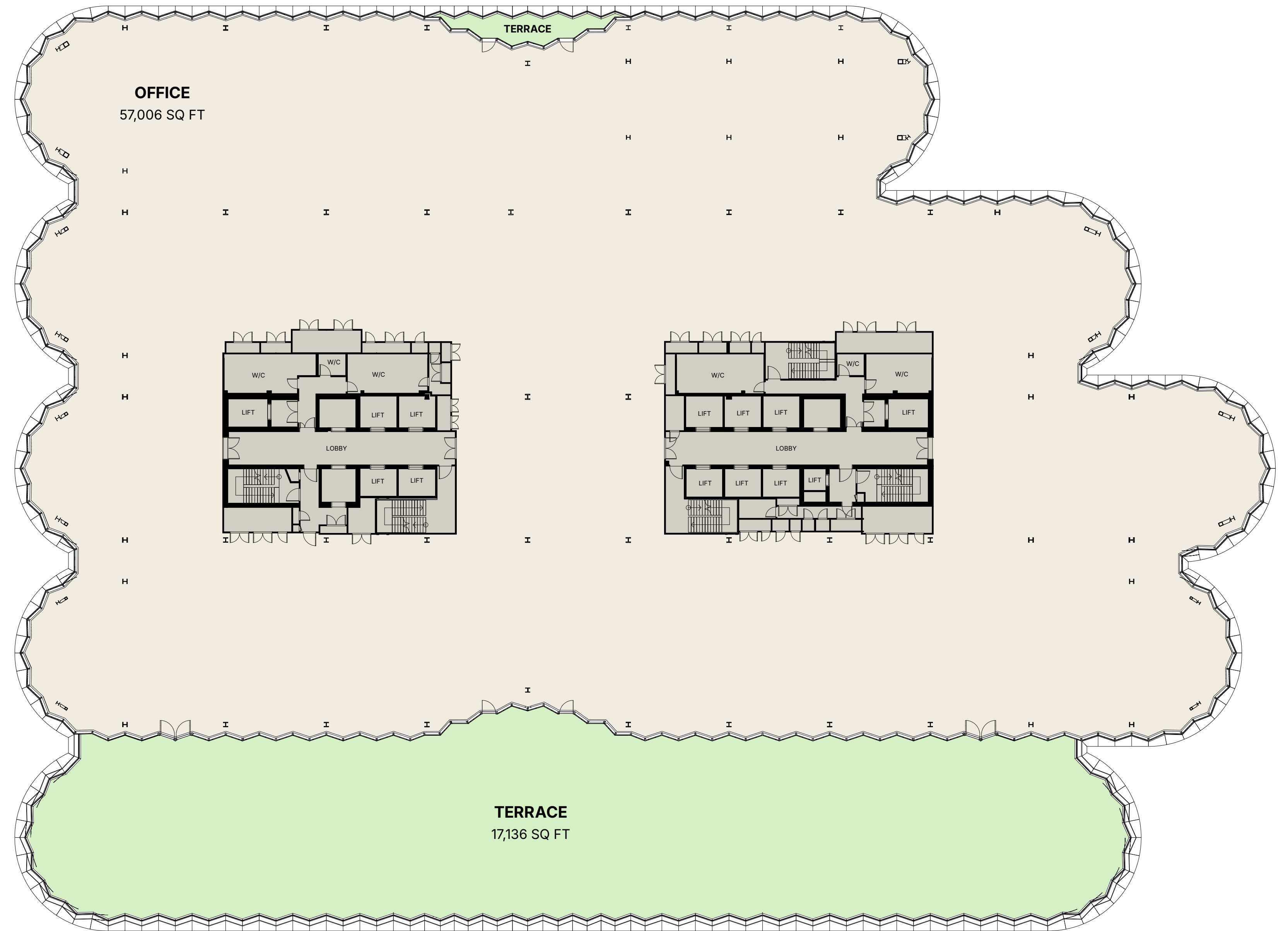
# Level 07



ONE OLYMPIA

OFFICE SPACE 57,006 SQ FT

TERRACE 17,136 S FT



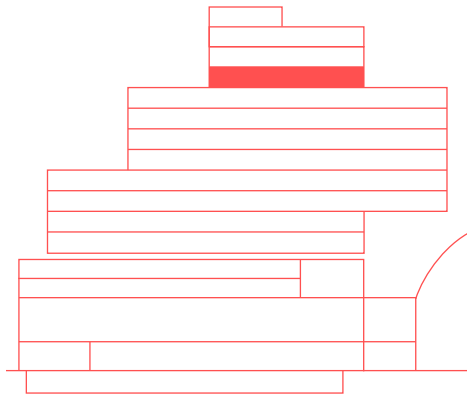
OFFICE

TERRACE





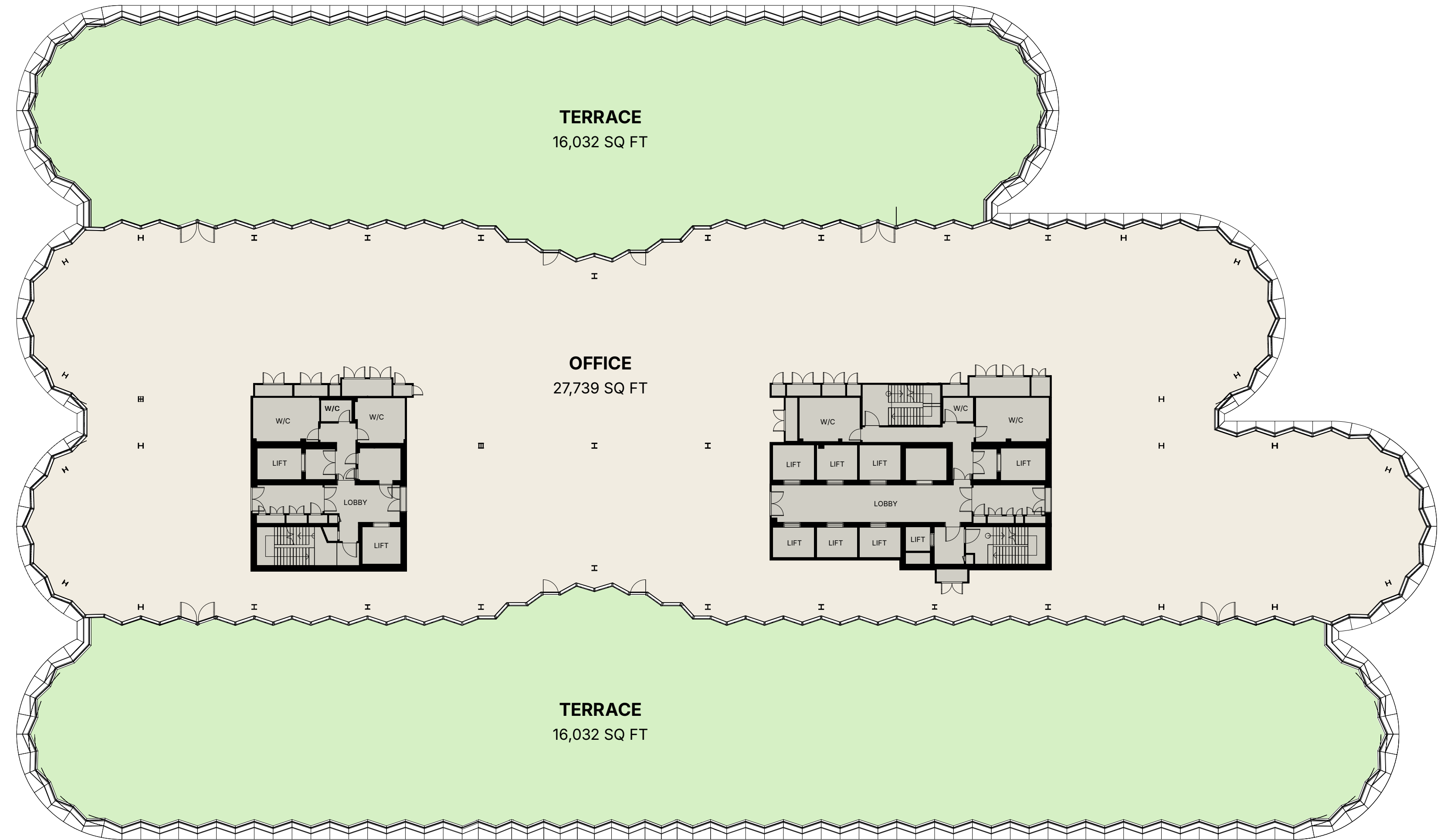
# Level 11



## ONE OLYMPIA

OFFICE SPACE 27,739 SQ FT

TERRACE 32,064 SQ FT

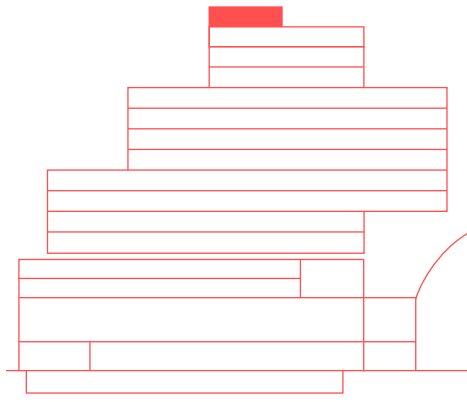


OFFICE

TERRACE



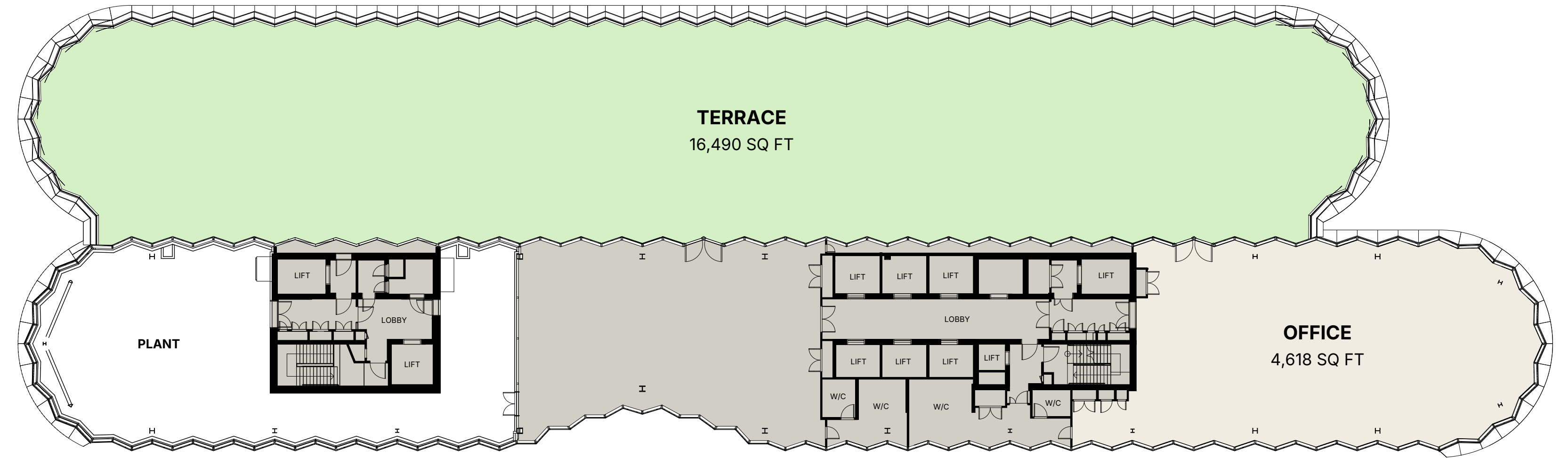
# Level 14



**ONE OLYMPIA**

OFFICE SPACE 4,618 SQ FT

TERRACE 16,490 SQ FT



OFFICE

TERRACE



# Chapter 4

# TECH

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.

ONE OLYMPIA ENTRANCE, HAMMERSMITH ROAD

# OLYMPIA APP

## OPTIMUM ACCESS

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

## SEAMLESSNESS

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

## ENGAGEMENT

- Gamification
- Peer contact / networking
- Chatbot

## PERSONALISATION

- Site wide personalised offers and discounts
- Recommendations





## Chapter 5

# SUSTAINABILITY



**WASTE**

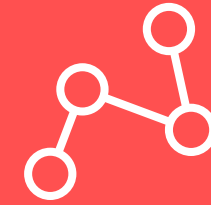
100% of Olympia's waste output is diverted from landfill, with 98% recycled at its local waste management plant and the remaining 2% recovered as waste for energy.



**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



**BIODIVERSITY**

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

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



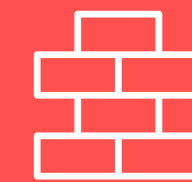
**SMART BMS**

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.



**RE-PURPOSING**

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



**BREEAM EXCELLENT**

BREEAM Excellent achieved.



**PUBLIC REALM**

Creating 2.5 acres of new public realm.

**2.5 ACRES OF PUBLIC REALM.**



## Chapter 6

# TEAM

The Olympia Team is made up of one of London's most talented, innovative and forward-thinking teams to deliver one of London's most ambitious projects.

## 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, designed 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.

**YOO**CAPITAL

## Developers

# DEUTSCHE FINANCE INTERNATIONAL

DFI is a pan European private equity firm with over €4 billion of assets under management. The firm specialises in building platforms to capitalise on high conviction themes and repositioning mixed-use assets. DFI is independently managed by an experienced leadership group and has a high-quality team of dedicated investment and operating professionals located across offices in London, Munich, Madrid and Luxembourg.

The firm utilises in-house expertise and works with aligned partners to transform under-managed and under-invested real estate through active management and enhance the customer experience, improve sustainability and create long term value.

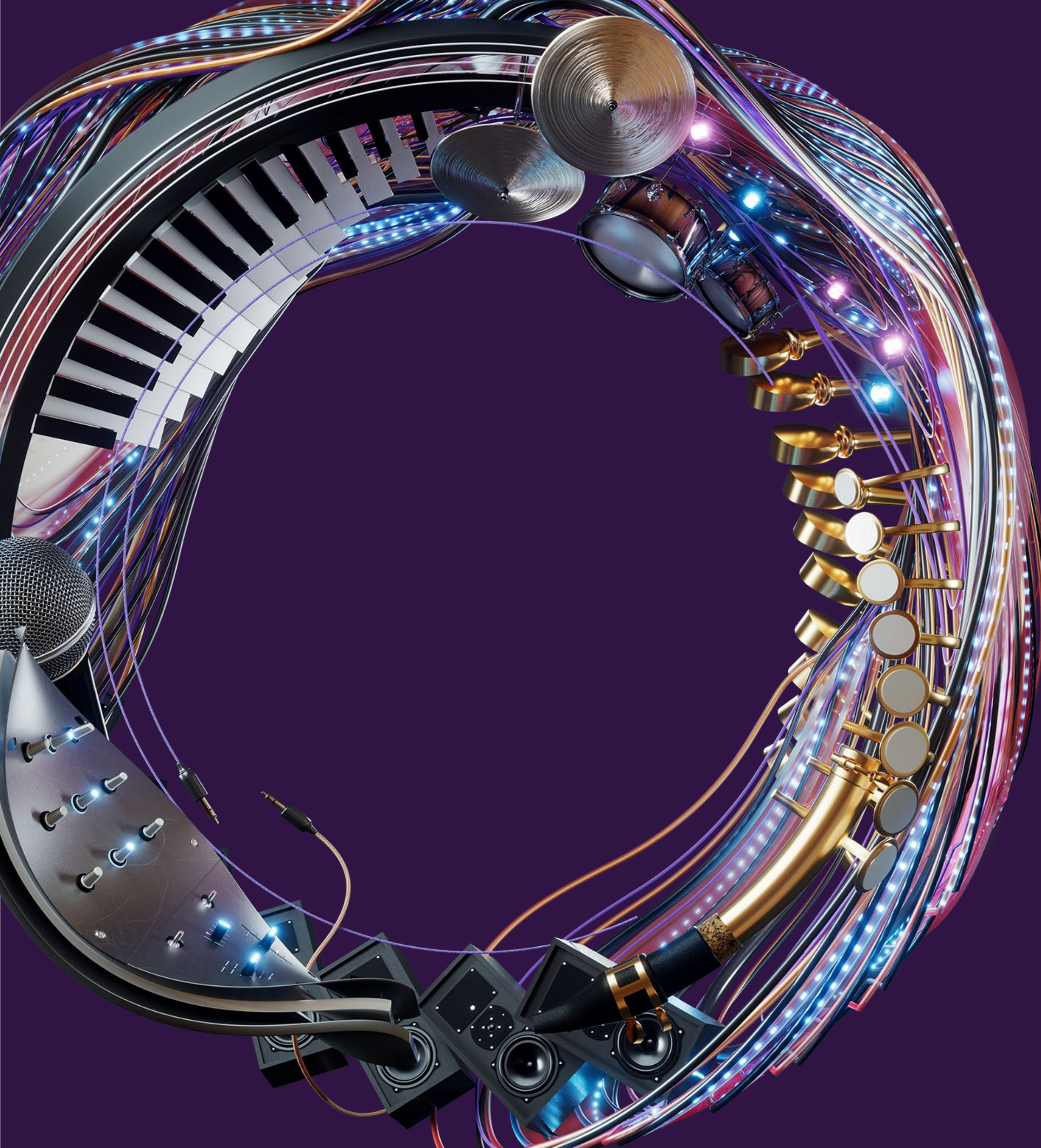
DFI serves a global client base comprised of sovereign wealth funds, pension funds, insurance companies, financial institutions and family offices.

  
DEUTSCHE FINANCE INTERNATIONAL

VAUXHALL SKYGARDENS,  
LONDON, YOO CAPITAL







# DELIVERY TEAM

Developers

**yoo** CAPITAL

 DEUTSCHE FINANCE INTERNATIONAL

Concept Design

Heatherwick studio

Architecture

SPPARC

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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