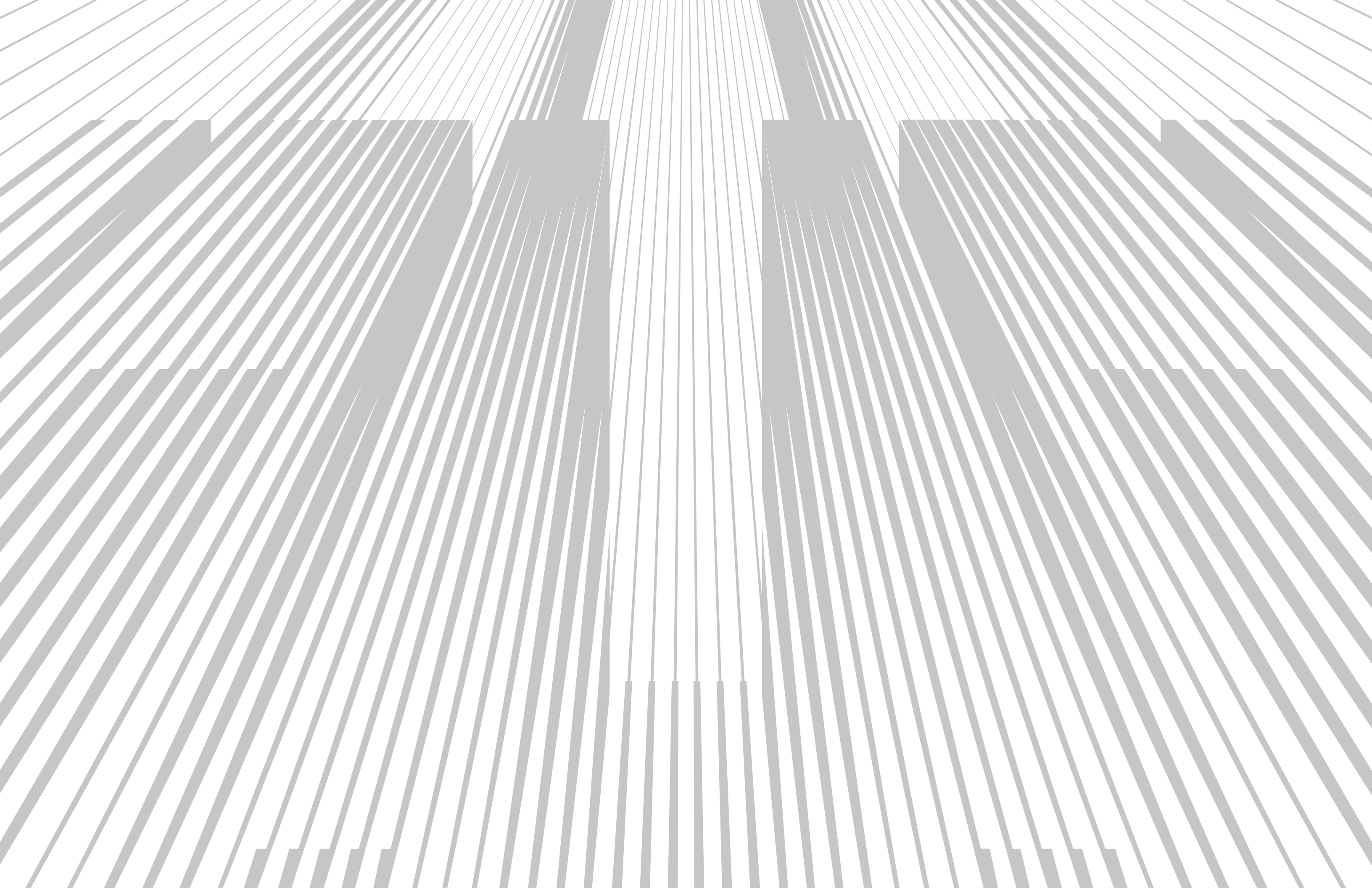


LIVE  
LIVE  
**LIVE**  
**POSITIVE**  
POSITIVE  
POSITIVE



**BATTERSEA**  
POWER STATION





## A DEDICATION

This book is dedicated to everyone involved in this extraordinary project.

To our shareholders for their commitment and vision.

For the construction teams' perspiration, preparation and unfaltering spirit.

To the world's best architects, who continually amaze.

The engineers, whose bravery and ingenuity lifts us and our buildings.

To the people who live close by or who are yet to visit.

And finally, to those who choose to call Battersea Power Station home.

This is for you.

FROM  
MORNING LIGHT



TO VIBRANT  
NIGHT



WELCOME  
TO BATTERSEA  
POWER STATION



# A PLACE LIKE NO OTHER

A place of power.

Uniting people from far away and just around the corner.

A landmark that's a symbol of positivity.

From morning light to vibrant night.

By the river, where quiet calm and restless energy live.

Here, everyone can experience extraordinary spaces.

Framed by six million bricks, and chimneys that touch the sky.

This is a place to fuel the imagination.

Where architectural masterpieces live together.

Overlooking the capital from a peaceful haven in the sky.

With flagship stores and signature restaurants.

Where technology giants mingle with local artisans.

A place to work, shop, eat, enjoy and sleep.

Here, life doesn't feel ordinary.

It feels extraordinary.



# A POWERFUL PAST

Even when the power had been turned off, people still saw Battersea Power Station as the Art Deco masterpiece it was – created to meet the energy demands of post-war London.

It was built in two phases. The first phase in the early 1930s produced a rich and decadent interior before it was completed in a more austere fashion during the 1950s. Those four chimney stacks still make the building instantly recognisable, as they rise above a new 42-acre neighbourhood that reaches out along the banks of the River Thames.



ONE OF EUROPE'S  
LARGEST BRICK  
BUILDINGS.

# SHAPING THE FUTURE

This neighbourhood is a place like no other – where life feels truly extraordinary. It's London's most happening place to be, where history and hi-tech meet on the banks of the River Thames. There is awe-inspiring architecture, from Foster + Partners' Battersea Roof Gardens to Gehry Partners' Battersea Prospect Place. And at the heart of it all, Sir Giles Gilbert Scott's Power Station, lovingly restored and re-energised by WilkinsonEyre.

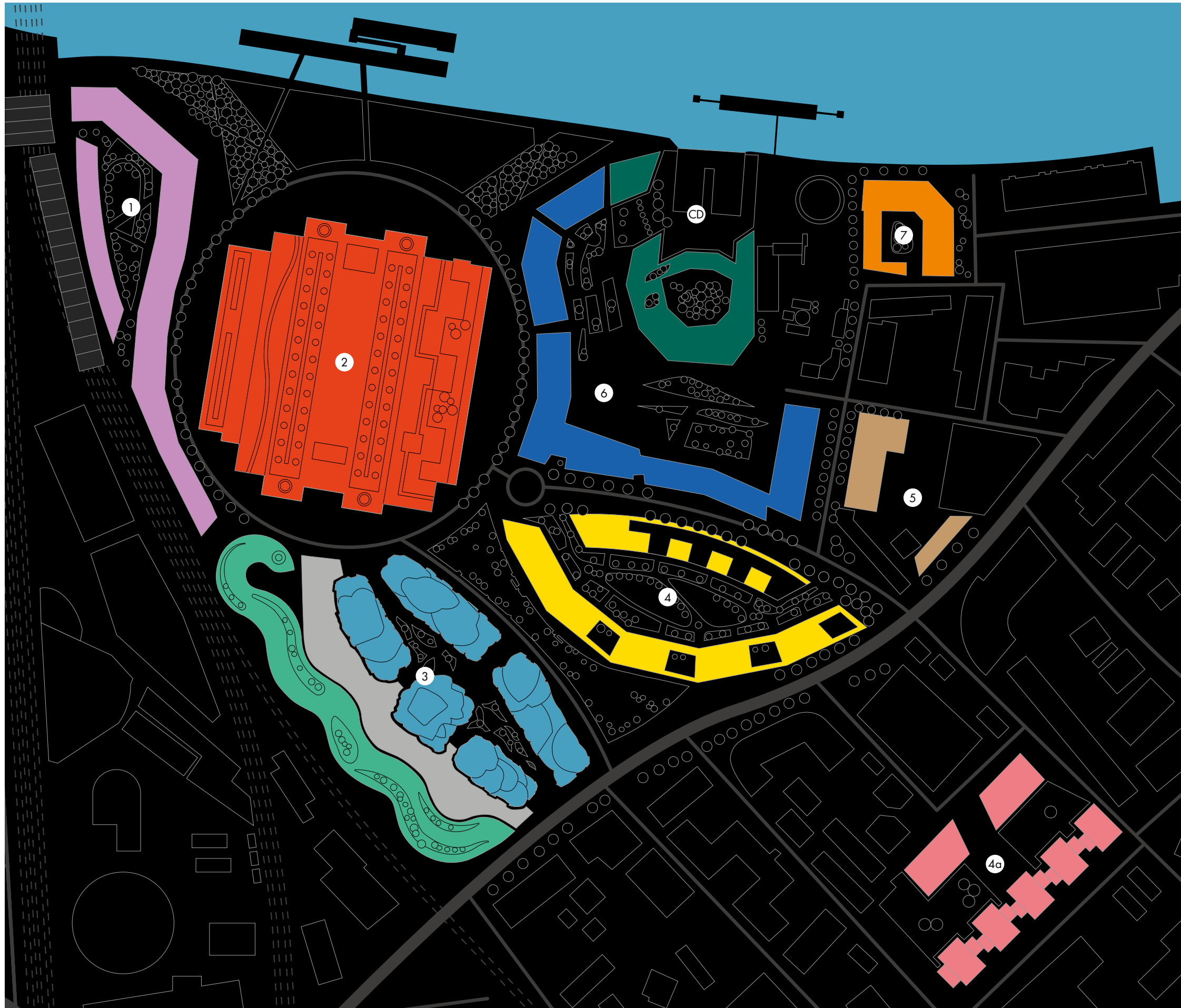
The area has been carefully curated to be a thriving quarter right on the River Thames. The vibrant Circus West Village already features world-class bars and restaurants, interspersed with the finest British and global retail brands. The addition of Electric Boulevard looks set to create an irresistible shopping and leisure destination.

The new Zone 1 Northern Line Extension will be a gateway to the site, keeping Battersea Power Station well connected to the whole of London.









# A NEW COMMUNITY

As further phases are completed, a thriving, energetic neighbourhood is emerging. Elegant homes are rising above calm green spaces and social hubs, offering stunning views of London's most exciting new destination.

**PHASE 1: Circus West Village**  
This is the first chapter of Battersea Power Station's regeneration, with an eclectic mix of restaurants and shops and more than 1,000 people already living here.

**PHASE 2: Battersea Power Station**  
The Power Station will comprise 253 new homes and an entertainment area including a 1,500-capacity event space, cinemas, restaurants, retail and public piazzas, as well as office spaces.

**PHASE 3: Battersea Prospect Place**  
Battersea Prospect Place will be Frank Gehry's first residential space in the UK. The buildings all have access to a private garden and each home has its own winter garden or terrace.

**PHASE 3: Battersea Roof Gardens**  
Designed by Foster + Partners, Battersea Roof Gardens stretches along the length of Electric Boulevard in a fluid, dynamic shape, creating a unique green space in the sky.

**PHASE 3: Electric Boulevard**  
Electric Boulevard will be London's most exciting high street, housing world-class bars, restaurants, international flagship stores and some of the finest British brands.

**PHASE 4a**  
Phase 4a has been designed to emulate the red-brick mansion blocks found across Battersea and will include 386 affordable homes, an NHS medical centre, and start-up business units.

**CRINGLE DOCK**  
Cringle Dock is a joint venture providing residential homes as part of the expanded masterplan.

Future phases:

PHASE 4 | PHASE 5 | PHASE 6 | PHASE 7

# POWER TO THE PEOPLE



The neighbourhood is already home to more than 1,000 people and 20 businesses. When the whole 42 acres are complete, there will be more than 250 shops, cafés and restaurants, along with a village hall, community hub, medical centre, hotel and 1,500-capacity event venue.

This seven days-a-week destination is set to be one of the largest retail, leisure, cultural and office quarters in London. So much so that Apple has leased 500,000 sq ft of space within the Boiler House, making the Power Station its new London campus for up to 3,800 employees.

Offering 17,000 new jobs, Battersea Power Station is fast becoming a real place of opportunity for the local community and beyond. The local economy has already been boosted by the retail and social buzz of Circus West Village – soon to be joined by Electric Boulevard, attracting visitors from all around the world.



42-ACRE  
NEIGHBOURHOOD  
25,000 PEOPLE  
250+ SHOPS  
1,500-CAPACITY  
EVENT VENUE

# MADE IN BRITAIN



THE CLASSIC RED  
TELEPHONE BOX,  
WHICH – LIKE THE  
POWER STATION – WAS  
DESIGNED BY SIR GILES  
GILBERT SCOTT.

Buckingham Palace, Big Ben, Battersea Power Station... all essential London landmarks that have captured the world's imagination. So has the classic red telephone box, which – like the Power Station – was designed by Sir Giles Gilbert Scott. He came from a renowned family of architects who had a special talent for turning functional buildings into celebrated landmarks.

Further evidence of this can be found downriver at the world-famous Tate Modern. Originally Bankside Power Station, it bears all the traits of Scott's earlier design at Battersea with its dense brickwork and strong vertical lines.



# A CULTURAL POWERHOUSE

Battersea Power Station has long energised London in more ways than one. It is an enduring symbol of the creativity that makes the city so unique. The Power Station was photographed for the cover of Pink Floyd's *Animals* album in 1977, served as a shoot location for the Batman film *The Dark Knight*, and has hosted fashion shows and art installations with the likes of the Serpentine Gallery choosing the space to showcase work.

This cultural legacy is set to continue, with the destination's ambitions to harness and make spaces for the creative excellence that courses through the city's veins.

Whether it's the London Seafood Festival, a big-name art exhibition or the bringing together of London's finest design minds, there's always a reason to visit Battersea Power Station and enjoy a carefully curated programme of events and exclusive celebrations.



# POWERED BY LONDON

There are many reasons London is the easiest city in Europe in which to do business. They include flexible employment law and low-cost legal structures, visas for entrepreneurs and capital gains tax relief.

It also sits at the centre of European, Asian and US time zones, which is why more European businesses choose to have their headquarters here than in any other city.

London's workforce is also incredibly diverse and talented. Among its more than 4 million workers you'll find 230 languages spoken, 400,000 creatives and some of the world's best tech specialists and professional services partners.



BATTERSEA POWER  
STATION IS A  
WELCOME ADDITION  
TO LONDON'S  
BUSINESS LANDSCAPE.

TRAFALGAR  
SQUARE

CHELSEA BRIDGE

WESTMINSTER  
CATHEDRAL

BIG BEN

LONDON EYE

HOUSES OF  
PARLIAMENT

ST PAUL'S  
CATHEDRAL

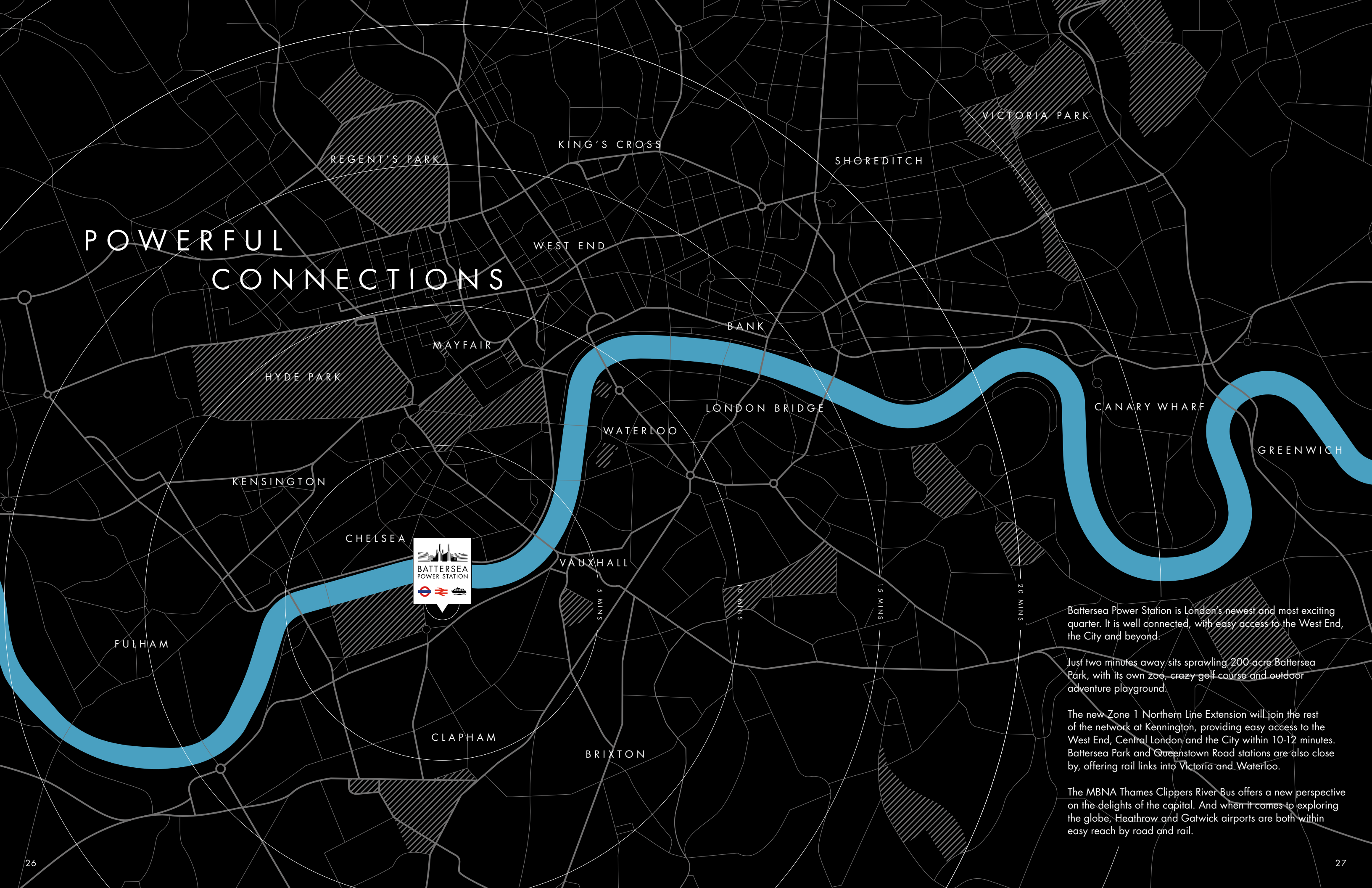
THE GHERKIN

OLYMPIC  
STADIUM

THE SHARD

TOWER BRIDGE

# POWERFUL CONNECTIONS



Battersea Power Station is London's newest and most exciting quarter. It is well connected, with easy access to the West End, the City and beyond.

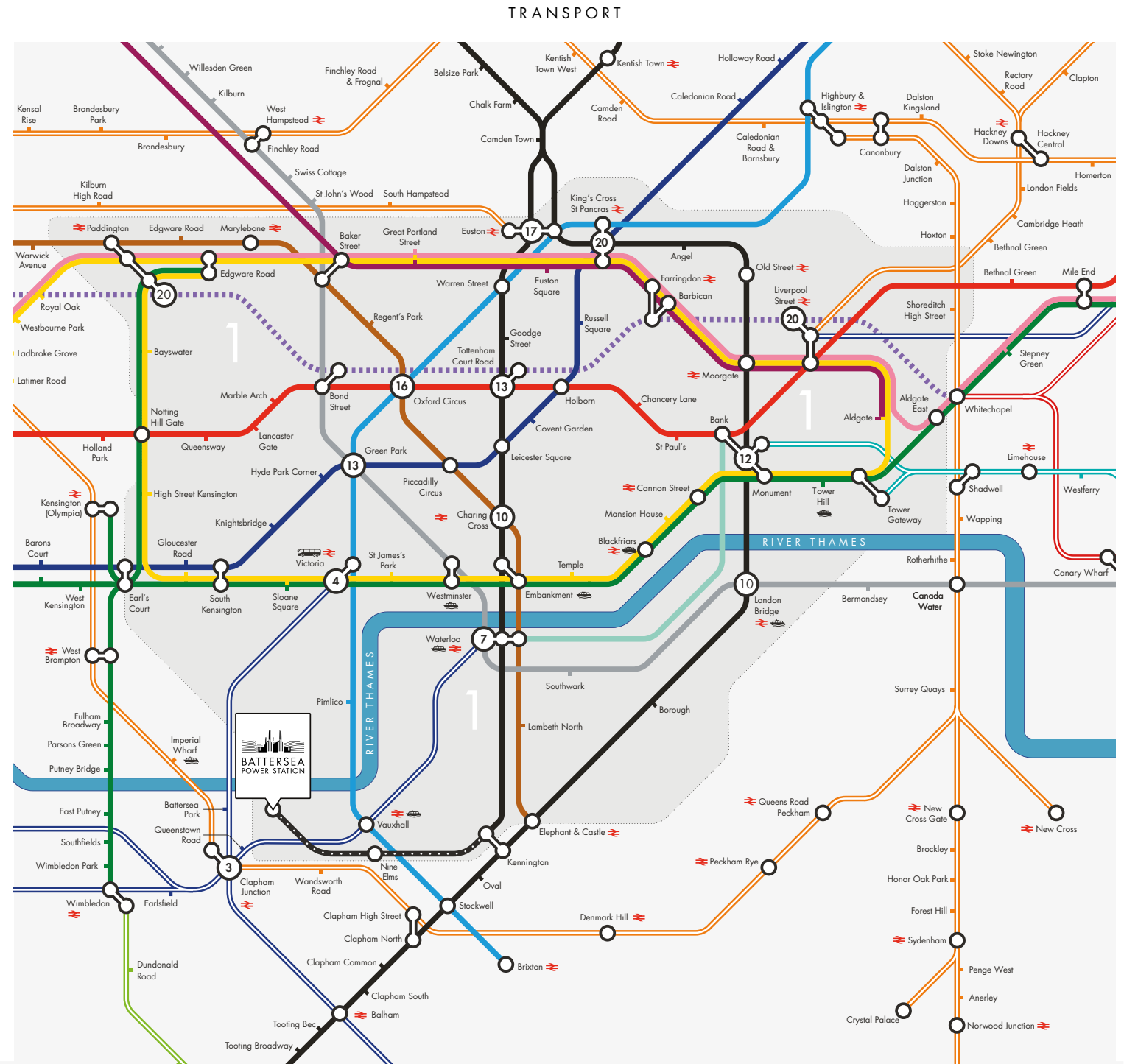
Just two minutes away sits sprawling 200-acre Battersea Park, with its own zoo, crazy golf course and outdoor adventure playground.

The new Zone 1 Northern Line Extension will join the rest of the network at Kennington, providing easy access to the West End, Central London and the City within 10-12 minutes. Battersea Park and Queenstown Road stations are also close by, offering rail links into Victoria and Waterloo.

The MBNA Thames Clippers River Bus offers a new perspective on the delights of the capital. And when it comes to exploring the globe, Heathrow and Gatwick airports are both within easy reach by road and rail.



# GETTING AROUND



## CROSSRAIL

Once complete, Crossrail 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.



## RIVER BUS

The Power Station's new jetty is served by the MBNA Thames Clippers River Bus, carrying passengers along the Thames to the west towards Putney, and to the east to London Bridge and Canary Wharf.



## AIRPORTS

44 mins to Gatwick Airport.  
55 mins to London City Airport.  
52 mins to Heathrow Airport.  
1h 30 mins to Luton Airport.  
1h 25 mins to Stansted Airport.



## LONDON UNDERGROUND

With its new Northern Line Extension in Zone 1, Battersea Power Station will be accessible to 92% of London Underground stations.

## KEY

- Northern Line
- Central
- Circle
- District
- Hammersmith & City
- Jubilee
- Metropolitan
- Bakerloo
- Piccadilly
- Victoria
- Waterloo & City
- Northern Line Extension
- Crossrail / Elizabeth Line (Due for completion in 2019)
- National Rail
- Overground
- Trams

# THE FIRST CHAPTER

Circus West Village is the first chapter of Battersea Power Station's regeneration, with more than 1,000 people already living in the new riverside neighbourhood. Designed by SimpsonHaugh and Partners and dRMM, it comprises 865 homes and an eclectic mix of restaurants and shops, all set against the backdrop of the Power Station and its proud chimney stacks. It is a vibrant destination and place to live, and sets the tone for the exciting changes to come in the future.

CIRCUS WEST VILLAGE  
IS THE FIRST  
CHAPTER OF BATTERSEA  
POWER STATION'S  
REGENERATION.



# A THRIVING RIVERSIDE NEIGHBOURHOOD

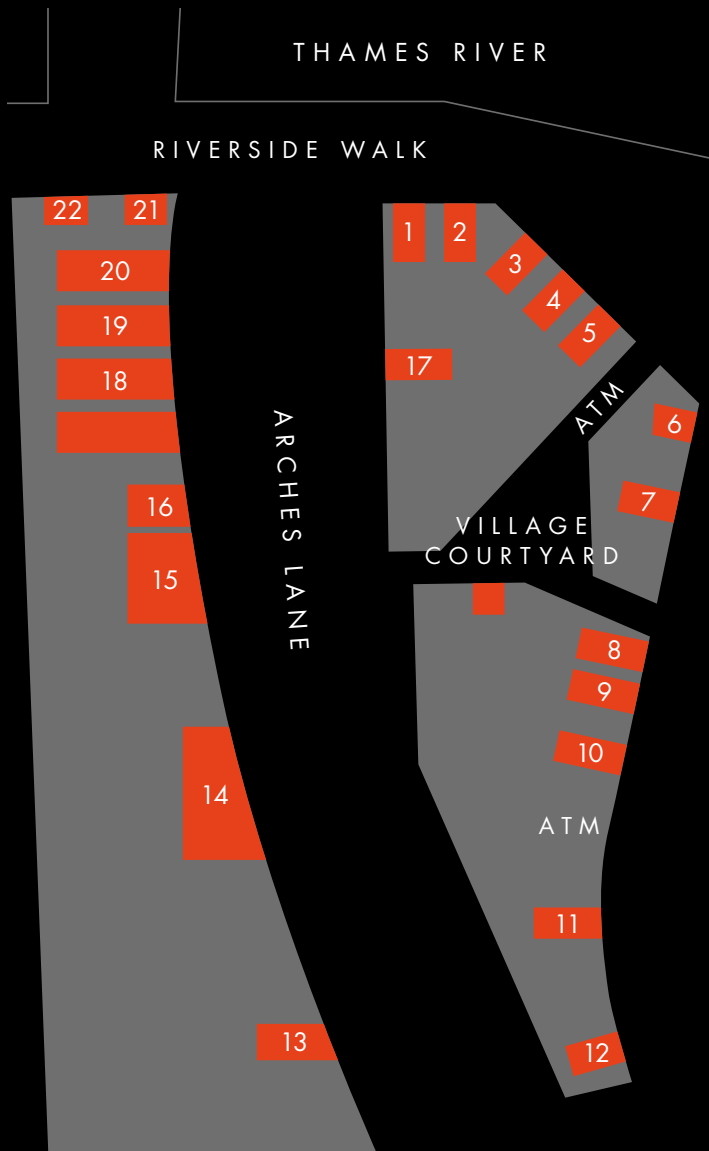
Circus West Village strikes the perfect balance between city living and providing an oasis of calm. Choose from the array of artisan bars and restaurants to sample cuisine from all over the world. Vivek Singh's Cinnamon Kitchen, Francesco Mazzei's Fiume and Danish pizza restaurant Mother are just a few of the favourites.

Look out for local gems like Battersea Brewery, which has its own microbrewery tucked under the arches, and admire the flowers at Moyses Stevens – London's oldest and most prestigious florist. The Village is also home to spin studio Boom Cycle, and the one-of-a-kind Archlight Cinema, which shows a carefully curated selection of films in an intimate setting.

Here, you'll find a community brought together not only by the good things in life, but also by a packed schedule of events celebrating everything from the seasons to seafood, all set against the ebb and flow of the River Thames.



IT'S A COMMUNITY  
BROUGHT TOGETHER  
BY THE GOOD  
THINGS IN LIFE.



EAT  
DRINK  
MEET  
SLEEP  
BREW  
LIVE  
RELAX  
CYCLE  
WORK  
PLAY



CIRCUS WEST VILLAGE IS ALREADY AN EXCITING NEIGHBOURHOOD

1. No. 29 Power Station West
2. Megan's
3. Wright Brothers
4. Tapas Brindisa
5. Fiume
6. Sales and Marketing Suite
7. The CoffeeWorks Project
8. Moyses Stevens
9. Vagabond Wines
10. Battersea General Store
11. Paul Edmonds
12. Battersea Power Station Estates
13. BASE Office
14. Archlight Cinema
15. Battersea Brewery
16. Tonkotsu
17. Boom Cycle
18. Birdies Crazy Golf
19. Cinnamon Kitchen
20. Mother
21. Circus West Pop-Ups
22. Heritage and Learning Hub



# A PLACE TO CALL HOME

Award-winning interior designers Johnson Naylor devised a modern, luxurious and Art Deco-influenced feel for the homes at Circus West Village. Open-plan layouts, floor-to-ceiling windows and high ceilings make the spaces light and airy.

There are a handful of exclusive penthouses too, with their own expansive terraces. All residents are able to enjoy the Riverhouse private club overlooking the River Thames with its bar, dining, screening and games rooms. It is the perfect place to host parties, watch movies or indulge in a quiet evening of chess.



The background consists of a dense pattern of diagonal stripes in orange and black. The stripes are of varying widths and are arranged in a way that creates a sense of depth and movement, with some stripes appearing to recede into the distance while others appear to come forward. The overall effect is a dynamic, geometric composition.

BATTERSEA  
POWER  
STATION

# LANDMARK LIVING AT BATTERSEA POWER STATION

Sir Giles Gilbert Scott's design elevated what was a functional building to an Art Deco masterpiece. For its new incarnation, the architects WilkinsonEyre approached the redevelopment of the Power Station with the requisite amount of care – paying homage to its history but infusing it with a 21st-century sensibility.

Each of the six million lovingly restored bricks now enjoys a second, modern life in a historic space packed with original features. At every scale – from the monumental down to the tiniest detail – moments are retained, preserved, as with the dramatic bronzes on the doors once used exclusively by the Power Station's directors, or the ranks of dials, switches and panels in the Control Room.

Michaelis Boyd's interiors resonate with this original, irreplaceable character, striking the right balance between energy, calm and the building's former life.



## EVERY BRICK TELLS A STORY

History meets hi-tech at Battersea Power Station. Nestled in the carefully restored original facade are three neighbourhoods: Switch House West, Switch House East, with Boiler House Square in the centre. There will be 253 new homes in total, some featuring the original brickwork of the Power Station itself – others crafted with a more modern aesthetic. All will have access to the extraordinary rooftop gardens that offer a unique perspective of the station's towering 51-metre chimneys.

All this will be infused with the energy of the neighbourhood below. The bustling entertainment quarter – with its 1,500-capacity event space, cinemas, restaurants, retail, parks and public piazzas – will be a small city in itself, with a dazzling choice of dining, shopping, socialising and live shows.





# SPIRIT OF THE NEW



WilkinsonEyre are one of the world's leading architectural practices, with a portfolio of international award-winning projects – from the giant, cooled conservatories for Singapore's Gardens by the Bay to the innovative Gateshead Millennium Bridge, the Royal Ballet School Bridge of Aspiration and the London 2012 Olympic Games Basketball Arena.

Here, they had the prestigious brief of reimagining Sir Giles Gilbert Scott's original masterpiece. It's a task where their informed use of technology and materials holds much weight. This, combined with their commitment to the spirit of the new in the context of the past has enabled WilkinsonEyre to elevate this landmark to new heights as both a home and destination.

"WE LOVE TO CREATE  
MEMORABLE BUILDINGS  
THAT LIFT THE SPIRITS  
AND BUILD A SENSE  
OF PLACE."

WilkinsonEyre

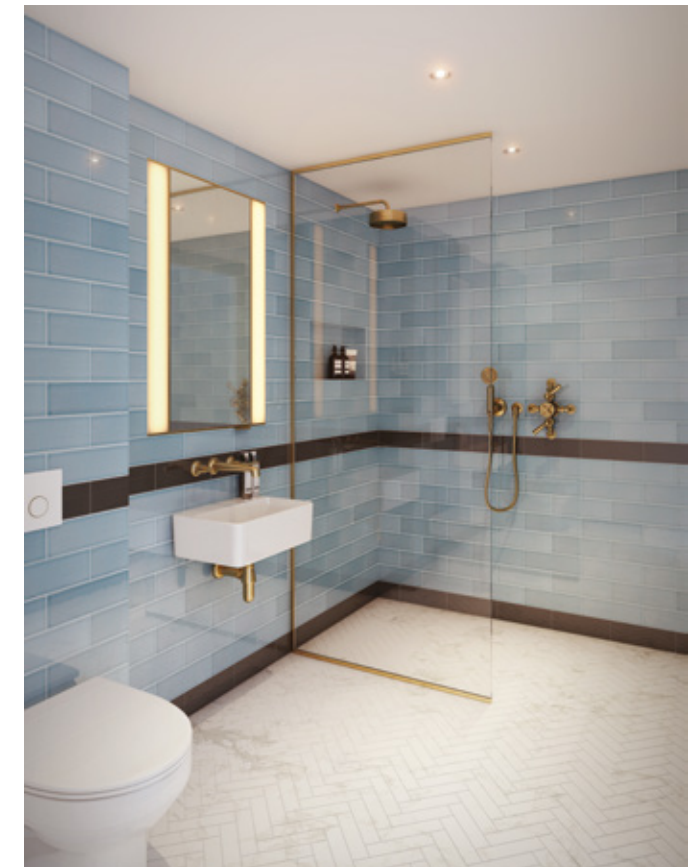


# CLASSIC MODERNISM

These interior choices are inspired by the extraordinary history of Battersea Power Station. From 1930s elegance and opulence to contemporary clean lines, the Heritage design palettes produce a seamless blend of old and new for a refined living space.

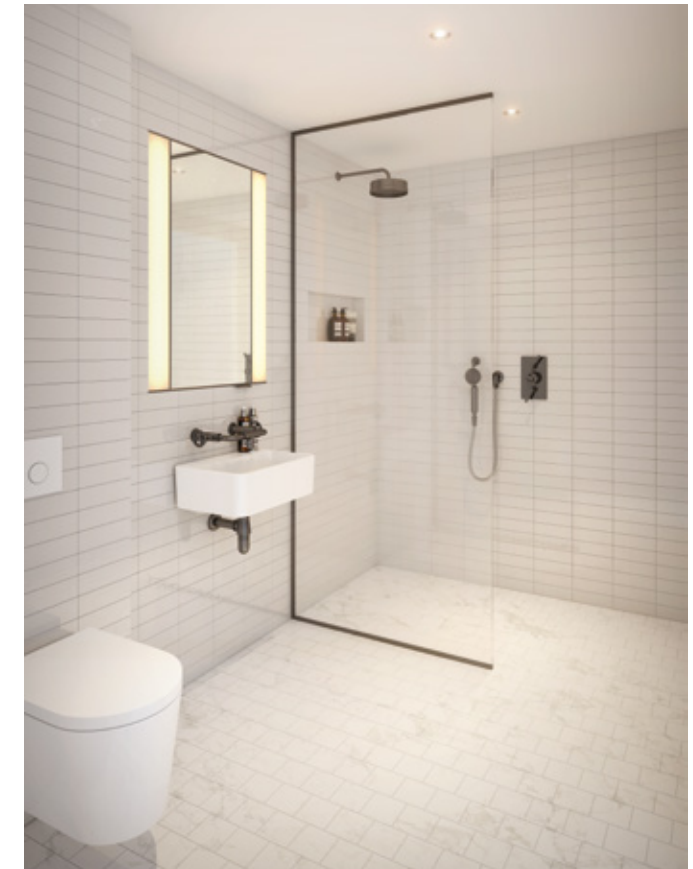
# HERITAGE '33 PALETTE

The Heritage '33 palette takes inspiration from the classically elegant styling and evocative luxury of the 1930s. Drawing on details such as the dark herringbone flooring in Control Room A and tiling from the Directors' staircase, it layers and reinterprets them with a warm sense of opulence.



# HERITAGE '47 PALETTE

The Heritage '47 palette is inspired by the architecturally fresh interiors of the second half of Battersea Power Station's development. The brushed stainless steel that dominates Control Room B and the sharper cleaner lines of the Turbine Hall are expressed throughout the look, creating a more contemporary feel.



The background of the image is a solid black color. Overlaid on this are numerous thin, teal-colored lines that curve and flow across the frame, creating a sense of movement and depth. The lines are most densely packed in the center and become more sparse towards the edges. In the upper right quadrant, the text 'BATTERSEA ROOF GARDENS' is displayed in a clean, white, sans-serif font, arranged in three stacked lines.

BATTERSEA  
ROOF  
GARDENS

# A HAVEN IN THE SKY

Calling Battersea Roof Gardens home means enjoying a haven of peace and quiet above the two floors of vibrant retail along Electric Boulevard below.

Designed by Foster + Partners, the Roof Gardens stretch along the length of the new high street in a fluid, dynamic shape, creating a unique green space in the sky. Below, homes are washed with light and have spectacular views of the contrasting Battersea Power Station and Battersea Park.

James Corner Field Operations, the visionary landscape designers behind New York City's High Line, in conjunction with LDA Design, has landscaped the roof itself. Nestled in amongst the trees, flora and fauna is an open kitchen space for al fresco dining and a rooftop pool. Residents can also enjoy the private Sky Lounge and state-of-the-art gym.





# LOCAL HEROES

Foster + Partners is a global studio for architecture, urbanism and design rooted in sustainability. Since launching the studio over 50 years ago, Norman Foster and his team have earned a worldwide reputation for thoughtful and pioneering design.

The studio integrates the skills of architecture with engineering, both structural and environmental, urbanism, interior and industrial design, model and filmmaking, aeronautics and many more. These diverse skills mean it can tackle a wide range of projects, particularly those of considerable complexity and scale.

Ultimately, design is at the core of Foster + Partners' work. Projects like the Great Court at the British Museum, the Reichstag in Berlin and 30 St Mary Axe in London show the creativity behind the buildings, spaces and cities the studio produces.

“THE ROOF GARDENS  
PROVIDE EXTRAORDINARY  
NEW WAYS TO VIEW THE  
EVER-CHANGING SKYLINE  
OF LONDON.”

Foster + Partners



# MONUMENTAL LIGHT

These palettes are named after the steam and clouds that used to fill Battersea's skyline. The tones are based on two of the rooms inside the Power Station, Turbine Hall A and the Control Room. Both rooms have distinct qualities, one being light and airy, and the other being slightly warmer and more richly coloured.



# STEAM PALETTE

The design of the kitchens and bathrooms is based on the horizontal tile pattern that lines the walls of Turbine Hall A. The existing tiles graduate from a light white-flecked tile to a darker lower border.



# CLOUD PALETTE

The concept for the kitchens and bathrooms is based on the horizontal banding in Turbine Hall A. A line runs round the bathroom walls and along the edge of the kitchen worktops, visually linking all the rooms within the homes.





The background consists of a complex, abstract pattern of wavy, overlapping lines in shades of blue and black. The lines are arranged in a way that creates a sense of depth and movement, resembling a stylized, layered landscape or a series of concentric, undulating forms. The overall effect is dynamic and textured.

BATTERSEA  
PROSPECT  
PLACE



## A DESIGN MASTERPIECE

“Our goal from the start has been to create a neighbourhood that connects into the historic fabric of the city of London, but one that has its own identity and integrity,” says architect Frank Gehry, whose practice Gehry Partners designed Battersea Prospect Place.

The buildings to the east of Electric Boulevard are designed to evoke the billowing sails of ships and this undulating facade means no two homes are the same. It’s a unique take on city living from an architectural firm famed for its beautifully shaped buildings.

The Prospect Park Community Hub will be an integral part of the new neighbourhood, a space where people can come together to run workshops, to create, to innovate – or simply to socialise with other residents.



## EBB AND FLOW

Living in Battersea Prospect Place will be like calling an architectural masterpiece home. It's the first time acclaimed architect Frank Gehry has designed residential spaces in London, and he's surpassed himself. The buildings all have access to a private garden, much like a traditional London square. Each home has its own winter garden or terrace, too.

Gehry Partners has designed two palettes for the interiors of Prospect Place, playing to the diversity that makes London such a special place to live. There's LA, for adventure and excitement; and London, for a focus on history and architecture.

Gehry established his practice in 1962 and it has garnered respect and recognition for its work with cultural institutions and commercial commissions. Projects such as the Guggenheim Museum Bilbao, the Walt Disney Concert Hall in Los Angeles and Fondation Louis Vuitton in Paris illustrate his ethos to create unforgettable designs with a lasting impact.



# OUTDOOR AESTHETICS

These palettes bring the outside inside, drawing on familiar British and American external features to create inviting interiors. Shades of London's traditional masonry and rich foliage imbue living spaces with warmth, while the blues, golds and chrome of 1950s Los Angeles instil them with a light and airy optimism.

# LONDON PALETTE

The London palette is inspired by the experience of walking through the city's narrow winding streets, surrounded by their myriad textures – cobble stones, brick walls, trees. The rich brown colour of the capital's stone and brick masonry, its glowing white facades, the grey London sky and fog, and the dark green of the English plane tree have all fed into the concept.



# LA PALETTE

The LA palette is infused with the blues of the city's sky and the Pacific Ocean, the gold of its beaches, the shiny 'newness' of its automotive culture and its diverse mix of vibrant neighbourhoods. The light oak flooring references the wooden boats, truck beds, wagon wheels and wine barrels long associated with the West Coast. All these textures and shades combine in a 'collage' for the senses, inspired by the work of the American artist Robert Rauschenberg.



# 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 Property, The Employees Provident Fund and Permodalan Nasional Berhad.

## DEVELOPMENT MANAGER

The development is being managed by UK-based 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 exemplar 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.



## S P SETIA BERHAD

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

S P Setia is the only Malaysian developer to have received 11 FIABCI World Gold Prix d'Excellence Awards by the International Real Estate Federation (FIABCI) and 11 FIABCI Malaysia Property Awards. In 2018, S P Setia was ranked No.1 in The Edge Malaysia Top Property Developers Awards for a record-breaking 11th time – the only developer to have achieved this feat since the inception of the awards.

The Group is well established in the three key economic centres of Malaysia – namely Klang Valley, Johor Bahru and Penang – and also has a project in Sabah. Its international reach now includes six countries: Vietnam, Australia, Singapore, China, the United Kingdom and Japan.



## SIME DARBY PROPERTY

Sime Darby Property is Malaysia's largest property developer in terms of land bank, with 20,374 acres of remaining developable land. On the back of a successful 46-year track record of developing sustainable communities, Sime Darby Property has to date built 23 active developments, with a global reach that encompasses assets and operations across the Asia Pacific region and the United Kingdom.

Sime Darby Property is a multiple award-winning property group with numerous local and international accolades. It is the first Malaysian property developer to be awarded the International FIABCI Prix d'Excellence Awards twice – for its Subang Jaya and UEP Subang Jaya townships. The company bagged its ninth consecutive Gold at the Putra Brand Awards 2018 and its sixth consecutive Top 10 Developers Awards at the BCI Asia 2015. Sime Darby Property has also been recognised as among the top developers in Malaysia in the annual The Edge Top Property Developers Awards, a recognition that the company has consistently received since 2009.



## THE EMPLOYEES PROVIDENT FUND

The Employees Provident Fund (EPF) is Malaysia's premier retirement savings fund, created to help its members achieve adequate savings for a comfortable retirement. This is in line with EPF's vision to help members achieve a better future and its mission to safeguard members' savings and deliver excellent services. The fund has evolved significantly from transaction-centric to a professional fund management organisation with a strong focus on retirement security.

The EPF is guided by a robust and professional governance framework when making investment decisions. It continues to play a catalytic role in the nation's economic growth and seeks to cultivate a savings and investment culture among its members to improve the country's financial literacy level.



## PERMODALAN NASIONAL BERHAD

Permodalan Nasional Berhad (PNB) was established on 17 March 1978 as one of the instruments of the New Economic Policy (NEP) to re-engineer the economic imbalance in Malaysia and enhance Bumiputera economic participation via equity investments. Through its various unit trust funds, PNB has enabled the sharing of corporate wealth with all Malaysians by delivering consistent, competitive returns over the years to its unit holders.

Over the past four decades, PNB has grown to become one of Malaysia's largest fund management companies. It has an investment portfolio that covers strategic investments in leading Malaysian corporates, global equity, private investments and real estate, including majority stakes in leading Malaysian developers S P Setia Berhad and Sime Darby Property Berhad, which jointly own 80% equity in the wider Battersea Power Station development.



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 @BatterseaPwrStn

 /BatterseaPwrStn

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