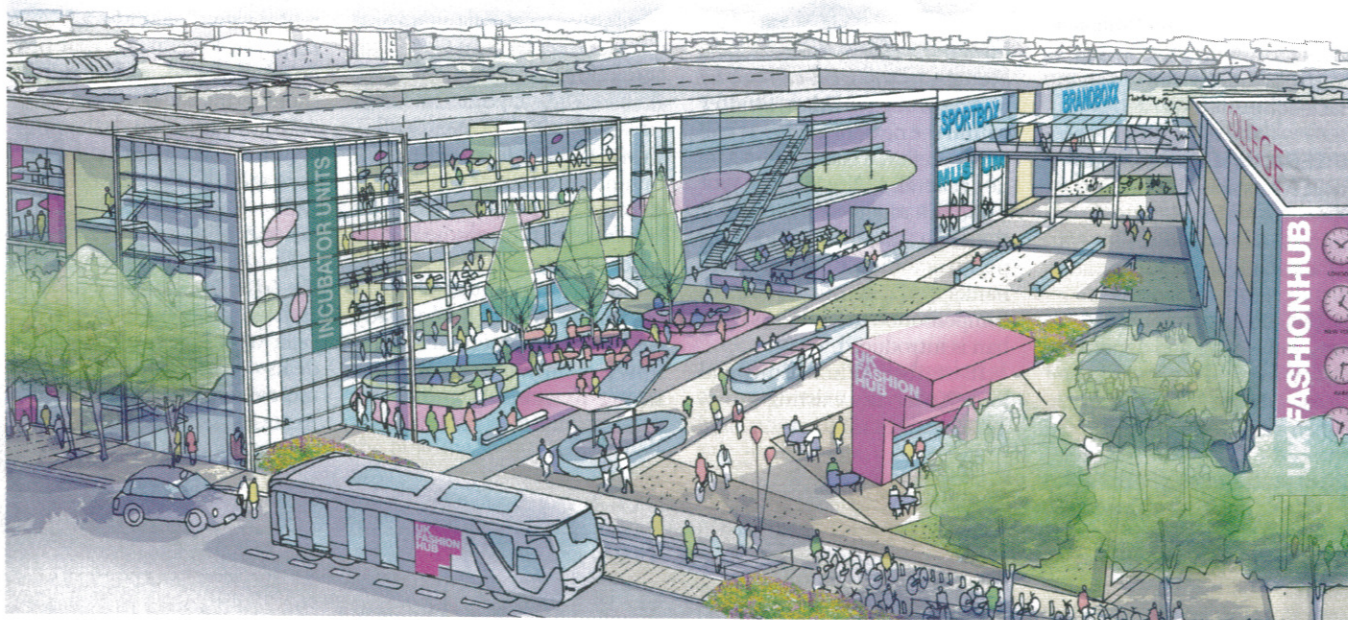


theWeek

NEWS

CONSORTIUM BIDS TO TURN 1M SQ FT MEDIA CENTRE INTO FLAGSHIP UK FASHION HUB



Model plan for Olympic legacy

NICK WHITTEN

The 1m sq ft Olympic media and broadcast centre in east London could be turned into a major UK fashion hub, under proposals by a Resolution Property-backed consortium.

The consortium has submitted a bid to the Olympic Park Legacy Company to redevelop the £355m centre in Hackney Wick, E9, as a major manufacturing and wholesaling hub for the fashion industry after the 2012 Games.

A number of tenants have already been lined up.

They include Dutch company Brandboxx, which has agreed to anchor the development with a 312,000 sq ft wholesaling centre comprising around 250 units.

The centre would operate like a permanent trade show, allow-

ing wholesalers to promote their goods to retailers.

Brandboxx director Mark Zwinkels said: "The London Olympic site finally offers the UK the chance of establishing an actual fashion hub on a premium location in the vicinity of the city centre, but without

premium rental levels. It also has the ingredients of becoming an international player."

Other tenants lined up for the hub include Fashion Capital, a key supplier to internet clothing retailer

ASOS, which will take 114,000 sq ft for a manufacturing and business start-up facility, and the Museum of London, which plans to take a 10,000 sq ft fashion museum. There are also plans for a 19,000 sq ft Olympic museum.

An 84,500 sq ft hotel and restaurant apprentice facility, run by Training for Life, would also feature within the hub.

The remainder of the space would include: 135,000 sq ft set aside for an events and broadcast centre; a 60,000 sq ft central piazza for exhibitions; 60,000 sq ft for non-London based fashion colleges to use as a base in the capital; and a 106,500 sq ft fashion e-tailing centre for the development of apps and other technology.

A spokesman for Resolution, which would fund and develop the hub, said: "We have always been keen to look at new uses for existing buildings and are sure that this idea will make a huge contribution to both the location and industry sector."

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RIVAL BIDS

Acer Snowmec wants to turn the media centre into an indoor snow resort, as revealed by *EG* (5 February, p33), while charitable foundation The Wellcome Trust is keen to turn the area into a life sciences centre housing two universities.

