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Blade Runner - General - London, Galliard launches controversial £120m Blade Runner building

Date: 26 Mar 2014

Galliard launches controversial £120m Blade Runner building

Galliard Group and London & Bath Estates have launched one of London's most controversial building.

And it is not just its name - nicknamed the Blade Runner - which makes it controversial.

The site, by London's busy Chiswick Roundabout, is cleared, and construction of the building will take two years.

The expensive £120m London Octopus project is completely clad with huge 550 sq m media advertising screens, the largest to ever be built in Britain, which will enable the facades to act as gigantic project screens, just like the futuristic buildings of the iconic "Blade Runner" and "Total Recall" movies.

The screens will display high profile commercial advertising campaigns for sports, airline, tourism and luxury brands.

The building was only given planning permission following years of planning battles and disputes. Locals objected fiercely to the architecture, and there are concerns the vast billboards will distract motorists.

Adding to the controversy is the future ownership of the building, currently the subject of ongoing rival discussions with the developers between, on one side, the offices of Her Highness Sheikh Mozah bint Nasser Al Missned of the Qatar Foundation (and wife of the ex-Emir) and, on the other, the offices of His Highness Sheikh Mohammed bin Rashid Al Maktoum of Dubai.

The rival Emirates are both interested in gaining control of the building and its vast electronic advertising screens - as it would enable them to promote their country's respective hotel, tourism, sports and luxury brands on the vast screens.

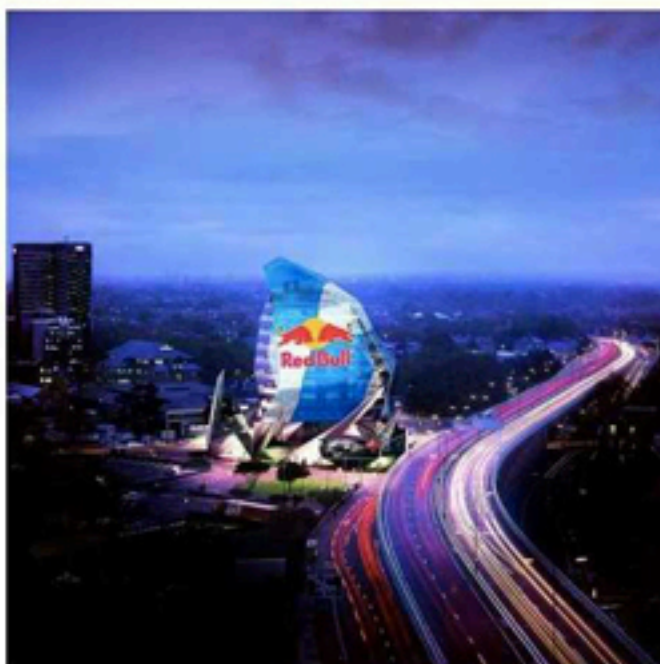
The super-busy Chiswick Roundabout location, where six major roads meet, means that the huge advertising screens will be seen by 300,000 vehicles per day, 1 million vehicle drivers and passengers per day, 100 million vehicles per year and 365 million vehicle drivers/passengers per year.

Over just two months, the equivalent of the UK population (63 million people) will see the building. Over 17 months, the equivalent of the entire population of the EU (500 million people) will see the building. Over just 3.5 years, the equivalent of the entire population of China (1.35 billion people) will see the building.

Designed by world renowned architectural practice MAKE, the 50 metre tall futuristic 7,000 sqm building has a completed value of £120 million and provides 4,325 sqm of Grade A office space, 550 sqm of media screens, double height (6.8 metre high) entrance lobby, ninth floor roof garden/restaurant and underground parking facility.

Stephen Conway, Chief Executive of Galliard Group said: "The London Octopus is the most futuristic and exciting commercial building ever launched in London. Vast revenue generating advertising boards, cutting edge architecture, a sophisticated multi-functional role, and 5-star facilities. We believe that the branding rights to the building could be sold to a third party, whilst the media screens could either be managed directly or sold or subcontracted to one of the leading outdoor media ownership groups."

By William Peterson



The Blade Runner

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