

## **Olympia London to receive multi-million-pound investment to become leading creative industries hub**

- Olympia London owners, Deutsche Finance and Yoo Capital to invest £700 million in the 130-year-old exhibition centre
- Investment will support ambitious enhancement to focus on creative industries, entrepreneurship and new green space for community and visitors
- Proposals will look to enhance public space by dedicating at least 2.5 acres to the public realm for visitors and the local community to enjoy
- Plans being shown at Olympia London before a formal application is submitted in September 2018

**Tuesday 3<sup>rd</sup> July, London:** Olympia London owners Deutsche Finance and Yoo Capital have today released proposals for a £700 million investment for the iconic 130-year-old exhibitions and events venue.

The investment will look to enhance available exhibition space by investing in facilities as well as creating 70,000 sf of brand new co-working spaces and 600,000 sf of creative offices and studios.

Already home to more than 200 inspirational events and welcoming 1.6 million visitors every year, the proposals set out a vision for Olympia London to become a year-round destination in its own right with restaurants, hotels and cinemas all added to the site.

Olympia London has a rich history of championing the arts – from being one of London’s first cinemas to hosting Vivienne Westwood’s first fashion show – the new proposals want to continue that legacy by creating 73,000 sf of theatre and performing arts space.

Working with the globally-renowned Heatherwick Studio and the award-winning practice SPPARC, the plans envision a diverse cultural hub for London with more public and green space.

The investment aims to help position Olympia London for the future as a centre of creativity, innovation and entrepreneurship in the UK, by dedicating a wealth of new places to support this.

Proposals have been inspired by direct feedback from visitors, event organisers and exhibitors, with a renewed pledge to improve on-site catering and accommodation offerings to ensure Olympia London remains a world-leading exhibition centre and a destination in its own right.

**John Hitchcox, Chairman of Yoo Capital, said:** *‘As caretakers of Olympia London, we are investing to protect this iconic site and promote it on the global stage as a world-leading destination for the creative industries. These proposals reflect consultations and discussions with our community to ensure we create an exciting and inspirational venue with unparalleled facilities.’*

**Gavin Neilan, Co-Managing Partner of Deutsche Finance International said:** *'This is an exciting time for Europe's exhibitions and events industry, with cities such as Frankfurt and Paris investing in its sites and continued annual growth across the creative industries. This investment heralds a new era in Olympia London's history with the opportunity to set itself apart on the global stage.'*

**Nigel Nathan, MD, Olympia London said:** *'Olympia London has an industry-leading reputation as the home of inspirational events. This extraordinary investment will ensure our visitors, event organisers and exhibitors continue to have the best experience possible for years to come.'*

Plans will be available to view at Olympia London as part of public consultations before a formal application is submitted in September 2018.

**-Ends-**

For more information or to schedule an interview please contact Christina Gregory or Brogan Campbell at freuds

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#### **Notes to Editors:**

##### **About Yoo**

Yoo creates extraordinary and inspiring living spaces, which are unrivalled in the property industry. A global real estate conglomerate operating in 34 countries, yoo's portfolio includes more than 80 real estate projects worldwide. At the core of the yoo brand is its lifestyle design ethos: Working with the world's leading developers and partnering with celebrated design icons (including Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen, Steve Leung, Sussanne Khan), yoo and its design studio are leaders in interior design, architecture, development, marketing and branding.

Yoo also operates Yoo Hotels and Resorts and Yoo Energy, a renewable energy business.

##### **About Yoo Capital**

Yoo Capital is a private partnership with over \$1.0 billion of AUM and 1.7 million square feet across Greater London in hospitality, leisure, retail, commercial, residential and real estate operating companies. The firm specializes in high value creation, turnarounds and special situations in urban regeneration, corporate opportunities, restructuring and world-class place making. Its senior partners have served as principal investors at leading real estate companies and private equity firms for over 25 years. The firm recently signed major capital commitments with Deutsche Finance, a global German institutional investor, and is actively focused on identifying and investing into real estate special situations. Historically, the firm has co-invested and successfully realized returns in over \$1.0 billion of real estate investments with major public companies, global institutions and large multi-family offices,

adhering to the highest institutional standard of investment discipline, financial accountability, ethical conduct and reporting transparency.

### **About Deutsche Finance International**

Deutsche Finance International or DFI, is a London based boutique real estate private equity platform that invests in European real estate and real estate-anchored businesses. The firm aims to provide access to differentiated value add and opportunistic real estate investments that generate superior risk-adjusted returns by following a disciplined and creative investment approach, employing and working with exceptional talent, and driving growth and value creation through active asset management. The firm specialises in customer focused “alternative” real estate sectors and sources the majority of its investments on an off-market or privileged basis through its distinctive origination capabilities.

DFI currently has over €500 million assets under management and acts as the investment advisor for the DFI European Value-Add Fund, related co-investment partners and the direct real estate investment activity of the Deutsche Finance Group. The platform serves a global institutional client base that includes pension funds, insurance companies, financial institutions and family offices.

DFI was established by its Founding Partners Frank RoccoGrande and Gavin Neilan and is part of the Deutsche Finance Group, a global investment management firm that specializes in direct and indirect private market real estate and infrastructure investments with over €1.1 billion in assets under management. Active since 2005, DFG has a reputation for identifying emerging talent and accessing differentiated off-market opportunities. The firm has managed directly or indirectly over 2,500 assets across 37 markets. DFG has offices in Munich, London, Zurich and Luxembourg and is regulated by the Federal Financial Supervisory Authority of Germany, BaFin.

The Olympia London real estate investment was led by DFI European Value Add Fund with co-investment partners BVK (Germany’s largest manager of public pension schemes) and VKB (Germany’s largest public insurer) advised by DFI in a joint venture with Yoo Capital as local partner and developer.

For additional information about DFI, please visit the company’s website at [www.deutsche-finance-international.com](http://www.deutsche-finance-international.com).

### **About Olympia London**

Olympia London is more than an exhibition venue, conference centre and live-event space. It’s an inspiration. Against a backdrop of grand Victorian architecture, the seven connected spaces inspire engagement, education and enjoyment.

The venue provides world class facilities for visitors and flexibility for events of every size; bringing modern facilities and British heritage together.

### **About Heatherwick Studio**

Heatherwick Studio is a team of 180 problem solvers dedicated to making the physical world around us better for everyone. Based out of our combined workshop and design studio in Central London, we create buildings, spaces, master-plans, objects and infrastructure. Focusing on large scale projects in cities all over the world, we prioritise those with the greatest positive social impact.

Working as practical inventors with no signature style, our motivation is to design soulful and interesting places which embrace and celebrate the complexities of the real world. The approach driving everything is to lead from human experience rather than any fixed design dogma. The studio's completed projects include a number of internationally celebrated buildings, including the award-winning Learning Hub at Singapore's Nanyang Technological University and the UK Pavilion at the Shanghai World Expo 2010.

The studio is currently working on approximately 25 live projects on four continents. Current projects include a landmark for Hudson Yards in Manhattan, major new headquarters for Google in both Silicon Valley and London (in collaboration with BIG), and Coal Drops Yard, a 100,000 sq ft retail quarter in London that makes use of two historic coal drops buildings.

[www.heatherwick.com](http://www.heatherwick.com)

### **About SPPARC**

SPPARC is a prominent London based architectural firm.

An award-winning studio with an exciting UK & International portfolio of completed and live projects across a multiple of sectors, SPPARC has industry recognised expertise in delivering high quality architecture and masterplans of varying scales defined by the team's pursuit of excellence.

From the outset of the design process, all of SPPARC's projects are informed by the way people interact and reflect the importance of the architectural fabric that surrounds them. Form and commerciality are fused to deliver bespoke solutions that generates economic and social interaction within the public and private realms.

SPPARC is currently working on The Music Box, a modern cubed-shaped campus in Bankside that is poised to become the new home for the London College of Creative Media; and Borough Yards, a transformation of a 2-acre site near Borough Market that will offer a unique retail and cultural experience, stitching the historic fabric with modern intervention bound by a medieval street pattern. In the Royal Borough of Kensington and Chelsea, the practice has just completed a highly regarded contemporary mixed-use development in the heart of the Kensington Conservation Area.

[www.spparcstudio.com](http://www.spparcstudio.com)