



## **P R E S S   R E L E A S E**

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**For immediate release**

### **FLAGSHIP GRAVITY PARK AND 17-SCREEN SHOWCASE CINEMA DE LUX LAND AT BLUEWATER'S PLAZA**

Landsec has welcomed two new additions to the leisure line-up at Bluewater, Europe's leading retail and leisure destination, with the launch of GraVity, the UK's premium trampoline park, and a newly upgraded Showcase Cinema de Lux.

Situated within the Lower Hall of Bluewater's redeveloped Plaza area, the 30,000 sq ft flagship GraVity trampoline park opened on December 21 and has proved extremely popular with guests. Designed by an in-house team, GraVity features wall-to-wall trampolines and large open play areas for people of all ages, and is available to hire for parties and corporate group bookings.

Adding to Bluewater's premier leisure offer within the Plaza area are four new state-of-the-art screens at Showcase Cinema de Lux, substantially expanding Bluewater's cinema to 17-screens. The new screens feature advanced laser projection and the brightest 3D experience, as well as a Dolby Atmos™ sound system. In addition, guests can enjoy films in the comfort of new fully electric recliners in the four new screens. Showcase Cinema de Lux Bluewater is the only cinema in the South East to offer this in so many screens.

Robert Hardie, Senior Portfolio Manager at Landsec, co-owner and asset manager of Bluewater, said: "We are thrilled to welcome two new innovative leisure concepts to Bluewater as part of the redevelopment of the Plaza. GraVity and the enlarged Showcase Cinema De Lux strengthen Bluewater's unique day-out experience, offering an enhanced variety of memorable activities for guests."

Harvey Jenkinson, co-founder and Chief Executive Officer from GraVity added: "Bluewater's status as the UK's leading destination for retail and leisure makes it the perfect place for us to launch our flagship trampoline park. Opening our doors in such a prestigious location means we had to develop something truly special, and the park has been finished to the highest possible standard. We are thrilled to have opened our doors and we can safely say GraVity Bluewater is one of the best trampoline parks ever built."

Bluewater's redeveloped Plaza area is designed to enhance the leisure experience for guests. In addition to GraVity and the upsized Showcase Cinema de Lux, three additional restaurants are being added.

In December Bluewater also welcomed two new international brands to the retail line-up including Typo, the Australian-born stationery and gifting retailer, who opened their first standalone presence outside London on upper Thames Walk. On the lower Thames Walk, Lindt, the Swiss Chocolatier, opened its largest store in the world in time for Christmas.

CBRE, Time Retail Partners and Shelley Sandzer act for Bluewater. Savills represented GraVity. Showcase Cinemas dealt direct.

## **Ends**

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## **Notes to Editors**

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.2 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and

retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

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