



Landsec

100 Victoria Street
London SW1E 5JL
+44 (0)20 7413 9000
landsec.com

Press release

Title Landsec leads the way in experiential retail offering with indoor lagoon.
From Landsec
Date 16.01.19

Landsec's West 12, in Shepherd's Bush, London, will see an indoor lagoon complete with a series of islands, open underneath its malls as part of a partnership with experience design studio Bompas & Parr.

The indoor lake took 12 weeks to plan and construct and will host an extravagant immersive theatrical production, in a project which reflects the growing trend of experience in retail.

The Captain Morgan-themed nautical adventure offers customers the opportunity to navigate themselves by boat on the indoor lake. Along the way, they will receive rum-based rations and progressively accumulate the knowledge to make the finest rum punches. Armed with their recipe, they will be able to decipher a treasure map to find Captain Morgan's hidden lair. Features will include a party bar of rum-based drinks, interactive challenges with immersive theatrical performers and beach-inspired food and entertainment.

The collaboration reflects Landsec's position as a partner of choice for brands and retailers looking to push the boundaries of everyday retail experiences.

Sam Bompas, Bompas & Parr, commented: "Landsec have been brilliant to work with –it's clear to see they are passionate about placing experience at the heart of their destinations. It's been fantastic to work with a team who are willing to embrace the future of retail; we expect the trend for experiences such as this to continue to grow and we're pleased to be able to work with Landsec to deliver an experience which, to date, is one-of-a-kind."

Deepan Khuroya, Senior Portfolio Director, Landsec, said: "In a challenging retail environment, innovation is crucial. This activation is a unique use of space which provides a high-quality experiential offering to consumers. Experience sits at the heart of our brand and we're looking forward to seeing guests enjoy their boating trips."

The experience runs from February to April 2019.

Ends



About Landsec

At Landsec, we believe great places are for people to experience and are made with the experience of great people. We own and manage some of the most successful and recognisable assets in the country. Our £14.0 billion portfolio spans 23.9 million sq ft of real estate and is a diverse mix of offices, retail and leisure.

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.

Find out more at [landsec.com](https://www.landsec.com)