

London's iconic Piccadilly Lights are switched back on

The world-famous Piccadilly Lights have been switched off since January for a major refurbishment

London, 26th October 2017: The world-famous Piccadilly Lights were switched back on at 8am today, after a nine month period of renovation. A spectacular display of colours, which were sponsored by members of the public as part of a fundraising campaign for Barnardo's, was the first image to appear on the new screen.

Landsec, the owner of Piccadilly Lights, has replaced the original patchwork of screens with a single state-of-the-art 4K LED digital screen and live technology hub, which allows the screen to react to certain external factors, such as the weather or temperature. This feature enables brands to display creative and innovative content, such as weather-appropriate clothing. The technology does not collect or store any personal data and is unable to record images or audio.

Coca-Cola, Samsung, Hyundai, L'Oréal Paris, eBay, Hunter and Stella McCartney are now advertising on the newly-launched screen, which is managed by Ocean Outdoor.

The countdown and launch moment was streamed live across Facebook and YouTube, and the launch display will be repeated on the screens a number of times until 11.59pm on Friday 27th October. It can also be viewed here: www.Facebook.com/PiccadillyOn or www.youtube.com/landsecuritiesgroup

Vasiliki Arvaniti, Portfolio Director at Landsec, said:

"The Piccadilly Lights have been one of London's icons for over a century, and are an unmissable sight for the 100 million people who pass through Piccadilly Circus every year. We know people have really missed the screen while renovation work has been carried out and both we, and the brands that light up the screen, are incredibly excited to have switched the Lights back on today. We want to say a huge thank you to everyone that has been part of the #PiccadillyOn campaign, raising money for Barnardo's."

Ocean Outdoor chief executive officer Tim Bleakley said:

"Piccadilly Lights is one of the world's most responsive, feature-rich advertising displays. Today is a major milestone in the history of Piccadilly Lights and to mark it we have a superb line-up of iconic global brands across six categories ready to exercise its creativity."

ENDS

Notes to Editors

For media enquiries please contact the team at Teneo Blue Rubicon on piccadillylights@teneobluerubicon.com and 020 7260 2700

#PiccadillyOn

Visit: www.facebook.com/piccadillyon/, www.instagram.com/piccadillyon/

History of Piccadilly Lights

- An estimated 100 million people pass through Piccadilly Circus each year
- The first illuminated advertising hoarding at Piccadilly Circus was a Perrier sign, installed in 1908



Landsec



- Piccadilly Circus used to be entirely surrounded by illuminated advertising signs which were originally powered by light bulbs, later replaced by neon lights
- Digital projectors were first introduced in 1998
- LED displays completely replaced neon by 2011
- Coca-Cola has had a sign at Piccadilly Circus since 1954
- Landsec has owned Piccadilly Lights since the 1968.

New screen details

- 17.56m high x 44.62m wide (circ 780m²)
- Greater than 4K Resolution: 5490 x 2160
- 3 in 1 LED packages that generates trillions of colours and exceptional brightness
- 8mm pitch screen

About #PiccadillyOn

#PiccadillyOn is a charity campaign launched to raise funds for Barnardo's and mark the switching on of the world-famous Piccadilly Lights after more than nine months of renovation works. The campaign is run by Landsec, the UK's largest listed commercial property company, which has owned the site in London's West End since the 1970s. For more information and to be part of the campaign, visit [PiccadillyOn.London](https://www.piccadillyon.london) or follow PiccadillyOn on Facebook or Instagram.

About Landsec

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 23.2 million sq ft of real estate and a portfolio valued at £14.4 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £8.3 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 16.7 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.

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

About Barnardo's

The charity has helped transform the lives of millions of disadvantaged children in the UK, and continues to help families to build a better future. In 2016/17 more than 272,000 children, young people, parents and carers were supported by Barnardo's through more than 1,000 services across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes, as well as young victims of child sexual exploitation and those needing support with emotional health and wellbeing problems.

Registered charity No. 216250 and SC037605