

Case Study: London Designer Outlet, Wembley Park

021/Mar14



Photos: London Designer Outlet

The outlet centre at the heart of Wembley Park features Kawneer glazing systems

Kawneer's AA®100 curtain walling and series 190 heavy-duty commercial entrance doors were selected by Leslie Jones Architects for London's first Designer Outlet Centre at the heart of the 87-acre Wembley Park development.

Building: London Designer Outlet
Location: Wembley
Architect: Leslie Jones Architects
Main Contractor: John Sisk & Son

 **KAWNEER**
AN ARCONIC COMPANY

WWW.KAWNEER.CO.UK

Kawneer has designs on London's first outlet centre

Glazing systems from Kawneer were specified for London's first designer outlet centre for a host of reasons. AA®100 curtain walling and series 190 heavy-duty commercial entrance doors were selected by Leslie Jones Architects for the £60million London Designer Outlet at the heart of the 87-acre Wembley Park development. The first scheme of its kind to be built within the M25, the outlet centre will serve a new community of more than 4,000 homes as well as a wider catchment of 8.4million people. Rated to BREEAM "Excellent", it provides visitors with 70 outlet stores, 15 restaurants, coffee shops and a nine-screen cinema complex, all over four floors.

Kawneer's zone/mullion-drained curtain walling with 50mm sightlines and doors were installed on the facades and shop fronts of the 350,000ft² development which was constructed over two years by main contractor John Sisk & Son for developer Quintain. Mark Simmons, associate director at Leslie Jones Architecture, said: "We specified the Kawneer systems because they are tried and tested products which we have used on numerous previous schemes and there is good technical backup. They met all the criteria for London Designer Outlet, being both functional, where used for shop fronts, as well as delivering feature elements such as the glazed 'Prow' of the building. Aluminium's sustainability was also fundamental. The client drives strong environmental responsibility and we support this approach."

Quintain has already delivered 1.8millionft² of development including a four-star Hilton hotel, a 600-bedroom student accommodation scheme, 500 homes, the renovation and reorientation of Wembley Arena and significant public realm. Leslie Jones' masterplan capitalises on these improvements, knitting the new-build outlet centre into the fabric of Wembley Park. The architecture of London Designer Outlet was conceived to reinforce the visitor experience. The design of the two-level retail mall – with its clear frontages, open walkways and balconied restaurant terrace – maximises views over adjacent landmarks such as the arch of the new National Stadium. At its heart, the building incorporates a brickwork plinth defining the open street retail circuit, with a lightweight rainscreen cladding to the cinema enhanced by vertical quilted stainless steel panels carrying colour-changing LED lighting.

The five-storey glazed 'prow' with a pixelated dichroic pattern overlooks the primary entrance to the two-storey retail gallery and encloses the vertical circulation which takes visitors up through the restaurant level to the cinema and its mezzanine coffee shop. The open street shopping environment is partially protected from the elements by ETFE/glazed canopies and overhanging balconies from the restaurant terrace. The destination is further complemented by a 700-space car park and new public realm, which together with seating and planting, provides a clear link to the centre.

Please contact our Architectural Services Team if you have a project you would like to discuss: Tel: 01928 502604 / Email: kawneerAST@arconic.com

Kawneer UK Limited, Astmoor Road, Astmoor Industrial Estate, Runcorn, Cheshire WA7 1QQ
Tel: + 44 (0)1928 502500 Fax: + 44 (0)1928 502501

WWW.KAWNEER.CO.UK

