

British Airways London Eye The best of British architecture, innovation and engineering

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CoolBrands



With the best views offered from a height, it stands to reason that the 135 metre British Airways London Eye offers some of the most panoramic views across London; experienced through a rotational 30 minute flight in one of 32 state-of-the-art glass capsules.

The British Airways London Eye shows what a combination of vision, passion and perseverance can achieve. The husband and wife team behind the concept, architects David Marks and Julia Barfield, drew up initial plans for the London Eye on their kitchen table, in response to a competition to design a UK landmark for the millennium. Despite the competition being cancelled the pair pressed on, determined to realise their dream.

With backing from British Airways and The Tussauds Group (in the form of a partnership) the sheer enormity of the project soon became apparent, as did the short time scale – just 16 months – in which they had to achieve it. It was a mammoth undertaking that involved groundbreaking construction techniques and components that, for the main part, had to be invented from scratch. Over 1,700 people, in five countries, partook in the building work with the logistics of transporting materials and components comparable to that of building the pyramids. Meticulous planning was involved to ensure that specialist materials could be safely transported. For example, each of the 32 French-built

passenger capsules were designed to be just within the maximum width allowance for French roads to enable safe carriage to the UK.

By responding to the natural human desire to see the earth and cities from a great height and our ongoing fascination with scale, daring structure and beauty, the London Eye has become, quite literally, the way the world sees London. As a 21st century symbol for modern Britain it is an inspirational experience that offers spectacular views, bold, stylish design and a central location. Representing the best of British architecture, innovation and engineering, the London Eye instils a quiet sense of pride and passion in its citizens, awe and amazement in visitors.

The brand's product extensions include: exclusive collaborations with other leading London attractions and top restaurants and hotels; offering a unique location for events, parties, weddings and civil partnerships; as well as the London Eye river cruise experience, a 40 minute sightseeing cruise on the Thames.

Since opening in 2000, the British Airways London Eye has won a host of awards for tourism, architecture and engineering; reinforcing its position as London's number one visitor attraction and showing that its appeal extends further than its landmark status. Recent accolades include 'Best Day Out for Londoners People's Choice Award 2005', voted for by viewers of London Tonight for both the London Eye and London Eye river cruise experience, and 'Best Attraction for Group Visits – Short Visits' at the Groups Travel Awards.

The brand's promotional campaigns focus on the key holiday periods of Easter, summer, Halloween and Christmas, with onsite activities aimed at enhancing guest experiences, particularly



during the summer months. Summer 2006 saw a collaboration with the film release 'Stormbreaker' that involved children becoming British Academy of London Espionage (BALE) agents and taking part in 'code breaking' activities, as part of their mission.

The brand's website has recently been redesigned to be more consumer friendly, now allowing mixing and matching of products to create customised days out while, as the first port of call for product information and booking tickets, it continues to drive customer sales.

The British Airways London Eye remains proud of the knowledge that it continues to offer and deliver what no one else can.

