

Bespoke brick blend for Battersea Power Station

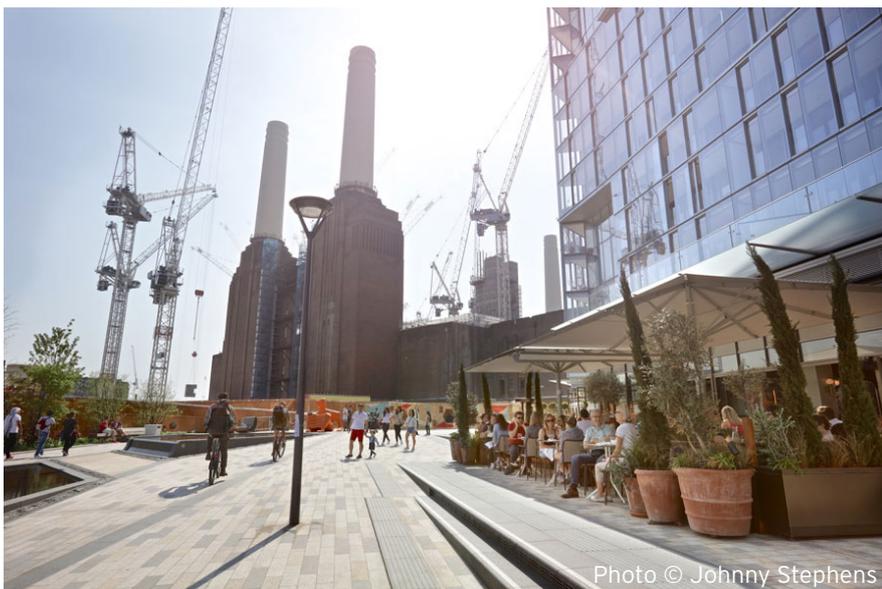
Battersea Power Station's (BPS) 42-acre former industrial brownfield site became home to the most visionary and eagerly anticipated new developments of the capital. With 18 acres of public space, over 250 shops, cafes and restaurants and a wide variety of private and affordable homes included in the approved masterplan, this vibrant, mixed-use development has begun.

With the extension to the London Underground Northern Line and restoration of the Grade II* listed Power Station, a new town centre and business quarter for London will be created. The eight phases of this innovative and influential project are each designed by a range of specialist architects. These include SimpsonHaugh and Partners and De Rijke Marsh Morgan (dRMM) in Circus West Village (Phase 1); WilkinsonEyre in The Power Station (Phase 2); and Foster + Partners and Gehry Partners in The Electric Boulevard, Battersea Roof Gardens and Prospect Place, (Phase 3).



On the 80th anniversary of the historic building's first generation of power, construction work officially began for Phase 1 on July 4th, 2013. Anticipated to be complete in 10 years' time, this £9bn project will see 25,000 people living and working on-site.

Following a lengthy period from the initial concept study to supply, Michelmersh was delighted to be selected to produce almost half a million Blockleys bricks to progress the next chapter of this prestigious and iconic landmark's journey. Twenty thousand special shapes produced by the British manufacturer will also complement the redevelopment design. After three years of intensive product development and the purchase and commissioning of a bespoke plant (cutting table), the resultant BPS brick facades will constitute five individual, well-known Michelmersh products in a meticulous blend, and manufactured to a bespoke size to match the original bricks used.



The redevelopment of BPS will inject some £20bn into the UK economy and similarly to many of Michelmersh's endeavours to provide quality training opportunities for the next generation of artisans and specialists, BPS also focuses on training and skills, having created the Battersea Academy for Skills Excellence (BASE) which finds locals jobs whilst giving many apprentices the opportunity to gain valuable experience and expertise.

Frank Hanna, Joint Chief Executive Officer of Michelmersh, commented: "We are honoured to play an integral role in the construction of this distinguished scheme; one of the largest brick buildings in Europe. A substantial six million bricks were used to construct the original Power Station,

and we have therefore endeavoured to produce an extremely high-quality, bespoke product that will form the next chapter of one of London's most iconic buildings, which will last for many more generations to come."

Simon Jenner COO of Battersea Power Station Development Company (BPSDC) said: "This further demonstrates our commitment to heritage as a cornerstone of Battersea Power Station Development Company's redevelopment programme, one of the largest and most ambitious regeneration projects in Europe."