Walk on air

British Airways i360 is the world's tallest moving observation tower: a 162-metre-tall vertical tower with a fully enclosed futuristic glass observation pod that gently lifts groups of up to 200 passengers to a height of 138 metres.

Located at the landward end of the West Pier on Brighton beach, British Airways i360 is a modern-day ‘vertical pier’, inviting visitors to ‘walk on air’ and gain a new perspective on the city, just as the original pier welcomed Victorian society to ‘walk on water’.

From the glass viewing pod, guests can enjoy 360-degree views across Regency Brighton and Hove, the South Downs, the English Channel and the south coast east to Beachy Head, and on the clearest days all the way to the Isle of Wight in the west.

The design and engineering of British Airways i360 is as impressive as it is innovative. The tower has a height-to-width ratio of more than 40:1 and state-of-the-art cable car technology is used to drive the pod up and down. Around 50% of the energy needed to power the pod is generated on its descent.

Eleven years in the making from design to reality, British Airways i360 is the brainchild of architect-entrepreneurs David Marks and Julia Barfield of Marks Barfield Architects, best known as the practice that conceived and designed the world famous London Eye.
A Vertical Pier

The idea of creating a ‘vertical pier’ as a catalyst for Brighton and Hove’s seafront regeneration was born in March 2005 when David Marks was invited by Alan McCarthy, then Chief Executive of Brighton & Hove City Council, to view potential sites in the city for a new landmark attraction. There followed an introduction to Glynn Jones, Chairman of the West Pier Trust, owners of the West Pier.

In 1866, the West Pier opened as a promenade pier to grace Brighton beach. Designed by Eugenius Birch, the Pier was described at its opening as: “a kind of butterfly to carry visitors upon its wings and waft them among the balmy breezes of Brighton” and later by English Heritage as: “the finest pleasure pier ever built”. Sadly, after more than a century of giving pleasure to Brighton’s residents and visitors the Pier fell into disrepair. It closed to the public in 1975, and in 2003 was devastated by fire.

In 2005 the West Pier Trust entered into a development agreement with Brighton i360 Limited, a new company formed by Marks Barfield, under which the company would construct a vertical pier at the landward end of the ruined Pier. Planning permission was granted unanimously by Brighton & Hove City Council in 2006.

It took a further ten years and the expertise of hundreds of people from across Europe to turn the concept into reality.
The Beginning: A Decade In The Making

4 November 2003
Concept design

12 April 2005
First meeting with BHCC

October 2007
First construction tenders received

19 June 2014
All project documents signed for funding and construction

24 November 2014
Victorian sewer diverted

11 June 2015
Beach landing: steel tower sections delivered to site

24 August 2015
Last can installed: tower reaches full height

2 June 2016
Pod testing

4 August 2016
Open to the public

24 August 2004
First patent application

11 October 2006
Planning approved

April 2008
660 tonnes of steel purchased for tower

30 June 2014
Construction start date

30 May 2015
Foundation laid

15 June 2015
First can installed

13 January 2016
Pod assembly completed

14 June 2016
Pod reaches full height
The Beginning: Concept

“There is an innate desire in all men to view the earth and its cities and plains from ‘exceeding high places’ … for it is an exquisite treat to all minds to find that they have the power, by their mere vision, of extending their consciousness to scenes and objects that are miles away.” – Henry Mayhew, 1862

Everyone loves a great view. It seems to be a universal desire to see the earth and its cities from exceedingly high places – it is a pleasure to the eyes, and to the intellect, to seek out and find the reference points, the landmarks, to make visual connections and to see broader horizons.

British Airways i360 is a ‘vertical pier’, raising visitors to a great height, in safety and comfort, the view gently unfolding as the viewing pod glides slowly upwards. Its purpose, like the West Pier before it, is to delight, to entertain, and to inspire.

British Airways i360 is radically different in terms of design, engineering, and viewing experience to other viewing towers around the world. In terms of technical innovation, it is comparable to the London Eye, also conceived and designed by Marks Barfield Architects. Both represent huge advances over earlier viewing experiences, incorporating significant innovative engineering solutions to complex problems.

Brighton has a long tradition of expressing its identity through remarkable architecture, with landmarks that include John Nash’s 1787 Royal Pavilion as well as the West Pier. As Sir Anthony Seldon commented in his book, Brave New City, Brighton has been most successful “when it has been bold and imaginative”.

British Airways i360 continues this great tradition of celebratory structures. It creates new jobs, spurs economic growth and urban renewal, and gives the city a twenty-first century landmark with which to identify itself.

The technology employed sets a new standard for architectural and engineering innovation. British Airways i360 is an engineering feat that breaks new ground in the engineering and construction of tall structures. It uses state-of-the-art cable car technology to drive the pod up and down, with an energy re-capture system that generates electricity as the pod descends.
The Beginning: A Unique Partnership

The planning, design and construction of British Airways i360 is the result of a unique collaboration between Marks Barfield Architects, the West Pier Trust, Brighton & Hove City Council, Coast to Capital Local Enterprise Partnership, and many of the key individuals and companies behind the construction and operation of the London Eye.

Financing for the project was provided by the Government's Public Works Loan Board via Brighton & Hove City Council, Coast to Capital Local Enterprise Partnership, Marks Barfield Architects and the shareholders in Brighton i-360 Limited. More about the company and its supporters appears in the Project Team section in the following pages.
Heritage: The West Pier

Completed in 1866 to the design of the famous pier engineer Eugenius Birch, Brighton’s West Pier was once a magnificent and unique English seaside promenade and pleasure pier.

It was originally designed with an open deck supporting six small ornamental oriental-style houses, two tollbooths and glass screens at the pier head to protect visitors from the wind and sun. It was a simple and functional structure built above the sea using dozens of cast iron threaded columns screwed into the seabed and strengthened by a lattice of ties and girders that provided the necessary strength to support the promenade deck whilst allowing seas to pass harmlessly through.

In 1875 a central bandstand was added. In the 1880s the seaward end was widened to accommodate a large pavilion decorated with oriental towers. A central windscreen was added and, in 1916, a graceful concert hall was built at the mid-point. The result was seaside architecture at its finest, designed to attract and entertain holidaymakers with all the pomp and frippery that was the essence of the English seaside resort.

The pier was unique in being largely unaltered since that time, its proportions and style unrivalled and its concert hall and theatre two of the best Victorian and Edwardian seaside entertainment buildings which had survived into the latter half of the twentieth century.

Described by English Heritage as: "the finest pleasure pier ever built", the West Pier operated successfully as a speculative venture during its first two decades, attracting about half a million paying visitors every year and paying a twelve per cent dividend to its shareholders.

Ravaged by the elements, the pier was forced to close to the public in 1975 but remained an essential feature of the Brighton seafront and a magical and enduring part of seaside England.

In 1982 the West Pier was granted Grade I listed status and ownership passed to the Brighton West Pier Trust.

In 1987 the pier was badly damaged by the Great Storm and in 2003 two serious fires devastated it. In 2004, the dire physical state of the pier led English Heritage to declare it beyond repair. The outcome was that the Heritage Lottery Fund, English Heritage and Brighton & Hove City Council withdrew from the long fought-for restoration project. Although English Heritage maintained the Grade I listed status of the pier, it was agreed that proposals should concentrate on a replacement project rather than on restoration of the existing structure.
The Building: Designing British Airways i360

British Airways i360’s engineering is as impressive as it is innovative. The 162-metre tower uses state-of-the-art technology to deliver a flawless experience for visitors.

The aim of the project is to give people a new experience of Brighton and Hove, promote regeneration of the seafront, and to provide an attraction which reflects the public appeal and spirit of the original West Pier in the twenty-first century.

The slender structure of British Airways i360 presented some difficult and unusual challenges which called for innovative solutions. Drawing on engineering and technologies associated with cable cars and tower cranes, the design team has created an intelligent structure, able to respond to wind and other weather conditions. While it has the London Eye as its predecessor, it is a completely unique design.

British Airways i360 is designed to operate even in windy conditions and has a series of state-of-the-art measures installed which ensure that the ride is always smooth and safe. Firstly, the perforated aluminium cladding around the tower diffuses and disrupts the flow of wind by allowing some wind to pass through it, thereby reducing wind-induced vibrations. Secondly, dampers are installed inside the tower to prevent vibrations and, thirdly, dampers are also inside the pod, which is itself aerodynamically shaped for least resistance to the wind.

In urban design terms, the vertical feature of the tower can be seen as a 21st century equivalent of an obelisk which traditionally was used to visually complete the bottom of an open ended three-sided classically inspired plan such as Regency Square. The height of British Airways i360 is half the length of the West Pier, while the visitor centre at its base, including the reconstructed Eugenius Birch-designed 1866 tollbooths and flanking stairs, stretches to the width of Regency Square behind it.

The exceptionally slender tower, aligned on the central axis of Regency Square, creates a strong reference point, physically and symbolically, and particularly with its lighting feature on top, as a beacon from the sea and afar. Historically, this role would have been provided by the spire of St Paul’s, West Street, which was used by virtue of its conspicuous nature as a point of navigation to identify, and assert, where Brighton is, before its view was obscured and its prominence reduced by surrounding buildings. In this way British Airways i360 can be seen to re-establish this symbolic role as well as continue a tradition that has been associated with Brighton in terms of what it does and how it is viewed.
The Building: Foundations

The foundations for British Airways i360 are built directly onto the underlying chalk bedrock. The three metre deep, 4,150 tonne concrete foundation, is reinforced with nearly 200 tonnes of steel reinforcement bar.

Before any work below ground could start, a 120m length of new sewer had to be built to re-route Brighton's main sewer, a 1.5m wide Victorian construction, away from the site of the build.

The next operation was to drive over 2,000 interlocking concrete piles between 10 and 20m deep into the underlying chalk bedrock to provide a temporary support for the edges of the deep excavation for the foundation.

The foundations for British Airways i360 are built directly onto the underlying chalk bedrock. An area of shingle measuring 24 metres x 24 metres was excavated to a depth of 6.25 metres. 3,600 cubic metres (approximately 7,200 tonnes) of natural beach shingle was excavated, tested for any presence of contaminants (there weren’t any) and then used to create a temporary beach platform that supported the large crawler crane and materials required for the subsequent tower build. Following this phase of the construction, all of the shingle excavated from the foundations was transported to Shoreham to be returned to the beach, helping to reverse the longshore drift.

The 3 metre deep, 4,150 tonne concrete foundation is reinforced with nearly 200 tonnes of steel reinforcement bar, and was poured with a 22 tonne anchor bolt frame set in place concrete to connect to the tower.
The Building: The Tower

The 162-metre-high tower consists of seventeen steel cans that are stacked and bolted together. The steel cans are all exactly 3.9 metres in diameter.

The can wall varies in thickness from 85mm for the heaviest cans at the base, to 20mm thick at the top for the lightest ones. The cans vary in length from about 4.5 metres long to 12 metres long with the shorter, heavier, ones at the base and the longer, lighter, ones higher up. The cans vary in weight between the heaviest at 85 tonnes and the lightest at 45 tonnes. The total weight of all seventeen cans is approximately 900 tonnes.

The cans were made in Holland by ‘rolling’ flat steel plates into a circular shape and then welding the seam where the two edges of the plate touch. Each can has a lip called a flange welded to its top and bottom to allow it to be bolted to neighbouring cans, or to the base. The flanges were forged from a red-hot single ingot of steel, machined to the size required and welded to the cans. After the flanges were welded to the cans they were machined for a final time, then ‘match-drilled’ to precise tolerances so that they could be bolted accurately together on site. Over 18,000 man hours of welding were required to manufacture the tower cans.

On the outside, the cans were fitted with cleats for the cladding, electrical bus-bars, stiffeners around door openings, and pod stops. Internally, the cans were fitted with counterweight guiderails, stiffeners, access ladders, and access platforms.

After fabrication and fitting out, each can was hot metal sprayed with a mixture of zinc and aluminium, and then painted to protect the steel against corrosion. The cans were shipped to Brighton from Rotterdam in June 2015, landing on the beach in front of the site.
Building the Tower

On Sunday 23rd August 2015, British Airways i360 reached its full height of 162 metres. The tower had taken just 10 weeks to build after the first can was lifted into place.

An innovative construction method meant the tower was essentially built from the top-down. Starting with the seventeenth, or top can, a jacking tower was used to lift the completed section of the tower upwards, enabling new cans to be inserted below with the assistance of a specially designed skidding track. The final lift weighed 900 tonnes.

The seventeen steel cans, the counterweight and the jacking tower were delivered by barge onto the beach at low tide directly in front of the construction site. The construction of the tower on the 4,150 tonne reinforced mass concrete base started on 15th June 2015. Using a 200 tonne crawler crane, with a lifting capacity of 600 tonnes and featuring a 96-metre-high latticed boom, the 60-metre-high temporary jacking tower and seven cans (comprising cans 1, 2, 3, 14, 15, 16, and17), were stacked and bolted one on top of each other up to a height just exceeding that of the jacking tower.

A 16 tonne steel collar within the jacking frame was used to lift the upper section of the tower. The steel collar was lowered within the jacking tower to ‘grip’ the top four cans of the tower. Four strand jacks attached to the collar, each with a capacity of 450 tonnes, gradually jacked up the top four cans within the jacking tower high enough so that the next can could slide underneath on a skidding track, before the tower was lowered and bolted down to the new can. This procedure was carried out 10 times, until the tower reached its planned height of 162 metres. The jacking tower was then disassembled.

The tower is clad on the outside with 5mm-thick curved perforated aluminium panels which were installed inside the jacking tower between jacking periods.

A total of 1,336 bolts weighing approximately 30 tonnes (including 72 holding down bolts in the anchor frame) were used to bolt the tower together. The largest bolts are 85mm in diameter and each bolt of this size can carry a load of about 450 tonnes.
The Building:

The Pod

Passengers board a specially designed pod, ten times the size of a London Eye capsule, capable of comfortably holding up to 200 people.

Passengers can walk around freely inside the pod. Seating is provided and the interior environment of the pod is controlled to ensure passengers are comfortable. There is always a pod host on board who is in touch with the ground via camera and radio links. The double-glazing to the pod ensures that the views are magnificent and, because the pod ascends on the outside of the tower, the views are totally unobstructed. The underside of the pod is clad in double-curved mirrored glass.

The pod is 18 metres in diameter and weighs 94 tonnes, including its chassis (which itself weighs 20 tonnes). The design of the pod is based on an oblate ellipsoid – a shape created by revolving an ellipse 360 degrees about its minor axis, with a cylindrical core removed to allow the tower to pass through. The floor sectors of the pod are supported on 48 trusses which are bolted together and cantilevered off the chassis to support the floor. The space below the floor houses the air conditioning and heating units, together with communication and safety systems. For ease of transport and assembly, the pod was constructed in 60 prefabricated parts: 24 floor sectors, 24 glazed superstructure sectors, and 12 inner wall arc sections.

The superstructure sectors consist of double-curved, double-glazed laminated glass assemblies mounted onto a light-weight painted mild steel frame. The panels of glass were shaped at high temperature using bespoke moulds and represent the cutting-edge of technology.

The process of heating and then carefully cooling the glass creates a very strong ‘toughened glass’ material. As toughened glass cannot be cut to size, each piece had to be precisely cut to size at the start of the process in order for them to fit together accurately in layers and then be attached to the steel ribs forming the frame for each superstructure sector.

The pod was first assembled on a trial basis in France, using a substitute chassis, to ensure that the complex geometry fitted together perfectly.

After initial testing it was then taken apart and transported in sections to Brighton for the final assembly on the tower, where the actual chassis had already been installed.

The 24 floor sectors were connected to the chassis, levelled up, and joined together to form the bottom half of the pod. Then the 12 inner wall arc sectors and the 24 glazed superstructure sectors were lifted into place and connected together to form the complete pod.

Following this work the electrical wiring was installed and the joints between the glazed sectors were sealed to create a watertight and fully functioning pod.

The final task was to connect the pod to the counterweight inside the tower using eight high-strength flexible steel ropes, and to connect the counterweight to the drive system winch situated in the basement. The drive system and the associated control system were then tested and commissioned allowing the pod to travel up the tower for the first time.
The Building: Pod climate control

The pod air conditioning design has some similarities with the system originally developed for London Eye, but the engineering has moved forward, with new features that reduce energy use.

Specially designed and developed air conditioning units are used, maintaining a constant air temperature and high air quality internal environment under all outdoor weather conditions and all levels of occupancy. The glass enclosed pod and its passengers bring considerable environmental demands and the units are designed for technical performance that responds. The performance of the unit has been verified in an independent test facility.

There are twelve air conditioning units located within the pod floor structure; the units contain air circulation fans, refrigeration equipment and heating elements. All the components are selected for low energy, and they are arranged in a special way that incorporates two particular energy saving features: circulation of cool fresh air during intermediate season weather to offset heat gains without using refrigeration, and automatic variation of the fresh air ventilation to match the number of passengers.

A further in-built feature of the air conditioning is the ability to dehumidify the pod internal air if the occupants are wearing wet outdoor clothing; comfort is maintained and condensation on the glass is avoided.

Each unit is self-contained and operates independently, with controls that respond directly to local variations of heating or cooling demand within the pod.

The air conditioning units are fully packaged and fully integrated with the pod floor structure. Ducts that connect them to the pod interior and to the outside are visually discreet. For long life in the marine environment the chassis and panel construction of the units is stainless steel.
The Building: The Tollbooths

Particularly important architectural features on the landward end of the pier were the two imposing identical square tollbooths designed by Eugenius Birch in Italianate style. These have been faithfully reconstructed, one on the eastern side of the upper deck, the other on the western side of the upper deck.

When planning permission and Listed Building Consent were granted for British Airways i360 in 2006, the western tollbooth had already been removed, and the eastern tollbooth, known as the 'Rock Shop', was in an advanced state of structural deterioration. By October 2012, the structure had become unsafe and needed to be taken down and a methodology for careful recording and dismantling of the remaining tollbooth and its salvageable artefacts was agreed with the Local Authority.

The salvaged cast iron ornate mouldings and wrought iron window frames were reused as original models from which to recreate new castings suitable for inclusion in the reconstructed tollbooths.

The same methods and skills were employed to create the new cast iron work as were used by the foundry men that made the original 1866 versions.

Twenty-eight separate patterns for the new cast iron were made, comprising approximately 24.5 tonnes of new cast iron based on the original castings.

The two tollbooths match the originals in materials, style, dimensions, design and appearance in order to ensure that the architectural and historic importance of these buildings endures. The western tollbooth houses the British Airways i360 ticket office and the eastern tollbooth is now the West Pier Tea Room.

The Beach Building

The Beach Building is a single storey glazed building at beach level that stretches the width of Regency Square behind it.

It incorporates a restaurant, a shop, and conference and event facilities. The roof of the Beach Building extends the esplanade on the seafront, accommodating the boarding area for the pod.
Environment

The entire British Airways i360 site uses ‘green energy’.

As the passenger pod descends energy capture technology will generate almost half of the electricity required to power the pod’s ascent. The total annual electricity demand is very low: less than 1 kilowatt-hour per passenger.

The restaurant menus feature fresh, locally sourced ingredients that have been caught, reared or grown in Sussex.

During construction as little material as possible was sent to landfill. All of the shingle excavated from the foundations went to Shoreham to be returned to the beach, helping to reverse the longshore drift.

Lighting

As a tall structure, the tower has to be lit to comply with Air Navigation Order regulations. Accordingly, the top of the tower has a medium intensity steady red aeronautical safety light and the vertical slots in the cladding near the top are illuminated from above.

The zone between the tower and its perforated cladding is illuminated from above with an array of energy efficient addressable LED lights creating a beacon with lighting that gently pulses or ‘breathes’.
Project Team:
The team behind British Airways i360 includes key people and firms who originated, designed, built, and managed the UK’s number one paid-for visitor attraction, the London Eye.

They bring with them a wealth of experience from that project.

David Marks and Julia Barfield
Marks Barfield Architects & Brighton i360 Ltd.

The originators and architect-entrepreneurs behind British Airways i360, and before that the London Eye, are husband and wife team David Marks and Julia Barfield of Marks Barfield Architects. David and Julia founded the companies that developed and operated both the London Eye and the i360, negotiated the sites, obtained the planning consents, and raised the capital necessary to build each project. Together with Marks Barfield Architects they have invested over £6 million in developing British Airways i360, meeting all pre-construction costs over a ten year period including the costs of securing planning permission and purchase of the steel cans for the tower. They are the majority shareholders in Brighton i360 Limited, the company behind British Airways i360. David is Chairman of British Airways i360. Julia is Deputy Chairman.

Eleanor Harris
British Airways i360

Eleanor is a director of British Airways i360, a shareholder and former CEO. She is founder and managing director of I-Xperience, a visitor attraction consulting firm. Her career in tourism has spanned more than twenty years. Eleanor was commercial director of the London Eye 2000-2006 and previously was manager in marketing and operations at British Airways. Eleanor has been working on the i360 project since 2006. She is a member of the Brighton and Hove Economic Partnership.

Dick Russell
British Airways i360

Dick Russell has worked closely with David Marks and Julia Barfield for over twenty years. He is a shareholder, board member of British Airways i360, and the Company’s legal advisor. Previously he advised on the negotiations for the development and financing of the London Eye. Dick was for over thirty years a corporate finance partner at City solicitors Titmuss, Sainer & Webb, and ultimately departmental head and managing partner.

Dr John Roberts
Jacobs

John is a shareholder, a member of the board of British Airways i360, and its chief engineer. Previously he was the London Eye’s principal engineer. John is a member of the Smeatonian Society of Civil Engineers, was president of the Institute of Structural Engineers 1999–2000 and was awarded its Gold Medal in 2005. John is Executive Director of Operations at Jacobs UK and a visiting Professor at the University of Manchester.
Project Team:

Marks Barfield Architects
Architect and Entrepreneur

Marks Barfield Architects is one of the UK’s most versatile and innovative architecture practices. Founded in 1989 by David Marks and Julia Barfield, the practice uses its creative approach to provide visionary, formally exciting and technically astute solutions to a broad range of project types that range from schools, offices and cultural projects to bridges and infrastructure. Best known as the practice that conceived and designed the world-famous London Eye, and now British Airways i360, Marks Barfield Architects has grown a practice with a unique entrepreneurial experience, giving it a deep understanding of the development process, as well as valuable insights into fundraising and stakeholder engagement.

The West Pier Trust
Project Partner

The West Pier Trust was created in 1978. It is a charity and a limited company which owns the pier and the rights that attach to it. It is non-profit making. Initially the Trust’s aim was to restore the pier and return it to public use. In 2003 two devastating arson attacks almost completely destroyed the West Pier and in 2004 the Heritage Lottery Fund took the difficult decision to withdraw the major grant it had awarded towards the restoration of the pier. The objectives of the Trust are to maximise the public and heritage benefits from the West Pier and its site. In 2005 the Trust recognised that with no prospect of public funding, the full restoration of the pier could not be achieved. Instead it settled on looking for a solution that would combine blending preservation of the heritage of the pier with the creation of heritage for the future. The i360 provides that perfect solution; its exquisite design and advanced technology are considered wholly appropriate for the site – a vertical pier.

Brighton & Hove City Council
Project Partner

Brighton & Hove City Council is the local authority of the City of Brighton and Hove. It is a unitary authority, providing a full range of local government services. The Council has arranged £36.2 million funding from the Government’s Public Works Loans Board (PWLB) to lend on to British Airways i360 at a commercial interest rate (PWLB money can only be used for projects which can produce an income to repay the loan). The Council receives a higher rate of interest than it pays the PWLB, thereby earning nearly £1 million per year for the City in a time of cuts.
Project Team:
The team behind British Airways i360 includes key people and firms who originated, designed, built, and managed the UK’s number one paid-for visitor attraction, the London Eye. They bring with them a wealth of experience from that project.

Coast to Capital Local Enterprise Partnership

Project Partner

Coast to Capital Local Enterprise Partnership (LEP) is one of 39 partnerships established by Government across the UK to determine regional economic priorities, while making investments and delivering activities to drive growth and job creation. As a significant partnership between regional, political and business leadership, its role is to help re-balance the economy and to promote private sector growth. Coast to Capital Local Enterprise Partnership has made British Airways i360 a priority project and has invested over £4 million in the project.

Jacobs

Engineers and project managers

The engineer and project manager for the i360 is Jacobs who were also the London Eye’s principal engineers. Jacobs is one of the world’s leading professional firms in engineering and construction, employing more than 70,000 staff in 15 countries. The team working on the i360 is led by Dr John Roberts and is based in Manchester.

Hollandia Infra

Main Contractor

Hollandia Infra is British Airways i360’s Main Contractor and in charge of all the construction work, including the manufacture and erection of the steel tower. Hollandia Infra is one of Holland’s largest steelwork contractor with a reputation as a leader in its field. Hollandia is active in a wide range of markets and segments such as bridges, offshore, infrastructure, and high-rise buildings. In the UK Hollandia were responsible for the steel structures for the London Eye, St Mary Axe, and Wembley Stadium.

Pomagalski

Pod, drive, and control system

Founded in 1936, Poma is a French company and world leader in ropeway transportation, with subsidiaries all around the world. To date, Poma has built over 8,000 installations in over 80 countries. Poma was responsible for the 32 ‘capsules’ on the London Eye. Poma was responsible for the pod, drive mechanism and the ride control system for British Airways i360.
JT Mackley
Foundations and visitor building

British Airways i360’s civil engineering contractor is Sussex-based JT Mackley. Founded in 1927 JT Mackley is recognised as a leader in coastal and fluvial civil engineering. JT Mackley was responsible for the civil engineering works, including a 120 metre long diversion of Brighton and Hove’s main Victorian sewer running under the site, the massive reinforced concrete foundations, and the visitor building at the base of the tower.

British Airways

British Airways is one of the world’s leading global airlines and the largest international carrier in the UK, with presence at three of the key London airports, flying to more than 170 destinations across 70 countries. The airline’s commitment to its customers has driven it to remain at the forefront of innovation in aviation throughout its history. This pioneering spirit has led to numerous world firsts; the first commercial scheduled service, the first commercial supersonic service and the first fully flat on-board beds. Last year the airline revealed its latest Boeing 787-9 with brand new First cabin, refurbishment of all short haul cabins, further complimenting new aircraft investment with the Airbus A380.

Stronger together

Being a founding member of oneworld® alliance with some of the world’s leading airlines, British Airways brings its customers an extensive network with a vast choice of destinations, routes and schedules. It also makes it easy for customers to keep up to date with the latest news, with regular Twitter updates via @British_Airways and a revamped app - now the highest rated airline app on AppleStore.

To Fly. To Serve.

Four simple words capture the essence of British Airways: ‘To Fly. To Serve.’ These words describe the passion and expertise that British Airways sets out to demonstrate to customers every day; delivering a unique combination of iconic British style, thoughtful service that is personal and knowledgeable, and unrivalled flying know-how.

London Gatwick

As the closest airport to British Airways i360, London Gatwick shares a 75-year history with the airline.

Today, British Airways operates over 40,000 flights to and from the airport every year to over 65 worldwide destinations. Euro Traveller (economy) fares start from £36 each-way based on a return fare* from London Gatwick to Europe, offering great value air travel to exciting destinations. New routes launching in 2016 from the airport include Cape Town, Costa Rica, New York, Porto and Peru.

*Fares correct at time of print
Voices from the project:

David Marks & Julia Barfield
in conversation with Giovanna Dunmall

GD: Why did you choose to make a tower instead of a wheel this time?

DM: After the opening of the London Eye we received a lot of enquiries from people asking ‘can we have one too?’ We received invitations to meet with cities around the world but quickly came to the conclusion that there weren’t many where such a London Eye scale project would be viable, and even where it was viable there often wasn’t an available or suitable site.

Many people think you can put a London Eye anywhere, people will come and it will automatically be successful. It doesn’t work quite like that. The site has to be easily accessible, have a great view, and have existing footfall nearby.

JB: We concluded that although people were asking for a London Eye actually what was needed was something that provided the same experience. A landmark and a must-do attraction that was financially viable.

How do you re-create the London Eye experience by other means – for a city that wouldn’t necessarily generate 3 to 4 million visitors a year? If we offered a smaller wheel it wouldn’t provide the same kind of experience, and if we kept it the same size and just had fewer pods on it, it would still be too expensive. So we had to redesign it. And that’s where the idea came from - it was about solving a fresh design problem.

GD: Why Brighton?

JB: We looked at a number of cities in the UK and Brighton was the one that offered a perfect combination of conditions. It is a great tourist destination as well as a regional centre for business. It’s Britain’s most visited seaside resort and enjoys excellent transport links to whole of the South East.

DM: There’s also something special about the character of Brighton. The city has a long tradition of expressing its identity through remarkable architecture and engineering, with landmarks like John Nash’s 1787 Royal Pavilion and the West Pier. Brighton is an imaginative city that has been most successful when it has been innovative and courageous.

Brighton also had a prominent site that needed bold yet sensitive regeneration: a dilapidated stretch of seafront centred on the ruins of the West Pier.
Voices from the project:

David Marks & Julia Barfield in conversation with Giovanna Dunmall

GD: Tell us more about the size, shape and design of the structure?

DM: The British Airways i360 pod is 18m in diameter - ten times the size of a London Eye capsule.

The height of the tower was determined from both architectural and engineering points of view; the structure is 162m tall and 3.9m with a height-to-width ratio of more than 40:1.

Its height is roughly half the length of the West Pier - we refer to it as a vertical pier. In many ways it does the same thing as the pier, which provided a view out to sea and a view back to the city and enabled people to ‘walk on water’. British Airways i360 is a 21st century pier that enables people to ‘walk on air’.

GD: As part of the project you resurrected the West pier’s ornate tollbooths. Can you tell us more about this?

JB: The West Pier was designed by Eugenius Birch and opened in 1866. Originally it had two Italianate style tollbooths at the entrance. One of the booths had disappeared long before we arrived on the scene and the other, known as the Rock Shop had fallen into a dangerous structural state and had to be closed. Before it fell down we carefully dismantled it and recorded the process.

The tollbooth was part of the Grade I listed structure and all the cast iron was salvaged in the hope that we would be able to reuse it somehow. On detailed examination it was found that it wouldn’t be possible to reuse the old cast iron, due to its deterioration over the years, and the decision was made to recast it. The original castings were cleaned up and used to make new patterns and moulds that would allow the tollbooths to be re-created using the same casting techniques employed by the original Victorian builders. One of the tollbooths is now a ticket office and the other is a tearoom with its own terrace.

GD: What can visitors see up there?

JB: The view constantly changing, everything is moving: the clouds, the traffic, the people below, the sunlight on the sea.

DM: You can see as far as the Seven Sisters in one direction and Chichester harbour in the other, you can even see the tip of the Isle of Wight on a clear day. You can also see the South Downs and the city nestled in its landscape. It is an elevated view on the edge between the land and the sea, which is quite an extraordinary place to be.
Voices from the project:

David Marks & Julia Barfield in conversation with Giovanna Dunmall

GD: Who or what are your architectural inspirations and influences?

DM: We were both very influenced by Professor Keith Critchlow when we were students at the Architectural Association (AA). He had worked with Buckminster Fuller and we spent a lot of time building lightweight structures and inventing new geometric structures. We are working again with Keith, this time on a new mosque in Cambridge.

DM: We both worked for Richard Rogers and Julia went on to work for Norman Foster. Both were major influences on us. More generally we both very much admire the great Victorian architects and engineers, people like Decimus Burton and Isambard Kingdom Brunel.

JB: We work very closely with a number of very talented and skilled engineers, people like Loren Butt, John Roberts, Tim Lucas, Jane Wernick, and Peter Rice while he was alive, amongst many others. We see architecture and engineering as two sides of the same coin.
Voices from the project:

David Marks MBE, Chairman of British Airways i360, said:

“Everyone loves a great view; it seems to be a universal desire to see the earth and its cities from exceedingly high places; it is a pleasure both to the eyes, and to the intellect, not only to gaze at horizons, but to look beyond them, and in doing so, to raise one’s sights that much higher.

“British Airways i360 is the result of a fantastic example of European co-operation. The team includes many key individuals and firms we worked with on the London Eye and it has been our privilege over the past twelve years to see the commitment, determination and enterprise with which they have turned the designs and plans into reality.

“Located at the landward end of the West Pier on Brighton beach, British Airways i360 is a modern-day ‘vertical pier’ whose purpose is simply to delight, entertain and inspire. Its design, engineering and method of construction are innovative, just as the West Pier was in its time. Visitors are invited to ‘walk on air’ and gain a new perspective on the city, just as the original pier welcomed Victorian society to ‘walk on water’.”

Julia Barfield MBE, Deputy Chairman of British Airways i360, said:

“We first experienced what impact that heady mix of innovative Architecture and Engineering combined with a great view of a great city can have on the city at the London Eye. How it can be a catalyst for regeneration, breathe new life into forgotten areas and most importantly, give back to the city.

Once you have experienced this, there is an almost irresistible urge to do it again - to drop another piece of design into the water and watch the ripples. We hope and expect that the i360 can have a similar positive effect on another great city. Brighton.”

Eleanor Harris, Director of British Airways i360, said:

“British Airways i360 is a unique visitor attraction and a world’s first, which will cement Brighton’s position as the UK’s most popular seaside destination for international visitors. It is the world’s tallest moving observation tower and the world’s first vertical cable car. Alongside our sponsors, British Airways, we are promoting Brighton around the globe. On a personal level, the opening was an incredibly exciting day for me and the culmination of ten years of planning.”
Voices from the project:

Dick Russell, Director of British Airways i360, said:

“I have been involved as legal adviser to the project since its inception in 2004. It has been incredibly exciting to be involved throughout this period, working with many external advisers to put together the mass of property, construction, corporate and commercial agreements underpinning such a complex undertaking. There have been many frustrations along the way, not least the collapse after the 2008 financial crisis of the funding arrangements which we were so close to putting in place. However, the eventual outcome with funding from the City Council and Coast-to-Capital topping up the shareholders’ capital has proved the perfect solution.

“Notwithstanding the many long days and, sometimes, nights it has been a great pleasure working with my board colleagues, the construction team, the funders, the West Pier Trust and all the other parties involved, including their legal advisers. Everyone involved has always looked to find solutions, not difficulties. It has been great fun. And now the real excitement starts, with British Airways i360 inviting customers to walk on air.”

John Roberts, Director of British Airways i360, said:

“The British Airways i360 is no less than an engineering masterpiece, resulting from a three-way collaboration between engineers from Britain, France and the Netherlands, with further important contributions from Australia, Italy and Spain.

“In my view the elegant simplicity of the finished design is deceptive; the engineering design is underpinned by innovation, experience and expertise of the highest level. The 162 metre tall tower features uniquely designed “sloshing liquid dampers” and a perforated cladding system, together designed to prevent wind induced vibrations. The passenger Pod features advanced technology and the highest standards of safety and reliability to ensure passenger enjoyment and comfort, and we have adopted proven cable car technology in a new orientation and layout.

“I am delighted that these achievements are being used to interest and enthuse young people to understand and perhaps choose engineering as a career, with a planned programme of school and student visits and activities based around the project.”

Brighton & Hove City Council leader,
Voices from the project:

Warren Morgan, said:

“British Airways i360 is perhaps the most significant addition to our visitor economy since the council opened the Brighton Centre in 1977. Like that project, the whole city has a stake in British Airways i360 and it's in all our interests to see it succeed.

“This development is a key part of a billion-pound council-led transformation of our seafront which will help secure our city’s economic future, providing the growth we need to support jobs, homes and services.”

Jonathan Sharrock, Chief Executive, Coast to Capital Local Enterprise Partnership, said:

“Coast to Capital is thrilled that the i360 is now completed. I am proud that the £4m of Growing Places investment will lead to a significant creation of jobs and the positive impact this iconic new attraction will have not only in Brighton, but throughout the Coast to Capital region.”

Glynn Jones OBE, Chairman of The West Pier Trust, said:

“The West Pier Trust is proud that for many years now it has worked alongside Marks Barfield in achieving a world class new attraction, the British Airways i360.

“This exciting beautiful and iconic feat of engineering sits centre stage on the site of the former West Pier and carries on the tradition of excellence and innovation which the old pier pioneered when it opened 150 years ago.”

Lynne Embleton, British Airways
Voices from the project:

**Director of Strategy and MD Gatwick, said:**

“Brighton is home to thousands of our customers and colleagues and we fly to more than 65 destinations across the globe from Gatwick so we are delighted to be involved in this exciting attraction that we know UK and international visitors will love.”

**Ian Crockford, Director of Marks Barfield Architects, said:**

“At Marks Barfield we are lucky to be able to work on a variety of interesting and inspiring projects but, working on this project has been a special experience for me. Given the nature and complexity of the project we have had to work hand in hand with the contractors throughout the design and manufacturing process, which as a nuts and bolt person has been fascinating, indeed some elements of this project are more akin automotive design than architecture and so the process has taken us to different places than we normally get to work in.”

**Nic Bailey, British Airways i360 pod design consultant, said:**

“In 1996 the London Eye team took the idea of a Ferris wheel and completely reinvented it as a passenger experience. No previous aerial rides had offered an all weather architectural space from which to view a cityscape at great height. Passengers were now able to stand, sit or move freely about to enjoy a view in any direction. The continuous operation of the wheel with its 32 capsules was ideally suited to its busy location on London’s South Bank.

“The Brighton i360 is a more singular statement; one structural column and one pod. Its operation is episodic, each smooth rise and descent a mini event of its own. This lead to a cabin design that is not just bigger, more a flying marine pavilion, with parallels to an airship gondola. Once aboard it’s a space in which to chat over a drink or wander and enjoy the view over Brighton and the English Channel. With experience from the London Eye and by working with the same engineering and build team, the structure was refined and made visually much lighter. This benefited the quality of detailing in all components, particularly those with which
Voices from the project:

people come into contact.

“There is something too for passengers waiting to board, as well as casual passers-by. Whilst rising and falling the mirrored underbelly reflects the animation of both the promenade and the beach.

“We hope all is enjoyed.”

Loren Butt, Environmental Systems Design Engineer, said:

“As an original member of the London Eye design team, it has been fascinating to develop the British Airways i360 environmental systems. Although the pod shares similarities with London Eye capsules in terms of internal climate control, we decided to set new thermal design standards, particularly going for the low internal air humidity often used for vehicle air conditioning. We also aimed to move the engineering forward for lower energy and more precise air quality control.

“Double glazing substantially reduces winter heating demand, and cooling energy use is reduced by using spring and autumn fresh air to cool the pod without using refrigeration – not a new idea, but to achieve it we had to innovate and design some unusual and compact internal air flow arrangements. Cooling is handled with specially developed air conditioners below the floor. For air quality control, and further energy savings, we introduced continuous carbon dioxide monitoring, setting the fresh ventilation air supply rate to match the varying number of passengers.

“The pod incorporates twelve self-contained air conditioning units. Each one operates independently, and is thus able to deliver heating or cooling locally around the pod perimeter, responding directly to sun angles or wind.”

Nardo Hoogendijk, Managing
Voices from the project:

Director of Hollandia Infra, said:

“British Airways i360 is a wonderful project. Innovation runs through every aspect of its design – there are so many new techniques used that it is truly ground breaking. But apart from the technical side, this project is special because of the fantastic spirit of co-operation amongst the international project team. Realising a project of this significance through team work and collaborative relationships has been an amazing experience. The British Airways i360 is already an icon. I'm so proud of the result and of the work of our outstanding team.”

Jean Souchal, Chairman of the Executive Board of Poma, said:

“The POMA group is proud to have participated in building the British Airways i360. To meet the requirements of its creators, David Marks and Julia Barfield, we engineered a unique and futuristic observation cabin holding up to 200 visitors per trip. Through the double-curved window panes, passengers enjoy breath-taking panoramic 360° views. The British Airways i360 is a formidable showcase for the technology and innovation we develop at the POMA group and we hope to continue bringing this expertise all over the world.”

Tony Camilleri, Managing Director of JT Mackley & Co, said:

“From the time the original plans for the innovative i360 were released, we wanted to be involved in the construction of this iconic and truly original structure.

“Our company and staff are very proud to have been part of this challenging project, which will be a lasting legacy to the teams who conceived, designed and built this amazing attraction for the future. We wish the British Airways i360 team every success in this ambitious venture.”
Project Data

Start on site: July 2014
Completion: August 2016
Form of contract: NEC Option A
Client: Brighton i360 Ltd
Architect and supervisor: Marks Barfield Architects
Civil and structural engineer: Jacobs UK
MEP services engineer: Jacobs UK
Project manager: Jacobs UK
CDM coordinator / PD: Jacobs UK
Local PM and civil engineer: Helmsley Orrell Partnership
Damping consultant: Prof Max Irvine
Pod consultant: Nic Bailey Design
Environmental consultant: Loren Butt Consultancies
Façade consultant: Mott MacDonald
Lighting consultant: Do Architecture
Planning consultant: DP9
Cost consultant: RLF
Main Contractor: Hollandia Infra b.v
Steel tower: Hollandia Infra b.v
Pod, drive & control system: Pomagalski SAS
Foundations and visitor building: JT Mackley & Co

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British Airways i360 Launch Media Pack, August 2016
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About BA i360: Suppliers and sub-contractors

Demolitions: Dorton Group
Sewer diversion: CJ Thorne
Secant piled walls: Simplex Westpile
Pod glazing: Sunglass
Wire ropes: Fatzer AG
Tower cladding: James & Taylor
Concrete frame: SMD Formwork
Glass facades: Fill Metalbau
Pre-cast concrete: Cornish Concrete
Roofing: Accurate Roofing
Tollbooths: Inwood Developments
Cast iron: Swan Foundry
Interiors: CCI Gatwick
Mechanical & electrical services: ES Connect
Epoxy floor finish: IFL
About BA i360

Vital statistics

British Airways i360’s vital statistics are impressive. With a height to width ratio of more than 40:1, it is one of the world’s most slender towers.

Height of tower: 162 metres
Diameter of tower: 3.9 metres
Height to diameter ratio: over 40:1
Travel height of pod: 138 metres
Pod diameter: 18 metres
Weight of tower, cladding, ropes, pod and chassis: 1,350 tonnes
Approximate weight of foundation: 4,150 tonnes
Number (weight) of passengers per ride: 200 (15 tonnes)
Driving power: 160kw
Speed of ascent / descent: 0.4 metres per second
Duration of ride: 25 minutes
About BA i360

The Visitor Experience

Visitors to British Airways i360 glide up to 450 feet in a fully enclosed futuristic glass viewing pod to admire unfolding views across Brighton and the south coast. ‘Flights’ depart every 30 minutes.

The Nyetimber Sky Bar

On board the British Airways i360 viewing pod is the Nyetimber Sky Bar, serving the finest drinks from the region including award-winning Nyetimber sparkling wine, Brighton Gin and tonics, Harvey’s Ale from Lewes, Wobblegate Apple Juice from Bolney and South Downs water.

What you can see

Panoramic 360-degree views across Brighton and Hove, its famous landmarks and the beautiful Sussex coastline.

Once the pod starts its ascent up the tower, guests can orientate themselves and see how many of the following they can spot:

Looking north: the North Laine, Brighton Dome and the Royal Pavilion, Devil’s Dyke and Ditchling Beacon.

Looking east: the Palace Pier, the SEA LIFE Centre, Kemp Town, the Volk’s Railway, Brighton Marina, Beachy Head, the Seven Sisters, Cuckmere Haven and on the clearest days, all the way to Beachy Head.

Looking south: the old West Pier, the Rampion Wind Farm and the busy English Channel

Looking west: the Bandstand, the Peace Statue, the beach huts, Shoreham Harbour and Power Station, Chanctonbury Ring and on the clearest days the Isle of Wight.
About BA i360:  Tickets and opening hours

Tickets cost from £14.40 per adult and from £7.20 per child when booked online at BritishAirwaysi360.com at least three days in advance. Walk up prices are £16 per adult and £8 per child. Discounts are available for students and pensioners, and children under 4 years old go free.

Priority Flights can be booked during peak times and cost from £23.40 per person, including fast-track entry and a guidebook. Guide books and glasses of Nyetimber sparkling wine can also be booked in advance at a 10% discount.

Disabled visitors may bring an assistant with them free of charge and are encouraged to call the booking number to discuss their requirements (no surcharge will apply).

A Residents Membership scheme gives Brighton and Hove residents living in BN1, BN2, BN3 and BN41 postcodes up to half-price tickets at British Airways i360 for just £1 per year. Membership discounts are available for off-peak tickets: our website clearly displays when discounted tickets can be booked. Discounted membership tickets cost £8 per adult and £4 per child. Times are subject to availability and change.

To apply, residents should take a piece of photo ID and proof of their address to the British Airways i360 ticket office. Members also receive promotions and discounts across the site and can book their tickets online through a dedicated member portal.

Opening hours are listed here: http://britishairwaysi360.com/plan-your-visit/opening-hours-prices/

Events

The British Airways i360 pod can be hired for exclusive use and is licensed for weddings. It also makes a spectacular venue for private parties, product launches and client entertaining. In the beach building below are flexible and spacious conference and events rooms which can be tailored to accommodate groups from 10 to 1,100 people. Each has beautiful sea views and the area opens up to a private beach-side terrace. These flexible spaces make ideal and unique venues for meetings, receptions and conferences; and larger groups can book out the whole building.
About BA i360:

**West Beach Bar & Kitchen**

Situated at British Airways i360 on Brighton beach, West Beach Bar & Kitchen offers a fun and unique dining experience that celebrates the spirit of this vibrant city by the sea.

Inspired by Brighton & Hove, with its distinctive, incomparable character, the chefs at West Beach Bar & Kitchen are passionate about showcasing local ingredients to create delicious dishes that can be enjoyed together while savouring the stunning views of the sea and the hauntingly beautiful West Pier.

The eclectic mix of interesting people and alternative lifestyles provides an endless source of inspiration, encouraging our chefs to be playful with their creations and not be constrained by any single style, just like the city’s inhabitants.

So expect to find comfort in traditional seaside favourites such as Crumbed Catch of the Day and Chips, alongside joyful sharing dishes such as Seafood Buckets with mussels and langoustines, followed by a spectacular feast for the eyes with our Melting Jaffa Pudding.

The bar serves delicious cocktails and a range of locally sourced drinks including Nyetimber award winning sparkling wine, Harvey’s ale, Brighton Gin and Wobblegate juices.

With an interior designed by award winning Marks Barfield Architects and a backdrop of local art, including a sensational large-scale piece by local neon artist Andy Doig, West Beach Bar & Kitchen will leave you with a unique flavour of this great city.

**The West Pier Tea Room**

If you are looking for a light bite, artisan coffees and delicious cakes are served in The West Pier Tea Room, housed in a reconstructed 1866 West Pier tollbooth on the upper esplanade, with views overlooking the beach, the West Pier and out to sea.

Using the best ingredients from Sussex and all ‘made from scratch’ in-café, the West Pier Tea Room is the perfect choice for deli-style sandwiches and mouth-watering cakes, but beware, it is hard to leave without sampling a cake… or two.
About BA i360:

Community engagement

We are a socially responsible company which aims to make a positive impact on the local community in Brighton and Hove.

Living Wage

We are proud to be among the first tourism employers in Brighton and Hove to have committed to paying the local Living Wage.

Regenerating the seafront

We have committed to paying 1% of our ticket revenues to the city in perpetuity, which has been earmarked for the seafront and Regency Square regeneration and maintenance.

Local companies

We champion local companies and use local suppliers where possible.

Charities and the local community

British Airways i360’s local charity partner is Trust for Developing Communities (TDC). TDC provides advice, support and training for disadvantaged communities in Brighton & Hove, empowering them to aim high and work together to effect positive change. British Airways i360 support TDC’s child and youth projects, raising awareness and funds for a whole range of activities and projects. Read more here:

http://www.trustdevcom.org.uk/what-we-do/young-people/

Our partnerships

We work collaboratively with a number of organisations locally and nationally and believe in the value of cross-marketing and partnership working. We are delighted that British Airways i360 is able to play a key role in the overall regeneration of the seafront and we hope to continue making a positive impact on the long-term regeneration of the area.
About BA i360: Education

Schools and youth organisations are eligible for discounted admission to British Airways i360 and in 2016, we issued every child attending a state school in Brighton and Hove with a free ticket. Further information is available here: http://britishairwaysi360.com/plan-your-visit/schools/

About British Airways

British Airways is one of the world’s leading global premium airlines and the UK’s largest international scheduled airline, carrying approximately 35 million passengers worldwide annually, on around 800 daily flights. The airline employs around 40,000 people, the vast majority of these at its sites throughout the UK, and has an annual turnover of £8.5 billion. It employs 2,500 people in Sussex, several hundred of them in Brighton.

Useful Information

There is so much to enjoy at British Airways i360 that we expect visits to last around one hour (or longer if including dining). This includes a ride on the vertical cable car and a visit to our shop.

Multimedia guides are available in English, French, German, Dutch, Italian, Portuguese, Spanish, Russian, Chinese and Japanese, plus a children’s version.
About BA i360:

How to find us

British Airways i360 is located in the heart of Brighton beach at the site of the historic West Pier (BN1 2LN), 15 minutes on foot from Brighton Station, or 2 minutes from connecting bus stops on Western Road.

Bookings

Tickets can be booked at BritishAirways360.com or by calling 03337 720 360 (a £2 surcharge will be added to each booking made by telephone). Bookings can also be made at the British Airways i360 ticket office.

For group bookings of 15+ people

Group booking email: groups@britishairwaysi360.com

Group booking line tel: +44 (0)1273 448371

Venue hire, receptions and events email: events@britishairwaysi360.com

Weddings email: weddings@britishairwaysi360.com

Contacts and further information

For further media information please contact Emily Bamber, PR and Communications Manager at British Airways i360:

Emily.Bamber@BritishAirways360.com

01273 448360

Design, architecture and engineering journalists should contact Tom Elliott, Associate Director, ING Media:

tom@ing-media.com

+44 (0)20 7247 8334

Available spokespeople:

David Marks and Julia Barfield, architect-entrepreneurs behind British Airways i360
LOCATION

Other useful numbers:

Contact us email: hello@britishairwaysi360.com
Contact us tel: +44 (0)1273 448370

facebook.com/BritishAirwaysi360/
https://twitter.com/BA_i360

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Welcome on-board British Airways i360
Photo: ©British Airways i360

British Airways crew in the pod
Photo: ©British Airways i360

View towards Regency Square
Photo: ©British Airways i360

British Airways crew in the pod
Photo: ©British Airways i360

British Airways crew in i360 pod looking towards the West Pier
Photo: ©British Airways i360

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Welcome on-board British Airways i360
Photo: ©British Airways i360

British Airways crew in the pod
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View towards Regency Square
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British Airways crew in the pod
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British Airways crew in i360 pod looking towards the West Pier
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View looking west
Photo: ©British Airways i360

View looking east
Photo: ©British Airways i360

The West Pier
Photo: ©British Airways i360

View towards Brighton Palace Pier
Photo: ©British Airways i360

View towards the West Pier
Photo: ©British Airways i360

Photography:

View looking west
Photo: ©British Airways i360

View looking east
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The West Pier
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Architectural drawings of the British Airways i360 are available on request from ING MEDIA.

View of Brighton and British Airways i360 from a drone at sea
Photo: ©Visual Air

Crane lifts can on to the jacking tower ready to be lifted
Photo: ©British Airways i360

Last bolt installed
Photo: ©British Airways i360

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British Airways i360 Launch Media Pack, August 2016
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