



TICKETS GO ON SALE FOR THE UK'S TALLEST SCULPTURE, THE ARCELORMITTAL ORBIT

(March 2014): Tickets for London's newest attraction, the ArcelorMittal Orbit, go on sale today, 14 March 2014, ahead of its reopening on 5 April 2014.

Open daily 10am – 6pm (last entry 5pm). Tickets: children £7, adults £15, family £40 (two adults/two children) and concessions £12. Local residents enjoy £2 off standard ticket price*. Tickets available by telephone - 0333 800 8099 - or online www.arcelormittalorbit.com

At 114.5 metres, the ArcelorMittal Orbit is the UK's tallest sculpture offering a totally new perspective of London and unrivalled views of its newest, must-see destination: Queen Elizabeth Olympic Park. With two spacious viewing platforms at 76 and 80 metres, visitors can see over 20 miles across London: the City to the west, Crystal Palace to the south and Alexandra Palace to the north.

From the ArcelorMittal Orbit's dizzying heights, visitors will experience a show-stopping panorama that includes:

- iconic buildings such as The Shard, Big Ben, The Gherkin, St Paul's, Canary Wharf and Wembley Stadium
- the world-famous sporting venues of Queen Elizabeth Olympic Park including the Stadium, Copper Box Arena, Aquatics Centre and Lee Valley VeloPark

Newly installed digital telescopes using innovative i-view technology enable guests to get up close to the views whilst also learning the story of the ArcelorMittal Orbit and Queen Elizabeth Olympic Park. The distinctive Anish Kapoor designed concave mirrors will also be fun for all the family as they flip perspectives and turn the horizon on its head.

The ArcelorMittal Orbit is located in the south of Queen Elizabeth Olympic Park, which also reopens on 5 April 2014. Visitors to the Park can enjoy beautiful parklands and waterways, world-class sporting venues, arts and events. At the base of the tower, the brand new EastTwenty Bar & Kitchen is open daily serving hot drinks, cakes, pastries, light lunches and snacks.

Conceived and designed by artist Sir Anish Kapoor and designer Cecil Balmond to mark the London 2012 Olympic and Paralympic Games, the ArcelorMittal Orbit is a physically interactive sculpture, a

feat of engineering, a family visitor attraction and a unique event space. Its daring and ambitious design ensured that it quickly became an icon for the London 2012 Games and the regeneration of east London.

- ENDS -

NOTES TO EDITORS

The **ArcelorMittal Orbit** originated in 2009 when London Mayor Boris Johnson launched a competition to design a sculpture for the Olympic Park. Sir Anish Kapoor and Cecil Balmond's design of a continually looping red steel tower won the competition. Its construction was made possible by Lakshmi Mittal who provided sponsorship and all of the 2000 tonnes of steel used. Further funding was provided by the Mayor of London's office and the London Development Agency.

The viewing galleries are accessed by two high speed lifts. After leisurely taking in the views, visitors are encouraged to walk down the 455 steps which spiral around the central column so they fully experience the constantly changing perspectives from every angle. The ArcelorMittal Orbit has full wheelchair access. For more information visit www.arcelormittalorbit.com

** Concessions on production of suitable ID: Students – valid UK student card; 60+ – Freedom Pass/driving licence/passport; local residents – photo ID plus utility bill/bank statement confirming residency in Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets or Waltham Forest.*

London's newest visitor destination, **Queen Elizabeth Olympic Park**, will be a place unlike any other. The south of the Park will reopen from **5 April 2014**. More than a million visitors have already enjoyed the Park since it started to open in July 2013.

Visitors to the Park will be able to enjoy beautiful parklands and waterways, world-famous sporting venues, arts and events and spectacular views from the ArcelorMittal Orbit. As a new heart for east London, the Park will also provide new homes, jobs and a cultural and education quarter.

The London Legacy Development Corporation promotes and delivers physical, social, economic and environmental regeneration in Queen Elizabeth Olympic Park and the surrounding area, in particular by maximising the legacy of the London 2012 Olympic and Paralympic Games.

For more information visit QueenElizabethOlympicPark.co.uk, follow us on Twitter [@noordinarypark](https://twitter.com/noordinarypark) and like us on Facebook facebook.com/QueenElizabethOlympicPark

PR CONTACTS: MANGO PR, LONDON -- 020 7421 2500

Victoria Coombes - victoria.coombes@mangopr.com

Lucinda Buxton - lucinda.buxton@mangopr.com

Kelly Matthews - kelly.matthews@mangopr.com