



Seeing London from a new perspective

What makes the ArcelorMittal Orbit different?

The ArcelorMittal Orbit is:

- **Different on every level:** Opened on 5 April 2014, the ArcelorMittal Orbit is one of London's must do visitor attractions – part sculpture, part observation tower, complete triumph.
- **A one-off:** at 114.5 metres high, this is the tallest sculpture in the UK and the only one that visitors can experience both inside and out.
- **Breath-taking:** to look at – and to look out from: architecturally bold and surprising with two viewing platforms offering completely new views of London.
- **Individual:** the ArcelorMittal Orbit appeals to different people in different ways – every visitor is the owner of their journey up, into and around the tower.
- **Interactive:** its ground-breaking design offers new perspectives – visual, sensory, artistic and physical - from every angle.
- **Daring:** a cutting-edge visitor attraction combining art, architecture, engineering, entertainment and fun.

The vision:

- For contemporary art and design masters Sir Anish Kapoor and Cecil Balmond, creating an icon for the 2012 Games was a challenge they couldn't resist. In their radical rethink of the conventional tower structure, they created the perfect cultural legacy to symbolise the energy and creativity of London.
- According to Cecil Balmond, Orbit was originally a working title which symbolised a continuous journey and was a creative representation of the "extraordinary physical and emotional effort" that Olympians undertake in their continuous drive to do better.

- The artists' vision for the ArcelorMittal Orbit was to transcend the visitor from the dark and cave-like canopy at the base of the sculpture, up towards the light high in the sky. As the lift rises through the massive steel tower, the visitor is immersed into the very heart of this astonishing feat of art and engineering.
- Visitors are encouraged to walk down the external (but enclosed) spiral staircase, designed to make everyone feel they are orbiting around the structure as they descend.
- 2000 tonnes of steel, 35,000 bolts and 19,000 litres of paint were used in the construction of the ArcelorMittal Orbit. The vibrant red was chosen as it signifies luck in many eastern cultures.
- The east side of London was famously transformed in preparation for the London 2012 Games. The post-games re-development of the Park is equally impressive: from Zaha Hadid's graceful Aquatics Centre to new cycle tracks, paths and picnic areas, eco playgrounds, restaurants and cafes, all set in acres of beautifully designed parklands.
- Queen Elizabeth Olympic Park is the largest single regeneration project in the UK, a legacy unparalleled in Olympic history and a transformation that has to be seen to be believed. And there is no better vantage point than the ArcelorMittal Orbit.

A new perspective

- The ArcelorMittal Orbit is the only observation tower that looks from the east *into* London - rather than from the centre outwards – and it gives visitors breath-taking views of up to 20 miles in all directions. Viewed from the east for the first time, the capital has never looked better. World famous landmarks such as St Paul's, Canary Wharf, the Shard and 30 St Mary Axe (the Gherkin) are seen from a whole new perspective.
- From the City to the west, Alexandra Palace and Wembley Stadium to the north and Crystal Palace to the south, London's architectural and social history is laid out to view – from old listed buildings, to ultra-modern skyscrapers, to the green fields at the edge of the capital.
- The ArcelorMittal Orbit is the place to enjoy a bird's eye view of the new Queen Elizabeth Olympic Park.
- Every visitor to the bold red sculpture will see things differently: some will gaze up at the sculpture, strolling around the tripod base until they're dizzy. Others will walk around the viewing platforms examining the views below in minute detail to find their home, their favourite buildings, and to work out how each part of London is linked to the next. The experience is as individual as the individual.
- Centred around a tripod base, the structure forces the visitor to have a lateral mind shift as the double loops - which are in fact one continuous line - wrap around the viewer, animating the journey through the sculpture.
- Vast concave mirrors within the lower viewing platform (designed by Sir Anish) bring the sky inside to dramatic effect, challenging the senses. New interactive experiences interpreting the views and the story will delight and entertain adults and children alike.

A new destination for London: sitting at the heart of Park, the ArcelorMittal Orbit is not just an observation tower: it is a physically interactive sculpture, a family visitor attraction, a triumph of engineering, an inspirational event space and a symbol of regeneration.

- Ends -

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