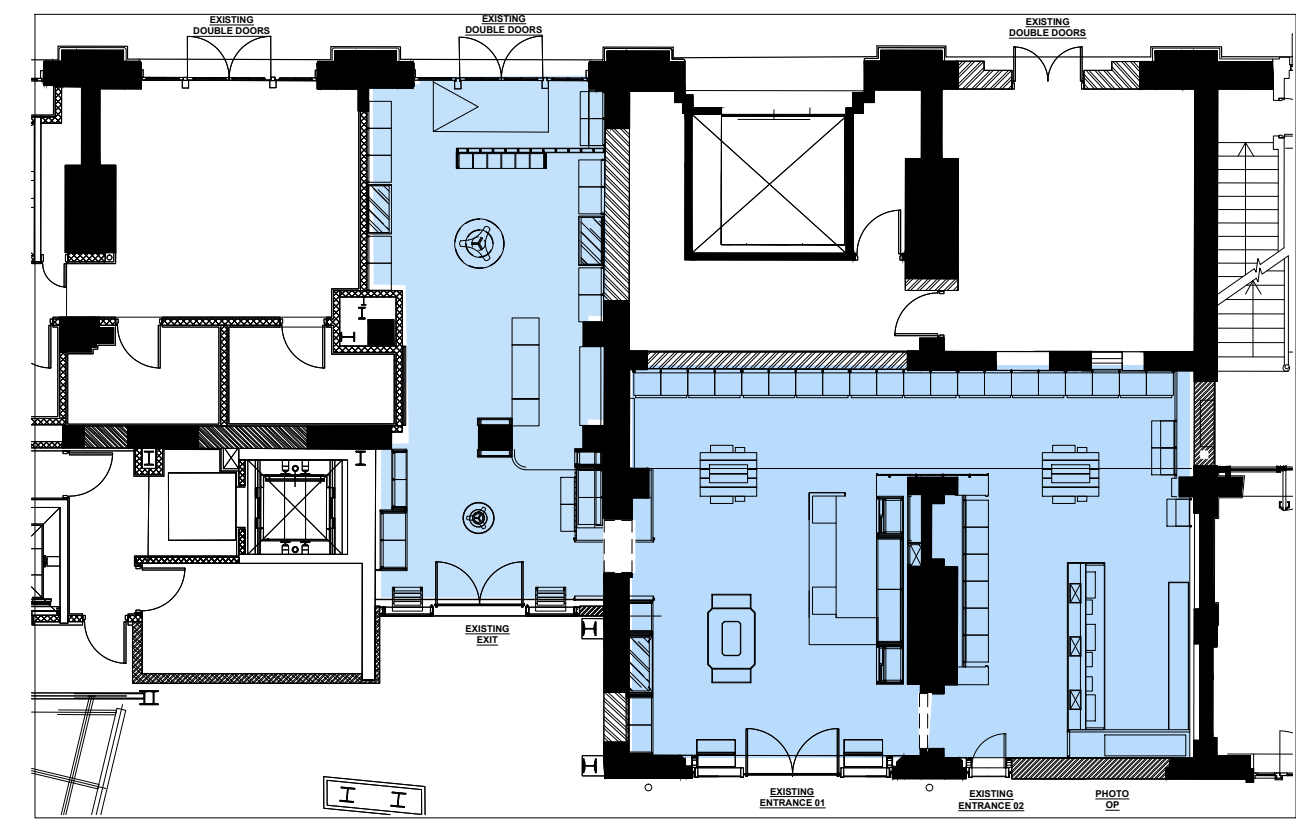


Proposal and Use

- The Harry Potter Shop at Platform 9 ¾ in London’s Kings Cross station is a successful retail store– serving over 2m visitors per year.
- This proposal looks to extend the retail space and create a new storage area in existing Network Rail storage spaces.
- The extension includes Retail (32 SQM; Yellow) and BOH/ Storage use (45 SQM; Orange)



Existing Plan



Proposal

Layout

- Layout is encouraged as a one-way flow including several shortcuts throughout the customer journey. The zones of the Store include House Pride, Wands, Creatures, Confectionary, Butterbeer and a focused Payment Area.
- Designed as a ‘Wizards Ticket Office’ it blurs the line between the Muggle and Magical world. Offering all the items a wizard would need before boarding the ‘Hogwarts Express’ on Platform 9 ¾.
- For queue management, the proposal will add queue barrier fixtures internally at the payment Area which has increased from the current 4 POS to 8 POS to help with peak trading times in the store.

Platform 9¾

Butterbeer / Confectionary

Creatures / Owl Post

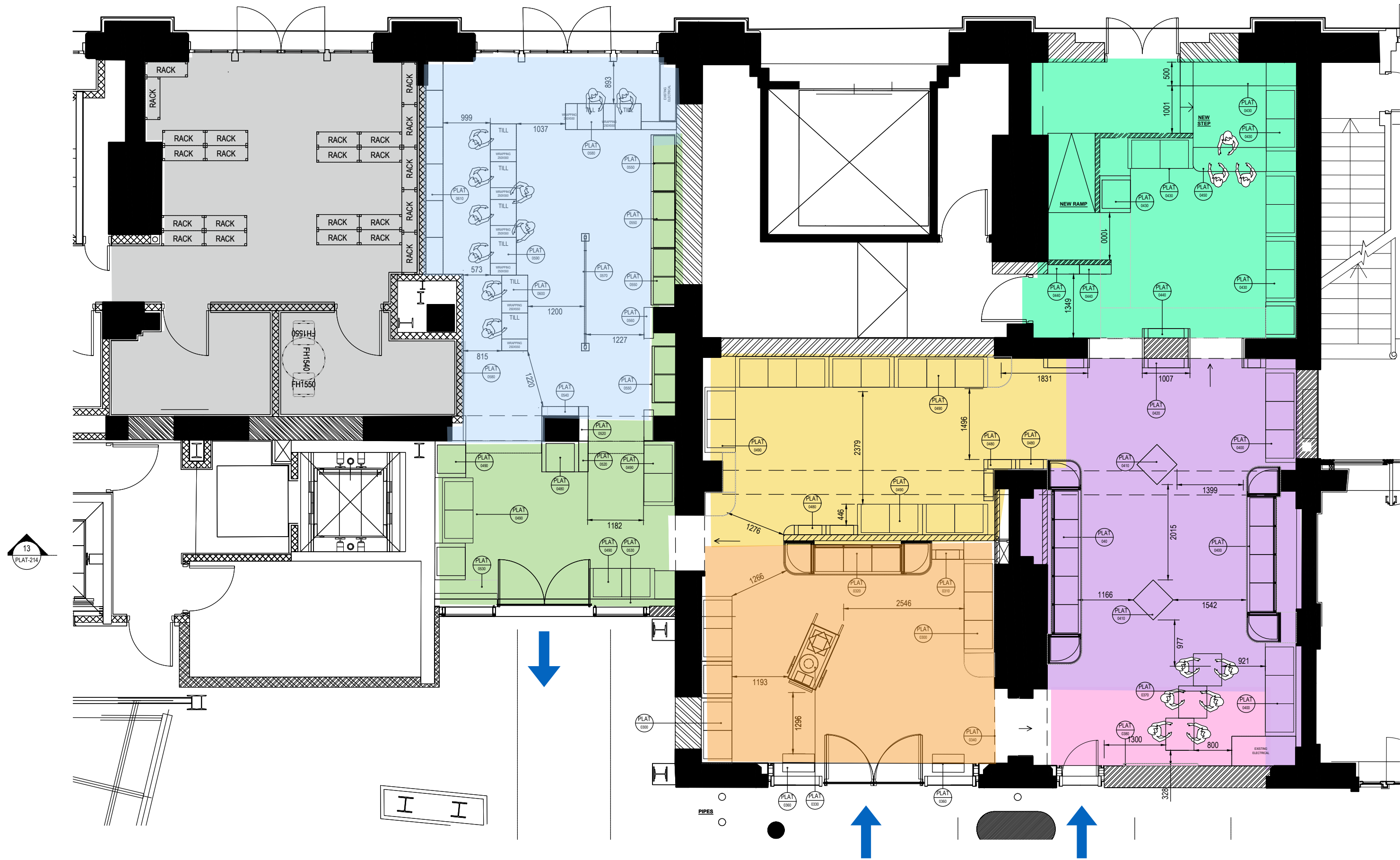
Photo Pick-Up

House Pride

Payment

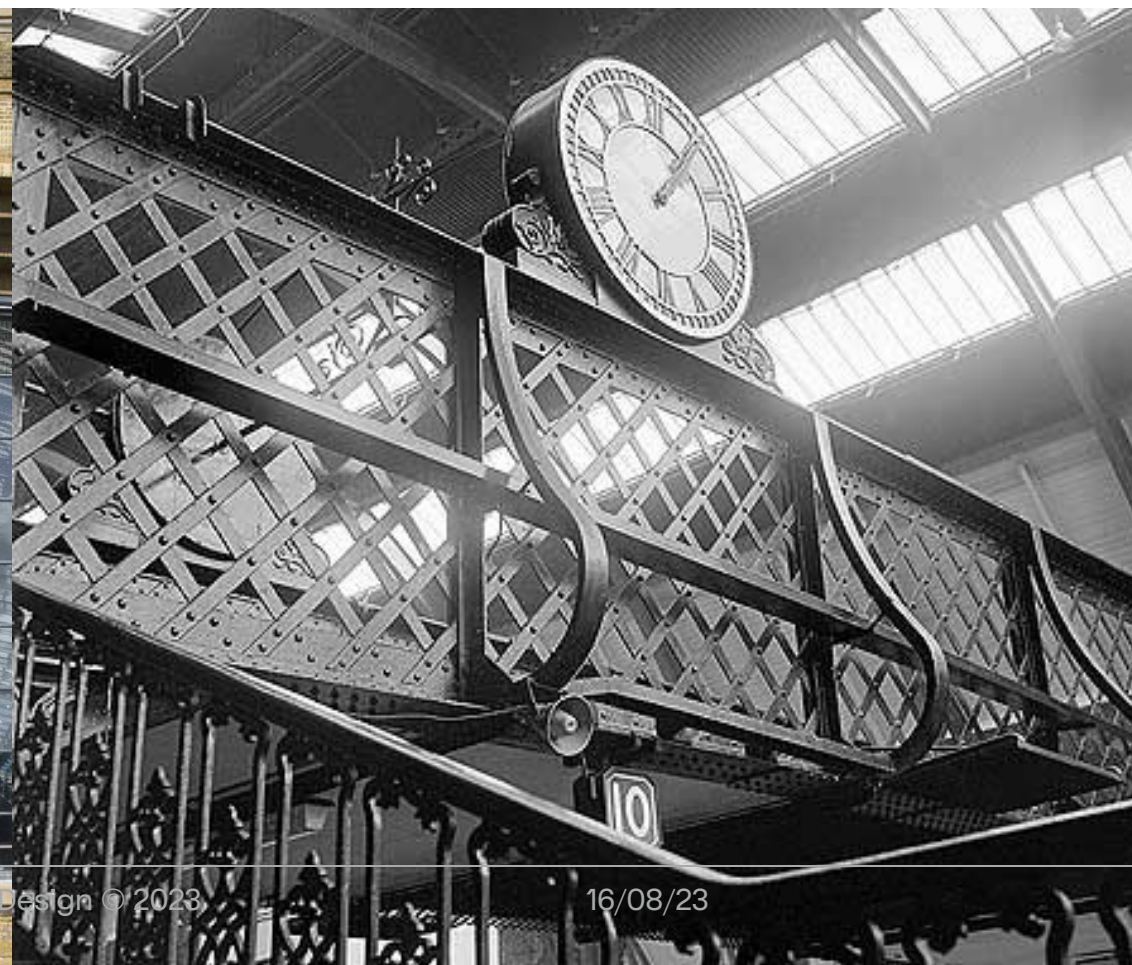
Wands

BOH



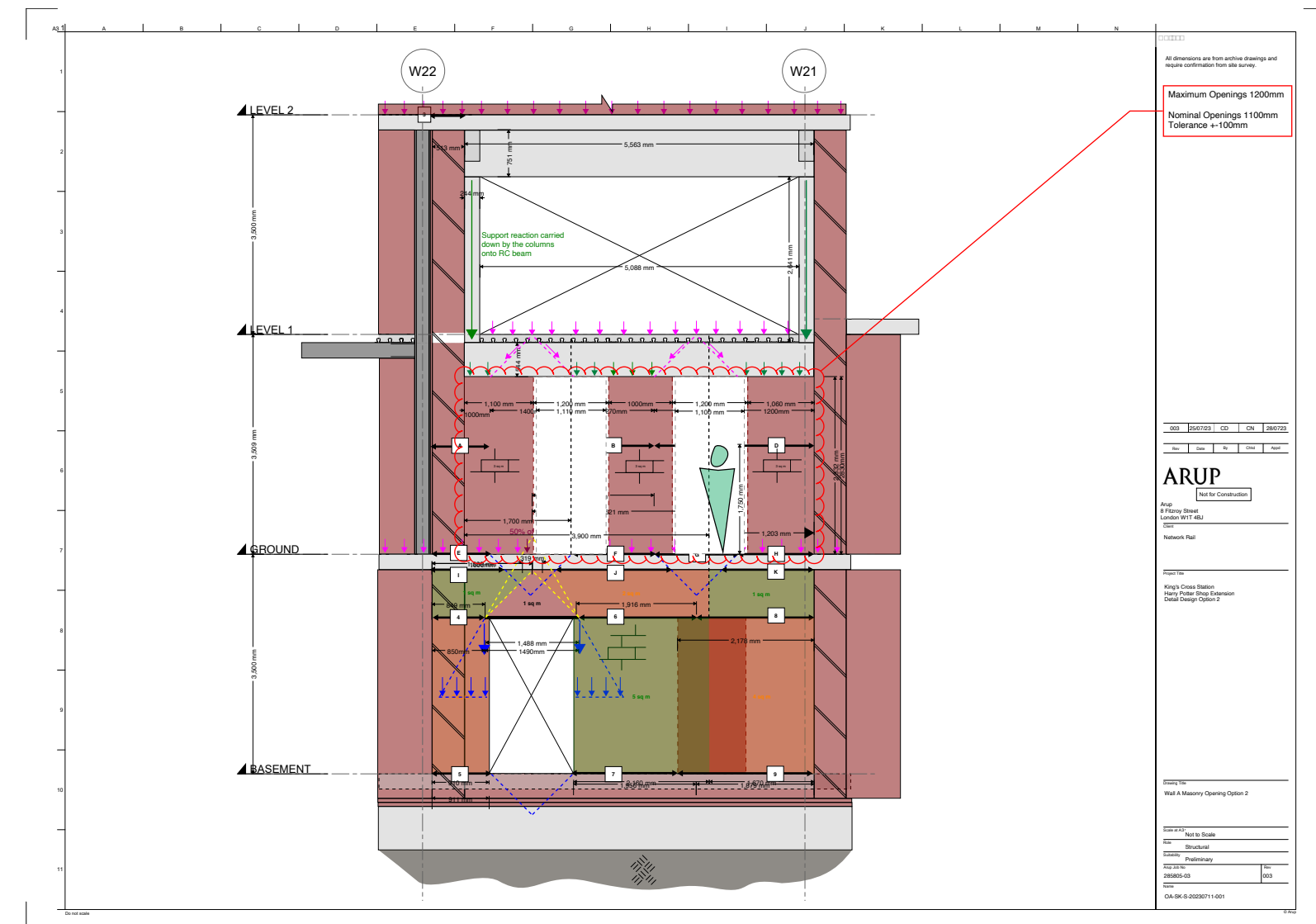
Appearance

- Inspirations for Materials, Fixture/Lighting Design and VM came from the architecture of Kings Cross Station and give clear visual link to the store's immediate surroundings.
- High-quality custom finishes such as Station and Underground Tiles are to be created uniquely for this location for an authentic, immersive feel for visitors.
- References to Kings Cross within the Harry Potter franchise is also apparent through a number of details including Metalwork detailing inspired by the bridge railings featured in the films 'The Philosopher's Stone', Train Station Messaging and a unique yearlong Calendar Clock which counts down the time to 'Hogwarts Day' September 1st.



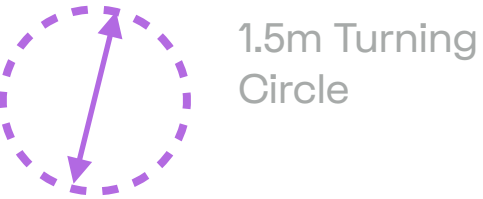
Scale

- The proposal includes no changes to the existing façade. The extension is to the rear of the store so is not visible from the main Concourse.
- The extension is accessed through knocking through an existing Station wall. A feasibility study was conducted by Arup, Structural Engineering consultant, directed by Network Rail in confirming the possible location and size of openings.



Access

- The inclusive design will include minimum walkways of 1.2m throughout store for ease of movement for all visitors including DDA and visitors travelling with luggage through busy Kings Cross Station.
- All POS desks will incorporate a lowered section for DDA users.
- Step-free site for visitors with two existing entrances and a dedicated exit helps with queue management and visitor flow through space.
- Considered queue management in the Kings Cross Concourse for the existing Photo Op will be retained and kept as is today.



- 1.2m clear walkways
- 1.5m clear walkways

