

Usage Figures

Across the building – Varini Thursday 16th May 2013 Launch Date

The launch of the 'Across the building' art installation was attended by 120 people. See below table from launch and throughout 2013 to date.

16/05/2013 to 19/05/2013	1729
20/05/2013 to 26/05/2013	4306
27/05/2013 to 02/06/2013	5904
03/06/2013 to 09/06/2013	5070
10/06/2013 to 14/06/2013	507
Monthly Visitors	17516
15/6/2013 to 23/6/2013	5535
24/6/2013 to 30/6/2013	4267
Monthly Visitors	9802
01/7/2013 to 07/7/2013	3837
08/7/2013 to 14/7/2013	4070
15/7/2013 to 21/7/2013	4317
22/7/2013 to 28/7/2013	4177
Monthly Visitors	16401
29/07/2013 to 04/08/2013	4005
05/08/2013 to 11/08/2013	4294
12/08/2013 to 18/08/2013	3935
19/08/2013 to 25/08/2013	4050
Monthly Visitors	16284
26/08/2013 to 1/09/2013	4499
02/09/2013 to 08/09/2013	3855
09/09/2013 to 16/09/2013	3324
17/09/2013 to 22/09/2013	5561
Monthly Visitors	17239
23/09/2013 to 29/09/2013	7738
30/09/2013 to 06/10/2013	4366
07/10/2013 to 13/10/2013	3935
14/10/2013 to 20/10/2013	3019
Monthly Visitors	19058
21/10/2013 to 27/10/2013	2541
28/10/2013 to 03/11/2013	2804
04/11/2013 to 10/11/2013	2160
11/11/2013 to 17/11/2013	2100
Monthly Visitors	9605
18/11/2013 to 24/11/2013	1774
25/11/2013 to 01/12/2013	2066
02/12/2013 to 08/12/2013	1883
Monthly Visitors	5723
TOTAL VISITORS FROM PERIOD 16/05/2013 TO 08/12/2013	111,628

The temporary Viewing Platform was erected in its current location in May 2013. The table opposite shows usage figures for the platform, between the launch date of the Varini art installation on 16th May 2013 and 8th December 2013. The figures are divided into monthly totals, with a total of 111,628 visitors during the period as a whole.

Varini's art installation was removed from Granary Square in October 2013. The usage figures however show that the Viewing Platform has continued to attract visitors in its own right following the removal of the piece. It is a valuable asset to the KXC site which attracts and informs visitors in respect of the King's Cross Central development and wider area, and makes a valuable contribution to the northern end of the active and lively King's Boulevard.

Figure 4: Roof Deck of Viewing Platform looking north onto Granary Square

