

Under embargo: 12.01am Thursday 29th June 2017

Launching June 29th: A global first for London - the world's first 'Smart Street' opens on Bird Street, in the heart of the West End, showcasing the future sustainable retail environment of the high street.

The world's first 'Smart Street' officially opens in London on Thursday 29th June on Bird Street, nestled in the heart of the West End. Bird Street has been transformed from a previously underutilised outdoor space located off Oxford Street, to a haven of calm where visitors can relax and enjoy an innovative shopping experience, showcasing the future of the high street.

Visitors will be able to enjoy a traffic-free shopping and dining experience in an environment showcasing the latest in sustainable technologies. Bird Street are partnering with a host of tech visionaries including Pavegen who manufactures an award-winning electricity and data generating flooring technology.

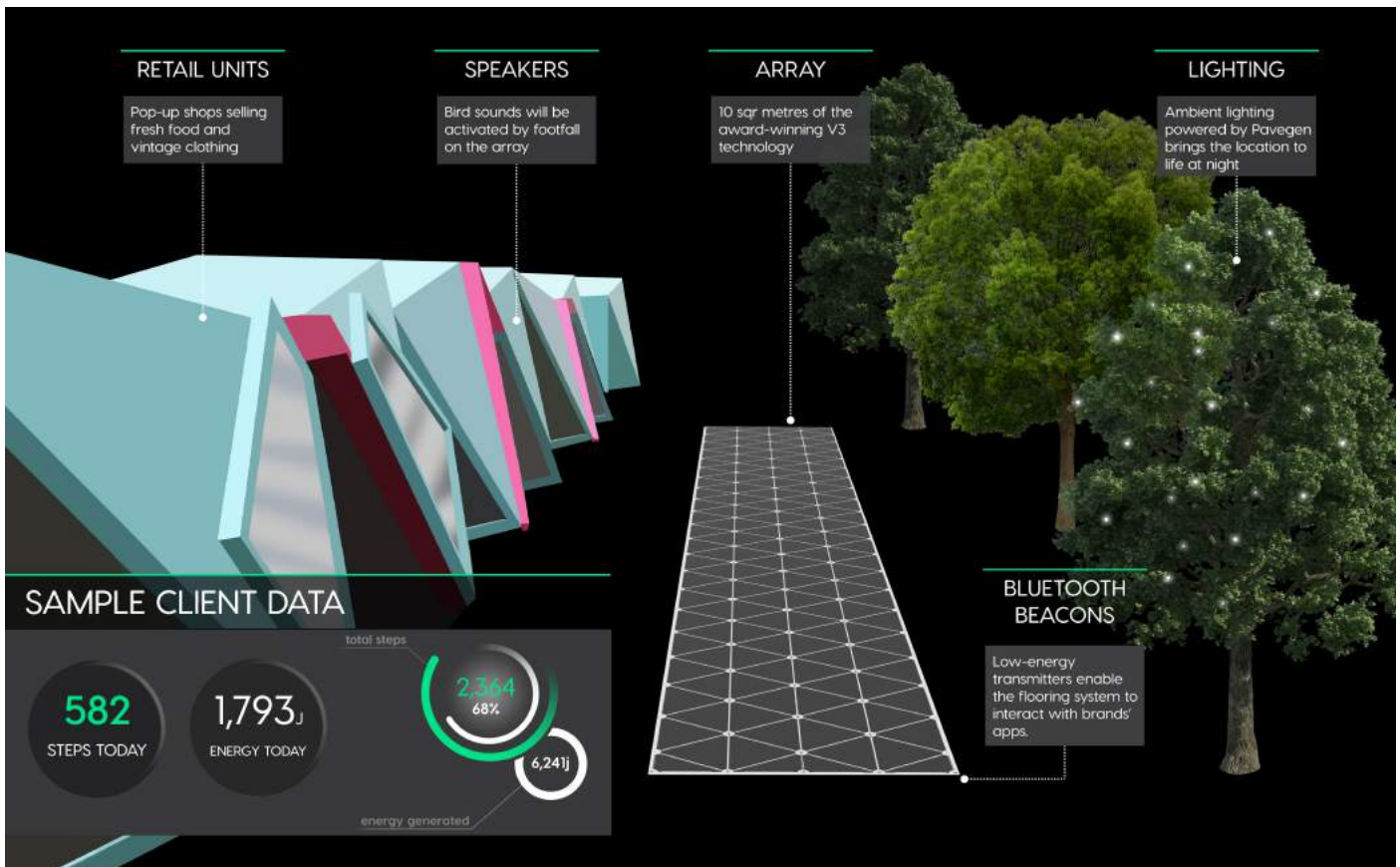
The UK company, based in King's Cross and Cambridge, has installed a 10-square metre array which will initially power lights and bird sounds, and also provide an energy data feed. The energy harvesting walkway will also incorporate Bluetooth Low-Energy transmitters which will enable it to interact with branded apps – for example rewarding users with discounts, vouchers and education resources for their steps on the Pavegen system.

Joining Pavegen at Bird Street will be Airlabs' ClearAir bench which removes nitrogen dioxide to create a zone of clean air. Also featured is coatings company Airlite who have created a paint which purifies the air from NOx gasses and bacteria. With the integration of these innovative technologies, Bird Street demonstrates the potential for more sustainable destinations in busy urban environments.



The transformation of the environment at Bird Street, London W1 using design and sustainable technologies.

Laurence Kemball-Cook, 31, CEO and founder of Pavegen says: "With installations in Washington DC and at vital transport hubs including Heathrow, being able to demonstrate how our technology can bring to life the retail shopping experience is a vital step for us. As retailers compete with online, technologies like ours make being in the busy high street more exciting and rewarding for people and brands alike."



Pavegen powering lighting, birds and data – and connected to smart phones



More photos and videos available on request: The site goes live to the public, June 29

The transformation of Bird Street has been spearheaded by New West End Company and Transport for London, fulfilling their collective vision to transform a previously overlooked outdoor space into a blueprint for retail destinations of the future in the West End. Bird Street is a pilot scheme for future place-making concepts

in the West End, London and globally and will fit in with the wider planned transformation of Oxford Street to ensure it will be renowned as the world's best outdoor shopping experience.

Bird Street is a place where retail, fashion and lifestyle meet technology and innovation – the ultimate oasis for shoppers seeking out cutting-edge brands. The outdoor retail space will showcase an ever-changing collection of brands curated by the world's leading marketplace for short-term retail space, Appear Here – from fashion pioneers to sustainable start-ups - housed in origami-inspired pop-ups designed by global leader in urban strategy and design Harry Dobbs Design.

Bird Street, curated by Appear Here, will be opening with minimalist leather designer Nina Ullrich and lifestyle brand Cuemars hosting a pop-up selling a beautiful selection of leather accessories, homeware and one of the hottest trends for 2017; succulents. The sustainability pillar of Bird Street is echoed with the launch of Ethical Stories Ethical Me, a curated accessories and homeware brand for the conscious shopper. The Dandy Lab will be another of the launch brands for Bird Street showcasing the future of retail and consumer experiences, bringing together a curation of emerging independent fashion and lifestyle brands and utilising exciting retail technologies including mobile payment apps and incentivised digital selfie mirrors.

Steven Medway, Managing Director, Trading Environment, New West End Company says, "Visitors to London's West End expect the ultimate shopping and dining experience and they won't be disappointed. Transforming Bird Street will bring a world first offer to the West End, a space where fashion meets technology with brands set to transform the future of retail as we know it."

Alex Williams, Director of City Planning at Transport for London said: "It's great to see innovative 'smart-street' scheme delivered on Bird Street, the concepts and ideas of which could easily be adapted across London. I hope we can see further examples of this innovative 21st Century thinking in the future as we work to transform Oxford Street and the surrounding area to make it a world-class public space for all."

www.birdstldn.com @BirdStLDN

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Notes to Editors

Pavegen, is the global leader in harvesting energy and data from footfall. Our mission is to make our technology available to all communities, empowering people for a better world. Our patented technology connects people to sustainability and smart cities, creating powerful experiences which convert footsteps into off-grid energy, rich data and rewards. We call this the internet of beings, making cities smarter with every step.

Pavegen supplies both permanent installations and experiential activations and we power off-grid applications such as games, lighting, and environmental monitoring. With embedded Low-Power Bluetooth connectivity, we can register the footsteps of individuals via our apps. When we combine this real-time footfall data with analytics, we create powerful insights into the behaviours of people interacting with our systems.

Founded in 2009 by Laurence Kemball-Cook, Pavegen has delivered 150 projects in 30 countries, working with iconic brands including adidas, Coca-Cola, Heathrow Airport, Shell and Westfield. We continue to win numerous awards. Our latest model, the V3, won the 2017 Smart Cities Interactive Innovation award at South by Southwest.

www.pavegen.com @Pavegen

More Information on New West End Company:

New West End Company is the management and promotional company for London's retail heartland. The Company promotes, manages and enhances the world's top shopping destination.

Its aims are to build the West End's global reputation, create a world renowned visitor experience and to attract investment and spend to an area which drives London's economy.

New West End Company is Europe's largest Business Improvement District (BID). A not-for-profit company funded by 600 businesses across Bond Street, Oxford Street, Regent Street and 22 connecting streets. The area turns over £8bn annually with a property value of £4bn and our businesses employ over 150,000 people.

www.newwestend.com

@newwestend

About Harry Dobbs Design (HDD):

Harry Dobbs Design is an award winning architectural and urban design practice and a leader in its field. Established in 2006 and based in London, the practice is acclaimed for its expertise in resolving complex urban issues at a human scale with ingenuity, creativity and clarity.

Signature to its approach is its capability for in-depth research, strategic thinking, and design solutions required to evolve and transform urban environment to become culturally engaging, economically sustainable and socially resilient destinations. Key projects include international competition winning designs delivered in London, Manchester, New York, and Qatar, including full ranges of bespoke urban street furniture at capital city-wide and national levels.

www.harrydobbs.com

Airlabs

Airlabs has created the first technology proven to effectively remove harmful nitrogen oxides (NO₂, NO_x) from the air, as well as removing particulate matter (PM_{2.5}). We create clean air zones in cities, reducing exposure to pollution for citizens and its impact on their health – allowing them to enjoy the outdoors safely. Our technology was independently verified by Kings College London to remove almost 90% of NO₂ from their monitoring station on Marylebone Road, one of the most polluted roads in London.

Our team of atmospheric chemists and airflow engineers analyse pollution hotspots and design effective ways to clean the air within them, integrating our units into street furniture or floor or wall fixings. We can create clean air zones almost anywhere – in bus shelters, public spaces, outdoor restaurants and across the transport network including inside vehicles. This technology is designed to be low energy and low maintenance so suitable for city infrastructure.

The CleanAir bench is a bespoke design for Bird Street. It takes in polluted air from behind, removes harmful gases and particles and emits clean air through the sides and armrests, creating a clean air bubble around users. www.airlabs.com

Airlite:

Who or what is this Airlite you might ask? In the world of tech leapfrogs, Airlite is the new techno-savvy paint that cleans your air and purifies your environment! A pollution eliminating, NO_x reducing, bacteria eating, mould destroying, dust repelling, odour neutralizing, energy-consumption saving, super-paint. That's right, a wall paint. And it's about to rock your world - we mean - clean your air.

Not only does this innovative paint have massive air-purifying qualities it's completely natural and water based. Forget about simple non-toxic paint, not only is this paint entirely VOC free, it will knock the toxins out of the air you breathe. Its purifying qualities are so refined that 100m² of surface area covered with Airlite has the same NO_x absorbing qualities as 100m² of mature tree-covered forests. Airlite turns any surface into an air purifier, minus the bulk and noise with no need for electricity, filters, motors, waste, or maintenance.

Living or working in an Airlite environment is like having perpetual air purity all around you. Not only is it zero energy consumption; it can cut energy costs between 15%-50% when applied on external walls by drastically reducing the solar heat absorbed by surfaces.

About Appear Here

Appear Here is the leading global marketplace for short-term retail space. It connects brands, retailers, designers and entrepreneurs with available space, seamlessly online. Launched in February 2013, by 20-year-old Ross Bailey, Appear Here

has become the go-to destination to make creative, retail ideas happen. More than 80,000 major brands like Nike, Coca Cola, Net-a-Porter and Kanye West use Appear Here to access over 10 million square foot of available space.

Over 4,000 exclusive spaces have been listed on Appear Here in the UK and France, and as of April 2017, Appear Here has added New York's top neighborhoods like Nolita, Soho, West Village and Chelsea to its global network of spaces. The company also works with leading retailers like TOPSHOP to list space in their flagship stores.

www.appearhere.co.uk