Beat: Arts

LONDON'S NEWEST EXHIBITION VENUE OPENING AT BATTERSEA POWER STATION

IN SPRING 2025, FROM NEON

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USPA NEWS - A Newly Re-Imagined Event Space is launching at Battersea Power Station in Spring 2025, from NEON, a Global Leader in Immersive Experiences and Exhibitions.

A Newly Re-Imagined Event Space is launching at Battersea Power Station in Spring 2025, from NEON, a Global Leader in Immersive Experiences and Exhibitions. This New Venue, the First-Ever Purpose-Built Entertainment and Cultural Exhibition Space in Central London, located next to the Iconic Battersea Power Station on Circus Road East, will bring NEON's World-Renowned Immersive Experiences to the Heart of the City, with a Soon-To-Be-Announced Exhibition as the First of many to come.

Construction of NEON at Battersea is well Underway, with the 128 Tonne, 3,200 Square Metre Roof Structure successfully lifted, using 48 Chain Hoists working in Perfect Harmony and installed earlier this Year. Expo Pavilion Group (EPG | UAU-Studio) lead as the Creative Architects for the Venue and its Feature Facade, while Star Live act as the Principal Contractor and Design Engineers.

Marking a Dynamic Addition to London's Cultural Landscape, NEON's Exhibition Space at Battersea Power Station will showcase Selected Experiences from their Repertoire of Acclaimed and Award-Winning Touring Engagements like Machu Picchu, the Golden Empires of Peru and Jurassic World: The Exhibition, and present them as a Semi-Permanent Offering.

Ron Tan, CEO and Executive Chairman of NEON says:
"We are thrilled to announce the Opening of a Brand-New Exhibition Space and look forward to bringing our World-renowned immersive experiences to Battersea Power Station, which has quickly established itself as a Vibrant Centre of Creativity and Community since the Restored Power Station opened its Doors to the Public for the First Time in History in October 2022."

Battersea Power Station is Home to over 150 Shops, Bars, Restaurants and Leisure Venues, and with its Annual Events Programme featuring Highlights such as the Light Festival, celebrASIA and Christmas at Battersea Power Station, the Riverside Neighbourhood has firmly established itself as a Cultural Hub in Central London. Battersea Power Station was also named One of the Top 20 "Best Cultural Spots" in the World by National Geographic in 2024. NEON's New Space will contribute to the Riverside Neighbourhood's Thriving Cultural Offering and will open in the Month which marks the Beginning of Wandsworth's Year as The London Borough of Culture.

Sam Cotton, Head of Asset Management at Battersea Power Station Development Company, said:
"The opening of NEON's New Exhibition Space at Battersea Power Station supports our Vision to deliver a Vibrant Centre for Arts, Culture, Entertainment and Community Engagement. We are excited to see Londoners and Visitors from Further Afield come together to enjoy these Globally celebrated Experiences and we're delighted to open this Exciting New Exhibition Space in the year that Wandsworth has been named The London Borough of Culture."

NEON at Battersea Power Station will host Two Unique Exhibitions Per Year and is set to become a Landmark Venue, attracting Visitors not only from London and the UK, but from all over the World, for Unforgettable Experiential Content. NEON boasts a Slate of World-Class Intellectual Properties through Partnerships with Billion Dollar Studios, as well as Original Artifact Exhibitions. Each Brand is developed In-House and designed to be Unique, Immersive and Large-Scaled. Collectively, the NEON Repertoire of Global Content attracts Close to One Million Visitors Annually.

In Celebration of the Spring 2025 Opening, NEON will provide 5,000 Complimentary Tickets to Local Schools, allowing Students to experience the Exhibitions Firsthand. Additionally, 1,000 Free Tickets will be offered to Local Charities, Community Organisations, and Youth Groups, furthering NEON's Commitment to making World-Class Cultural Experiences accessible to All.

Source: NEON

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