
PRESS RELEASE



IT'S SMILEYWORLD® SEASON AT BATTERSEA POWER STATION THIS EASTER!

- A free self-guided SmileyWorld® art trail will be making its London debut at Battersea Power Station this Easter with 15 emoticon sculptures on display across the riverside neighbourhood for visitors to discover
- Throughout the Easter holidays, families can also enjoy interactive SmileyWorld® inspired arts and crafts sessions hosted inside the iconic Grade II* listed Power Station, indoor and outdoor games, fairground rides, face painting and much more
- With over 140 shops, bars, restaurants and leisure experiences, Battersea Power Station is the perfect place to spend a day out with loved ones this Easter

7th March 2024



Caption: Battersea Power Station is the place to be this Easter with lots of family-friendly activities including a free self-guided SmileyWorld® art trail, which is making its London debut at the riverside neighbourhood (Credit: Left image Charlie Round-Turner, right image John Millard Photography)

Easter is just around the corner and Battersea Power Station has a fantastic line-up of family-friendly activities running from **Friday 29th March – Sunday 14th April 2024** for all to enjoy during the holidays.

The riverside neighbourhood will be putting big smiles on visitors faces with a free, self-guided **SmileyWorld® art trail**, created by global arts producer Wild in Art. The trail is making its London debut at the Power Station with 15 emoticon sculptures based on human emotions located inside and outside the Grade II* listed building until **Sunday 19th May 2024**. Perfect to explore with family and friends, each sculpture features a fun and identifiable Smiley® on one side, and a unique artwork from one of fifteen creatives who have interpreted and responded to their emoticon.

Visitors can also enjoy a variety of ticketed **SmileyWorld® inspired arts and crafts sessions**, including Easter bonnet and friendship bracelet making, biscuit decorating and mood mug colouring in. Battersea Power Station will be marking **World Autism Day on Tuesday 2nd April**

with a series of inclusive play sessions tailored for autistic, ADHD and SEND children. These will also be available on various different dates throughout April. Battersea Power Station will welcome eight-year-old newly published author, Noah Faria, on **Sunday 14th April** for a live book reading of his new children's book, 'The Fizzy Brain', which is about living with Autism and ADHD too.

Little ones can unleash their inner Easter bunny, hopping on ticketed **Bungee Trampolines** and bouncing around a **Trampoline Play Centre** in the six-acre Power Station Park. There will also be free outdoor games to make the most of the spring weather including popular soft play, **Imagination Playground**, giant **Connect 4** and **Cornholes**. Inside the Power Station, children can enjoy **face painting** and **LED Hula Hoop** sessions, as well as **Bumper Cars** located in Turbine Hall B.

Louise Errington-Thomas, Marketing Director at Battersea Power Station, said:

"We're thrilled to be bringing family-friendly fun to Battersea Power Station this Easter and to be the first destination in London to host the free SmileyWorld® art trail, a fun and accessible way to teach children about emotions. We'll be bringing back interactive arts and crafts sessions, as well as indoor and outdoor games that are always a big hit with families. Visitors can also expect special Easter menus and unique in-store experiences from the great mix of brands now open at the riverside neighbourhood over the holidays, guaranteed to create a truly memorable day for all."

Nicolas Loufrani, CEO of The Smiley Company said:

"It's truly wonderful to witness the Wild in Art trail making its way to London. This collaboration signifies more than just an art installation; it signifies a new era in public art. By bringing together communities to engage with these vibrant displays, we're not only creating shared experiences but also bolstering local economies and nurturing a deep appreciation for creativity."

Join us on this colourful journey where art isn't just about aesthetics—it's about spreading joy, fostering connections, and celebrating the rich tapestry of human emotions. Together, let's paint a brighter, happier world where smiles abound, and every emotion finds its place in the spotlight."

Battersea Power Station is home to over 140 British and international brands, including more than 50 restaurants, cafes and bars from **Arcade Food Hall & Bar** offering diners 13 different international cuisines, to **Where The Pancakes Are**, **Dishoom**, **tashas**, **Roti King** and **Gordon Ramsay Bread Street Kitchen & Bar** to name a few. Some grab and go options include **Clean Kitchen Club**, **Poke House**, **Kova**, **Leon**, **itsu**, and the **M&S Foodhall**. Visitors will also be able to discover a line-up of food pop-ups along the Riverwalk in front of the Power Station including **Queen of The Crepes**, **The Waffle Market** and **Manna**.

Those looking to add further fun to their day can catch a movie on the big screen at **The Cinema in The Power Station** or **The Cinema in The Arches**, head to **Birdies Battersea Crazy Golf Course & Bar** or the home of ping pong, **Bounce**, for some friendly competition. For families looking to create ever-lasting memories, there's **Lift 109**, Battersea Power Station's unique glass elevator experience, which transports visitors 109m to the top of the building's north west chimney and offers unrivalled 360-degree views of the capital's skyline.

Battersea Power Station's historic turbine halls and Electric Boulevard, a pedestrianised high street, are also perfect for a spot of retail therapy. From **ME+EM**, **Apple**, **ZARA**, **Levi's**, **Boots Beauty**, **Borough Kitchen Cook Shop and Cook School** to **LEGO®**, **Malin+Goetz**, **Curated Makers** and **The Battersea Bookshop**, Battersea Power Station has a wide selection of shops to suit all budgets and tastes.

Travelling to Battersea Power Station couldn't be easier with the Zone 1 Battersea Power Station Underground station bringing the riverside neighbourhood within 15 minutes of the West End and

the City. Battersea Power Station also has its very own Uber Boat by Thames Clippers pier and is a 15-minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. The riverside neighbourhood is easily accessible by bus, bike, car and train too.

To discover more on SmileyWorld® Season at Battersea Power Station, visit: <https://batterseapowerstation.co.uk/events/smileyworld-season/>

For more information about Battersea Power Station please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up to date with the latest news and events

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About Battersea Power Station

Following an ambitious eight-year restoration, Battersea Power Station opened to the public for the first time in history on 14th October 2022. The iconic landmark and surrounding area has been transformed into London's most exciting new mixed-use neighbourhood – a place for the local community, Londoners and visitors from further afield to shop, eat, drink, live, work and play.

Forty years after the Power Station was decommissioned, the Grade II* listed building is now home to over 100 shops, bars, restaurants, 254 apartments, offices, leisure and entertainment venues including Lift 109, a unique glass elevator experience inside the building's north west chimney, The Cinema in The Power Station and Bounce Ping Pong.

Visitors to Battersea Power Station will find a mix of premium, high street and small independent brands such as ME+EM, A.P.C, ZARA, Hackett, Jigsaw, Levi's, Aesop, Uniqlo, the Battersea Bookshop, and Curated Makers. The riverside neighbourhood also offers a variety of dining options at over 30 cafes, bars and restaurants including the newly opened 24,000 sq ft Arcade Food Hall, which hosts 13 world cuisines on its menu.

The restoration of Battersea Power Station is the centrepiece of an ambitious regeneration programme that spans across 42 acres on a 450m stretch of the River Thames. When completed, this highly anticipated and innovative project will have created more than 20,000 new jobs, over 4,000 new homes, a new NHS medical facility and 19 acres of public space.

Additionally, with its own Uber Boat by Thames Clippers river bus pier and the new Zone 1 Battersea Power Station Underground station on the Northern Line, this central London destination is now easily accessible for all to enjoy.

About SMILEY

Smiley has been spreading joy and optimism to generations since French journalist Franklin Loufrani created the trademarked brand in 1972. Originally a gesture to urge readers of the newspaper France-Soir to 'Take the Time to Smile', soon this ubiquitous symbol of happiness became the most recognised and important in graphic design.

In 1996 Nicolas Loufrani, son of Franklin, took over the helm, steering Smiley into the digital revolution. Creating a whole new way of communicating, he added a variety of facial expressions to the original Smiley - his emoticons are now sent around the world at infinitely.

Continuing to influence modern culture, Smiley is one of the world's top global licensing enterprises collaborating on high-profile activities spanning fashion, art, homeware, food and beverage. Major partnerships include Loewe, Moschino, Raf Simons, Eastpak and LA-based Market, who produce the Market Smiley Baseball - a cultural icon.

Maintaining Smiley's friendly mantra, Loufrani created Smiley Movement in 2017. The non-profit community works across multimedia platforms aiming to inspire positive change in society addressing urgent societal and environmental problems.

To celebrate 50 years, Smiley commissioned graffiti artist André Saraiva to reimagine the famous logo; created The Collector's Edition with 50 streetwear designers; and brought back the original message 'Take the Time to Smile' - because what's more inspiring and universal than a smile?