

BULLRING BIRMINGHAM

18 October 2011

Press Release

BIRMINGHAM HAS A NEW LANDMARK – SPICEAL STREET AT BULLRING

The UK's most visited shopping centre, **Bullring Birmingham**, is set to open a new dining destination on **Thursday 24th November**.

The scheme, named **Spiceal Street**, takes its name from the medieval word for spice merchant dating back to its roots as a market street in the 1700's, will welcome three new restaurants to the heart of Birmingham city centre following demand from visitors for more eateries at the busy shopping centre. In the current climate restaurants at the centre are performing extremely well, which has led to the need to expand the catering offer. Three new restaurants, the stylish **Browns Bar and Brasserie**, Thai banquet-style **ChaoBaby** and local fresh food and ingredients pioneers **handmade burger Co.** will offer shoppers a taste of something different.

Dining out is still a big trend in Birmingham that has remained strong despite the economic climate and the Spiceal Street opening follows a successful 10-day festival of food, Birmingham Food Fest, which celebrated the unique dining offer the city has boasting three Michelin Star restaurants.

A new water feature containing poetry co-written by two Birmingham poets, a green wall and a public art commission by Wolfgang Buttress will also join the new development, which sits alongside 21st century and 12th century architecture in the form of the iconic Future Systems Selfridges building, recently voted one of Lonely Planet's must-see buildings, and the beautiful St Martin's Church.

The redevelopment of the area will be celebrated with a spectacular performance between human and machine as six dancers and three diggers unite in a routine created by Leamington Spa based dance theatre company, **Motionhouse**. Dancing with extraordinary grace, the machines carve the space, pivot and wheel their human partners whom they lift, nudge and shift in a poetic display to celebrate the opening and mark the completion of the building works, following a partnership with **Arts Council** as part of the **Arts Nation initiative**.

Throughout the day there will also be the chance to sample food from the new restaurants, enjoy winter Pimms on Browns Bar and Brasserie's terrace and a unique opportunity to take a ride in ChaoBaby's Tuk Tuk.

The three new restaurants will sit alongside five existing eateries that make Spiceal Street, including celebrity chef Jamie Oliver's restaurant **Jamie's Italian**, creating the ultimate dining destination in the Midlands. The new dining quarter will be open late into the evening allowing visitors to shop and dine under the stars.

Tim Walley, General Manager at Bullring, commented: "Bullring has always been famed for its strong fashion offering and continues to maintain its title as the UK's most visited shopping centre, and we're now confident that our catering offer is strong enough too. The opening of Spiceal Street marks a new era for Bullring and adds a new dimension to Birmingham's already thriving culinary scene."

Bullring opened in 2003 in the heart of the UK's second city and houses over 160 shops and 28 restaurants/cafes. Selfridges and Debenhams anchor the shopping centre, which was chosen as the first European location for Forever 21 and boasts a range of prestigious international brands including COS, Hollister and Hugo Boss.

For further information about Spiceal Street please visit www.spicealstreet.co.uk.

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For further information or image requests please contact Emma Roberts on 0121 632 1545 or emma.roberts@bullring.co.uk.

Notes to Editors

Bullring is owned by a partnership between three property developers and investors: Hammerson plc, Future Fund and Henderson Global Investors Ltd.

Motionhouse is one of the UK's foremost dance theatres companies. Motionhouse creates startling, passionate dance theatre, fusing images, action and dynamism to surprise, challenge and delight their audiences. For more information visit www.motionhouse.co.uk

Arts Nation is a national initiative funded by Arts Council England, looking at innovative ways of engaging arts audiences. For more information visit www.artscouncil.org.uk