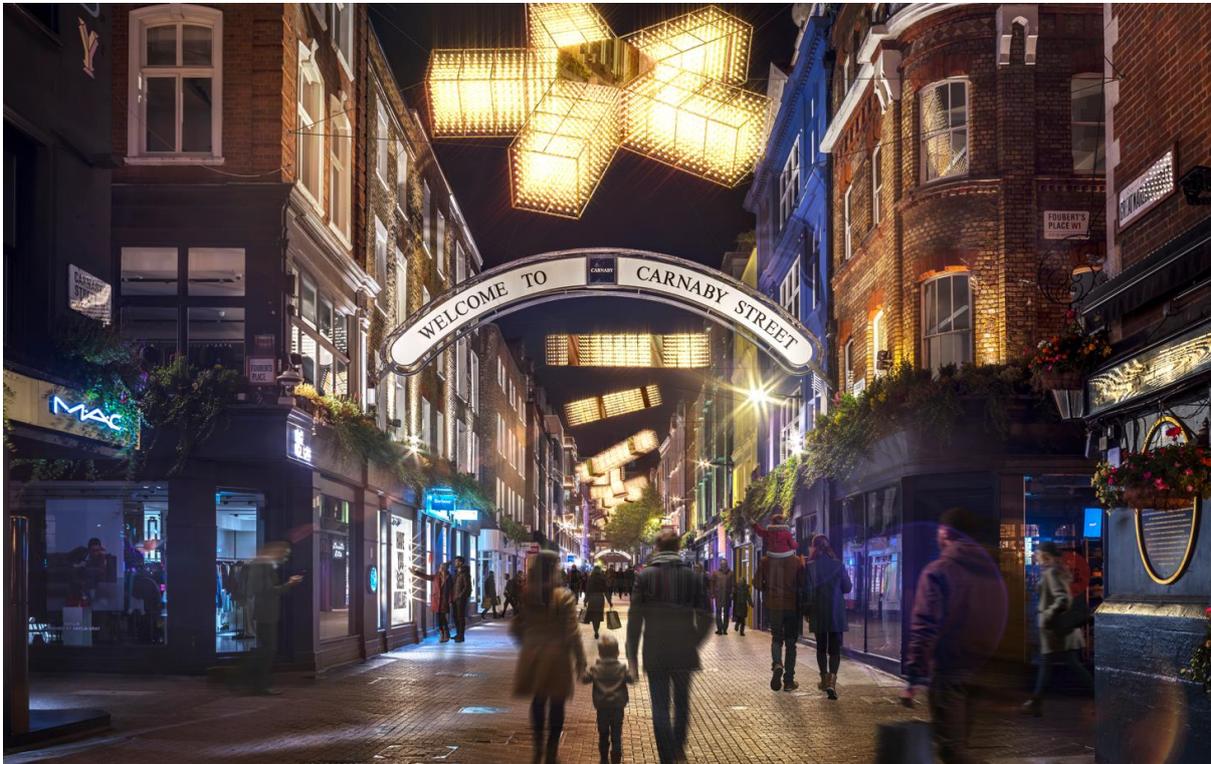


**CARNABY STREET REVEALS 'INTO THE LIGHT'
A GROUNDBREAKING CHRISTMAS INSTALLATION FOR 2024**



- Today Carnaby Street reveals a new design-led Christmas light installation '*Into The Light*' for 2024, marking a bold evolution in Carnaby Street's iconic Christmas schemes and a first-of-its-kind approach to lights in London
- '*Into The Light*' will be switched on the evening of Thursday 7th November
- Over 6-metre-long sculptural light forms and over 60,000 energy-efficient LEDs will guide visitors down Carnaby Street, using innovative technology to create dynamic and immersive light displays that will illuminate the iconic street
- The installation celebrates Carnaby Street's heritage as a destination that champions creativity, innovation and pioneering concepts
- UK made, the installation is powered by green energy and designed to last

London, 7th October 2024 - This festive season, Carnaby Street will reveal a groundbreaking, design-led light installation on Thursday 7th November, setting a new standard for London's Christmas lights. A dynamic, programmatic light show will light up Carnaby Street, igniting the Christmas spirit, marking the start of the festivities. '*Into The Light*' 2024 represents a new direction for the iconic street, bringing Carnaby Street back into the light by combining cutting-edge design with the creative, rebellious spirit of both Soho and Carnaby Street.

Positioned at the heart of Soho's evolving cultural scene, *'Into The Light'* brings an architectural approach to Christmas, marking the first step into a long term, more sustainable, five-year lighting scheme that will transform Carnaby Street into a must-see destination each holiday season. Designed by London-based creative production and design studio *Sculptivate*, this year's light display is a stunning blend of contemporary form and function, embodying a golden glow that reflects both Carnaby Street's heritage and its role as a cultural tastemaker.

Inspired by the intersection of modern architecture and festive celebration, the *'Into The Light'* installation evokes a sense of warmth and unity, wrapping Carnaby Street in a contemporary glow that reinvents traditional seasonal lighting. A first for Christmas lights in London, the installation will feature mesmerising hourly light displays, with over 6-metre-long sculptural light forms suspended above the street and thousands of energy-efficient LED bulbs shimmering across the street.

Star-shaped feature installations will also mark the gateways to Carnaby Street, creating an inviting entrance to the festive experience. The installation extends to Kingly Court, where cascading curtains of light will adorn the balconies, evoking a cosy, intimate atmosphere within Soho's beloved alfresco dining spot. In addition to the light display, Soho and Carnaby Street will host a series of festive events and activities throughout the season, with exclusive details set to be revealed soon.

As part of Soho and Carnaby Street's commitment to sustainability, the lights are designed to be reused for at least five years, with adaptive functionality allowing for new features and adjustments over time. The programmable lights will evolve year after year, ensuring that the display remains fresh and captivating throughout the life of the installation.

Michelle McGrath, Executive Director at Shaftesbury Capital, said: *"London's West End is globally renowned for its spectacular festive lighting displays, so we're proud to unveil this ground-breaking, immersive lighting installation in Carnaby Street; 'Into The Light', which delivers a new first-of-its-kind approach to Christmas lights in London embodying thoughtful and contemporary design. The addition of 'Into The Light' to Carnaby Street, already renowned as one of London's must-visit Christmas destinations, will add to the street's appeal as a festive hotspot for shopping and dining by captivating Londoners, tourists, and visitors with its dynamic light displays."*

Andy Cobb, founder of Sculptivate, shared the vision for the design: *"We set out to craft a sustainable, semi-permanent installation that will become synonymous with Christmas on Carnaby Street over the next five years. The design merges modernist sculpture, cutting edge technology and the warm golden hues of the festive season, creating a striking yet timeless presence that captures the essence of Soho's creativity and innovation."*

Soho and Carnaby Street offers a magical blend of festive shopping and unbeatable dining that makes this iconic area a must-visit during the holiday season. Discover must-have items at flagship stores including **END.**, **House of Astrid & Miyu**, **PANGAIA**, **Carhartt WIP**, **Adidas Originals**, and **GANNI** – perfect for ticking off the Christmas gift list. After a day of shopping, indulge in the area's diverse culinary scene, from the immersive delights of **Cahoots and Little Violet Door** to the bold flavours of **Kiln**, **Speedboat Bar**, **The Counter**, **Zahter** and **Kolamba**. **Kingly Court** adds to the festive magic with standout restaurants like **Darjeeling Express**, **Goldies**, and **Donia**.

Whether it's shopping, dining, or celebrating with friends, Carnaby Street and Soho capture the spirit of Christmas like nowhere else in London. Stay tuned for further details for the *'Into The Light'* switch-on reveal on Thursday 7th November, and get ready to experience a new era of Christmas lights in Soho.

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About Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

Carnaby.co.uk / @CarnabyLondon

ThisisSoho.co.uk / @ThisisSoho

About Shaftesbury Capital PLC

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.8 billion, extends to 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary). www.shaftesburycapital.com

Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

About Sculptivate

Founded in 2007 by Andy Cobb and Ben Bigland, Sculptivate is a global design and creative production agency working across luxury and culture. With backgrounds in architecture, art, design, strategy, engineering, theatre production, and beyond, Sculptivate's team delivers projects from ideation through to activation with both creativity and technical rigor. From realising entire building façades decorated with brand stories to creating immersive fine jewellery exhibitions, Sculptivate crafts genre-defining moments that build connections and leave lasting impressions.

Discover more at www.sculptivate.co.uk