

LINKSTREET BULLRING



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Building on the revamp of Birmingham's Grand Central station, Hammerson approached us to refresh the link – a retail bridge connecting The Bullring and station. We saw an opportunity to create a veritable retail destination with a curated offer.

We developed LINKSTREET Bullring – a retail hub with a refined, contemporary edginess. Using a clean monochrome palette we stripped out the ceiling and used white box-like shop frontages to give the retailers maximum stand-out. Dramatic, angled lighting and floor designs draw customers in, whilst also unifying the environment. The concept carried through to include new kiosks and a dramatic digital corridor from Bullring itself.



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