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# DINING IN A NEW LIGHT



**Westfield**  
LONDON

# INSPIRATIONAL EATING

EATING AT WESTFIELD LONDON IS ABOUT THEATRE,  
NOT SIMPLY FUEL



Eating at Westfield London is about choosing from 50 international food concepts - many of which have never been seen before. Eating and drinking is not an add-on to the shopping, but a celebrated element of the overall experience.

The 25 styles and nationalities of food reflect London's diverse culinary culture, and respond to a growing appetite among the city's population for more and better places to eat out.

Westfield London is an open, external-facing place: the outside and inside areas merging seamlessly; this is no traditional air-conditioned boxy mall. This element of the architectural vision is beautifully realised when it comes to food.

You'll find a bustling cluster of 17 restaurants and cafes lining Southern Terrace: a wide, pedestrianised street from where you approach some of the main entrances to the covered space.



# DRAMATIC DINING

FRESH FOOD, PASSIONATELY SERVED

Now move inside and witness The Balcony. Here, open cooking brings drama: think of dusk falling on the main square in Marrakech, the Djemaa el Fna, when street chefs fire their braziers and cook up fresh, fragrant delicacies. The same evocative sensory bombardment will infuse The Balcony.

The Balcony is about communal eating. Make your choice from the eclectic collection of 13 vendors, two of which are brand new, three are making their UK debut, and one is associated with a Michelin star-rated chef.

Having watched your food being prepared, take it and eat, lounge-style overlooking The Atrium, an extraordinary central space. The Balcony, designed by Softroom, is positioned, both strategically and geographically, at the very heart of Westfield London.

London-based Softroom has won awards for groundbreaking projects including Virgin Atlantic's Heathrow Clubhouse. And, talking of awards, 73 in total have been heaped upon the food names getting involved at Westfield London.

Food and drink pit stops for when you need a quick refueling are there, of course, but always executed smartly and with unsurpassed attention to detail.