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# Major new music venue for west London in £1.3billion Olympia redevelopment

Many of the biggest names in music appeared at Olympia during its heyday including Jimi Hendrix, Rod Stewart and Pink Floyd



The £1.3 billion overhaul of the exhibition centre will include a 4,400 capacity live music venue / Yoo Capital and Deutsche Finance International (DFI)

By [Jonathan Pryn](#) Consumer Business Editor @JonPryn | 01 December 2020

**O**lympia is set to return to the rock concert circuit after it was revealed that the £1.3 billion overhaul of the exhibition centre will include a 4,400 capacity live music venue.

Many of the biggest names in music appeared at Olympia during its heyday including Jimi Hendrix, Rod Stewart, Pink Floyd, Status Quo, Procol Harum, The Cure and Primal Scream.



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Today, Olympia London owners Yoo Capital and Deutsche Finance International said they have signed a deal with live entertainment company AEG Presents, which promotes events such as British Summer Time at Hyde Park, and the Coachella festival in California, as well as artists such as The Rolling Stones, Ed Sheeran and Elton John. Its parent company AEG Worldwide runs the 02 in Greenwich and the Eventim Apollo in Hammersmith.

Steve Homer, chief executive of AEG Presents, said: “This is a very exciting opportunity. Olympia is steeped in British music history as far back as Jimi Hendrix in the 60s. AEG Presents are delighted to be part of the new development and we plan to create more iconic shows for London audiences.”

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The new venue will be built above the existing west exhibition hall and will be the biggest in west London, overtaking the Eventim Apollo, which has a seated capacity of 3,341.

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The operators of the two hotels at the complex were also named as citizenM and Hyatt Regency.

The development will also have a four-screen arthouse cinema, a 1,500-seat theatre, restaurants, shops, cafés, hotels and 550,000 sq ft of office and co-working space.

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