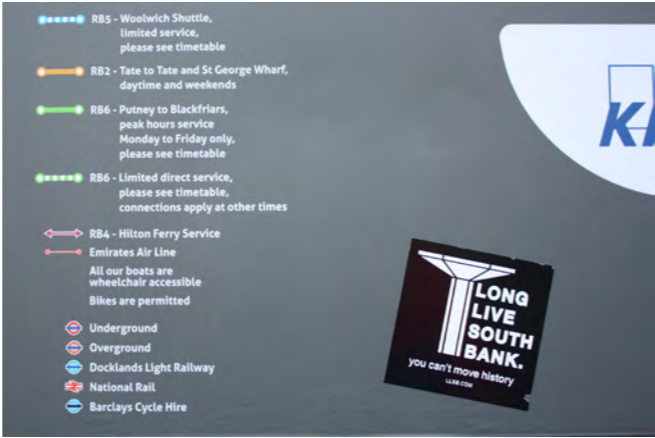

Team London Bridge

London Bridge Revealed Identity

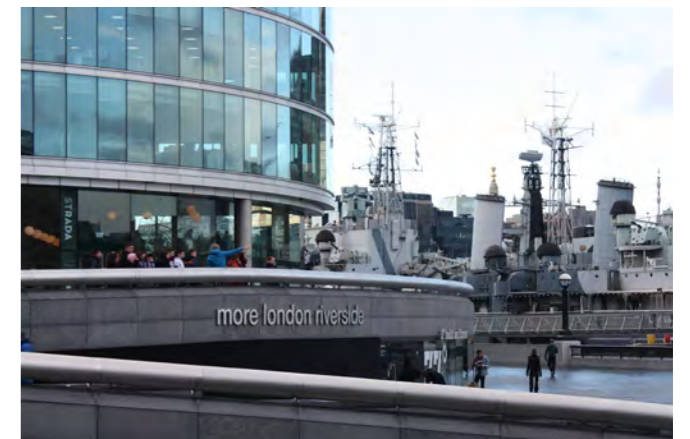
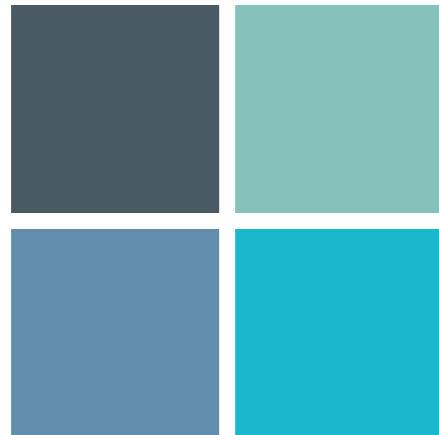
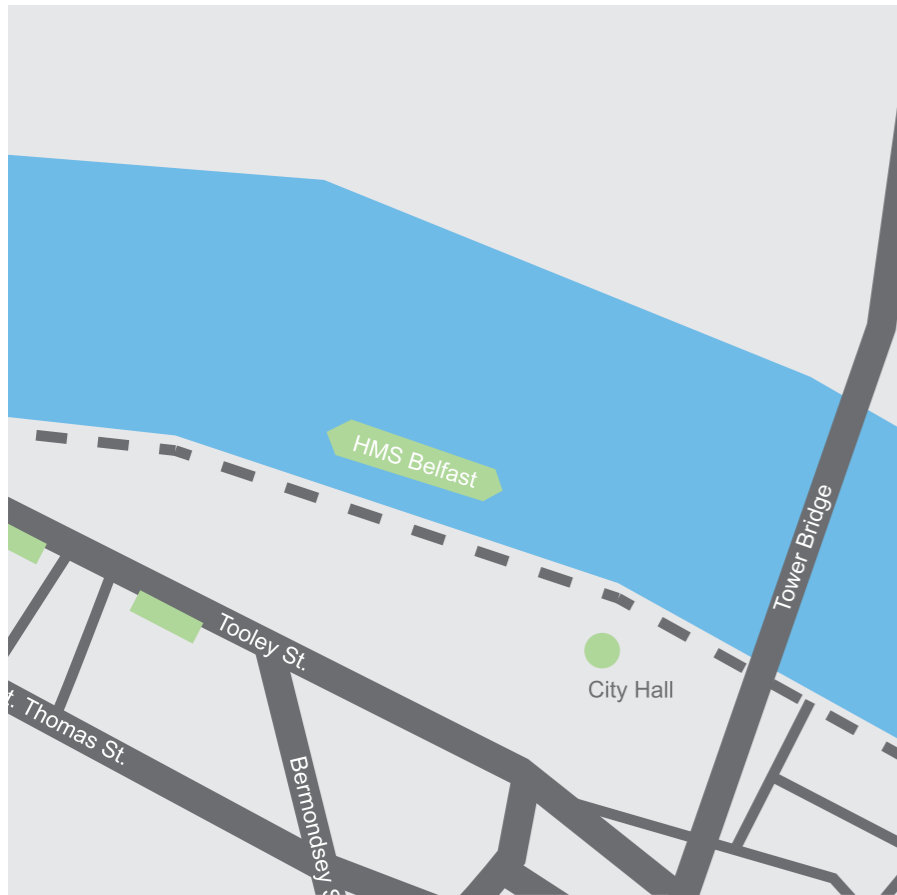
Initial concepts

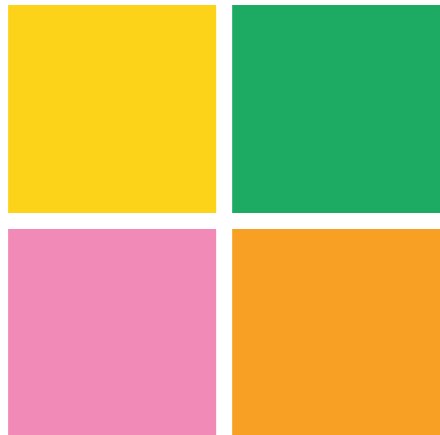
January 2014

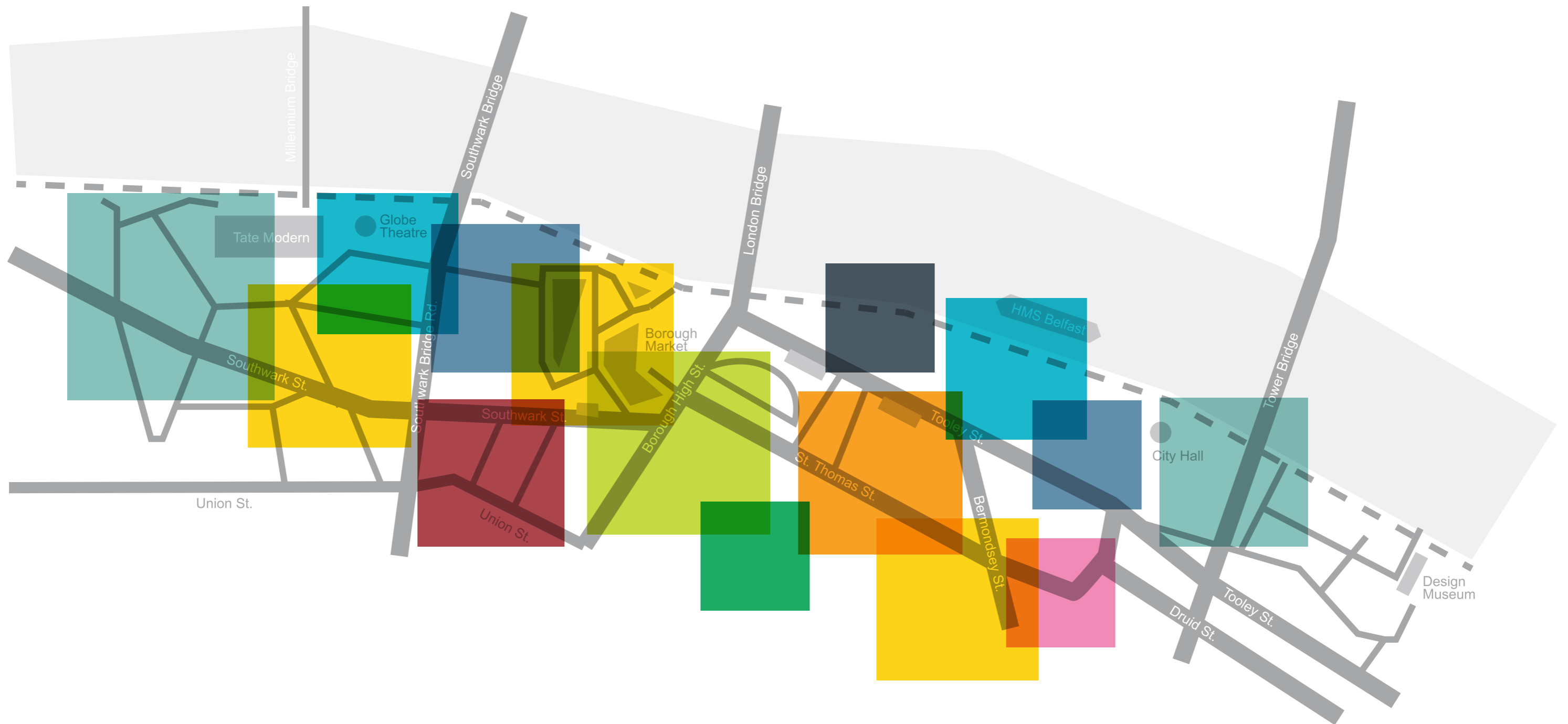








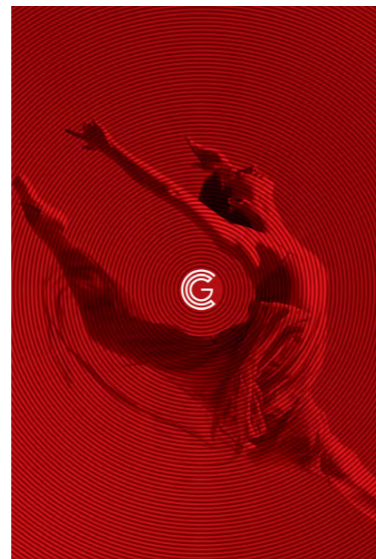




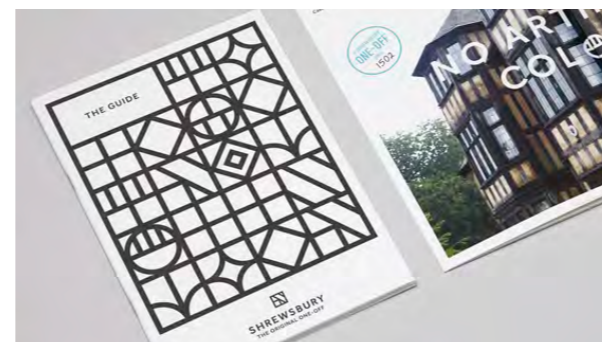
Team London Bridge
London Bridge Revealed

The area

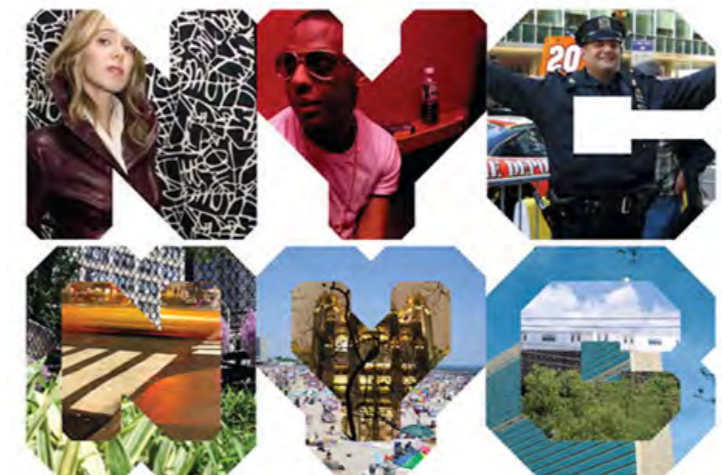
Covent Garden



Shrewsbury



New York City



Melbourne



CITY OF MELBOURNE



Sydney



London Victoria

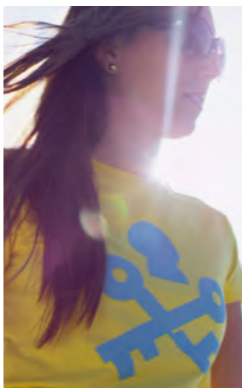
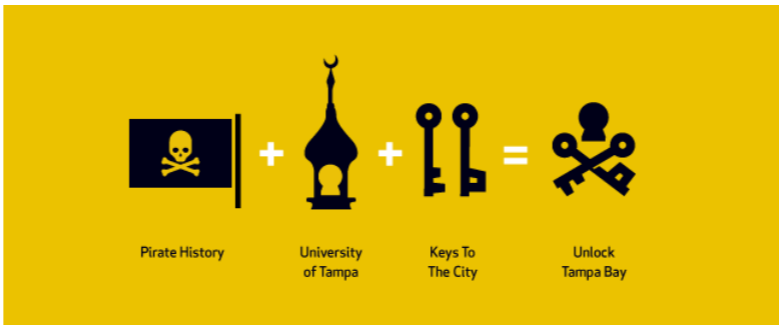


Madison Square Park



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London Bridge Revealed

Tampa Bay



London Victoria



Competitor landscape