



## INTERNATIONAL QUARTER LONDON, STRATFORD LONDON, UK

Smart Space consultants were assigned to perform a people flow study on the masterplan of the International Quarter London South. Located at the heart of the London Legacy site and the Queen Elizabeth Olympic Park, this commercial and residential complex aimed to be seamlessly integrated into the wider urban context, while providing a comfortable and vibrant public realm to the site visitors.

The aim of the study was to quantify the new demands generated by the new business and residential areas, and evaluate the impacts on existent demands through the site, especially during special events at the Queen Elizabeth Olympic Park stadium.

Dynamic crowd flow simulations as well as capacity, visibility and distance analysis were used to evaluate the public realm and retail locations according to footfall and attractivity. Our outputs helped inform the landscape design and the retail positioning, as well as inform the visitor

experience and crowd management during event days. They also helped highlight and solve potential bottleneck so to improve people's experience within and through the site.

CLIENT  
Stratford City Business District, SCBD

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Crowd Flow Consultancy