

Designer dog homes descend on St Pancras International

- *St Pancras International gets behind pet charity, Blue Cross, by hosting an incredible display of over 20 'doggy dream homes' designed by renowned architects, artists, and celebrities*
- *Hoping to raise in excess of £1 million, celebs including Bruce Oldfield and Russell Watson have reimaged the 'traditional kennel' in a series of concept led designs*

19 March 2018: From today, visitors to St Pancras International will see a unique display of bespoke 'doggy dream homes' designed by renowned architects, artists, celebrities and designers.

Hoping to raise more than £1 million for the *Blue Cross Animal Rehoming Centre* in Hertfordshire, the special kennels are now on display on the upper mezzanine of the station until 26 April 2018 when they will be auctioned off in aid of Blue Cross pet charity and US based Outdoor Arts Foundation. Funds raised will help the thousands of sick, injured, homeless and unwanted pets the charity cares for each year.

Kennels will also go on display at Stratford International and organisations taking part include the internationally famous Zaha Hadid Architects, renowned mosaic artist Ivan Djidev and multi-award winning designers Denizen Works Ltd. Celebrities who co-designed houses alongside architects include dog lovers Anne Robinson, Russell Watson, and Bruce Oldfield.¹

Over 20 designs are now on display at the iconic St Pancras International.

Matt Cull, Deputy Director of Fundraising at Blue Cross said: "We very excited about the kennels descending on central London, where they will be on view to so many commuters, holiday makers and visitors to the capital. We hope they make an interesting and unusual addition to people's journeys to and from St Pancras International. Blue Cross helps thousands of pets, from hamsters up to horses, and we are delighted that this unique project will help us to care for the many pets needing our help every year."

From bold and colourful to chic and sophisticated, there is a doggy dreamhouse for all pet lover's tastes. Russell Watson's inspirational design was inspired by his stage career and includes glamorous red curtains, stage lighting and a back stage area.

Wendy Spinks, Commercial Director at HS1 comments: "St Pancras International is a destination known for showcasing the very best talent from across the arts, so we're thrilled to provide a platform for these celebrated designers and to support such a worthwhile cause. This is just one of a series of events, exhibitions and installations we look forward to surprising and delighting our one million weekly visitors with this year, as we celebrate our 150th anniversary at the station."

The BowWow Haus installation and auction has been created in partnership with U.S based Outdoor Arts Foundation who hosted a BowWow Haus event in 2004 in Tampa Bay, Florida.

The auction will take place on **26 April 2018** at the St. Pancras Renaissance London Hotel. To find out more visit <https://www.bluecross.org.uk/bowwow-haus-london>. For more information about St Pancras International, including the station's 150th anniversary please visit <https://stpancras.com/>

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Notes to Editors

- **1Full list of participants, interviews requests and images available, contact Blue Cross media office.**
- Blue Cross is a national charity that has been helping sick, injured, abandoned and homeless pets for over 120 years. We help thousands of pets in need every month by providing veterinary care, expert behaviour help and find them loving homes. We also offer education for current and future pet owners plus pet bereavement support for those who have lost their pet companion. Pets help us in so many ways and they depend entirely on us, with your support we can give back to more pets in need. Pets change lives. We change theirs.
- For more information, please visit www.bluecross.org.uk
- The Outdoor Arts Foundation is a U.S. based not-for-profit organisation dedicated to enhancing the cultural character of communities through creative artistic endeavours. For more information, please visit www.outdoorartsfoundation.com

About St Pancras International Station:

St Pancras International station is a unique Grade I listed building owned by HS1 Ltd. Offering a wealth of stylish and premium shops, bars and restaurants all under one iconic roof, the venue is a destination, in its own right, as well as a world-class station.

Known for its calendar of new and exciting arts and music experiences, there's always something new to discover.

Visitors can also experience St Pancras International's free-to-play jukebox and station pianos, played by world famous stars including Elton John and John Legend, as well as the public day to day.

For more information about the station and its premium retailers, including Fortnum & Mason, Searcys, Whistles, kikki.K, plus recently launched Ted Baker, Chanel, and Calvin Klein visit <http://stpancras.com>.

150th anniversary

Celebrate St Pancras – the people, the place, the journey' – is a series of events, exhibitions and installations commissioned by HS1 Ltd for the anniversary year. It will showcase the transformation of the station, the entry and role of women into the railway workforce, St Pancras' role in the trade of goods, food and beer into London, the station's wartime history and the people and journeys that have been shaped by it.

St Pancras International has launched the St Pancras IPA to mark the anniversary, on sale now at station pub, The Betjeman Arms.

About HS1 Ltd:

HS1 Ltd has the 30-year concession to own and operate High Speed 1, the UK's first section of high speed rail, as well as the stations along the route: St Pancras International, Stratford International, Ebbsfleet International and Ashford International.