

## Corporate Strategy

British Land's opportunistic but risk-averse strategy seeks to achieve long-term growth in shareholder value by:

- focusing on prime assets in the office and retail sectors;
- creating exceptional long-term investments with strong covenants, long lease profiles and growth potential;
- enhancing property returns through active management and development; and
- maximising equity returns through optimal financing and joint ventures.

The key to high returns is flexibility, both in terms of business organisation and financing to take advantage of shifts in the property market.

### Art at Plantation Place, London EC3

#### Front cover

Marc Quinn

*The Overwhelming World of Desire* §

(*Paphiopedilum Winston Churchill Hybrid*) 2003

Marc Quinn was born in London and studied Art History at Cambridge University. The natural lifecycle is a central theme to his work, and in 1991 he first achieved fame with 'Self', a cast of the artist's head made from 4.5 litres of his own blood. In recent years he extended this study to plants and most importantly the hybrid nature of the orchid species. 'The Overwhelming World of Desire (Paphiopedilum Winston Churchill Hybrid)' has now taken root in the newly completed atrium of Plantation Place, capturing the spirit of the building's name and creating a spectacular exhibit for visitors as they enter the space.

Quinn has also been selected from six other prominent artists, by an independent panel, to feature his work 'Alison Lapper Pregnant' on the fourth plinth in Trafalgar Square, London. The figure is to be installed in Spring 2005.

#### Back cover

Simon Patterson

*Time and Tide*, 2002 – 2004

Born in Leatherhead in 1967, Simon Patterson reinterprets the factual information that orders our lives – notably in *The Great Bear*, in which a London Underground map is retitled with the names of philosophers, explorers and film stars. The ever-changing lunar landscape of 'Time and Tide', situated in Plantation Lane, a pedestrian walkway between the two buildings of Plantation Place, complements the steeple of St Margaret Patten, whose renovation has been funded by British Land. It was one of 51 City churches designed by Sir Christopher Wren to replace those destroyed in the Great Fire of 1666.

'Time and Tide' has been so successful that the RIBA has recently commissioned a book on the piece in Plantation Lane, charting its conception and design through to construction and installation, as well as the impact it has had since opening to the public.

§ Stainless steel, permanent pigment, U.V. filtered moisture cured polyurethane varnish 472 7/16 x 222 7/16 x 6 7/16 in. (1200 x 565 x 16 cm)

© the artist  
Courtesy Jay Jopling/White Cube (London)  
Photograph: Simon Phipps

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