**ICONIC LANDMARK LONDON EYE TURNS 25**

***To celebrate this coming of age anniversary, the London Eye launches star-studded short film; ‘Turning 25: London’s Eye’***

* **Across its 25 years the London Eye has welcomed over 85 million visitors, become the heart of the world famous New Year’s Eve fireworks and led the capital’s cultural celebrations**
* **The short film features heartfelt stories from Julia Barfield, architect and entrepreneur behind the London Eye, as well as British actors David Harewood and Russell Tovey, singer-songwriter, advocate and author Leigh-Anne Pinnock and Ukrainian boxer Oleksandr Usyk reflecting on what the city means to them**
* **A combination of archival and contemporary footage, the film illustrates how London and the Eye have evolved together over the last 25 years**

***Available to watch now on the London Eye YouTube channel:*** [***www.youtube.com/watch?v=4VyktjPAJwM***](https://www.youtube.com/watch?v=4VyktjPAJwM)

*Celebrity imagery available to download here:* [*https://we.tl/t-vMsw72sgg0*](https://we.tl/t-vMsw72sgg0)

*Julia Barfield, London Eye architect, imagery available to download here:*[*https://we.tl/t-d4EMdhsq1a*](https://url.uk.m.mimecastprotect.com/s/9InnCBggzi0z5BRf1uRU22VeI?domain=we.tl)

*London Eye imagery available to download here:* [*https://we.tl/t-np4hiWxRTv*](https://url.uk.m.mimecastprotect.com/s/DQbICAnnyUBGA2lCQt6UGVvto?domain=we.tl)

*Short film trailer available to download here:* [*https://we.tl/t-L0jjhhnf89*](https://we.tl/t-L0jjhhnf89)

**London, Thursday 6th March 2025 UNDER EMBARGO until 00:01** – Sunday 9th March marks 25 years of the London Eye – a structure meant to be a temporary marker of the millennium, that has now cemented its place as an iconic London landmark standing shoulder to shoulder with Big Ben, Tower Bridge and St Pauls Cathedral.

Today, to commemorate its 25th anniversary, the London Eye unveils a star-studded short film; **‘Turning 25: London’s Eye’.**

Through intimate interviews with celebrity names (Russell Tovey, Leigh-Anne Pinnock, David Harewood and Oleksandr Usyk), Londoners' personal stories and an original piece of spoken word poetry by London performance poet Emmanuel Speaks, the film charts story of the London Eye and its journey from temporary millennium monument to a permanent cultural icon representing London on the global stage. The film is a love letter to London, following the evolution of London and the London Eye alike across the last quarter of a century.

Over the last 25 years, the London Eye has welcomed over 85 million visitors from across the globe, become the beating heart of London’s annual New Year’s Eve celebrations, led London’s Coronation, Jubilee, 2012 Olympic celebrations and much more. The iconic structure has also cemented its place in popular culture starring in hundreds of movies and TV shows including Mission Impossible, Harry Potter and the Order of the Phoenix and Doctor Who. As well as played host to thousands of celebrities from English royalty the Prince and Princess of Wales to celebrity royalty Kate Moss and Kim Kardashian.

Julia Barfield, one half of the entrepreneurial architectural husband and wife team who dreamed up the structure and brought it to life, leads the testimonials. She shares the gripping journey of how the London Eye went from a concept created for a national competition (that nobody won, as the judges didn’t think any of the ideas were good enough), to the iconic landmark it is today.

**Julia Barfield, of Marks Barfield Architects who designed the London Eye, said***, “The wheel started off as a landmark to celebrate the Millennium, but has now become a permanent feature of the London Skyline.*

*“It was David, my husband, who thought of the wheel, and I located it in the very centre of London. It’s a symbol of time, and a great way to get people up high efficiently – to offer people the chance to see London from a new perspective and raise spirits.*

*“It’s incredibly moving to see so many enjoying the structure – I’ve been going back and looking at it for the first time for ages. And it just shows, if you have a dream you’ve got to just go ahead and do it – don’t wait to be asked. I only wish David were here to be part of it now.”*

**Robin Goodchild, Senior General Manager of the London Eye, said:** *“To be celebrating a quarter of a century standing proud on London’s Skyline is no mean feat when you think it was never in the plan for the London Eye to be more than a temporary structure. That we are, is testament to the way Londoners and the world have embraced the London Eye as more than its parts –establishing it to become the symbol of London. As London’s Eye.*

*“We are really excited for all those that have been on the Eye over the past 25 years to revel in their amazing memories of their visit when watching the short film. And for those who are yet to enter one of our 32 pods, we hope it inspires them to take a journey across the London skyline and fall in love with the incredible city we are proud to call home.”*

‘Turning 25: London’s Eye’, a short film marking 25 years of the London Eye and a celebration of London, is available for all to watch now on the London Eye’s YouTube channel: [www.youtube.com/watch?v=4VyktjPAJwM](http://www.youtube.com/watch?v=4VyktjPAJwM)

**ENDS**

**For additional information please contact:** **londoneye@stripecommunications.com**

**About The London Eye**

Built for the Millennium, the London Eye is an icon with celebration in the fabric of its DNA. The home of London’s annual New Years Eve fireworks is proudly celebrating 25 years of operation on 9th March 2025. Situated in the heart of the city, the London Eye is at the forefront of London’s most spectacular landmarks. Designed by the Marks Barfield Architects, it is the world’s largest cantilevered observation wheel at 135m tall. London’s only moving view of the city, the gradual rotation and breath-taking 360-degree views of the capital, allows visitors to spectate the hustle and bustle of London life unfolding beneath them at one of the UKs most popular attractions. Since 2000, over 85 million people have journeyed across London’s skyline. It’s in postcards, it’s in selfies, it has cemented its place in pop-culture as a modern icon, frequently featured in movies and instantly recognisable worldwide. From first dates to ‘I do’, Hollywood royalty to actual royalty, our 32 capsules – one for every London borough – have seen it all over the years.

For more information, visit <https://www.londoneye.com/>

**About Merlin Entertainments Limited**

Merlin Entertainments is a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND® Resorts which span across the UK, US, Western Europe, China and Asia Pacific. Dedicated to creating experiences that inspire joy and connection, Merlin welcomes more than 62 million guests annually to its diverse global estate in over 20 countries. An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO® Group, Sony Pictures Entertainment, Peppa Pig, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz/) for more information.

 **About Marks Barfield Architects**

*Marks Barfield Architects (MBA) is one of the UK’s most versatile and Innovative architecture practices. Founded by David Marks and Julia Barfield, the practice uses its creative approach to provide visionary, formally exciting and technically astute solutions to a broad range of project types that range from schools, offices and cultural projects to bridges and infrastructure. Notable projects include the Kew Treetop Walkway, Brighton i360, The Cambridge Central Mosque and the Lantern, a mixed use commercial building in Euston. MBA is currently transitioning to become a regenerative design practice recognising the imperative to meet the needs of clients and society without breaching the earth’s ecological boundaries, indeed ideally giving back. It is currently reviving its entrepreneurial spirit in promoting the West Somerset Lagoon* [*www.westsomersetlagoon.com*](http://www.westsomersetlagoon.com) *– a tidal range project in the Bristol channel which has the second highest tidal range in the world and is currently untapped. It is potentially one of the UK’s largest renewable Energy projects.*

*For more information see* [*www.marksbarfield.com*](http://www.marksbarfield.com)