

## THE BEETHAM TOWER (AREA C)

**ED BROWN**

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**Raddison Blu** or **10 Holloway Circus** (also referred to as the **Holloway Circus Tower** or **Beetham Tower**) is a 400-foot (122 m) tall mixed-use skyscraper in Birmingham city centre. It was originally named after the developers, Beetham Organisation, and was designed by Ian Simpson and built by Laing O'Rourke. The entire development covers an area of 7,000 square feet and is the third tallest building Birmingham. It dominates the sky line in this part of the city.

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