# Boxpark launches BoxHall City to attract sophisticated diners



Boxpark has unveiled its latest venture, BoxHall City, in a bid to rejuvenate its image and appeal to a more sophisticated crowd. Located in the Metropolitan Arcade opposite Liverpool Street station, BoxHall City marks a departure from the brand’s traditional pop-up model, which had grown increasingly dated over the years. The launch event took place on Wednesday, April 9, and featured an array of food stalls and bars set within an elegant, newly renovated space.

BoxHall City features 13 global restaurants, but the selection appears to offer a more muted palette compared to Boxpark’s typically vibrant offerings. Visitors will find a trio of South American-themed stalls, alongside independent bakery Sourdough Sophia, vegan eatery Club Mexicana, and high-end Indian restaurant, Farzi. The food is presented in smaller portion sizes, suited for sharing and sampling rather than large meals, providing a unique dining experience for guests.

The design ethos reflects a more corporate feel with a straightforward black and white aesthetic, contrasting sharply with Boxpark's previous signature bright colours and casual vibe. Two bars flank either end of the space, providing a venue for both drink and dining whilst also facilitating social interaction, a strategy seemingly aimed at appealing to a more mature consumer base.

In addition to the dining offerings, BoxHall City is set to enhance its appeal further with the introduction of a rooftop bar, which is expected to provide panoramic views of the City later this year. The venue will also include a rotating chef residency called Kitchen No. 8. The launch of the kitchen will feature Ms Joyce K, a known face from Channel 4’s Five Star Chef: Britain’s Next Great Chef, who plans to showcase a Congolese-inspired menu dubbed Biléyi. Following her, two-time Great British Menu champion James Cochran will bring his own rendition of British and Caribbean fusion cuisine later in the year.

Despite the changes, questions linger regarding whether BoxHall City will successfully attract London's corporate crowd, which has increasingly favoured more upscale dining experiences. This transition marks a notable change for Boxpark, which had long relied on its identity as a hipster haven characterised by its quirky stalls and vibrant atmosphere. As urban dining continues to evolve, BoxHall City aims to carve out a niche within London’s competitive food and drink scene.

BoxHall City is open daily from 7am to 12am at 1-27 The Arcade, Liverpool Street, London, EC2M 7PN.

Source: [Noah Wire Services](https://www.noahwire.com)