

Television Centre

# The Helios & The Crescent

---

They called it the home  
of British Television



---

You can call it home

A new centre of gravity

A cultural icon and landmark piece of modern architecture, Television Centre was a factory for television and a powerhouse of creative broadcasting.

Its ambitious redesign, led by Stirling prize-winning architectural practice Allford Hall Monaghan Morris, reinvigorates and opens up this historic site with new homes and offices, a transformed forecourt with restaurants, a cinema, television studios, gymnasium with hammam, and a new hotel and members' club from Soho House.





The forecourt  
Welcoming in a new era



The famous forecourt has been transformed into a tiered space with formal and informal gardens, and an open space for events, framing the historic view of the Grade II listed site.

Open to the public for the first time in its history, the forecourt is a hub for Television Centre, with al fresco dining in the summertime at The Allis, Cricket and Bluebird restaurants, and alive with audiences awaiting daily television studio recordings of flagship programmes including The Graham Norton Show.

The Helios Courtyard's double-height colonnade forms the entrance to the main residential lobby and apartments beyond, while in the courtyard stairs circling the golden statue 'Helios' descend to Television Centre's expansive gymnasium, run by Soho House.





The residents' lobby has welcomed many famous faces throughout Television Centre's illustrious history, from heads of state to film stars and musical legends.

This unique space has been restored to its former glory, keeping key features like the original Grade II listed mosaic by British artist John Piper. Today it offers 24-hour concierge services to all Television Centre residents and their guests.



Television Centre is not just one of the most important redevelopments of a London landmark, it's also an exciting place to live with a unique mix of amenities and activities. Your whole day can be spent on-site, from an early morning swim, coffee and lunch, to dinner and a show.

And with established west London areas including Notting Hill and Holland Park on your doorstep, the options are virtually limitless.

## A new destination for West London





Lunch on the terrace or dinner at the bar, take your pick from Television Centre's high-quality dining options including Bluebird Café, Patty & Bun, Homeslice, The Allis and Cricket.

For a more exclusive experience, world-renowned sushi chef Endo Kazutoshi opens his 24-seat restaurant in the glass rotunda sat atop the Helios in Spring 2019.

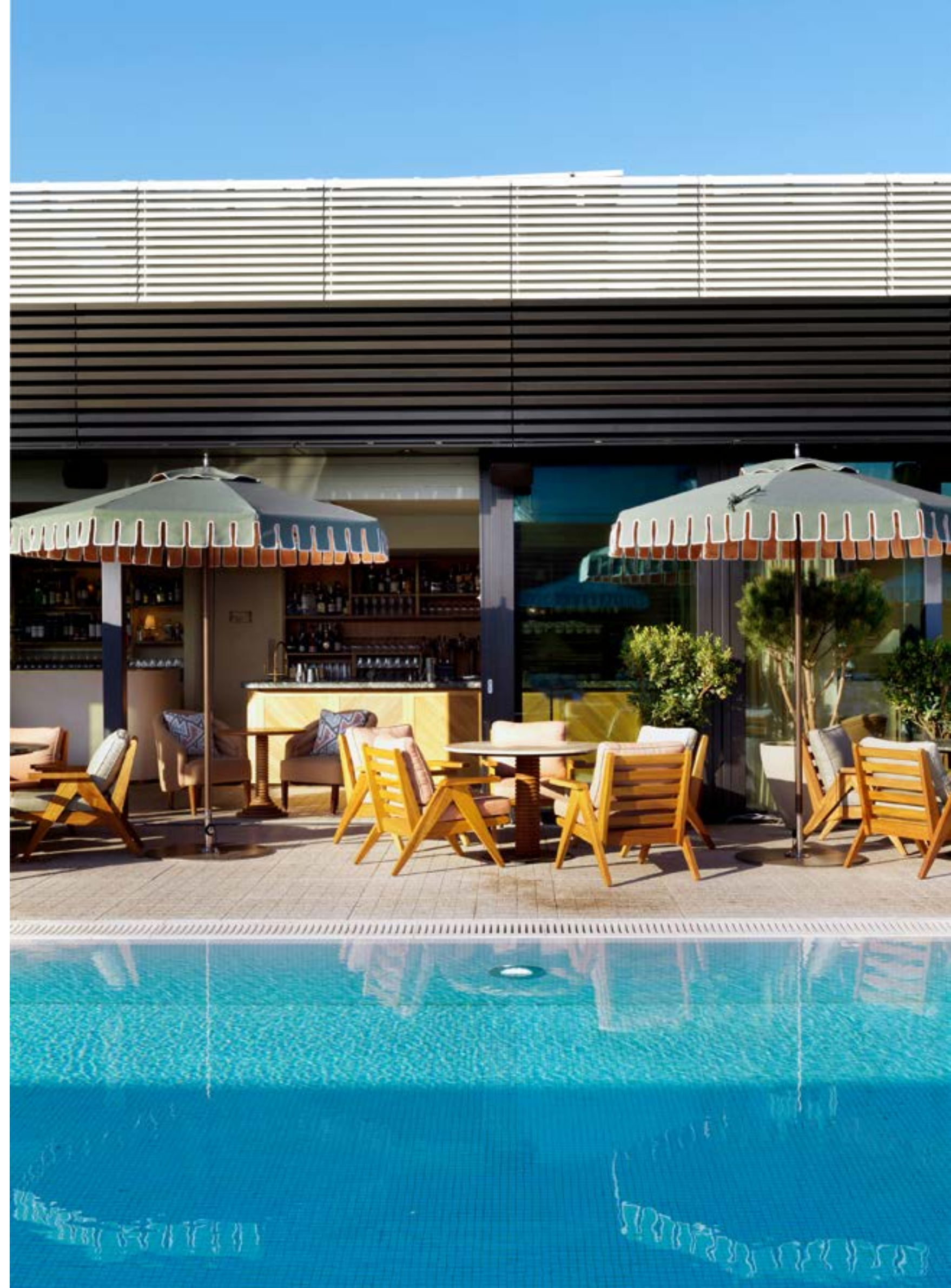




Living  
Wellness



Beneath the Helios statue sits an impressive gymnasium run by Soho House. Facilities include a 17-metre swimming pool, hammam with steam room and sauna, and studios for cardio, boxing and yoga off the main gym floor, plus a healthy juice bar, personal training, and kit wash service.



The new multi-level private members' club from Soho House includes a rooftop pool and terrace overlooking the Television Centre forecourt, making this a buzzing west London destination. In addition, open to all is a 45-bedroom hotel in the historic Helios, and this will be joined by a 3-screen Electric Cinema in late spring 2019.



Living  
Landscaping



Television Centre's famous forecourt has been transformed, creating an atmospheric public space for the first time in its history. For a more relaxing experience, a private garden has been created for residents in the curving secluded space between the Helios and the Crescent.



Television Centre is surrounded by areas of natural beauty and fresh air, including Hammersmith Park, which is a great spot for exercise with sports amenities from tennis and basketball courts to football pitches and even a bowling green.



Living  
TV Studios



Television was the heartbeat of this historic place for over half a century, and that legacy continues with BBC Studios operating three studios from their space adjoining the Helios Courtyard. Daily live audience recordings create a buzz in the forecourt and offer residents a unique experience on their doorstep.

Resident amenities  
Part of a bigger picture



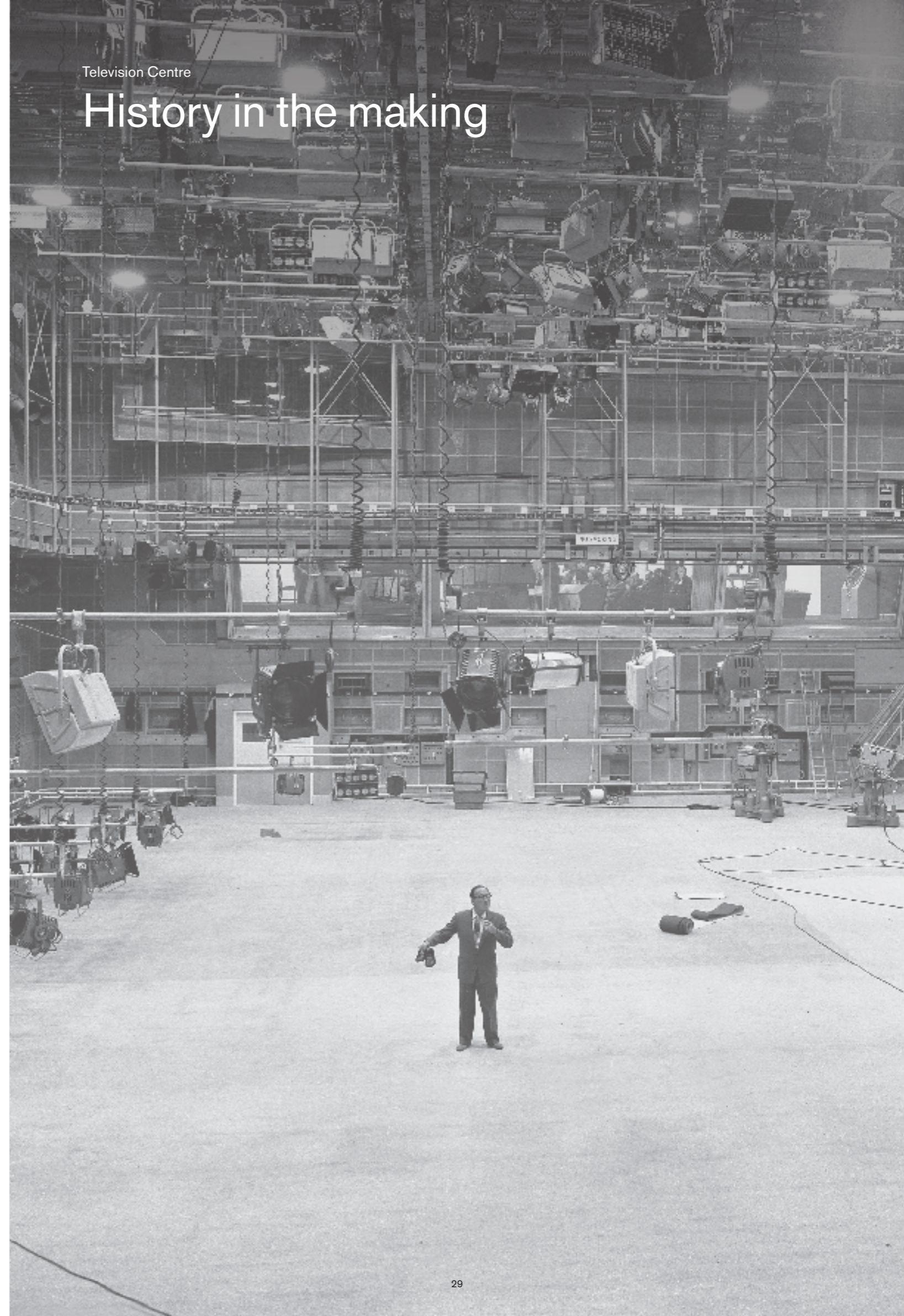
The residents' lounge is a relaxing environment with comfortable seating both inside and outside in the private gardens. The area also features a 20-seat screening room, breakout space for flexible working, library area and meeting room. The 24-hour concierge and on-site management team are on hand to ensure the smooth running of life at Television Centre. Blanc, an award-winning eco-friendly dry cleaners, is now open in the Helios.





At the end of a long day, secure, private entrances around The Helios and Crescent offer a discreet and welcoming retreat.

# History in the making

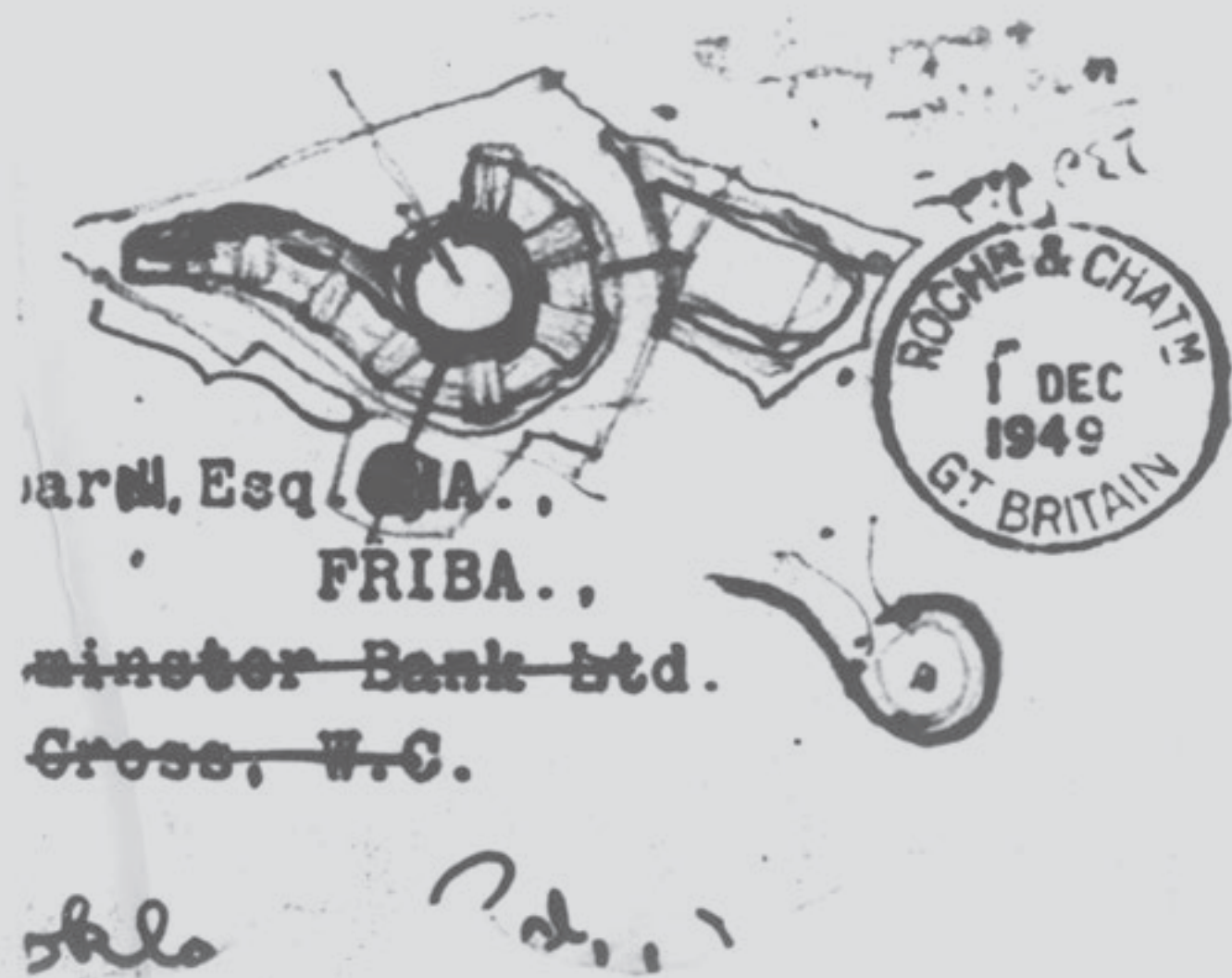




1949

## Graham Dawbarn

Legend has it that architect Graham Dawbarn sketched a big question mark when asked to design the BBC's first purpose-built home, before soon realising that it would make the perfect shape for an efficient 'factory for television'.



1958

## A factory for television

The circular block was designed with 400 offices for 3,000 people, dressing rooms for 600 artists, 7 studios, wardrobe for 16,000 items, laundry, hair salon, make-up and wig-making departments, script and music libraries, band practice room, and a telephone exchange.

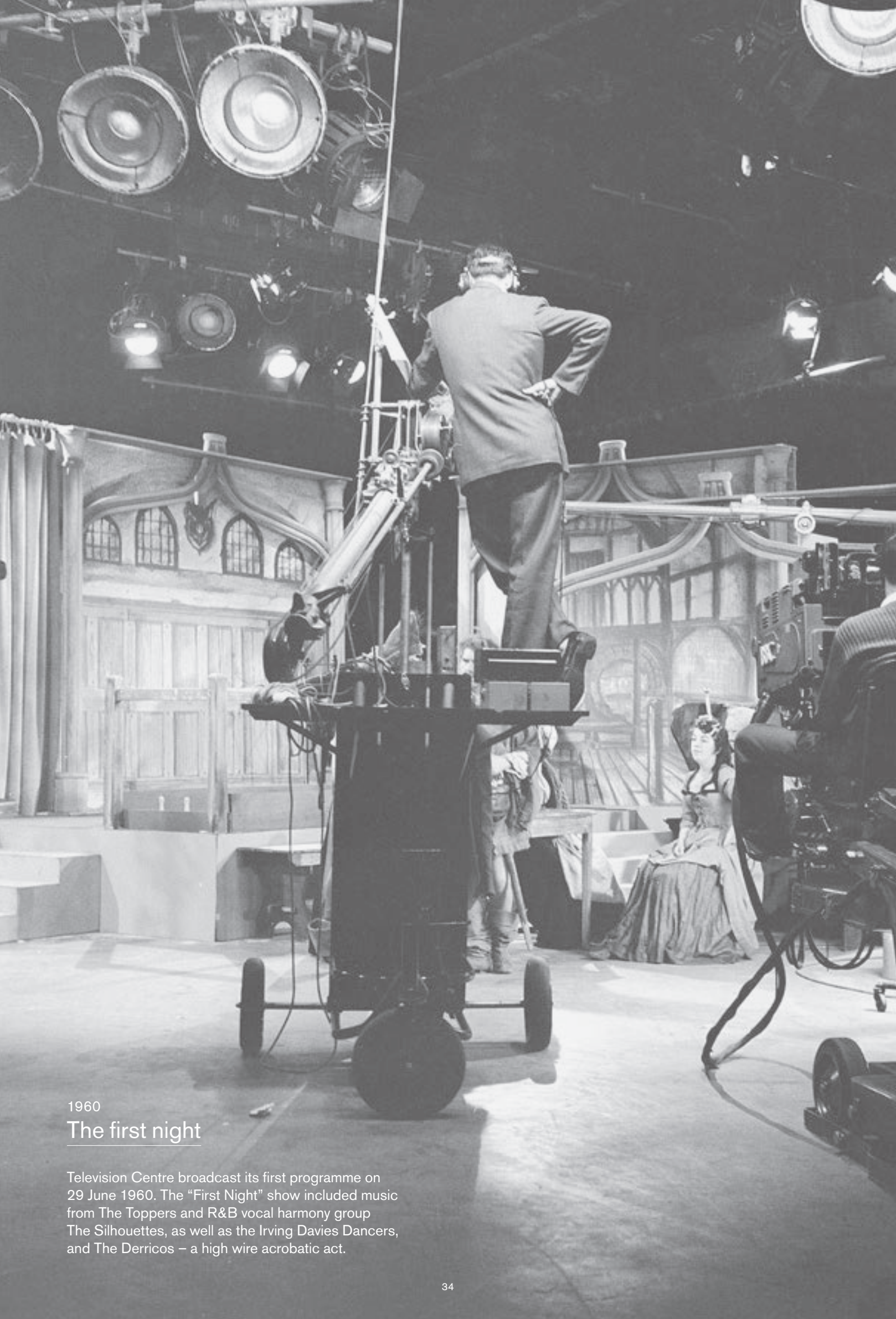


1960

## John Piper

One of the most notable artists working during the Mid-century Modern period, John Piper was asked to create a mosaic for the Main Lobby. Piper worked across stained-glass windows, tapestries, book design, fabrics; seen here with the tens of thousands of individual ceramic tiles that created the Grade II listed mosaic that has welcomed television talent for over half a century.





1960  
The first night

Television Centre broadcast its first programme on 29 June 1960. The "First Night" show included music from The Toppers and R&B vocal harmony group The Silhouettes, as well as the Irving Davies Dancers, and The Derricos – a high wire acrobatic act.

1961

Royal seal of approval

Her Majesty the Queen visited Television Centre on the 25th anniversary of the BBC, seen here standing beneath the colonnade at the entrance to the Helios. At its launch, BBC Director Gerald Beadle described Television Centre as "the largest, best equipped and most carefully planned factory of its kind in the world."



1966

## They think it's all over

Forever at the centre of moments of national significance, this is Television Centre's set for the 1966 FIFA World Cup, where commentator Kenneth Wolstenholme famously proclaimed "They think it's all over... it is now!"



1967

## Sir David Attenborough

A young Sir David Attenborough leaning on the railings at the top of the Helios Courtyard – “My first day was in the early '60s. There was so much live recording... there was this fizz.”





1984

### Here's one we made earlier

Originally filmed onboard a ship on the Mersey, the first show for young children soon transferred to the new Television Centre, where, with presenters Valerie Singleton and Tony Hart, it developed many of its essential elements – the famous badges, “here's one we made earlier” pieces, appeals and ‘totalisers’, pets and plucky presenters – here showing Simon Groom, Janet Ellis and Peter Duncan.



2010

## Chart-topping success

With its vast studios and technical capabilities, Television Centre gave rise to large-scale broadcasting, whether the elaborate sets of Doctor Who, or the party atmosphere of music shows Old Grey Whistle Test, Top of the Pops and Later... with Jools Holland. Appearances at Television Centre have charted the careers and transformation of the music industry's biggest names, such as Coldplay and Beyoncé.





Television Centre's apartments include contemporary conversions and new architectural designs. The Helios Courtyard Apartments have been created from the historic core and overlook the famous centre courtyard, while the Garden Apartments and The Crescent with their expansive glazing and individual balconies and terraces overlook the private gardens, Hammersmith Park and West London.

# The Apartments



Television Centre  
An ethos for modern living



The apartments at Television Centre have been designed with wellness in mind. Life is enriched with thoughtful additions, from peaceful outdoor spaces to the gymnasium with hammam and fitness studio. This overarching ethos for modern living applies to all homes at Television Centre.

The Helios Courtyard is a Mid-century Modern masterpiece. Behind its Grade II listed façade of original crittall windows and decorative tiling, the Helios Apartments are a collection of thoroughly contemporary conversions.

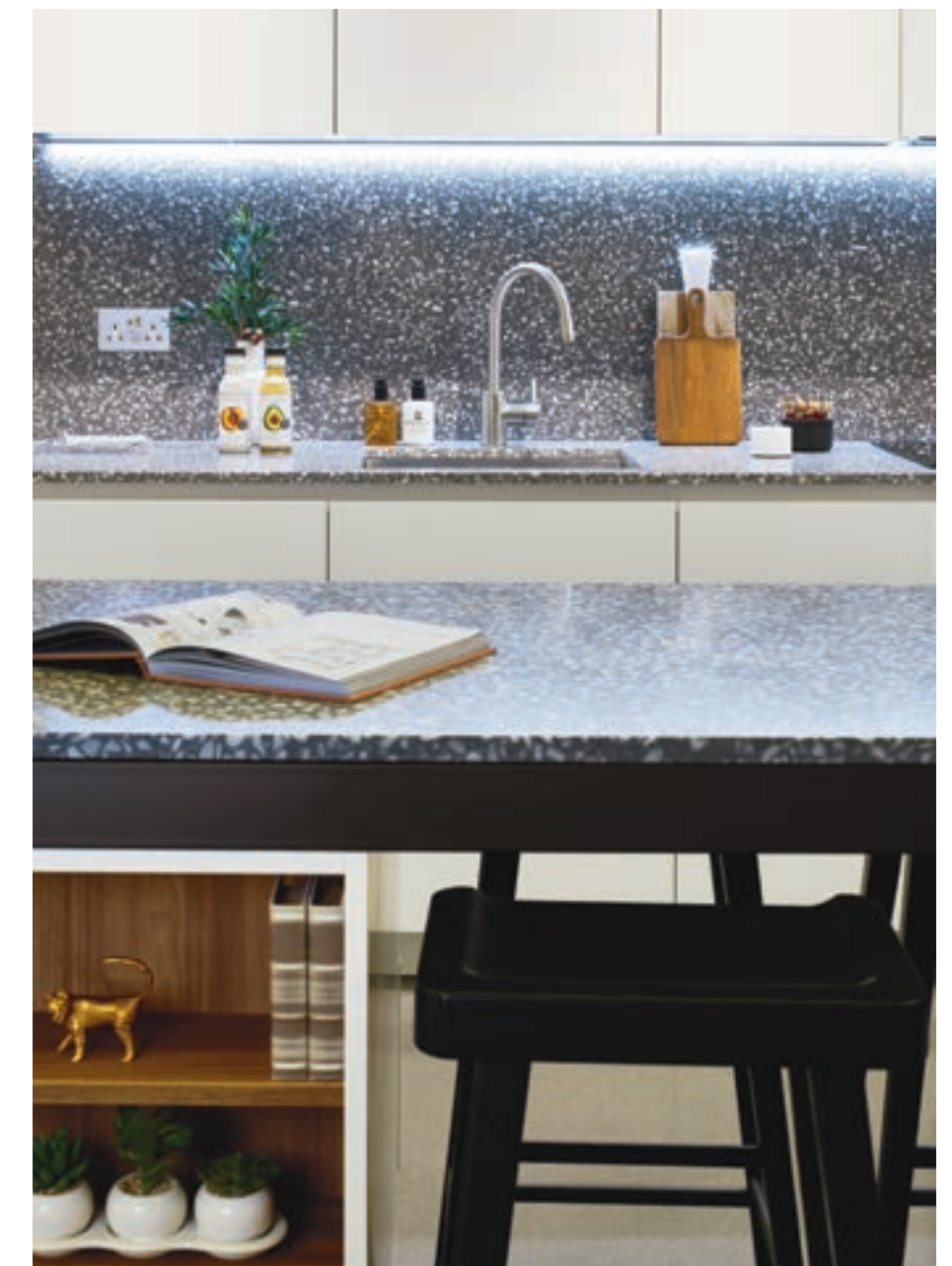
# The Helios





## The Helios Living

In the living areas, residents enjoy underfloor heated polished screed or pale oak flooring. Windows line the full span of every apartment, and sections of ribbed ceiling in the open-plan living area expose the original structure of the building. The result: architectural character, bathed in natural light.







The Helios  
**Bedrooms**

Residents enjoy well-lit bedrooms with spacious walk-in wardrobes and soft carpeting underfoot.



The Helios  
**Bathrooms**

Bathrooms feature bespoke tiles by architects AHMM, inspired by classic Mid-century Modern designs. Also as standard: seamless showers with slot drains and frameless glass screens, porcelain-tiled floors with underfloor heating, heated towel rails, mirror-fronted storage units with demisting elements, and Corian-topped vanity units with integrated brassware.



The Helios  
Kitchens

With period-appropriate terrazzo work surfaces and generous storage, kitchens are a contemporary handle-less design manufactured in Italy, featuring fully integrated appliances from Siemens, and either a flexible island unit or fixed breakfast bar.



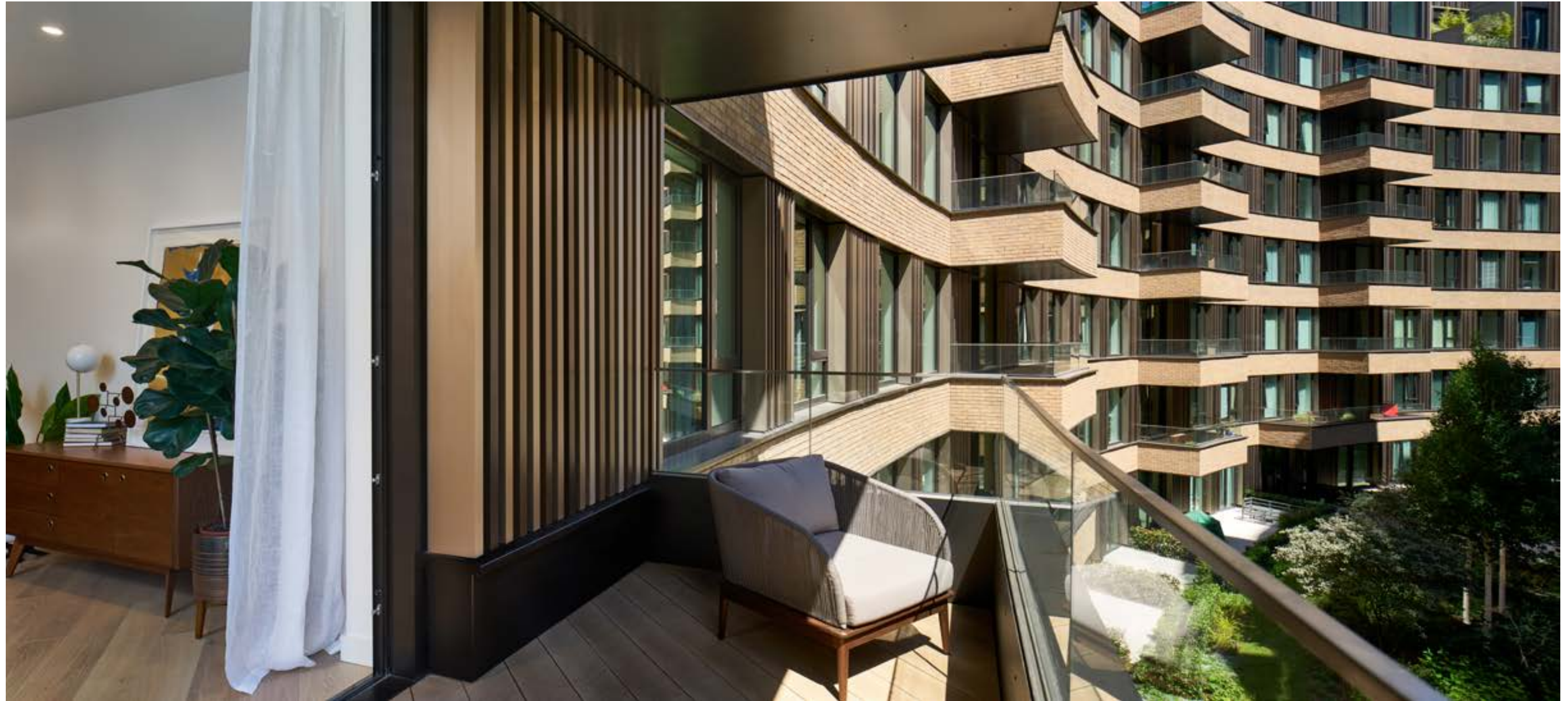
Encircling The Helios, The Crescent is a separate collection of new apartments featuring large expanses of glazing and private balconies with views over either the internal landscaped gardens, historic Hammersmith Park – or both from dual-aspect apartments.

## The Crescent



The Crescent  
Living

The contemporary apartments in the Crescent enjoy spacious balconies and full-height sliding doors, for a true sense of bringing the outdoors in.





The Crescent  
**Living**

The warm timber flooring featured here is just one of the high quality materials used throughout the apartments. With a wide sweep of windows and generous ceiling heights, the apartments feel light and roomy.







The Crescent  
**Bedrooms**

Natural light flows in from the Crescent's distinctively large windows. Bedrooms feature high quality carpeting and spacious timber-lined wardrobes.



The Crescent  
**Kitchens**

The kitchens are designed to be both practical and pleasing to the senses, with light terrazzo surfaces and the clean lines of modern cabinetry, as well as instant boiling water taps and open display units (depending on apartment size and specification).





## The Crescent Bathrooms

Mixing heritage influences and contemporary detailing, master bathrooms have hexagon pattern tiling with a subtle mix of matt and gloss finishes, while family bathrooms feature another bespoke pattern of tessellating lozenge tiles.

Underfloor heating, heated towel rails, demisting mirrors, integrated vanity units, cascade drains, roof-mounted and hand shower heads, and generous storage all come as standard.





The ambitious regeneration of White City is centred around its established, well-connected transport infrastructure, and includes a new campus for Imperial College, a John Lewis within an expanded Westfield London, a range of new homes, public park, and business quarter, White City Place.

## White City & West London

White City  
Connectivity

- 2 Shepherd's Bush ☯ ● ● ➤
- 4 Holland Park ☯ ●
- 5 Notting Hill Gate ☯ ● ● ●
- 7 Paddington (Crossrail 2020) ☯ ● ● ● ● ➤
- 10 Portobello Road (via Ladbroke Grove)
- 12 Bond Street ☯ ● ● ● ➤
- 14 Oxford Circus ☯ ● ● ● ●
- 22 King's Cross St Pancras ☯ ● ● ● ● ● ● ➤ ☯
- 22 Bank ☯ ● ● ●
- 32 Canary Wharf (Crossrail 2020) ☯ ● ● ➤
- 33 Heathrow Airport (Crossrail 2020) ✈ ➤
- 68 Gatwick (via Clapham Junction) ✈

All travel times shown in minimum minutes, measured by Underground from White City or Wood Lane (source: TfL), except for Heathrow Airport which is measured by car.

Television Centre is served by three local stations. White City on the Central line provides transport to Bond Street in 12 minutes, Bank in 22 minutes and Canary Wharf in 32 minutes. Television Centre will be only a short journey from Crossrail, accessible at Ealing Broadway, Paddington and Bond Street.

Wood Lane on the Circle and Hammersmith & City lines offers links to Paddington for mainline and Heathrow Express services in 7 minutes and St Pancras International for mainline and Eurostar services in 20 minutes.

Shepherd's Bush Overground station provides quick access to Kensington Olympia in 2 minutes and Chelsea Harbour via Imperial Wharf in 5 minutes.

The West End is a 10-minute drive via the Westway (A40), and London Heathrow is just over half an hour by taxi. Walking in West London is a pleasure, with Portobello Road, Westbourne Grove and Holland Park only a stroll away.





West London  
**Area guide**

Mixing cultural institutions and multicultural cuisine, boutique-lined avenues and music venues, West London is made up of a collection of established neighbourhoods that have always made this the best part of town.

White City

The area is currently undergoing an exciting transformation over the next decade by Imperial College London, Berkeley St James, Westfield London, White City Place and Television Centre.

Shepherd's Bush

Set around a busy central green, this vibrant area is known for great music and theatre at Shepherd's Bush Empire, Bush Hall and Bush Theatre.

Holland Park

Beautiful residential streets and park with woodland, formal gardens and open-air opera in the summertime.

Notting Hill

Famous neighbourhood with wonderful restaurants and shopping along Portobello Road and Westbourne Grove.

Kensington

A prime central London area and home to the Royal Albert Hall, Natural History Museum and Victoria & Albert Museum.



Imperial College

Imperial College have opened a major new £2bn campus in White City. 1,300 scientists, clinicians and engineers will be on campus by the end of 2019.

Elephant West

The contemporary art magazine Elephant has opened a new cultural outpost in a former petrol station on Wood Lane, featuring a gallery, shop and café.

Wood Lane Arches

TfL are redeveloping 31 railway arches beneath Wood Lane station, opening up the area for pedestrians, and set to become a destination for working, shopping, eating and socialising.

White City Place

A new creative campus for businesses and technology in White City, home to 10,000 workers for companies including ITV, Yoox Net-a-Porter, Royal College of Art and Huckletree.

White City Living

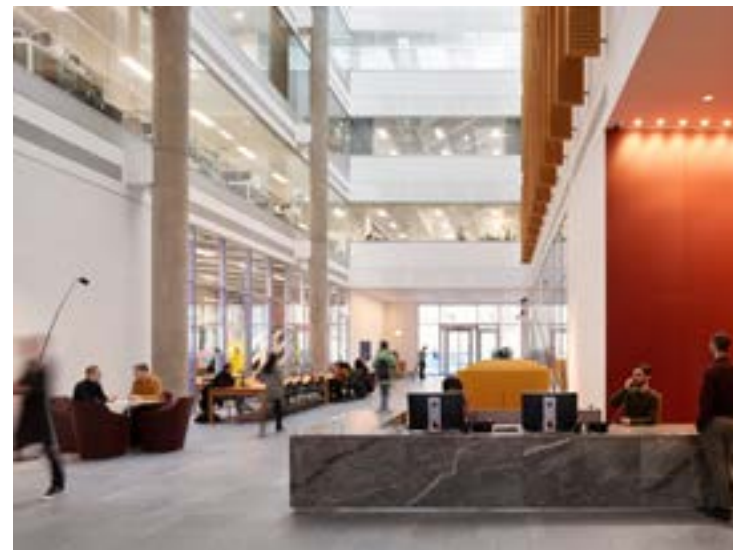
Over 1,800 new homes are being built by Berkeley St James, as well as a 5-acre landscaped public park that links Television Centre to Westfield.

Westfield London

Now Europe's largest shopping mall, following a 2018 expansion that created 415 world-class retailers, restaurants, entertainment and flagship stores including a new John Lewis department store.

West London  
**Workplaces**

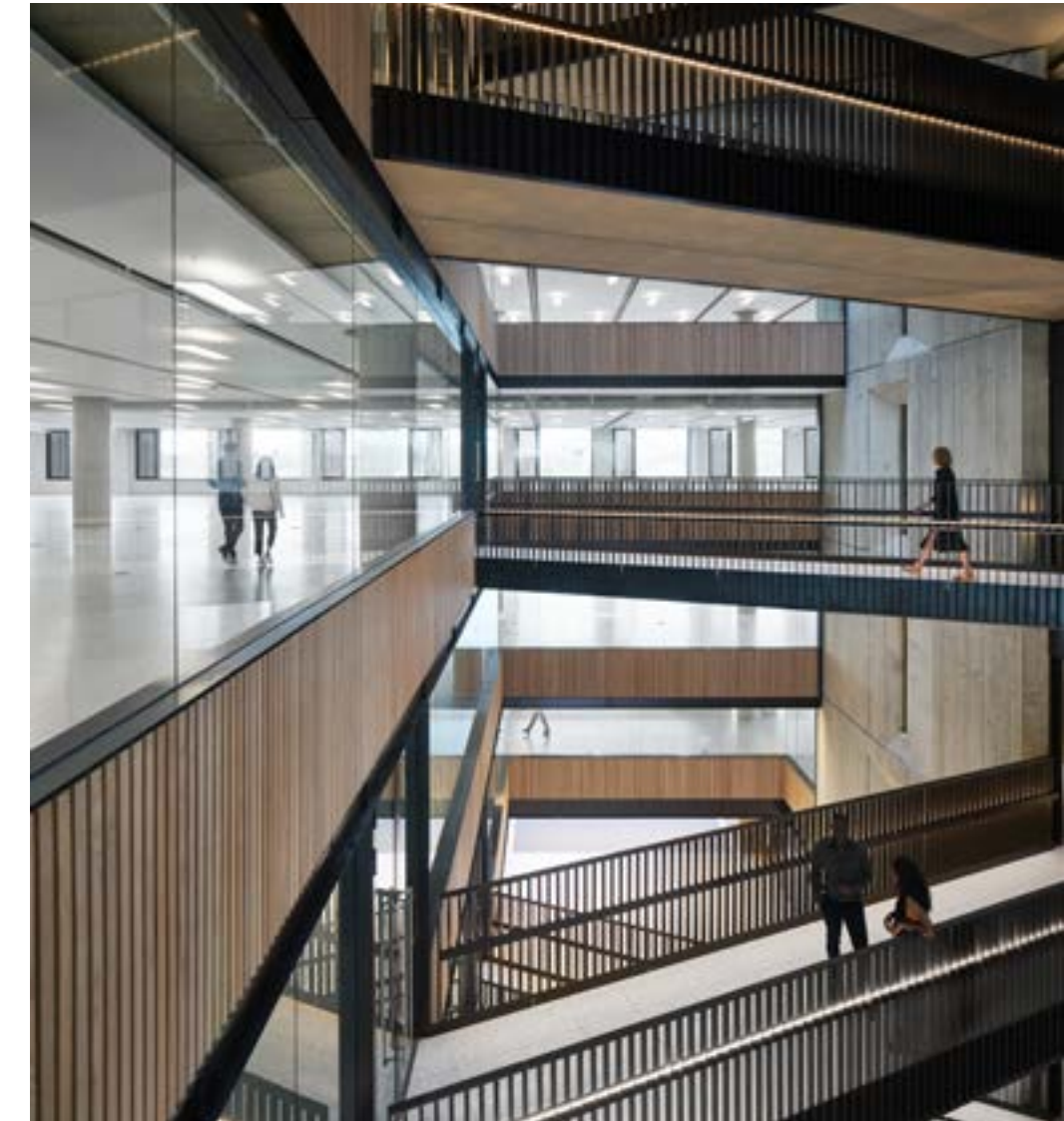
White City's regeneration has widened the neighbourhood's reach from media hub to exciting, multidisciplinary business, technology, science and fashion district. BBC Studios, formerly BBC Worldwide, maintains a substantial cultural output at Television Centre. The White Company has opened its new headquarters and Publicis has moved its group businesses to 2 Television Centre – an historic move for the agency. Net-a-Porter is based at Westfield, with its tech hub at White City Place, a business and life sciences cluster located next to Television Centre on Wood Lane. Other brands in the area include Stella McCartney, Cath Kidston, Loaf, TalkTalk, Egmont Publishing, Monsoon and LMAX Exchange.



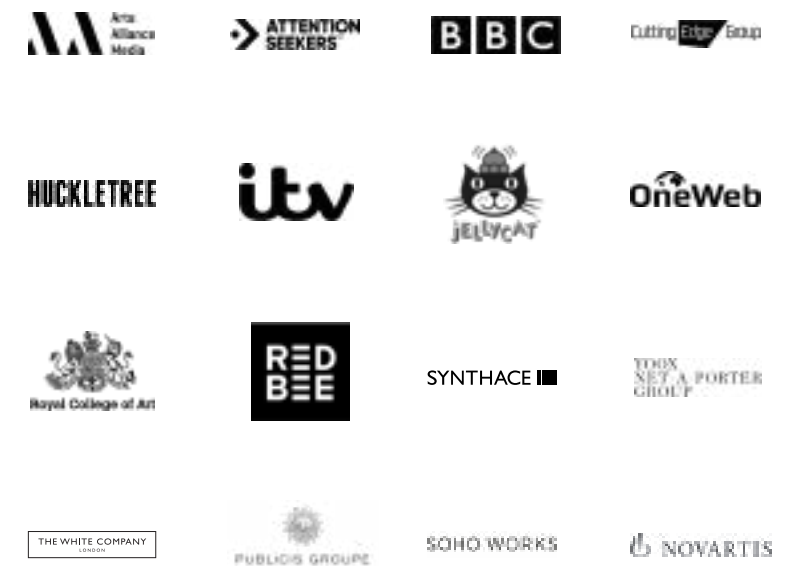
Above: Imperial College's new White City Campus.

Right and below: architectural intrigue and communal breakout spaces at 2 Television Centre.

Opposite page: Business district and life sciences hub, White City Place.



Occupiers at 2 Television Centre and White City Place:



West London  
**Education**

With some of London's best nurseries and schools within easy proximity, Television Centre is an excellent place to raise a family. A selection of primary schools are a short distance away, while world class institutions are a car journey away.

White City is also increasingly a hub for post-secondary institutions. The Royal College of Art and Imperial College have both expanded campuses to White City, and other world-class universities are within easy proximity, thanks to Television Centre's excellent transport links.

**Primary Education**

St Stephen's C of E Primary School 7 mins 🚶	Notting Hill Prep School 9 mins 🚶	Bassett House School 12 mins 🚶
St John XXIII Catholic Primary School 14 mins 🚶	Tabernacle School 14 mins 🚶	Ark Burlington Danes Academy 20 mins 🚶

**Secondary Education**

Godolphin and Latymer School 10 mins 🚗	St Paul's Girls School 10 mins 🚗	Latymer Upper School 10 mins 🚗
Hill House Upper School 18 mins 🚗	Harrow School 22 mins 🚗	Eton College 24 mins 🚗

**Higher Education**

Imperial College White City 5 mins 🚶	RCA White City 5 mins 🚶	University College London (UCL) 24 mins 🚶
London School of Economics (LSE) 26 mins 🚶	Imperial College South Kensington 31 mins 🚶	Kings College London 33 mins 🚶



“We translate discoveries into innovations that can be used by society. I think we’ll help revive the idea that White City is a place you’ll want to visit for creativity and vibrancy.”

Alice Gast  
 President, Imperial College London

## West London Culture

West London is a long-established and much-loved area noted for its galleries and museums. Shepherd's Bush is also known for its music and theatre, with the Shepherd's Bush Empire, Bush Hall and Bush Theatre.

A short distance away is the cultural area around Kensington's Exhibition Road known affectionately as 'Albertopolis' after Prince Albert, a champion of education, industry and cultural investment. It includes the Natural History Museum, Royal College of Art, Royal College of Music, Royal Geographical Society, Science Museum and Victoria and Albert Museum. It is also the original and modern-day home of Imperial College London.



The cultural offering is blossoming in White City: the television studios at Television centre have been joined by Elephant West gallery, and the Troubadour theatre opens in Summer 2019.

Elephant West (above), a new contemporary gallery and project space on Wood Lane, is housed in a disused petrol station. Today, it provides fuel of another kind. Rotating exhibitions and an exciting events programme have designated Elephant a new node in the west London contemporary arts scene.

Troubadour White City (left) has a 1,200-seat theatre and 800 seat multi-purpose space that showcases a ground-breaking and exciting programme of large-scale theatrical shows, film screenings, exhibitions, concerts and international events.



West London

## A shopping destination

In addition to the boutiques of Westbourne Grove and Notting Hill and vibrant markets of Portobello Market, Westfield London offers an enviable collection of high street and luxury brands and restaurants under one roof. There is also a 17-screen cinema and London's only KidZania attraction.

In autumn 2018, Westfield London completed work on a second phase that created the largest shopping centre in Europe with over 415 shops, eateries and leisure. Including a new flagship John Lewis department store, All Star Lanes bowling and Ichiba – Europe's largest Japanese food hall.

John Lewis, the well-loved British brand, has opened a new four-floor flagship department store opposite Television Centre, offering fashion, homewares, sports equipment and technology, all delivered with their famous customer service and complemented by the Waitrose supermarket already on-site.

Westfield London luxury stores include:

- Apple
- Aquascutum
- Boss
- Breitling
- Burberry
- Bucherer
- Church's
- Coach
- Dior
- Gucci
- Jimmy Choo
- Lacoste
- Louis Vuitton
- Marks & Spencer
- Mulberry
- Nike
- Prada
- Sandro
- Tory Burch
- Tiffany & Co
- Versace
- Waitrose





## West London Green spaces

Television Centre is surrounded by areas of natural beauty and fresh air. Hammersmith Park is a great spot for exercise, with sports amenities including tennis and basketball courts, football pitches, and even a bowling green, and is directly accessible from Television Centre.

With mature woodland, waterfalls, formal gardens inhabited by peacocks, and opera in the ruins of the old house, Holland Park is considered one of London's most tranquil and magical.

Perhaps West London's most notable park, Hyde Park has 350 acres of green criss-crossed by tree-lined avenues and a great curving lake, The Serpentine, with rowing boats and a lido. A haven for runners and cyclists, the park also has its own tennis courts, bowling and putting greens, not to forget the five miles of bridleways that have been an attraction since the park opened to the public in 1637.

Opposite Television Centre, White City will also be welcoming a new 5-acre public park with green spaces linking visitors with John Lewis and Westfield London.





## Design

Architecture

Allford Hall Monaghan Morris

Interior architecture and design

Allford Hall Monaghan Morris

Landscape design

Gillespies

Show apartments

Suzy Hoodless

## Development Team

Stanhope

Mitsui Fudosan

Alberta Investment

Management Corporation

Credits

## Sales Suite

+44 (0)20 8811 8720

## Joint Sales Agents



Savills  
+44 (0)20 7409 8756  
www.savills.co.uk  
newhomes@savills.com



Strutt & Parker  
+44 (0)20 7318 4677  
www.struttandparker.com  
newhomes@struttandparker.com

### Important notice

All computer-generated images (CGIs) and photography images are indicative only.

Savills and Strutt & Parker for themselves and their clients and any joint agents give notice that:

1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars have been prepared in good faith and with all due care and are believed to be correct at the time of publication. However, they do not constitute any contract, part of a contract, offer representation or warranty and must not be relied upon as statements or representations of fact.

2. Any areas, dimensions, measurements or distances are approximate. The text, images, photographs and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all the necessary planning, building regulation or other consents and neither Savills nor Strutt & Parker or their clients or joint agents have tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.

3. These particulars were prepared from preliminary plans and specifications before the completion of the properties and are intended only as a guide for the marketing of Television Centre. Elements may change during construction and final finishes could vary. Prospective purchasers should not rely on this information and should ensure that their solicitor checks the plans and specification attached to their contract.

Design by dn&co.  
dnco.com

March 2019

**STANHOPE**

 **MITSUI FUDOSAN**



televisioncentre.com



# TELEVISION CENTRE