

Television Centre

The Architects' Series



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It takes a visionary mind to give new life to an architectural icon.

The transformation of Television Centre is led by Paul Monaghan, the RIBA Stirling Prize-winning director of Allford Hall Monaghan Morris (AHMM). To realise the full design potential of this rare opportunity, he hand-picked a collection of Britain's finest contemporary architects to join him in designing the most premium apartments in the scheme: the Architects' Series.

Of the many practices long-listed, only three were selected to work alongside AHMM on this prestigious project: Coffey Architects, Haptic and Piercy&Company. Precision, craftsmanship and expertise are just some of the qualities that unite the team behind these bespoke, one-off apartments, which sit atop the historic Helios and the newly built Crescent.

Each apartment reflects the design philosophy of these architects, and each apartment is their way of redefining a given space: the layout, spatial planning, materials and detailing. The goal was simple: to create unique and intuitive residences within the development.

Upon completion, these singular spaces will become a new chapter in the story of this iconic London building.

A cultural landmark

Cameras have panned Television Centre's facade for over 50 years, broadcasting the iconic atomic dots of Studio 1 into living rooms across the country. This magnificent structure has been reborn as West London's new centre of gravity, a cultural hub and, for the first time in its history, a development of contemporary homes. Above all, Television Centre is more than a place for living, it is a place for life.

Residents of the Architects' Series will enjoy superior views either of the courtyard's famous Helios statue, the private courtyard garden or the historic Hammersmith Park.





A sense of wellbeing

At Television Centre, residents benefit from an holistic approach to comfort and wellness. It starts as you enter the feature lobby, where you will be greeted day and night by a welcoming concierge service. Feel like a workout? Descend to the Soho House-operated gym with its 17.5m swimming pool, followed by an invigorating trip to the steam room or sauna. Take to the running tracks or the many surrounding public and private green spaces, and enjoy views of the private courtyard garden from the comfortable residents' lounge.

From advanced air filtration and circulation systems in each apartment to the on-site management team that provide service and peace of mind at all times, life at Television Centre is enriched by the many ways in which the health and wellness of its residents are cared for.



The luxury of choice

Television Centre offers alternative ways of living: the original Helios building features duplex apartments with bedrooms on the lower level and living spaces above; while the new Crescent building comprises lateral layouts that maximise views over the private courtyard gardens and Hammersmith Park.



The Grade II Helios building takes its name from the statue of the sun god Helios, which sits at the centre of the building. The homes here are a perfect example of adventurous mid-century architecture, reimagined. The Architects' Series apartments in this 1950s masterpiece are spread over two floors, often with statement staircases as a focal point. The living spaces are arranged on the top floor to make the most of the aspect and abundant natural light. From the terraces of the Helios, residents can gaze into the centre of the development with the historic Helios statue at its heart.

The Crescent is a new building designed to complement the Helios and create a cohesive environment. Its lateral apartments extend across a single floor and offer flexible open-plan living. The living spaces are arranged to overlook Hammersmith Park, while bedrooms have a discreet view over the private courtyard gardens to the rear of the property. This arrangement allows bright mornings in the bedrooms and afternoon sunshine in the living areas.

The Architects' Series



Allford Hall Monaghan Morris

These contemporary apartments place a solid sculptural kitchen at the centre of the home – perfect for entertaining indoors or out on the terrace. The confident material palette is accentuated by the ample natural light throughout the space.



Haptic

An aesthetic inspired by Haptic's Scandinavian roots permeates these apartments. Textured timber, polished concrete and cool steel inform the understated palette. The layout is rational, yet clever: all functional elements are concentrated within a concrete utility cube at the centre of the plan, around which the living spaces are organised.



Coffey Architects

Phil Coffey's apartments are playful in their treatment of natural light. Concentric circles of light that emanate from the Helios statue at the centre of the development are brought to life by brass rings set into the flooring, which follow the arc of the building and the plan of the apartment.



Piercy&Company

Through their inventive use of luxurious materials, Piercy&Company create a sense of cohesion in every space they design. The fluted marble and walnut timber detailing, and the floating staircase with similarly curved treads, echo the shape of the building and are the embodiment of understated British craftsmanship.



Television Centre lead architects Paul Monaghan and Susie le Good do not skip a beat in their sense of quality and attention to detail. Their skillfulness lies in the use of natural light and the deft space planning, creating apartments that are intuitive to the ebb and flow of daily life.

Allford Hall Monaghan Morris has designed three duplex residences in the Helios and four lateral residences in the Crescent.

Allford Hall Monaghan Morris



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Practice

Established in 1989

Offices in London, Bristol and Oklahoma

ahmm.co.uk

Pictured

Paul Monaghan, Director

Susie le Good, Associate Director

Awards

RIBA Stirling Prize 2015
Winner: Burntwood School

RIBA National Awards 2016
Winner: ARK All Saints Academy

RIBA National Awards 2015
Winner: 61 Oxford Street

RIBA London Region Awards 2015
Winner: 10 New Burlington Street

Building Magazine Practice of the Year 2013
Winner

AJ 100 Practice of the Year 2013
Winner

RIBA Stirling Prize 2011
Shortlist: The Angel Building



Practice

Allford Hall Monaghan Morris designs buildings that are enjoyable to use, satisfying to look at and easy to understand. These are places that flourish over time, and it is a methodology that has garnered the practice much praise, accolades and devoted clients. In 2015, the firm won the RIBA Stirling Prize – Britain's most prestigious architecture award.

The practice's robust portfolio spans important institutes, residences, masterplanning and corporate campuses, including Google's new headquarters at King's Cross and the refurbishment of the Tea Building in Shoreditch.



Precision and a keen understanding of quality of life are at the heart of Monaghan's apartments at Television Centre.



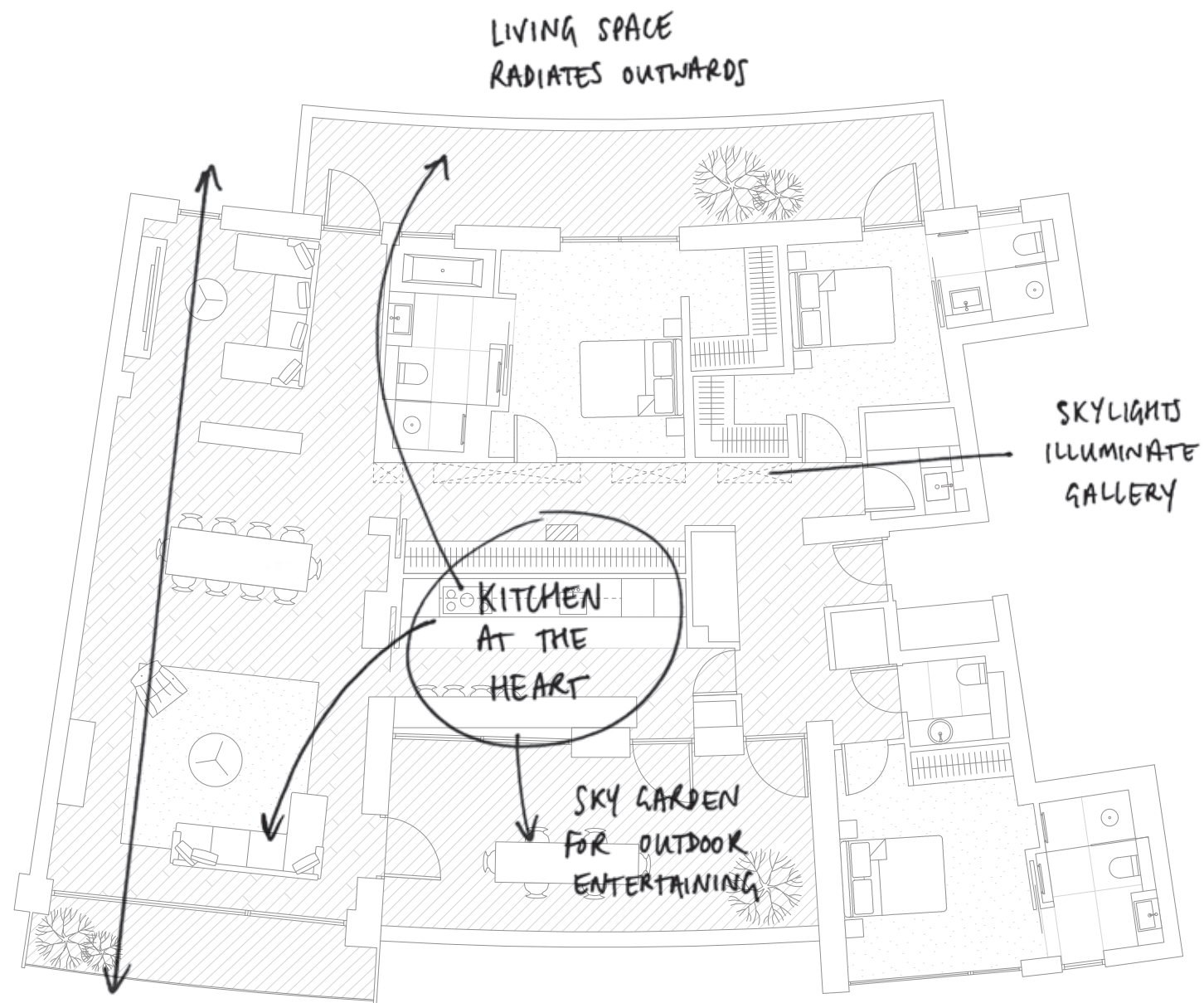
'We believe in making places as well as buildings. Television Centre is full of character, it was important for our vision to retain the personality of the original tiling and mosaics, and all the features that made this such a remarkable place to begin with.'

Paul Monaghan

Design approach

For many households, the kitchen is the central hub of activity and in Allford Hall Monaghan Morris's residences at Television Centre, it is the heart of the home. Common space radiates outwards into the living space and the spacious private terrace, perfect for entertaining guests and alfresco dining.

A rich material palette combines walnut with sleek black basalt and cool grey surfaces. But in the guest cloakroom, a pop of brightly coloured glass surprises with a jolt of energy.



VIEWS THROUGH THE APARTMENT



- 1 Nero Intenso large format porcelain tiles
- 2 Walnut
- 3 Back painted glass
- 4 Grey basalt
- 5 Perla large format porcelain tiles
- 6 Engineered white washed oak flooring

Double aspect and generous openings allow the flexible living environment to be flooded with natural light throughout the day. The spacious open layout, with a European sensibility, offers ample space to add storage recessed into the walls, as shown.





The kitchen features a handsome breakfast bar facing the terrace, ideal for quiet morning moments.

A generous terrace extends the living area to the outdoors, connected by floor-to-ceiling glass sliding doors.





A fitted joinery piece articulates the environment, separating the open plan living and dining areas from a second space that can be used in a number of ways, such as a casual sitting area as shown.

The master bedroom in this Crescent apartment has direct access onto a private terrace, a generous walk-in wardrobe and ensuite bathroom. Both are accessed via sliding pocket doors.





A gorgeous hallway connects the apartment, and can easily become a feature wall to showcase artworks in natural light.

The clean lines of the master bathrooms feature large format tiles and accents of brushed brassware against natural stone.



The sun and how humans interact with it. This universal idea is what the apartments by Coffey Architects explore with great aplomb. After all, Television Centre curves around the iconic statue of Helios, the Greek personification of the sun, so to base each design decision on the relationship to natural light, as though it emanates from the Helios statue itself, is a befitting continuation of this theme. The shape of the building plays a role too, gleaming brass lines run along the floors to accentuate the original curvature of the structure.

Coffey Architects has designed one residence spanning two floors in the Helios and three single-storey apartments in the Crescent.

Coffey Architects



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Practice

Established in 2005

Headquarters in London

coffeyarchitects.com

Pictured

Phil Coffey, Director

Awards

RIBA London Awards 2017

Winner: Hidden House

RIBA National Awards 2016

Winner: Modern Side Extension & Modern Mews

New London Awards 2016

Shortlist: Modern Mews, U+I Headquarters

BCO Awards 2016

Shortlist: U+I Headquarters

AJ Retrofit Best House under £250k 2015

Winner: The Modern Side Extension

AJ Retrofit Best House under £300k 2014

Winner: Urban Loft

BD Young Architect of the Year 2012

Winner



Practice

Phil Coffey founded his eponymous architecture practice in 2005. As one of the youngest architects to participate in Television Centre, the growing studio has been nominated for numerous prestigious awards including RIBA and Retrofit.

Coffey's work is informed by his extensive travels around the world, taking cues from diving in the Galapagos or observing dappled light pouring through magnificent cathedral windows. This is evident in the practice's impressive body of work, such as the stunning BFI Library or their residential projects peppered across London's upscale neighbourhoods.



In the studio with Phil Coffey and his team, perfecting plans for Television Centre with a prototype of the dividing room screen, opposite.



'Architecture is all about light and creating textures between different materials. It takes more thought than simply creating decorated boxes.'

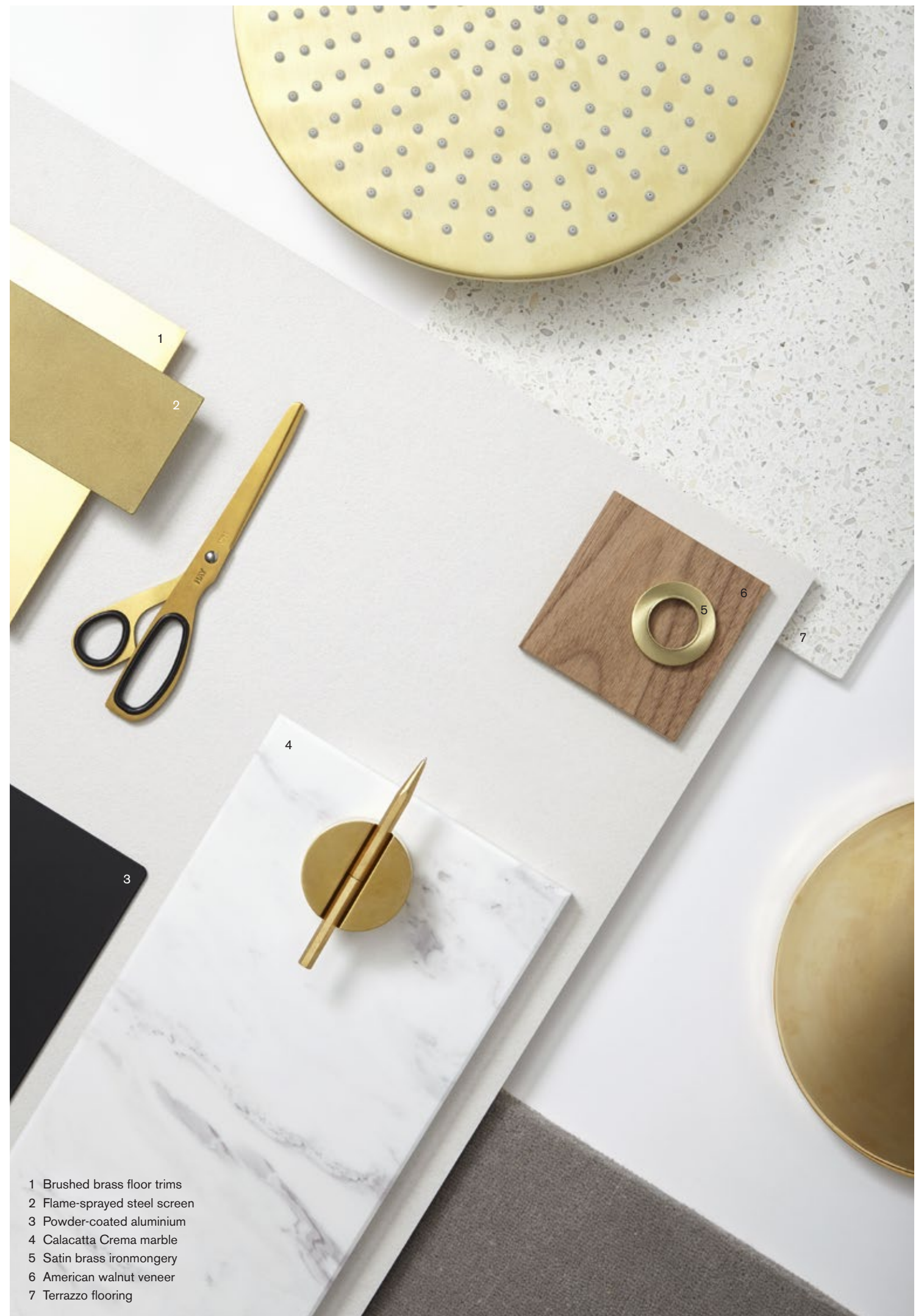
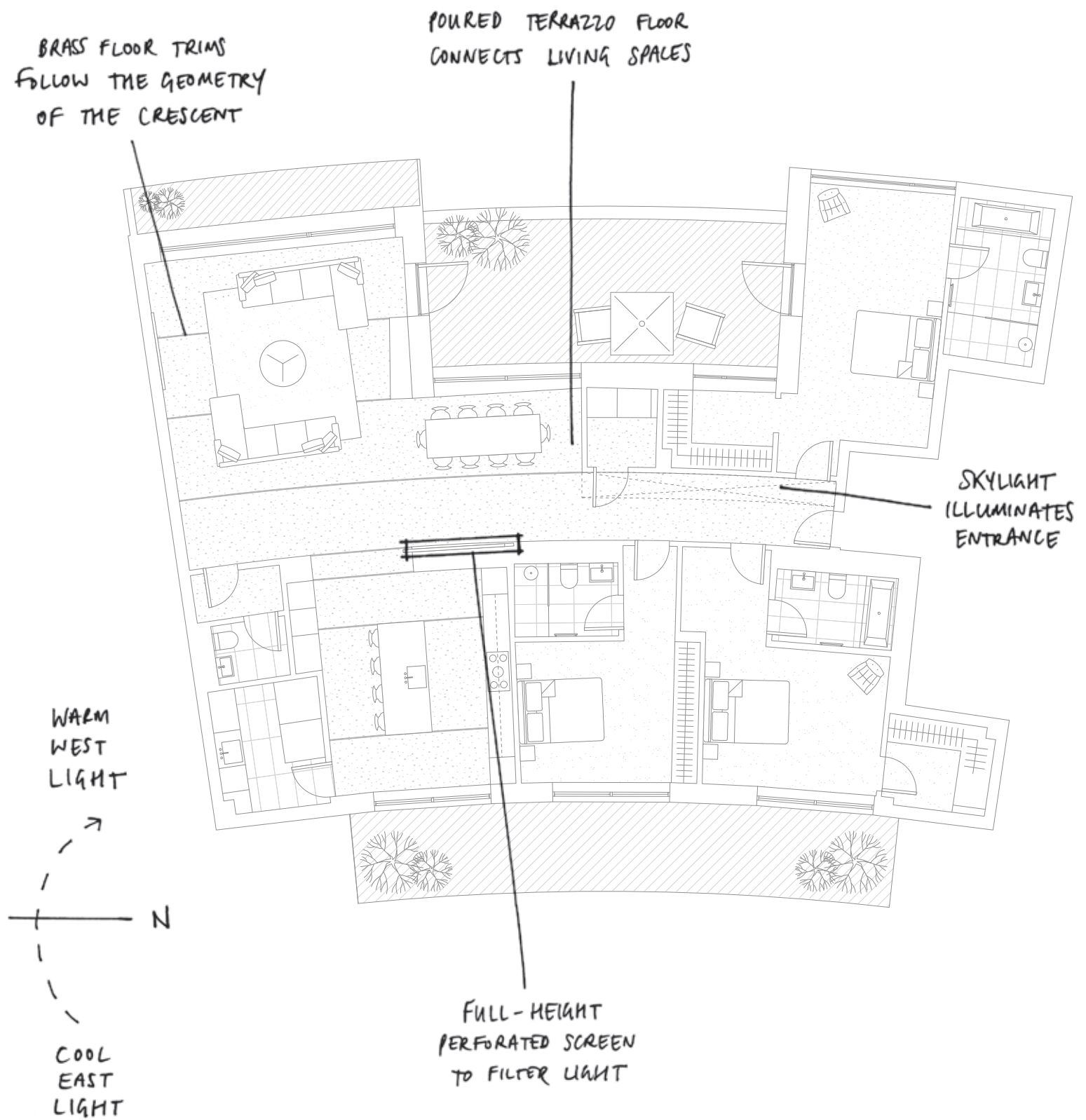
Phil Coffey



Design approach

The layout of Coffey's space plan is dictated by the movement of the sun and views of London. Big bedroom windows face east for bright mornings, while the living and dining spaces, facing west, bask in afternoon sunshine.

Marble, terrazzo: fresh shades of white in high-quality materials achieve a feeling of heavenly lightness. Brushed brass accents add depth to the interiors' intrigue.



Afternoon light shines into the living spaces. A generous private terrace extends the dining area to the outdoors in the summer months.



Coffey masters the art of the kitchen with lustrous white marble and brushed brass details.



A bespoke brushed brass screen divides the space without losing its sense of scale or depth. The screen's geometric grid creates patterns of light and shadow that stretch through the space with the movement of the sun.

The luxurious design language continues with radiant marble and brushed brass accents in the master bathroom.



The spacious bedroom shown features floor-to-ceiling windows with magnificent views, an ensuite and plush carpeting underfoot.



Dine alfresco overlooking London from the spacious terrace, which is adjacent to the living and dining areas.



Contemporary warmth is the underlying theme in every detail of Haptic's work. There are no superfluous elements here, if it does not contribute to comfort or efficiency, then it is not part of the design. The elegance instead lies in the uplifting spatial drama achieved through clean lines, right angles and pleasing geometric shapes. Gaze around these apartments and see nothing but wide open space.

Haptic has designed three duplex apartments in the Helios and one single-storey apartment in the Crescent.

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Practice

Established in 2009

Offices in London and Oslo

hapticarchitects.com

Pictured

Scott Grady, Co-founder

Tomas Stokke, Co-founder

Awards

New London Awards 2016
Shortlist: The London Cancer Hub

BD Interior Architect of the Year 2016
Winner

MIPIM Best Future Mega Project 2016
Shortlist: Istanbul Grand Airport

AJ Small Project Awards 2016
Finalist: Archive – Homestore & Kitchen

Planning and Placemaking Awards 2016
Shortlist: The London Cancer Hub

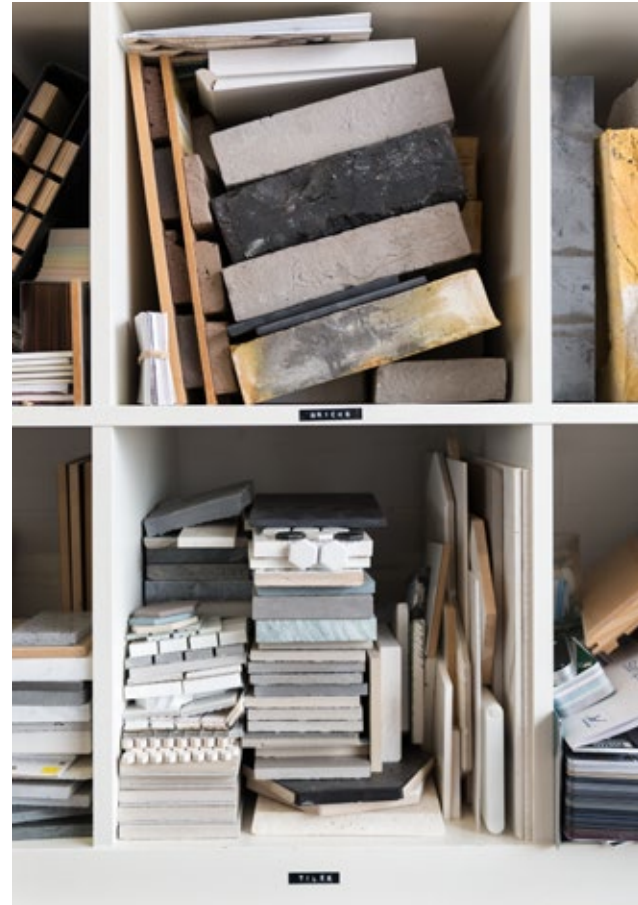
INSIDE Awards 2014
Shortlist: Arkwright (office),
Idungate (residential)

World Architecture Festival Awards 2014
Shortlist: Straume Town Centre,
Istanbul Grand Airport



Practice

Haptic is an inventive young practice with its roots in London and Oslo. The clarity of their architecture is a direct nod to their Norwegian provenance, which is rooted in rational, pragmatic design thinking. Their work feels right at home in the farflung Norwegian Fjords and likewise in the heart of the city. The practice has recently won a prestigious housing competition in Drøbak, Norway.



Natural materials and lighting enhances Haptic's Scandinavian minimalism to create truly welcoming spaces.



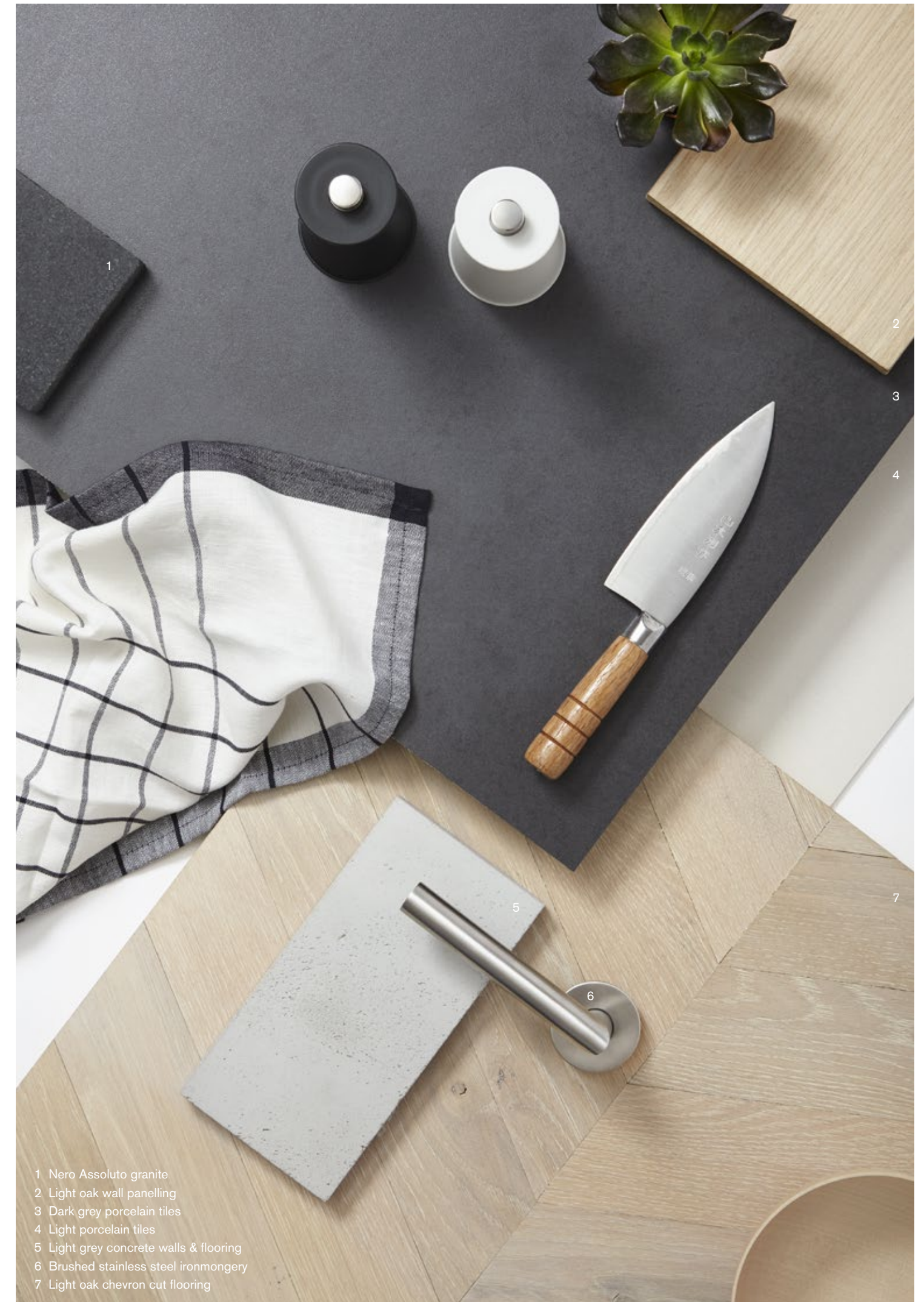
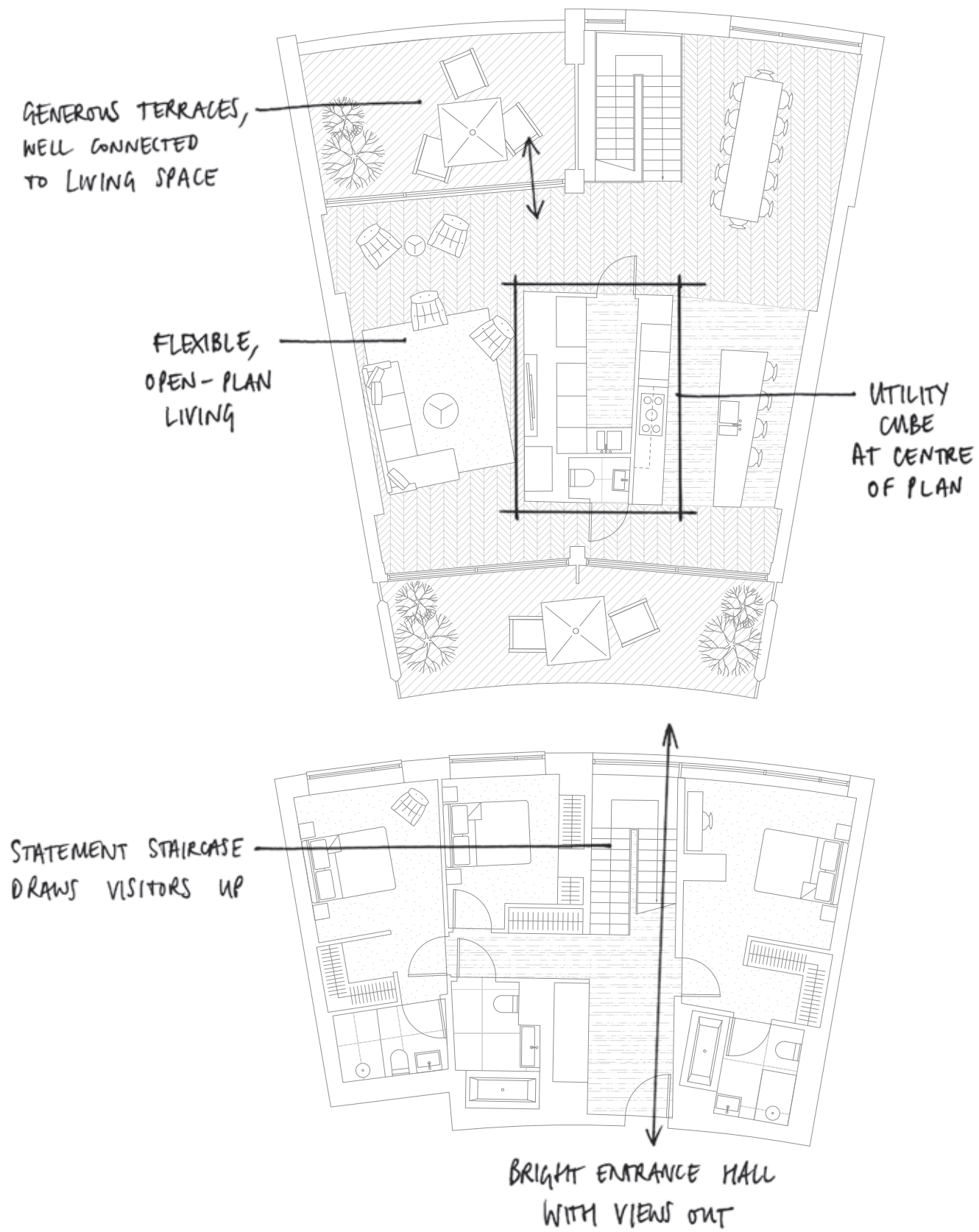
'Our goal was to create a flexible space, with as much natural light as possible.'

Tomas Stokke

Design approach

Flexibility is key: the functional elements in these apartments are contained within the 'utility cube,' from which the living spaces radiate outward. With the utilities neatly tucked away, the configuration leaves more room for open-plan living.

Haptic's underlying idea for these apartments, 'warm contemporary', is expressed through the neutrality of the material palette: satin polished concrete, light oak, dark grey metal details and soft textiles underfoot.



All functional elements have been neatly tucked away into a brushed concrete 'utility cube' at the heart of the apartment, adding more circulation space to the already generous plan.



Large windows overlooking a generous terrace space link the living areas to the outdoors and provide beautiful natural light throughout the apartment.

The utility cube bisects the living space, linking kitchen, living area and the terraces, creating a series of discrete yet linked spaces around it.



Natural timber does wonders to warm up the house on a grey London day. Here in the kitchen, the oak cabinets create warmth against the cool brushed concrete.



Bathrooms feature a Scandinavian palette that mixes natural stone with warm timber vanity units.

Upon entering the apartment, guests are greeted by this stunning staircase, its slender shapes almost appear to float from one floor to the next.





A walk-in wardrobe creates a sense of separation between the master bedroom and its private ensuite.

When working with an iconic structure like Television Centre, Piercy&Company knew not to overdo it. Their residences are defined by a sense of understated luxury, one that doesn't rely on excess but instead is an exercise in craft and restraint. Beautiful walnut and marble finishes express the apartments' unmistakable identity which is complemented by a discreet material palette. Solid, timeless and subtle, the unintrusiveness creates a stunning backdrop for individual furnishing.

Piercy&Company has designed four duplex apartments in the Helios and one apartment in the Crescent, also spanning two floors.

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Practice

Established in 2001

Headquarters in London

piercyandco.com

Pictured

Stuart Piercy, Director

David Cawston, Associate Director

Awards

RIBA National Awards 2016
Winner: Turnmill

RIBA Stirling Prize 2016
Mid-list: Turnmill

RIBA National Awards 2015
Winner: Kew House

RIBA House of the Year 2015
Finalist: Kew House

BD Architect of the Year Award 2014
Individual House Winners: Kew House,
Martello Tower Y

FX Design Awards 2014
UK Project of the Year Winner: Kew House

Blueprint Award 2014
Best Non-Public Use Project Winner: Kew House



Practice

“Ambitious” and “fearless” are just two of the words used by RIBA when describing the work of Piercy&Company. Olympic athletes may be familiar with the work of this London-based practice, as Piercy&Company collaborated on the London Athlete’s Village residences. Their portfolio of refurbished historic buildings, such as a Napoleonic sea defence tower converted into a home, demonstrates keen sensitivity to history and context. In such refurbishments their fresh approach to architecture imbues a renewed sense of place – one that is as forward-looking as it is respectful of the past.



In the studio of Piercy&Company. Seen here are the rich marble and walnut material details, and the attentive planning that went into their contribution to Television Centre.



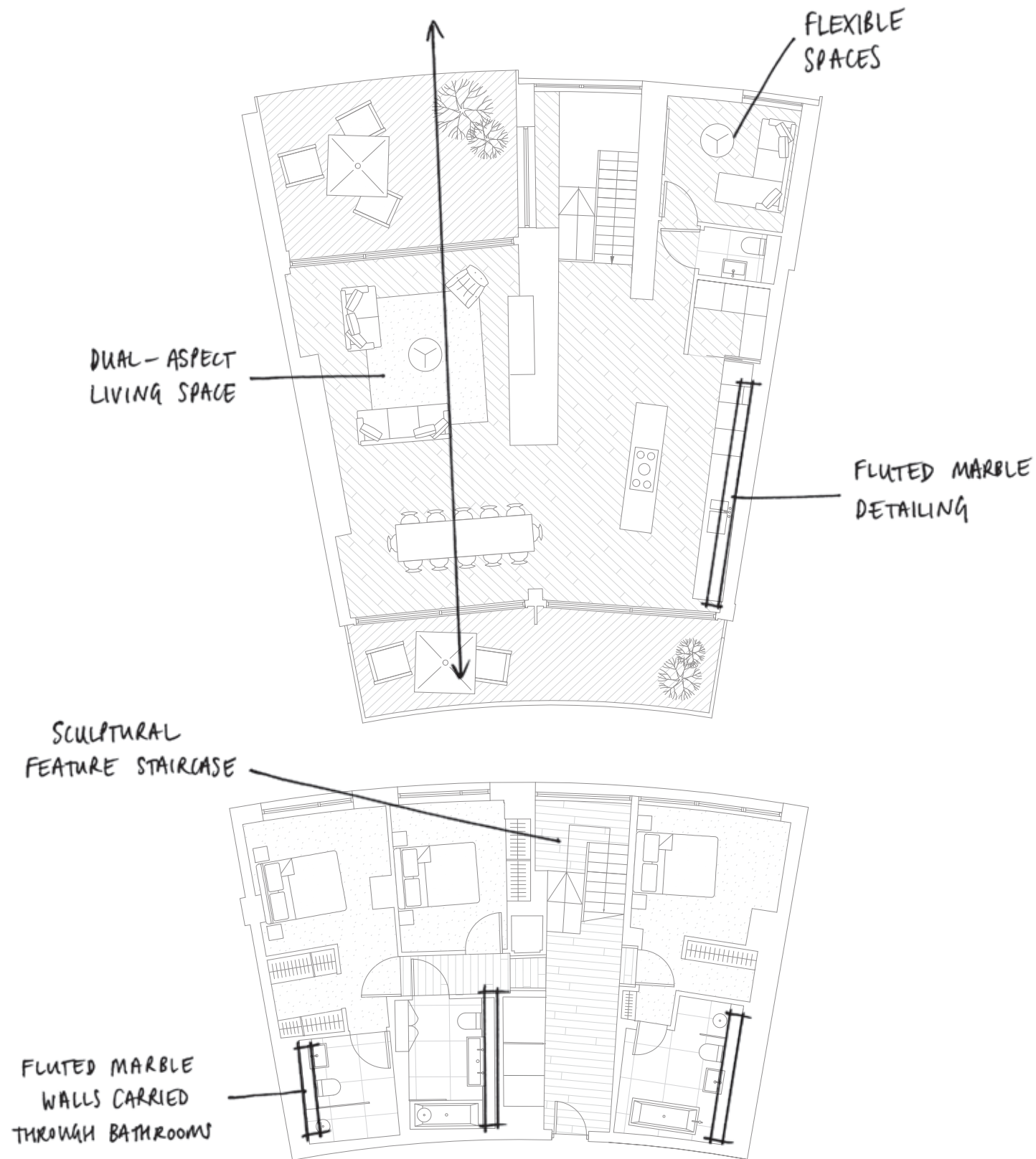
‘If you fill a room with lots of materials they lose their quality because there’s so much going on. We would rather invest our energy on one or two beautiful things.’

Stuart Piercy

Design approach

The plan envisaged by Piercy&Company situates the bedrooms downstairs and the living spaces on the upper level to maximise the views and natural light.

Fluted walnut and marble are the hallmarks of these apartments. A feat of craftsmanship, the fluted details are complemented by an understated material palette.



- 1 American black walnut, fluted
- 2 Domus Kerlite porcelain wall tiles
- 3 Blue steel
- 4 Masa porcelain floor tiles
- 5 Natural oak
- 6 Calacatta marble, fluted

A spacious, open concept space plan connects the kitchen, living and dining areas. Tucked behind the kitchen, a utility room keeps functional elements such as storage hidden, and offers another area for food preparation.





The kitchen island is conceived as a piece of fine furniture with full functionality. The sumptuous curve of the Helios is echoed in the radial shape of the fluted marble and walnut.

The master bathroom's impressive feature wall acts as a splashback and is carved from a single piece of Italian marble.



The master bedroom is an oasis within the apartment. The generous walk-in wardrobe separates the sleeping area from the ensuite.

The stair treads of the floating staircase recall the fluting pattern of the feature walls in the kitchen and bathroom.



Unrivalled terrace space –
for a personal pocket park,
just beyond the living room.



'We didn't want to create a series of identical apartments, but something to suit the different lifestyles that people have. Each apartment was designed to be lived in, to be made into a home. So much care and attention went into these, and that's what's different.'

Paul Monaghan



Sales & Marketing Pavilion

The Pavilion Building
Television Centre
89 Wood Lane
London W12 7FA

+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

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dnco.com

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STANHOPE

 **MITSUI FUDOSAN**



televisioncentre.com



TELEVISION CENTRE