

**CRAFTING**

**THE**

**WVVO**

**OWO**

**ARK**

**OF**

**TOMO**

**OWO**

**OWO**

**THE MANUFACTORY**

**HEAL'S BUILDING W1**

**FRROW**



# A BUILDING THAT NEEDS NO INTRODUCTION



For over 200 years, this iconic building has been the home of British design and was once the factory where Heal's furniture was made.

# FROM FURNITURE MAKER TO MANUFACTURER OF IDEAS



The reinvention of a Grade II\* Listed Building, bringing vibrancy to the neighbourhood.

# REINVENTION OF A LONDON LANDMARK



Reimagined as a 200,000 sq ft collection of workspaces dedicated to businesses crafting the work of tomorrow.

Introducing The Manufactory.

# STITCHED INTO STREET LIFE

The 200-year-old dispatch area for Heal's is being repurposed into a new reception and coffee shop



# A PLACE LIKE NO OTHER



Work in the most iconic building in the West End

# BE PART OF LONDON'S NEW CREATIVE FABRIC



TORRINGTON PLACE ENTRANCE

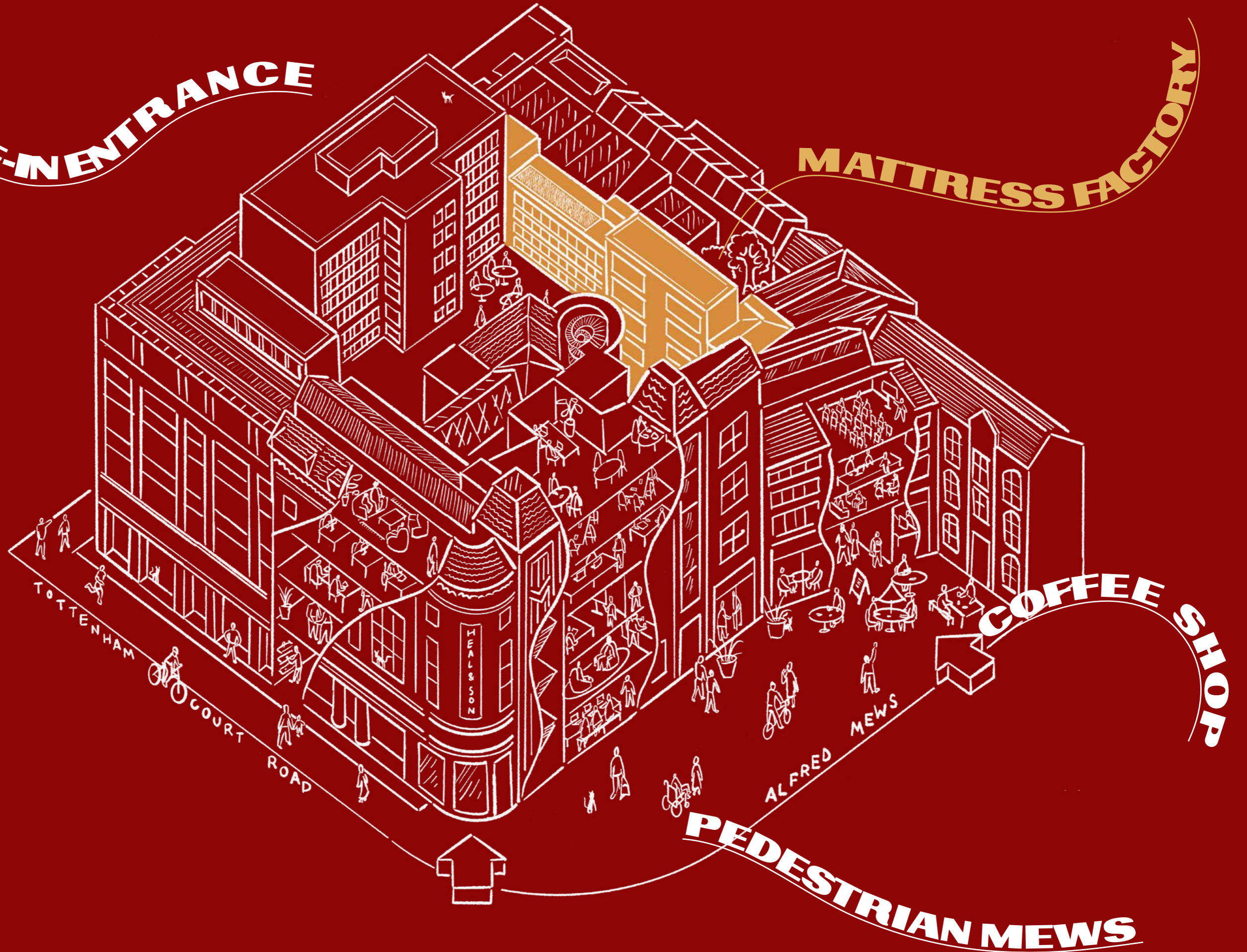
# A WEALTH OF PRIVATE AMENITIES

An internal courtyard acts as a relaxed gathering area and community space.





# A COLLECTION OF DISTINCTIVE BUILDINGS



# THE MATTRESS FACTORY

These inspiring spaces set the stage for collaboration and creative problem-solving.



# THE MATTRESS FACTORY

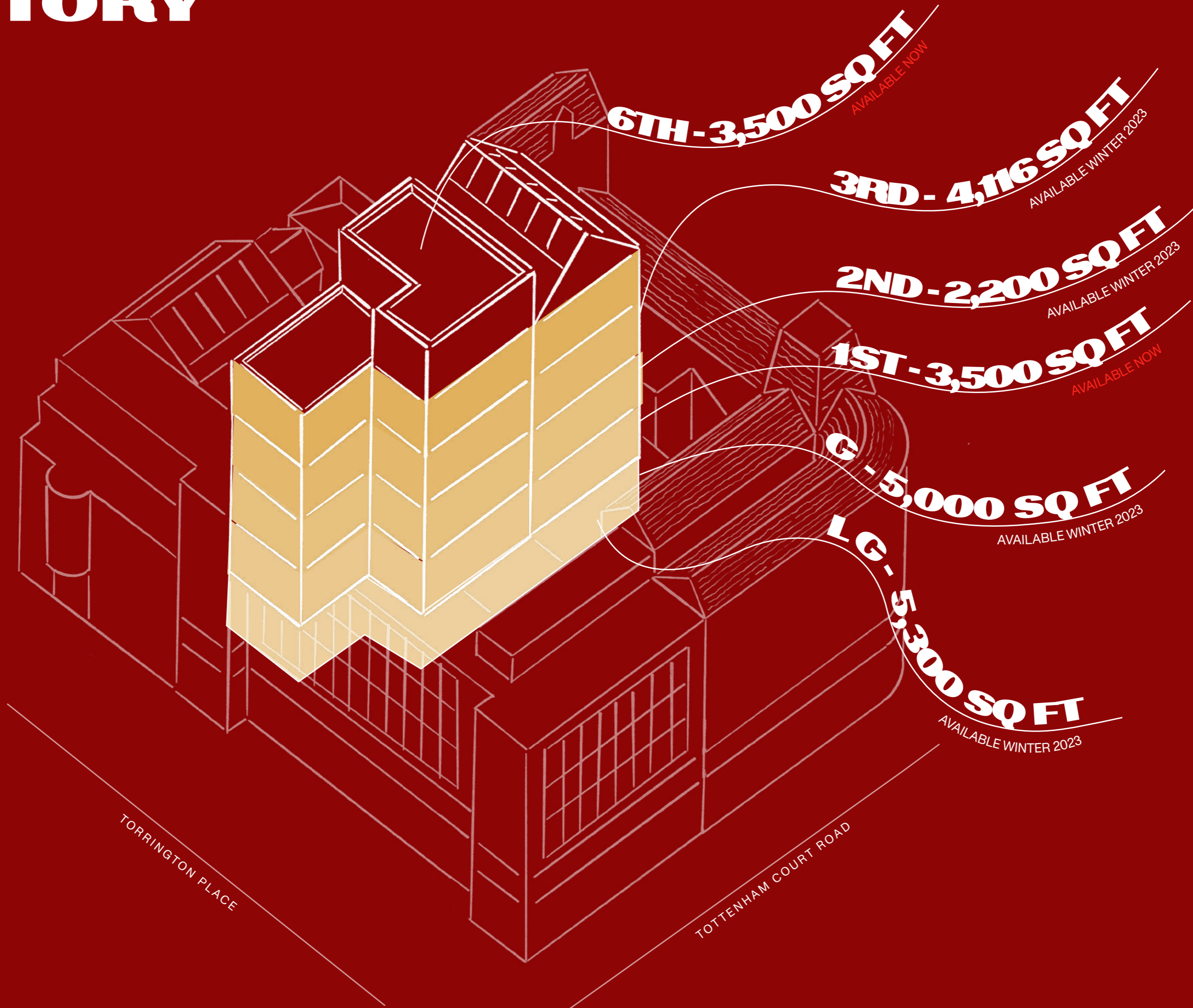
At The Factory, no two spaces are the same.



# A PLACE TO CRAFT THE FUTURE

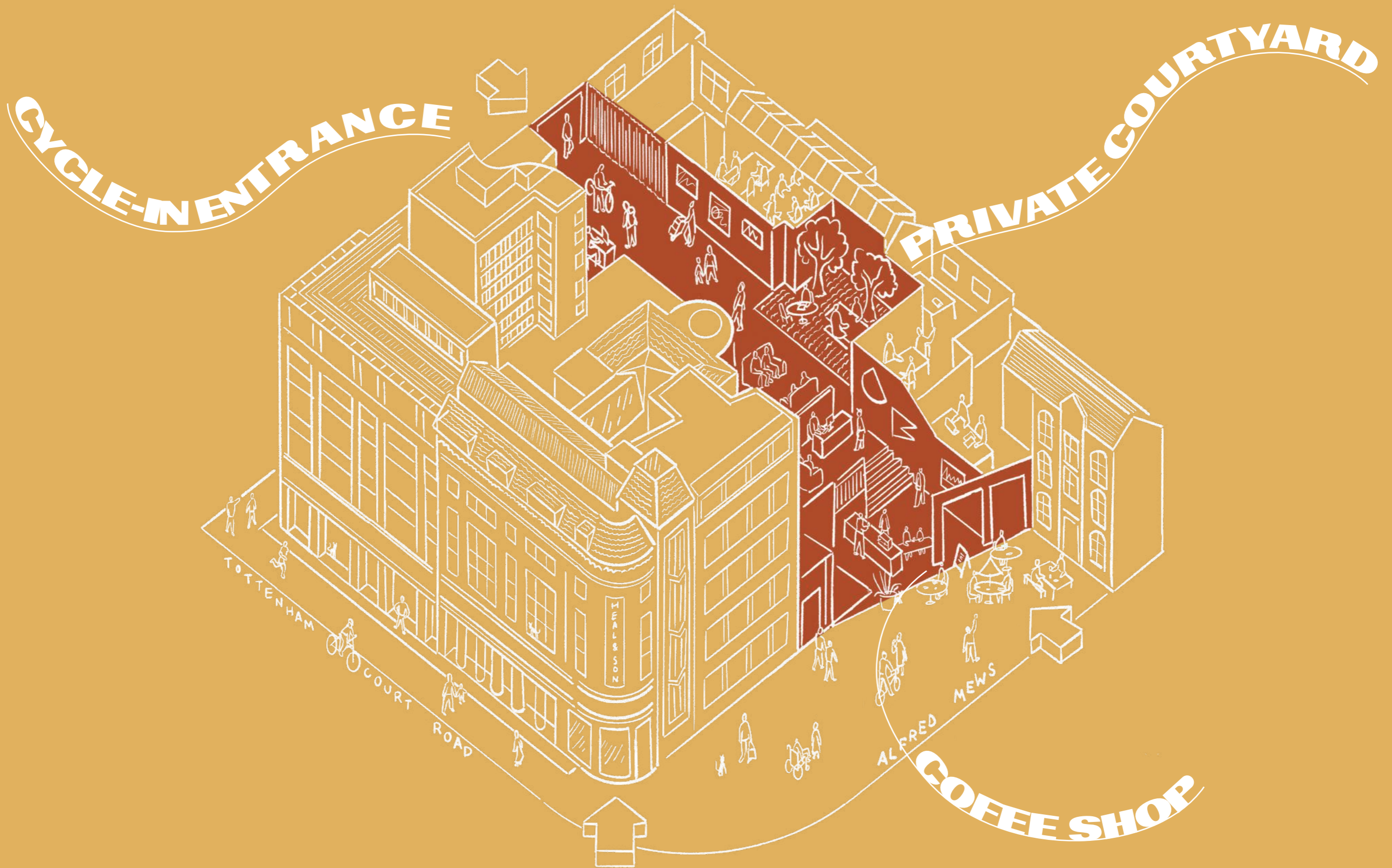


# MATTRESS FACTORY



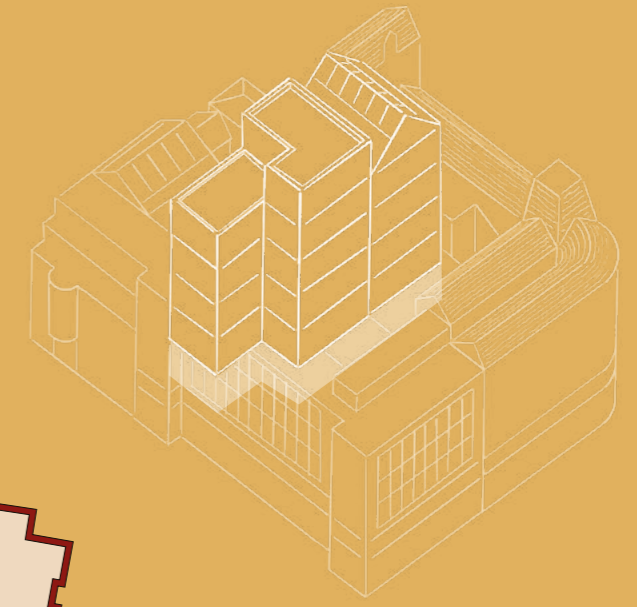
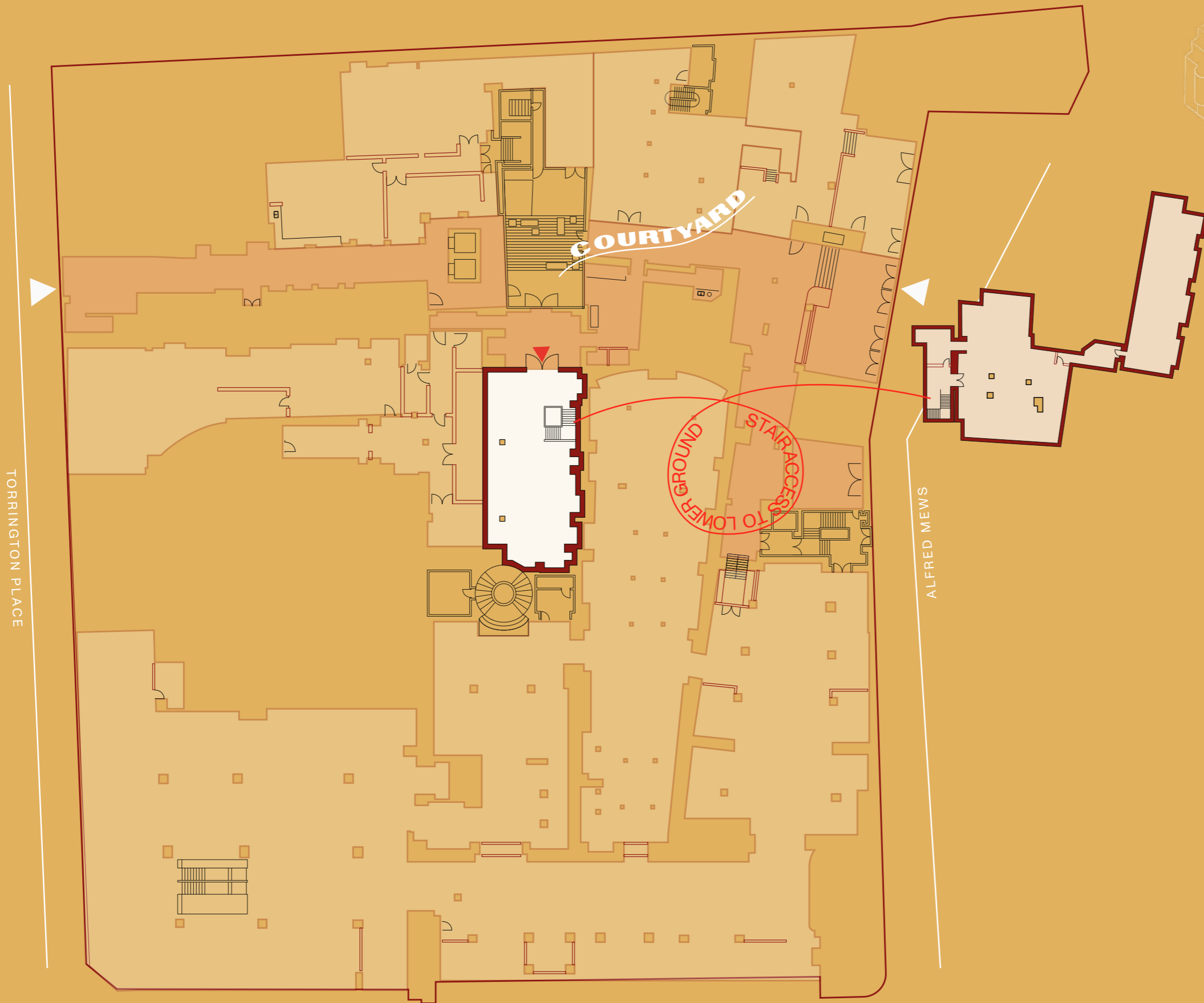
# MATTRESS FACTORY

## GROUND FLOOR



# MATTRESS FACTORY

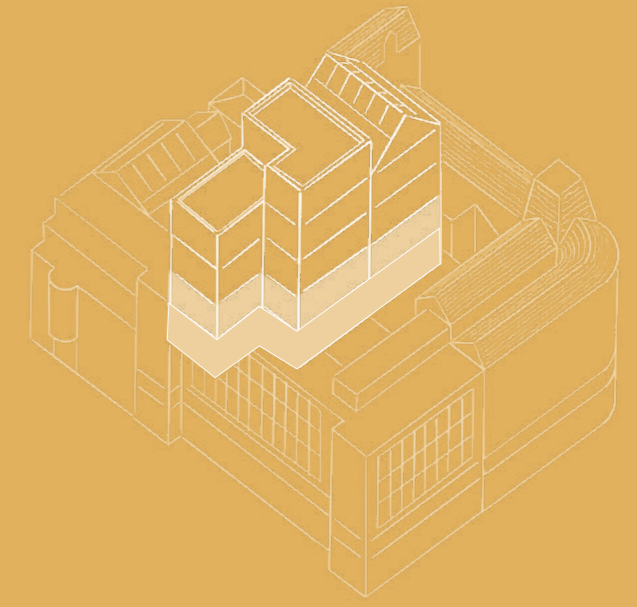
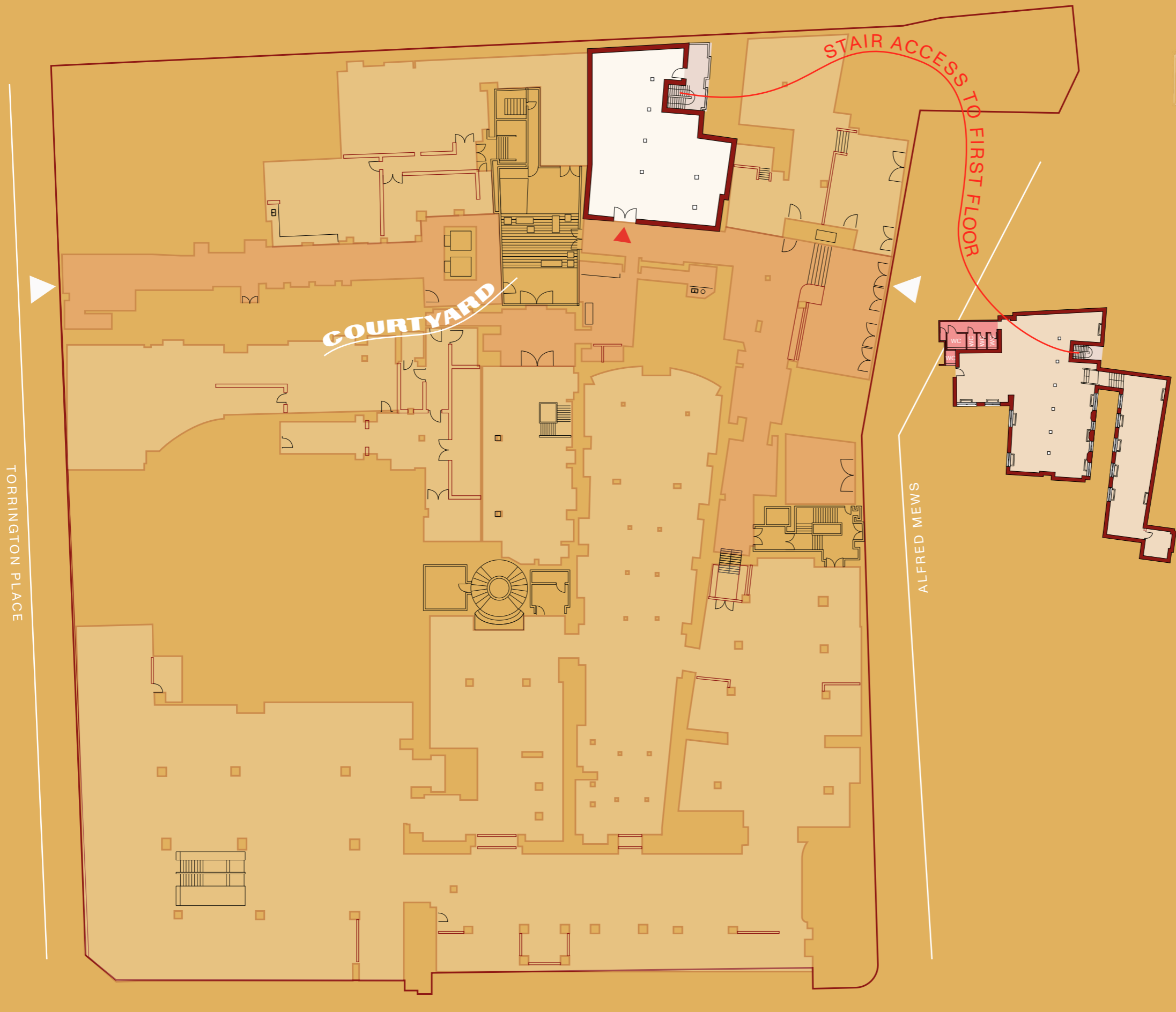
## GROUND AND LG FLOOR



- GROUND FLOOR  
1,400 SQ FT
- LOWER GROUND FLOOR  
3,900 SQ FT
- TOTAL:  
5,300 SQ FT AVAILABLE

# MATTRESS FACTORY

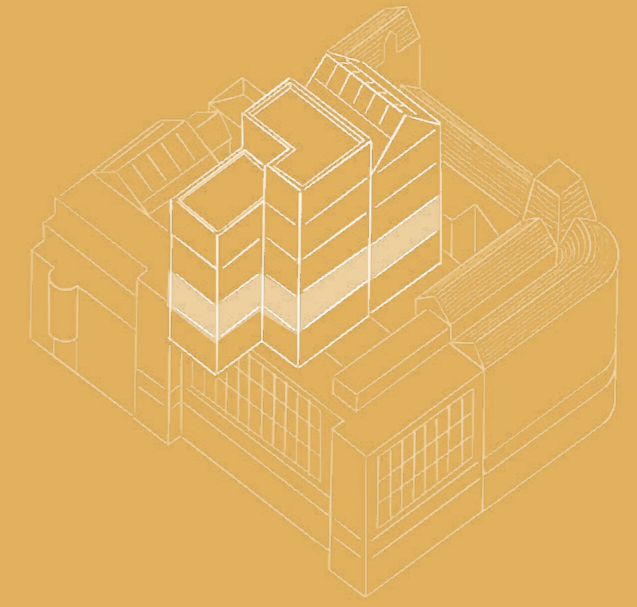
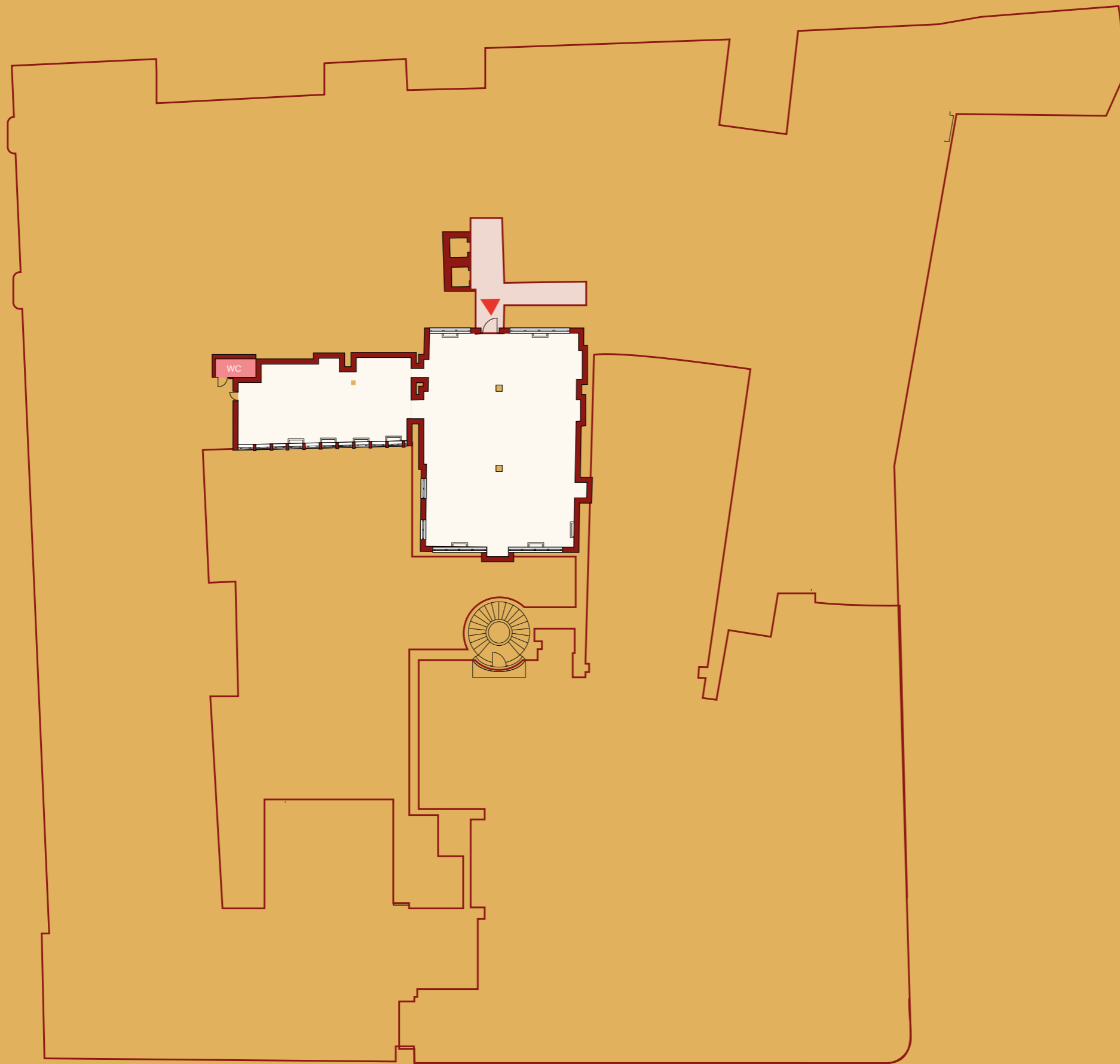
## GROUND & 1ST FLOOR



- GROUND FLOOR  
1,600 SQ FT
- FIRST FLOOR  
3,300 SQ FT
- TOTAL:  
5,000 SQ FT AVAILABLE

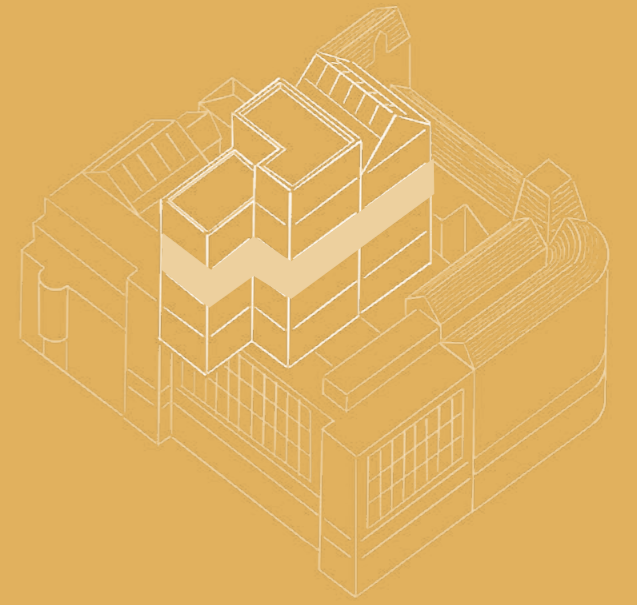
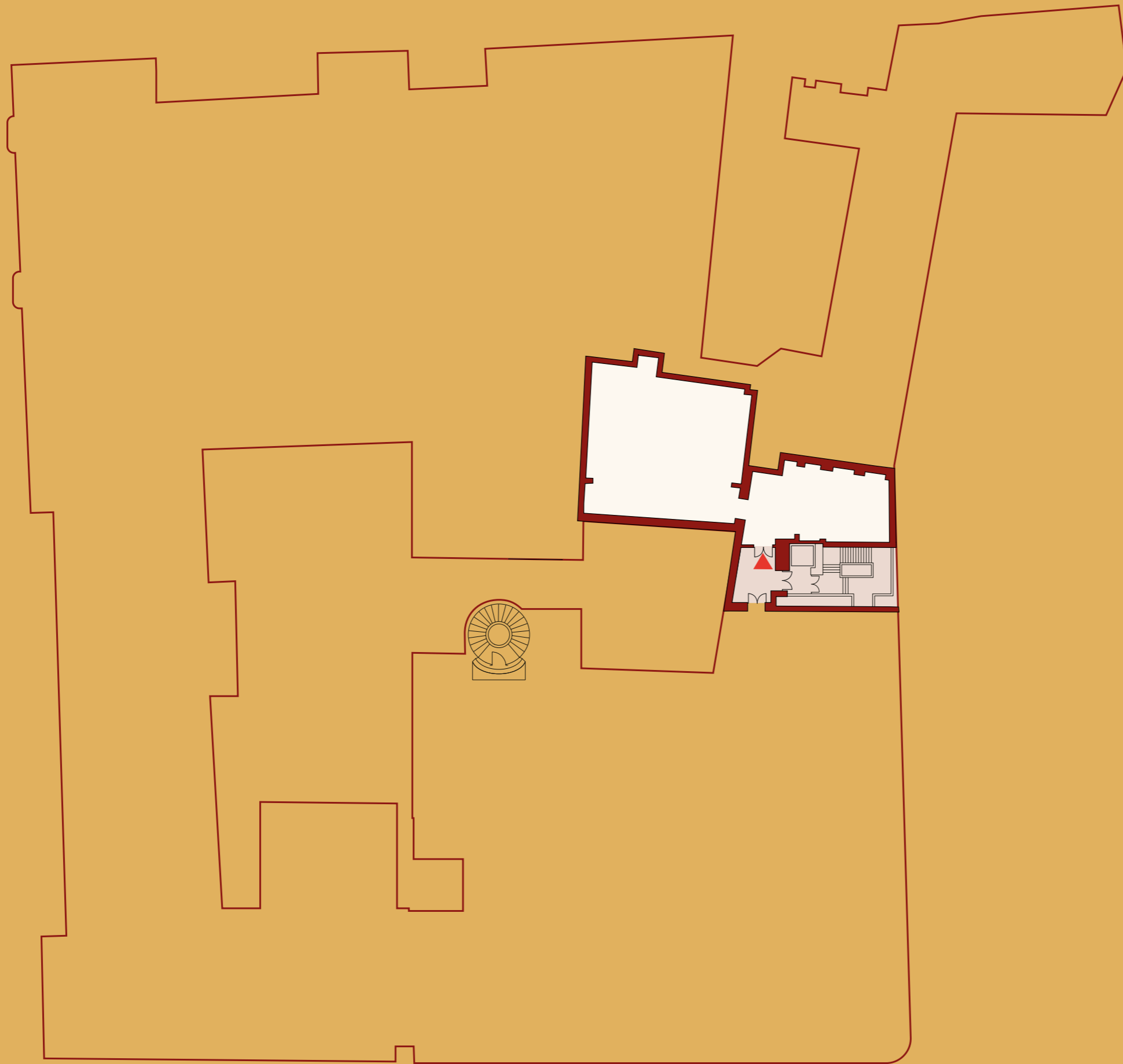


# MATTRESS FACTORY 1ST FLOOR



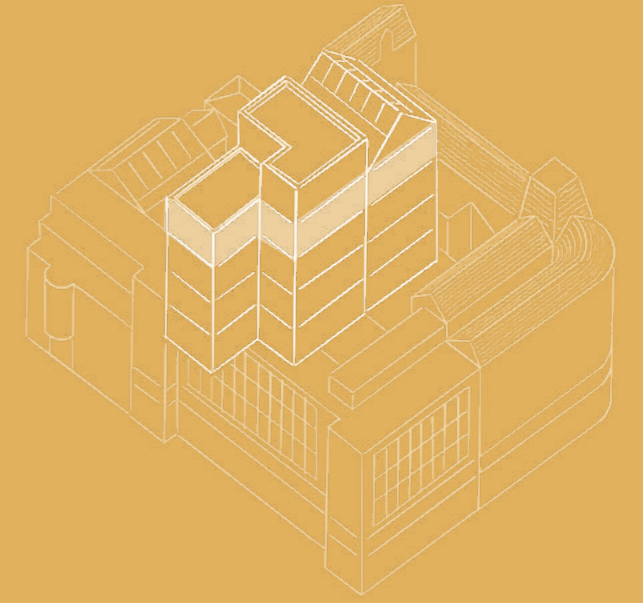
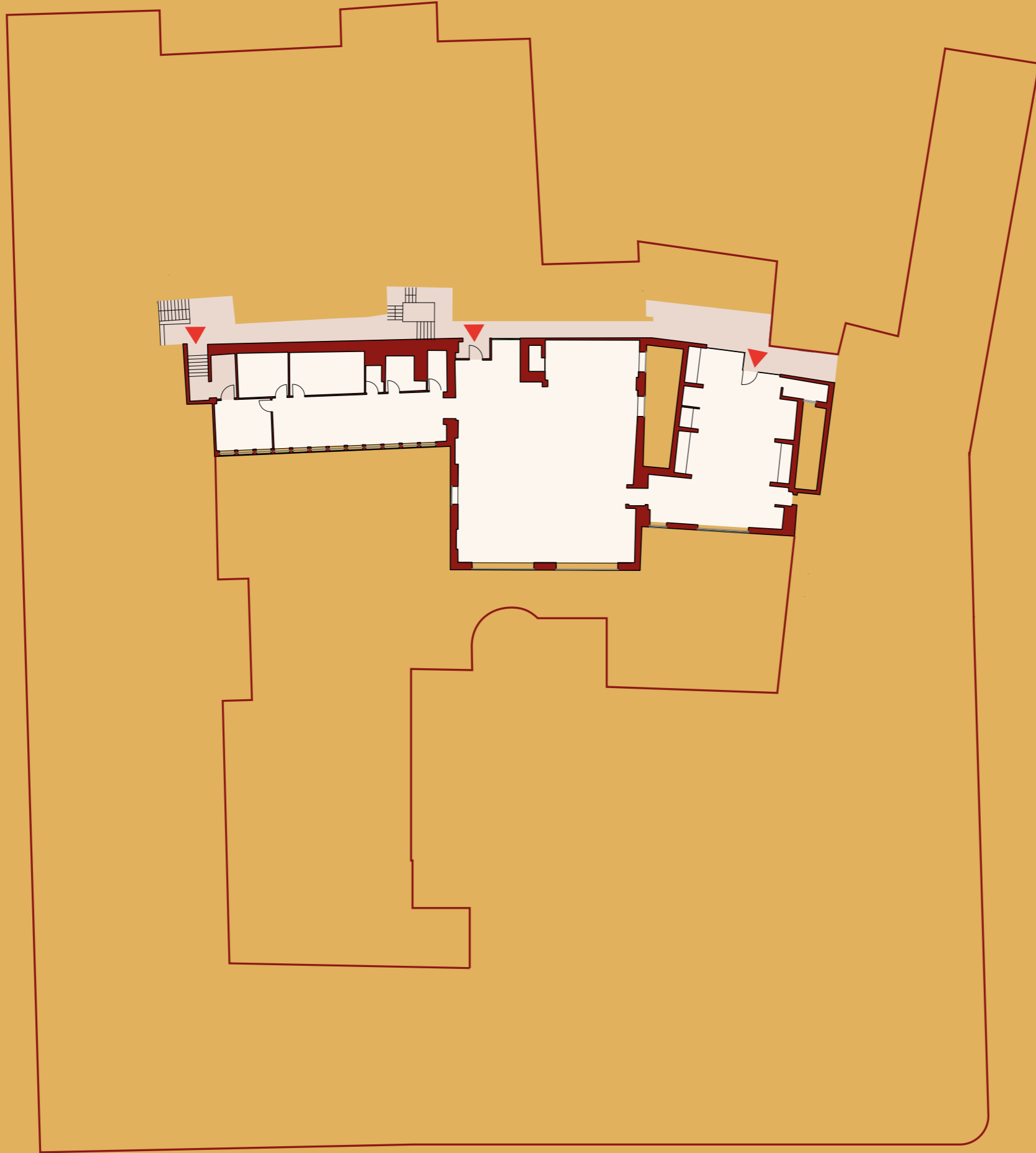
● MATTRESS FACTORY  
3,500 SQ FT AVAILABLE

# MATTRESS FACTORY 2ND FLOOR



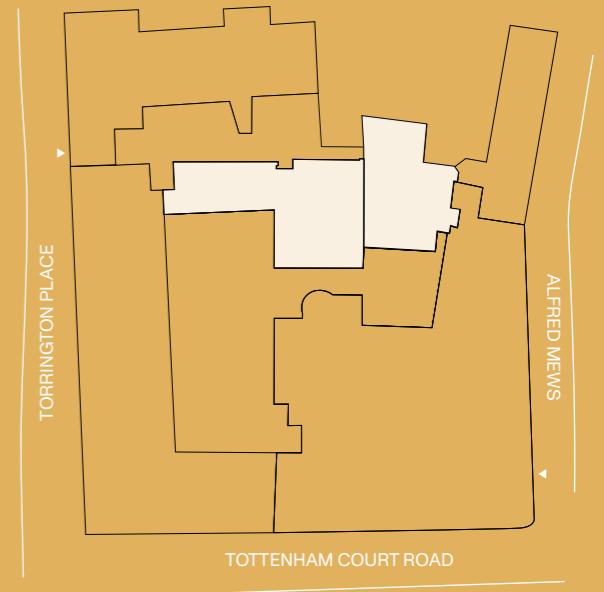
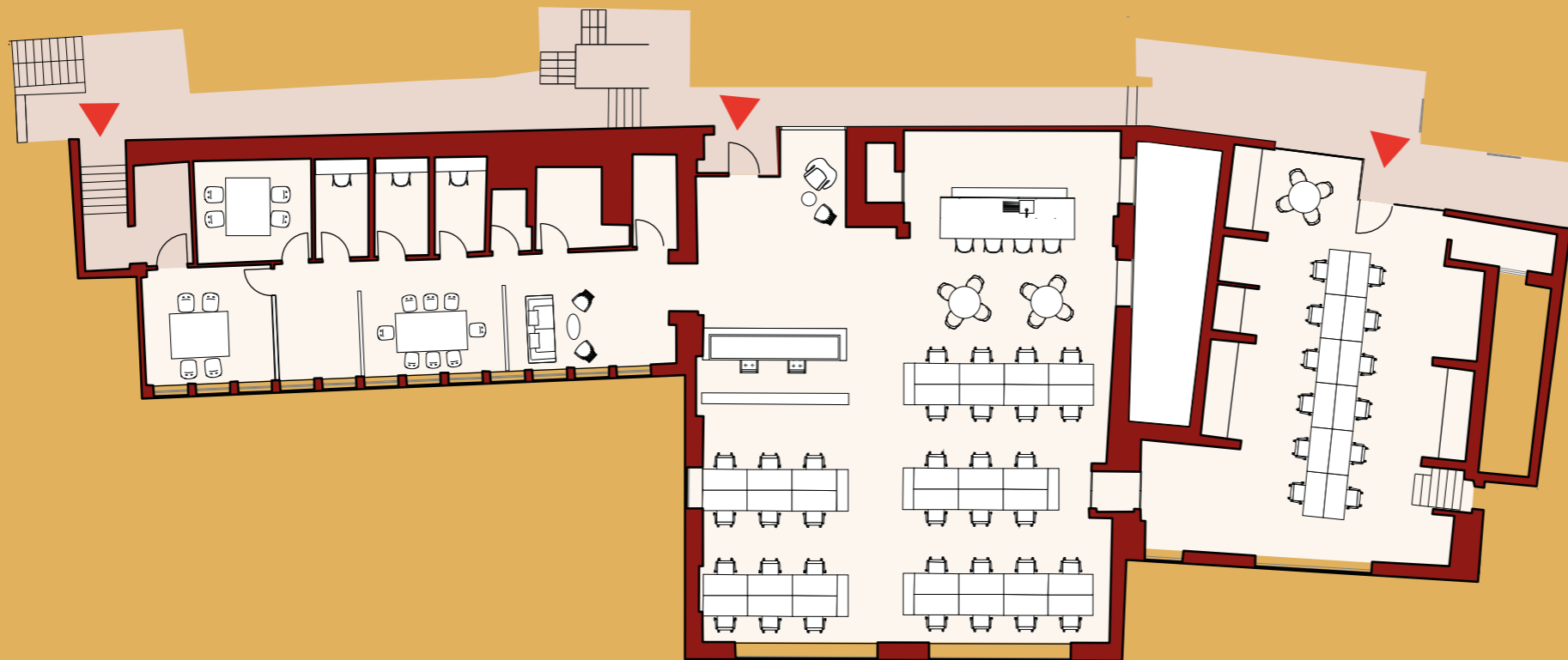
● MATTRESS FACTORY  
2,200 SQ FT AVAILABLE

# MATTRESS FACTORY 3RD FLOOR



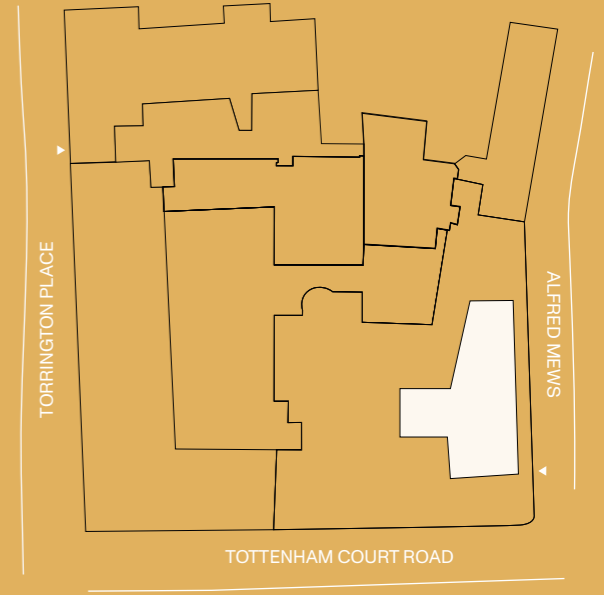
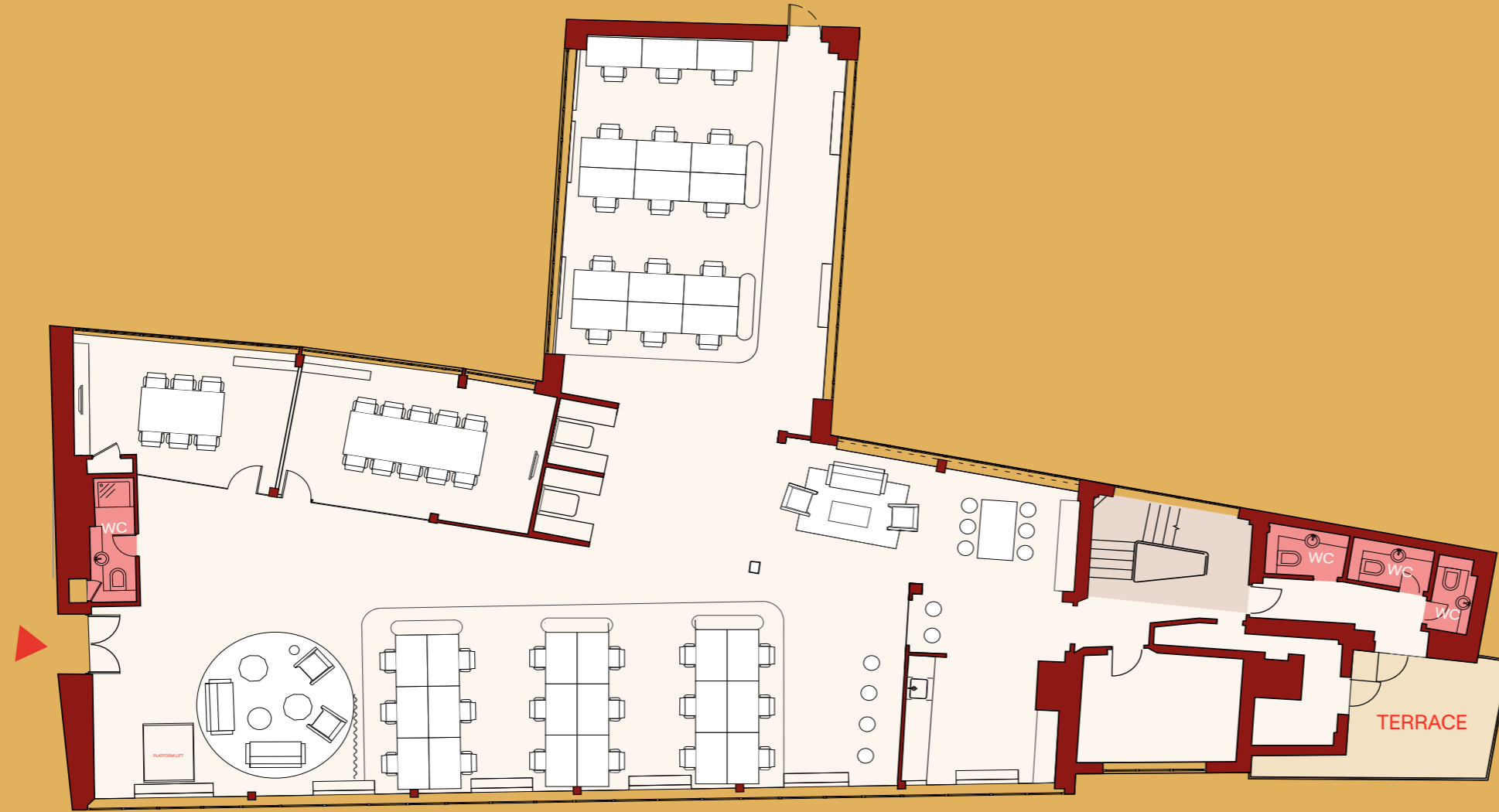
● MATTRESS FACTORY  
4,116 SQ FT AVAILABLE

# MATTRESS FACTORY 3RD FLOOR



○ MATTRESS FACTORY  
4,116 SQ FT AVAILABLE

# MATTRESS FACTORY 6TH FLOOR



○ MATTRESS FACTORY  
3,500 SQ FT AVAILABLE

# THREE PRINCIPLES FOR A THOUGHTFUL REINVENTION

REINVENTION OF A LONDON ICON

Grade-II\* Listed Building reimagined and remastered.

AMENITIES FOR VIBRANCY AND WELLBEING

A wealth of private and communal amenities including a courtyard, lounge, breakout spaces, cafe and hospitality-led receptions.

EXCEPTIONAL DESIGN QUALITY

Unique and beautiful workspaces with 3.1m floor to ceiling height and openable windows.

**SETTING THE STAGE FOR  
MAXIMUM CREATIVITY**

**LOFT STYLE SPACES**

with ceilings of up to 3.2m

**REFURBISHED**

fully refurbished cat A floors  
and perimeter VRF units

**NEW ARRIVAL**

Future reimagined arrival experience  
with new receptions

**LOUNGE**

Future communal club lounge  
and conference rooms

**COURTYARD**

Private landscaped courtyard

**CAFE**

Future street level cafe and bar

**FIBRE OPTICS**

Option for fully cabled and enabled  
with high-speed fibre internet

**HYBRID**

Future hybrid and breakout  
spaces for exclusive use  
by the office community

**END OF JOURNEY**

62 bike parking spots, 12 shower  
facilities, 98 lockers

# IMPACTING THE PLANET

## **GRADE II\***

Sensitive restoration of a Grade-II\* listed heritage asset

## **RETENTION**

Retention of an existing building helps minimise embodied carbon

## **VENTILATION**

Daylight and natural ventilation for a healthy, carbon-conscious environment

## **BIOPHILIA**

Biophilia throughout the building for better health and wellbeing

## **FLEXIBLE**

Flexible and adaptable internal spaces that follow the principles: long-life, loose-fit, low-energy

## **RENEWABLE**

100% powered by renewable energy

## **BREEAM**

Aiming for 'Very Good' BREEAM rating

## **EPC B**

the highest possible for Grade II\* listed buildings

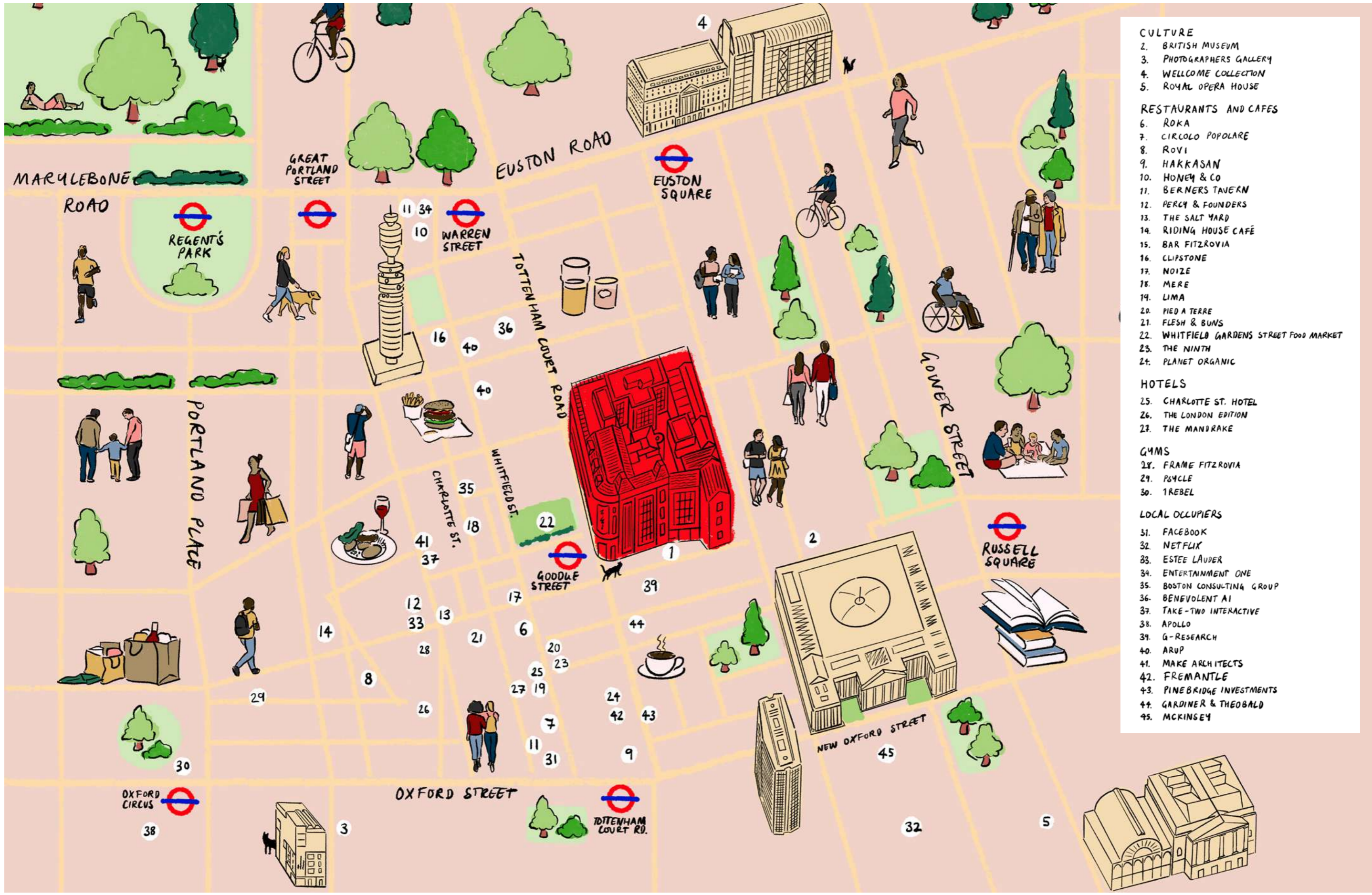




# VITAL CONNECTIONS FOR BUSINESS



# AT THE INTERSECTION OF ARTS, CULTURE AND COMMERCE



- CULTURE
- 2. BRITISH MUSEUM
- 3. PHOTOGRAPHERS GALLERY
- 4. WELLCOME COLLECTION
- 5. ROYAL OPERA HOUSE
- RESTAURANTS AND CAFES
- 6. ROKA
- 7. CIRCOLO POPOLARE
- 8. ROVI
- 9. HAKKASAN
- 10. HONEY & CO
- 11. BERNERS TAVERN
- 12. PERCY & FOUNDERS
- 13. THE SALT YARD
- 14. RIDING HOUSE CAFÉ
- 15. BAR FITZROVIA
- 16. CLIPSTONE
- 17. NOIZE
- 18. MERE
- 19. LIMA
- 20. PIED A TERRE
- 21. FLESH & BUNS
- 22. WHITFIELD GARDENS STREET FOOD MARKET
- 23. THE NINTH
- 24. PLANET ORGANIC
- HOTELS
- 25. CHARLOTTE ST. HOTEL
- 26. THE LONDON EDITION
- 27. THE MANDRAKE
- GYMS
- 28. FRAME FITZROVIA
- 29. PSYCLE
- 30. 1REBEL
- LOCAL OCCUPIERS
- 31. FACEBOOK
- 32. NETFLIX
- 33. ESTEE LAUDER
- 34. ENTERTAINMENT ONE
- 35. BOSTON CONSULTING GROUP
- 36. BENEVOLENT AI
- 37. TAKE-TWO INTERACTIVE
- 38. APOLLO
- 39. G-RESEARCH
- 40. ARUP
- 41. MAKE ARCHITECTS
- 42. FREMANTLE
- 43. PINEBRIDGE INVESTMENTS
- 44. GARDINER & THEOBALD
- 45. MCKINSEY

# CONTACT

Edward Charles  
Craig Norton  
+44 (0)7818 424 764  
cnorton@edwardcharles.co.uk

Ian Bradshaw  
+44 (0)7468 525 486  
ibradshaw@edwardcharles.co.uk

Molly Maguire  
+44 (0)7860 612 343  
mmaguire@edwardcharles.co.uk

RX London  
Ed Betts  
+44 (0)7771 513 169  
ed.betts@rx.london

Lois Bond  
+44 (0)7773 258 589  
lois.bond@rx.london

Jordan Adair  
+44 (0)7880 552 710  
jordan.adair@rx.london

The Manufactory  
196 Tottenham Court Rd  
W1T 7LQ London

themanufactory.london

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General Projects is a contemporary real estate developer specialising in design and the thoughtful reinvention of places.

**Buckley Gray Yeoman**  
Buckley Gray Yeoman is one of London's leading architecture practices and has a track record of sensitive renewal of buildings such as One Poultry and YY London.

**dn&co**  
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**THE MANUFACTORY**  
HEAL'S BUILDING W1



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