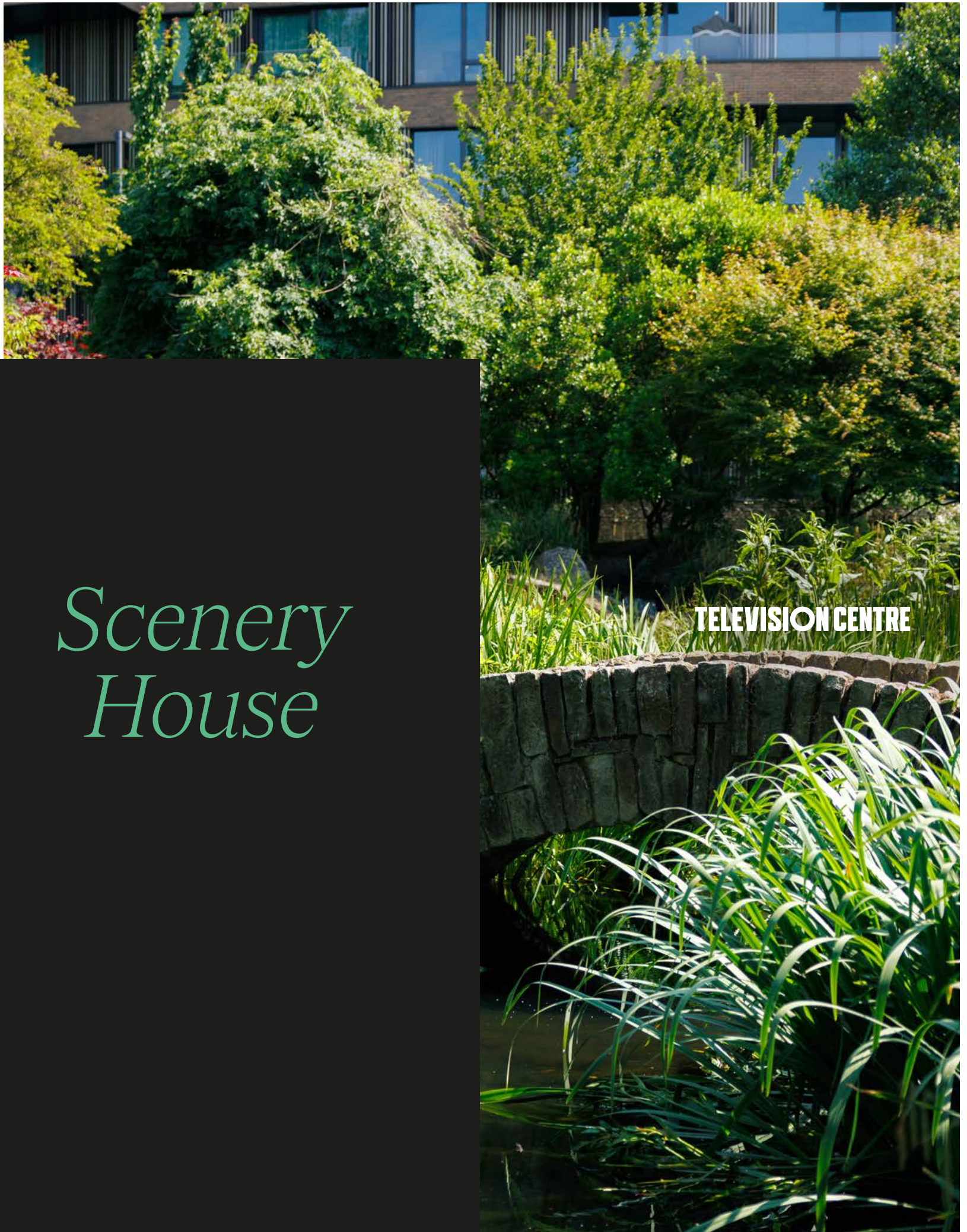




Scenery House

TELEVISION CENTRE

A welcoming home

An ode to what's stood here before.

A symbol of all that's yet to come.

Scenery House represents the past, present and future of Television Centre.

Taking its name from one of the original BBC buildings, this was a place that put the 'vision' in television. Where show sets and props were created to inspire and engage. Now, a new modern mansion block sets the scene for all of life's adventures to play out.



Contents

<i>Our story</i>	<i>Discover Scenery House</i>	<i>Life at Television Centre</i>	<i>Explore White City</i>
Page 02	Page 12	Page 42	Page 56
<i>Meet your neighbour(hood)s</i>	<i>Journey further</i>	<i>Meet our team</i>	<i>Get in touch</i>
Page 68	Page 72	Page 78	Page 80

Our story

Welcome to Television Centre.
Founded on creativity and togetherness.
Transformed into the home of expression.

In 2017, one of London's most iconic landmarks changed forever.
Television Centre – the home of British television for more than
50 years – invited individuals everywhere to come together.
To call Television Centre their own.

The first chapter introduced 432 design-led apartments, offices
and amenities: spaces to live, work, eat, relax, work out, hang
out and play. Now, the final collection of standout apartments,
penthouses and townhouses is making its mark.

Scenery House is a new modern mansion block for London,
with 163 new apartments. Echoing the historic architecture
of Television Centre, it champions peace and privacy in tune
with nature. Uncover a calming green sanctuary to welcome
you home. Next door, The Ariel soars up through the skyline,
the only tall building on Television Centre's private estate,
offering a range of new homes with sweeping views.
A place to express individual passions and personalities.

1908



Fun and games

White City came to life as a destination
for culture in 1908, the year it hosted both
the landmark Franco-British Exhibition and
the Olympic Games. The exhibition gave the
area its name, but the Olympics truly put it on
the world stage – featuring the first modern
marathon run at the distance we know today.

1947



Transport transformation

White City Underground opened, providing
the area with faster, more direct access
to central London. Wood Lane station
followed in 2008, expanding the transport
connections to and from this dynamic
district, just a 15-minute journey from
the centre of the capital.

1961



TV takes over

The BBC Television Centre begins
construction, with Scenery Block the
first building to become operational.
Completed for Queen Elizabeth II
to open the site in 1961, it was the
flagship site for all things entertainment.

1979



Programming picks up pace

A BBC mainstay at this point,
Sir David Attenborough launched his
'Life' series after 25 years working full-time
for the business. The first in a long line of
groundbreaking series spotlighting animals
and environments, people and planet.

2012



A new chapter

The original BBC Television Centre was
acquired by the current owners and they
set about reimagining the place with plans
that would forge a future for the area,
designed with its legacy in mind.

2024



The final collection

The second and penultimate chapter of the
Television Centre redevelopment starts
with The Ariel and follows with Scenery
House, providing inspiring and inviting
homes in the heart of White City.



A landmark of legacy

Built for broadcast. Reborn for life.

Formerly referred to as the Scenic Services Department, the Scenery Block was home to the television studios' design teams. Here props and sets were brought to life, creating the visual identity for some of the world's most iconic shows.

Technical spaces including the Scenery Block were integral to Television Centre's creative output, shaping the cultural narrative in unexpected ways. The original barrel-vaulted concrete roof of the building itself is even said to have played a part in bringing Doctor Who to life (the iconic BBC science-fiction series about a time-travelling Doctor, first broadcast in 1963 and still running today). Its unique round perforated ceiling lights serving as inspiration for the Daleks' design (a fictional character in Doctor Who).

Scenery House sets the foundations for a future of possibility.

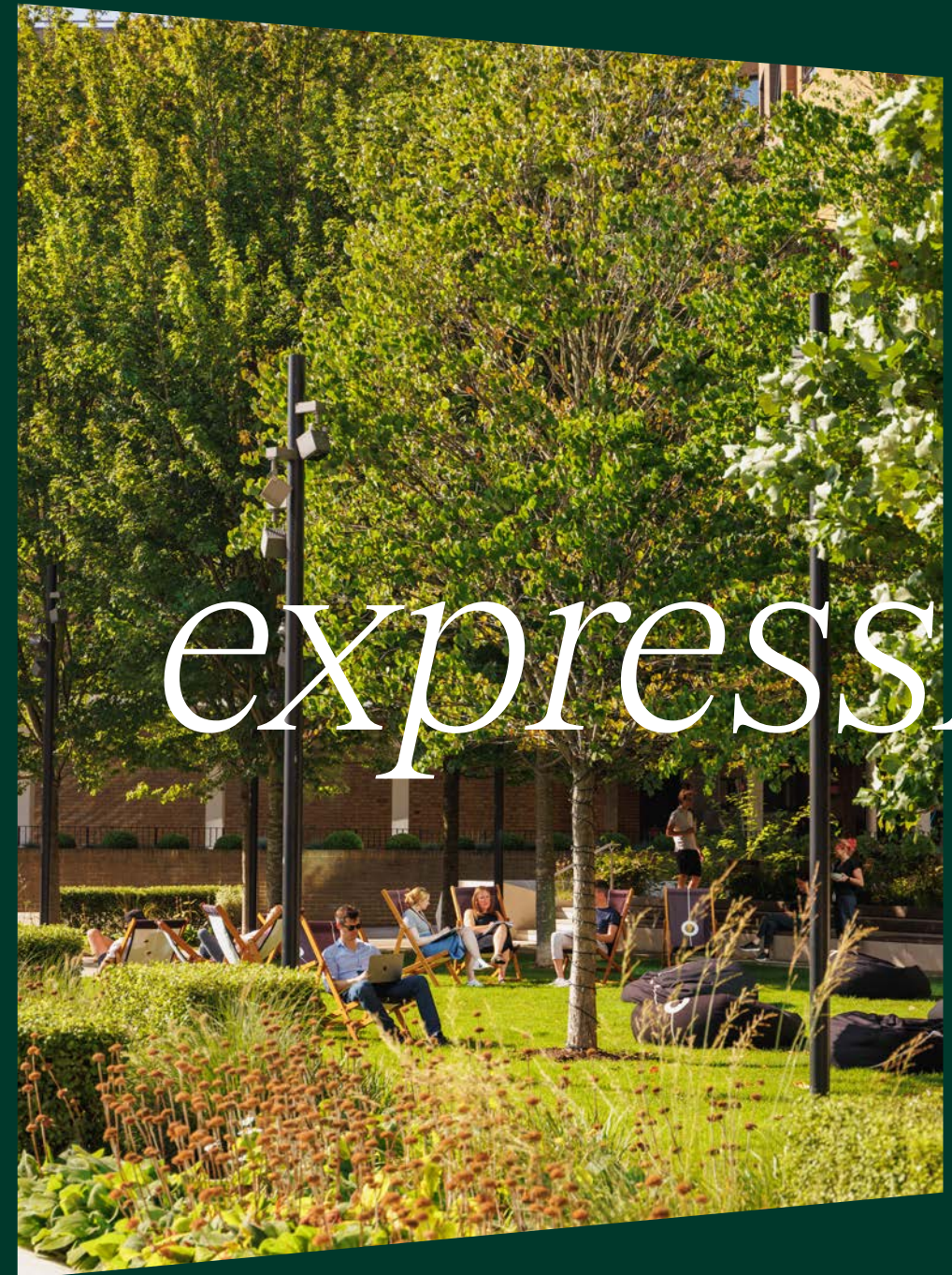
The



home



of



expression



Television Centre

Our story

Offices

TV Studios

The Ariel

Soho House

Completed Homes

Scenery House

Forbes Gardens

Soak up the atmosphere

Television Centre is more than just a place to live. It is a way to live. Drift indoors and out. Work. Socialise. Shop. See something new. Grab a coffee. Get active among the greenery. Connect with nature and one another. Make the city your own then return home to unwind in peace.

Enjoy the Scenery



Courtyard Garden
(CGI)



Exterior
Overlooking Hammersmith Park (CGI)

Discover Scenery House

Settle into seamless indoor-outdoor living at Scenery House – a modern take on the London mansion block. Tucked between Hammersmith Park, a new Pocket Park and peaceful courtyard gardens, it offers space, stillness and a sense of serene seclusion, all in harmony with nature.

South-facing balconies are bathed in natural light, while sliding screens offer privacy and solar shading. Clean lines and refined finishes shape every detail, creating interiors that feel calm, open and beautifully resolved. This is a new building with a rich legacy – thoughtfully designed for modern life in all its moments. A welcome home for you and your family.



Exterior

Looking north towards Forbes Gardens and Scenery House (CGI)



Exterior
Pocket Park (CGI)

Apartments



Living Area
2 bedroom apartment (CGI)

Effortlessly elegant and decidedly modern, homes in Scenery House are designed to welcome light and life in. Geometric screens shift across the balcony to let the sun pour in. Organic tones and textures add natural flair. Refined finishes meet intuitive design. Interiors imagined by MSMR and beautifully dressed by Tatjana von Stein, each space is equipped for both everyday and extraordinary moments, shared together.



Living Area
3 bedroom apartment (CGI)



Dining Area
2 bedroom apartment (CGI)



Bedroom
1 bedroom apartment (CGI)



Kitchen and Living Area
1 bedroom apartment (CGI)



Living Area
1 bedroom apartment (CGI)



Bedroom
3 bedroom apartment (CGI)



Bathroom
3 bedroom apartment (CGI)



Living Area
3 bedroom apartment (CGI)



Balcony

Courtyard facing apartment with west facing balcony (CGI)



Specification
at a glance

Lutron smart
lighting system

Combined heating
& comfort cooling

Engineered
timber flooring

Fitted
wardrobes

Italian kitchens
by Molteni

Siemens &
AEG appliances

Terrazzo tiled
bathroom vanity

Brushed nickel
sanitary ware

Sliding solar/
privacy shades
(selected apartments)

Composite
stone worktops

Amenities

Enter through the Sun Lounge. A calming space softened by warm, natural tones and the gentle sound of the central fountain. Designed for residents to relax and connect, it offers a peaceful outlook across the courtyard gardens. Sit back and be immersed in the private cinema. Head over to The Ariel for the co-working space, rooftop terrace, and wellness suite. Beneath the Helios, you'll find the residents' gym – a place to swim, stretch, and re-energise. Exceptional, hotel-style amenities, just moments from your door.



Cinema
Scenery House (CGI)



Residents' Sun Lounge
Scenery House (CGI)



Television Centre

Courtyard Garden
Scenery House (CGI)



Co-working Space
The Ariel (CGI)



Yoga & Pilates Studio
The Ariel (CGI)



Wellness Lounge
The Ariel (CGI)



Private Meeting/Dining Room
The Ariel (CGI)



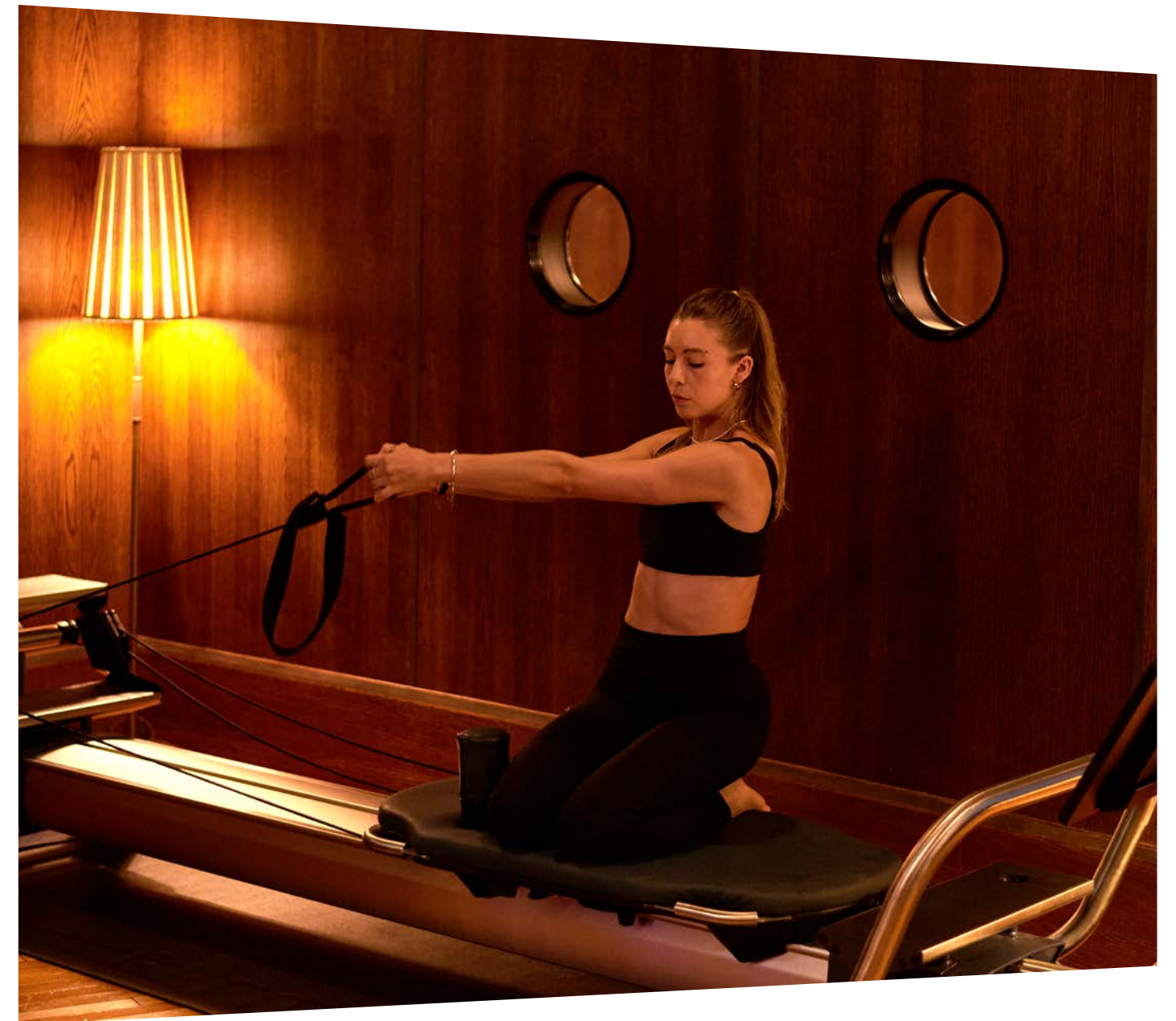
Bar & Lounge
The Ariel (CGI)



Soho House managed Gym & Pool
The Helios



Soho House managed Pool
The Helios



Soho House managed Gym
The Helios

A members-only health experience

A perk for every Television Centre resident, your Soho House managed gym membership unlocks a refined world of wellness beneath The Helios building, less than 100 metres away. From reformer pilates and power yoga to strength and conditioning, the class schedule offers something for everyone, accompanied by a full gym with cardio and free weights zones, and a pool for fast laps or leisurely swims. Unwind after your workout in the hammam, steam and sauna rooms, finishing with a fresh juice from House Press bar.



“
*From our home at Television Centre,
we bring the best British artisan
produce direct to the local community.
The Black Farmer is more than just
a shop — it’s a taste of independent
spirit, right on your doorstep.*

Wilfred Emmanuel-Jones
Founder of The Black Farmer

Morning to



Flying Horse Coffee



The Broadcaster



The Black Farmer



Endo at the Rotunda

Your mood, your menu

Sip on ethically sourced bean-to-brew from Flying Horse Coffee. Head up to The Broadcaster's rooftop for family lunches with a view, or down to Nori café for grab-and-go Japanese or date-night dinners of dim sum. Stop by The Black Farmer grocery store for all your weekly essentials. Or treat yourself to world-renowned sushi in the clouds at Endo at the Rotunda. Whatever the moment, there's something to savour.

Where



Residents' Co-working Space
The Ariel (CGL)

work

flows



Soho Works

Stroll down to the Sun Lounge to catch up on emails. Wander next door to The Ariel into the residents' co-work space designed for how you work best. For a more scalable setup, Soho Works offers fully serviced office spaces right here on the Television Centre estate – available to join or hire, whether you're working solo or with a team. Redefine work-life balance with amenities that make it all that much easier to achieve.

Harness



health and wellbeing

Move your own way

Make time for mind, body and soul with an array of gyms, workout classes and open-air activities to suit every style. Find balance in our inviting wellness suite and space for strength and swims in the residents' gym. Nearby, try circuits at F45, or a dance class at the on-site Studio Space. Or tailor your own training programme with Soho House's personal fitness coaches. Outdoors, walking, running and mindful movement are refreshed in the open air thanks to the array of nearby green spaces. There's a place for everyone to find their pace.



“

*The area around Television Centre
feels alive — bold, sculptural architecture
sits alongside beautifully maintained gardens.
It's that contrast between the built and
natural that creates a sense of balance
you don't often find in London.*

Sophie Wang

Textile designer and HQI resident





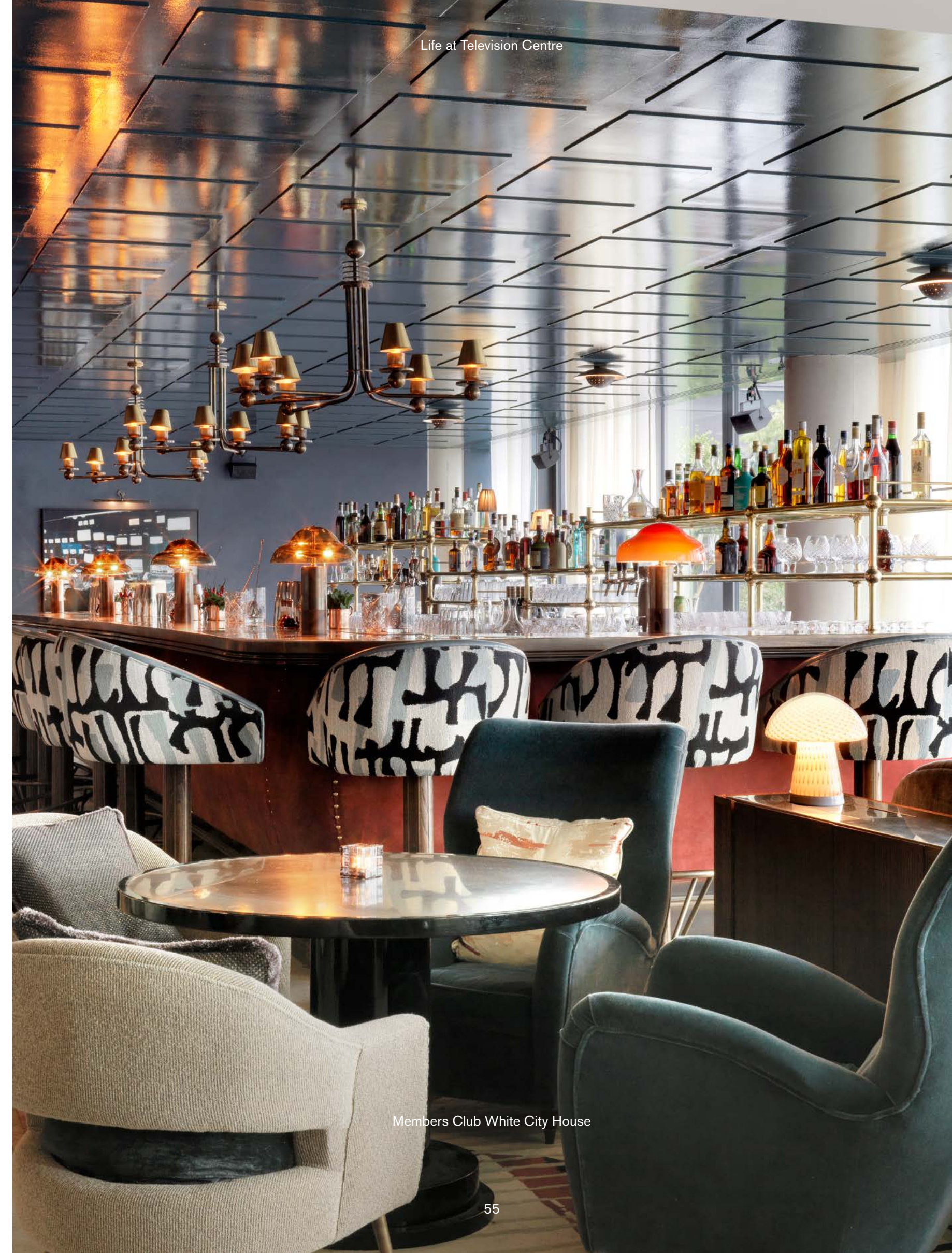
TV Studios



Electric Cinema

Culture made convenient

Watch shows live at TV Studios. Catch the latest film at Electric Cinema. Soak up the atmosphere at White City House – a members' club made for networking, relaxing and inspiring events. Experience entertainment at its easiest at Television Centre. It's all right here.



Members Club White City House

Welcome to White City



Television
Centre

Regents Park

Paddington

Bayswater

Westbourne Grove

Notting Hill

Mayfair

Hyde Park

Knightsbridge

Kensington Palace

Kensington

North Kensington

Imperial College

White City Place

Holland Park

Westfield

Hammersmith Park

LOUIS VUITTON GUCCI TIFFANY & Co. **PRADA** ROLEX

Indulge

in convenience

*Step into Europe's biggest shopping centre
just five minutes from your front door*

Over 350 household names and global luxury powerhouses sit side by side at Westfield London. Make a day of it. Savour flavours from over 90 outlets in the food hall. Visit department stores and independent boutiques without leaving the building. Explore luxury lifestyle brands in the Village, making use of the destination's holistic health and wellbeing offering. Leave knowing every errand, treat and retail therapy trip is possible here.

Education elevated



Notting Hill Prep
9 mins ↻

The address for good company

Exceptional learning opportunities are available for all ages. Elite nurseries and primary schools set the foundation for an illustrious academic career, furthered by a suite of secondary schools recognised as some of the best in the city. Godolphin & Latymer frequently tops the list for best all-girls school while the London Oratory School is highly rated for boys (girls are accepted for sixth form). Higher education is similarly well served, with Imperial College and the Royal College of Art within walking distance.



Godolphin & Latymer School
10 mins ↻



Ranked second globally, Imperial College London is a world-renowned leader in STEM education and research, making it a cornerstone of excellence. Just a 10-minute walk from Television Centre, this prestigious institution attracts top talent, cutting-edge research, and significant investment, all of which contribute to the vibrant ecosystem of White City.

Nearby institutions

Primary Education

- St. Stephen's Church of England Primary School
7 mins
- Notting Hill Prep School
9 mins
- Bassett House School
12 mins
- Wetherby School
14 mins
- Norland Place
14 mins
- Pembridge Hall
15 mins
- Chepstow House
15 mins

Secondary Education

- Godolphin & Latymer School
10 mins
- St. Paul's Girls' School
10 mins
- Latymer Upper School
10 mins
- Lycée Français Charles de Gaulle de Londres
16 mins
- Harrow School
22 mins
- Eton College
24 mins
- Westminster School
28 mins

Higher Education

- Imperial College (White City Campus)
10 mins
- Royal College of Art
11 mins
- University College London (UCL)
24 mins
- London School of Economics (LSE)
26 mins
- Imperial College (South Kensington Campus)
31 mins
- King's College London
33 mins
- Queen Mary University of London
36 mins

Travel times throughout are taken from Google Maps and are subject to change.



Television Centre

Publicis Media
Television Centre

Explore White City

Business

matters

A future-forward quarter for learning, innovation, inspiration and exploration, White City hosts headquarters of global luminaries including Novartis, L'Oréal and Publicis Media. Fashion thrives here, with YOOX Net-a-Porter Group, The White Company and PVH (home to Calvin Klein and Tommy Hilfiger) all nearby. Culture flourishes from ITV, BBC and the Royal College of Art. Imperial College London champions innovation in science and technology. Scale Space serves as a power engine for success.

Around every corner, business minds are shaping the future of commerce, strengthening the area's position as a dynamic global hub.

Your local discovery directory

Retail

01 Westfield London

Culture

02 All Star Lanes

03 Bush Theatre

04 O2 Shepherd's
Bush Empire

05 Puttshack

06 Queens Park Rangers F.C.

07 Bush Hall

08 Exhibition London

Hotels

09 K-West Hotel & Spa

10 The Hoxton Hotel

11 Dorsett Shepherd's Bush

12 Hilton Kensington

13 Ibis London
Shepherd's Bush

Food & Drink

14 Endo at the Rotunda

15 The Broadcaster

16 Television Centre
– Flying Horse Coffee
– The Black Farmer
– White City House

17 Copper Chimney

18 The Athenian

19 Waka

20 Dear Grace

21 Shola Karachi Kitchen

22 Tian Fu

Green Spaces

23 Hammersmith Park

24 Shepherd's Bush Green

25 Avondale Park

26 St. James's Gardens

Wellness

27 Soho House Gym

28 F45 Gym

29 PodGolf

30 Powerleague Pitches

31 White City Bouldering

32 The Studio Space

Businesses

33 BBC Studios

34 L'Oreal

35 Yoox Net-a-Porter

36 PVH

37 2 Television Centre
– Publicis Media
– The White Company
– Soho Works

38 Novartis

39 ITV

40 BBC Studios Offices

41 Scale Space

42 The Dune Group

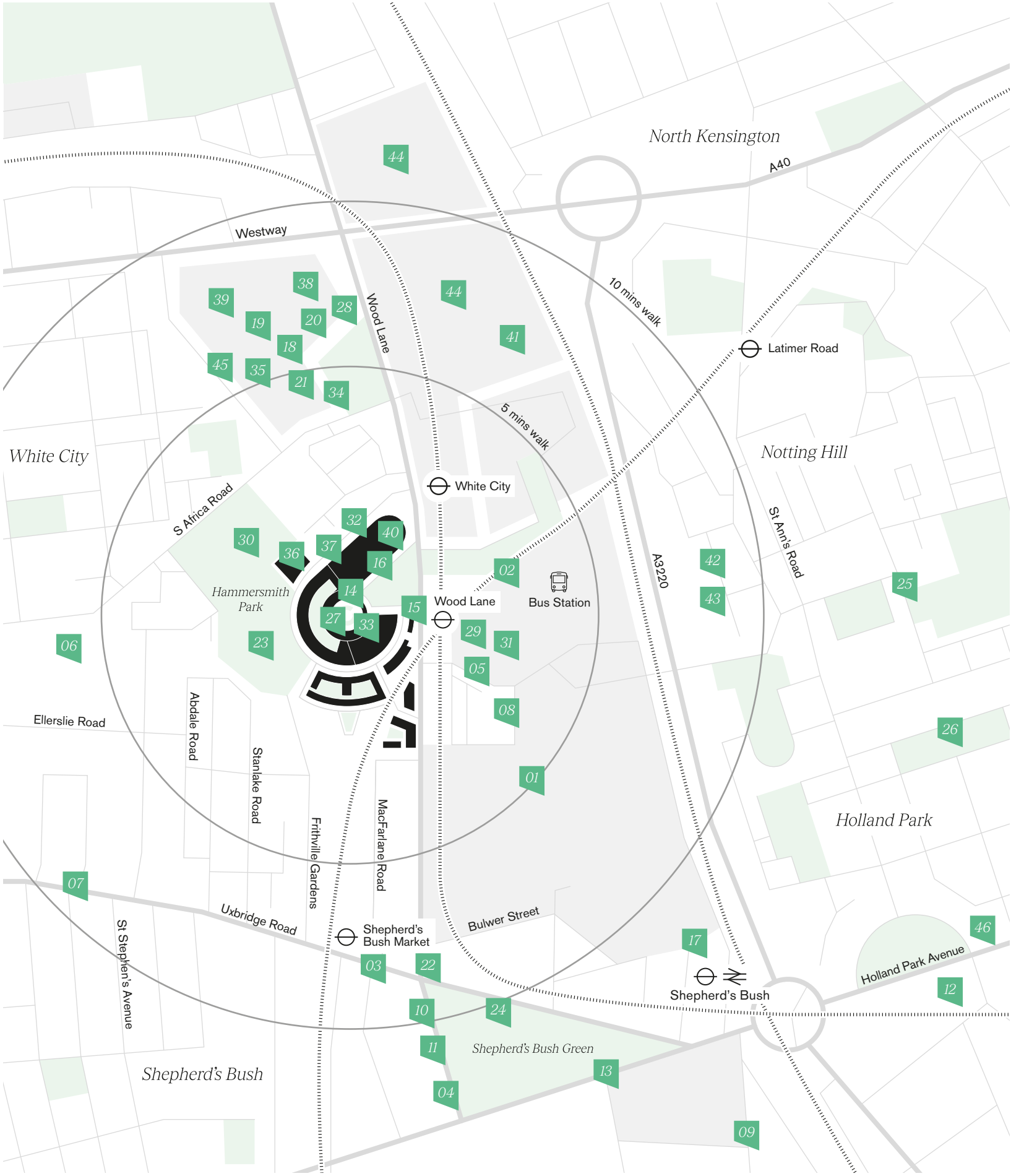
43 Stella McCartney

Education

44 Imperial College London,
White City Campus

45 Royal College of Art

46 Norland Place School





Meet your neighbour(hood)s

Set at the centre of vibrant White City, Television Centre occupies a prime position surrounded by West London's most desirable postcodes.

Notting Hill's markets and charming pastel streets. Westbourne Grove's exceptional boutiques. Holland Park's grand green spaces. A thriving food scene filled with picturesque pubs and award-winning restaurants. This pocket of West London is where well-heeled movers and makers have always put down roots.

Long-established as some of the most affluent areas in London's metropolis, these nearby quarters ensure this piece of the property market will always be in its prime.

Perfectly positioned

Shepherd’s Bush

Notting Hill

Holland Park

Portobello Road

Kensington

Westbourne Grove



Markets and music pull you in from the winding avenues, while Westfield London serves as a one-stop-shop for all your retail needs.

9 mins 🚶



A destination with distinctive character, this neighbourhood is a cultural hotspot for food, art and fashion spots dotted through tree-lined Victorian terraces.

6 mins 🚶



Taking its name from the dazzling green space at its centre, this area is best known for the woodlands, formal landscaping and peacocks who prowl the grounds of Holland House.

9 mins 🚶



Home to one of London's most historic street markets, it is internationally celebrated for its antique stores, vintage clothing gems and bustling atmosphere.

10 mins 🚶



With its regal connections, world-class museums, Royal Parks and the iconic Royal Albert Hall, this affluent corner of West London is a major weekend attraction.

18 mins 🚶



A retail destination with a welcoming village feel, it's surrounded by colourful mews and cobbled streets that play host to florists, delis, restaurants and shops.

20 mins 🚶

Travel times throughout are taken from Google Maps and are subject to change.

Hyper-connected



Perfectly positioned, Television Centre is served by three underground lines, an overground station and bus terminal, for travel into the heart of the West End in 15 minutes or the City in 22. The nearby A40 leads the way for country-wide journeys by car, while mainline stations in the area provide direct access to Eurostar, Heathrow and Gatwick Airports for adventures overseas.

1 min walk *Wood Lane*

Circle and
Hammersmith & City Lines
⊖ ● ●



Ladbroke Grove ⊖
2 mins



Paddington ⇌ ⊖
8 mins



Euston ⇌ ⊖
17 mins



King's Cross St. Pancras ⇌ ⊖ ⊕ *eurostar*
Alight for Eurostar
18 mins



Heathrow Airport ⇌ ⊖ ✈
Changing at Paddington
30 mins

2 mins walk *White City*

Central
Line
⊖ ●



Holland Park ⊖
4 mins



Notting Hill Gate ⊖
6 mins



Bond Street ⊖
12 mins



Oxford Circus ⊖
13 mins



Holborn ⊖
20 mins



Bank ⊖
22 mins



Liverpool Street ⇌ ⊖
25 mins

9 mins walk *Shepherd's Bush*

Mildmay
Line
⇌ ⊖ ●



Kensington Olympia ⇌ ⊖
2 mins



Clapham Junction ⇌
13 mins



Gatwick Airport ⇌ ✈
Changing at Clapham Junction
38 mins

Travel times throughout are taken from Google Maps and are subject to change.

Connected to the best of West London





Escape

to the



country

Bourton-on-the-Water

White City's enviable proximity to the A40 makes it a launchpad for exciting escapades to England's most charming rural destinations.

Wander the riverside in quaint Bourton-on-the-Water. Cycle through the rustic-chic grounds of members' club Soho Farmhouse near Chipping Norton, or immerse yourself in the curated luxury of Daylesford Organic farm outside Moreton-in-Marsh. Head to the historic harbour town of Gloucester, with its heritage-rich cathedral and boutique-lined docks. From here, rural escapes are always within easy reach.

The development team

Developer

Mitsui Fudosan UK

Development Manager

Stanhope

Architect

dRMM

Interior Architects

MSMR Architects

Interior Design

Tatjana von Stein

Landscape Design

Gillespies

Construction

Multiplex

Combining Stanhope's 30 year track record for creating London landmarks with Mitsui Fudosan's long-term vision to deliver a fitting legacy to the historic site.

Tate Modern, Stanhope

Get in touch

Looking to learn more? Connect with our team. We're here to answer your questions and help you find your new home at Television Centre.



Marketing Suite

5 Television Centre
101 Wood Lane
London
W12 7FW

+44 (0)20 3005 3960

televisioncentre.com
@thisistvc

Developer



Development Manager



Joint Sales Agents



