

THE PENTHOUSE
BY HAPTIC

Television Centre, London W12

Tomas Stokke
Director

Scott Grady
Director



THE PENTHOUSE BY HAPTIC

Every home tells a story. Your history, what inspires you – it's palpable as soon as someone enters a space.

Every story needs a beginning, and this one begins with Haptic. Their collective sensibility, their history and where they come from. From there flows a warm palette of natural materials. This up and coming practice has created a rich setting with an architectural language rooted in their Scandinavian provenance. The rest of the story is up to you.

6

HISTORY

14

AMENITIES

22

THE
ARCHITECTS

28

INSPIRATION

42

THE PENTHOUSE

65

PLANS AND
SPECIFICATION

LONDON, 1949

Television Centre was the first of its kind.
A building solely dedicated to the industrialisation
of television programme production – ‘a factory.’

The complexity of the brief for the site in west
London did not lend itself to a simple architectural
solution. How to create a factory for television –
with interlinking plots and studios all under one
roof? It took vision and ingenuity. Television
Centre was devised from a determined architect
sketching a question mark on an envelope.
This moment of clarity informed the now iconic
circular form of Television Centre.





“Inside the circular block, which is like a huge hollow drum, there is a grass lawn, a fountain and a golden statue of Helios. Yesterday the statue glinted golden in the June sun and the waters of the fountain echoed against the walls of the circular building.”

The Guardian, 1960





Not long after the building opened, Queen Elizabeth II herself visited Television Centre. She toured the design department and was introduced to members of the production team. It was 1961 and large-scale television production was just getting started. Television Centre was born from that optimism, and soon became a symbol of it.

For the next 50 years, images of Television Centre were broadcast into the living rooms of millions of homes around the country, and then the world. The most important thinkers, artists, political figures and entertainers have walked these halls. With programmes including Doctor Who, Monty Python and Top of the Pops, Television Centre soon became an icon for modern Britain.

The Penthouse by Haptic is part of the next chapter for this building's legacy.

A FACTORY
FOR TELEVISION,
REIMAGINED

For half a century, the nature of Television Centre as a broadcast headquarters meant it was entirely closed off to all but BBC employees and television programme guests, from the worlds of sport, politics and entertainment.

Now for the first time in its history, it has opened its doors to become a new destination for living, work and entertainment in west London.



This very lobby, previously known as the stage door, is where the BBC's many illustrious guests entered the building, its features now restored to their modernist glory.

Today, the main lobby and its 24-hour concierge team give a warm welcome to everyone that lives and visits this magnificent building.





The Grade II-listed Helios, a mid-century modern masterpiece, has undergone a transformative refurbishment.

Echoing the sumptuous curve of the original mid-century building, the Crescent is a newly completed, contemporary counterpoint to the historic Helios.

The penthouse by Haptic, with terraces on three sides and views towards the West End, is imbued with the heritage of Television Centre and tells its story anew.



THE ARCHITECTS

Haptic are a team of two dozen architects based in London and Oslo, led by Tomas Stokke, Scott Grady, Timo Haedrich and Nikki Butenschøn. It only takes one look at their projects around northern Europe to understand that an intrinsic familiarity with Scandinavian design rigour underpins their methodology.



Scandinavian architecture is renowned for its warmth. What better way to battle the dark Nordic winter, than with glowing light and cosy timber interiors? Haptic brings those same design principles to London, creating spaces that feel intimate and inviting.

The word “haptic” relates to the sense of touch – and that’s a key design principle that’s often overlooked. An environment should look good, but it must feel good too. Haptic addresses tactility through natural materials that are comfortable to interact with, and pleasing to the touch.

Pictured: Scott Grady and Tomas Stokke, Directors





“We use wholesome materials to create a familiar sense of luxury.

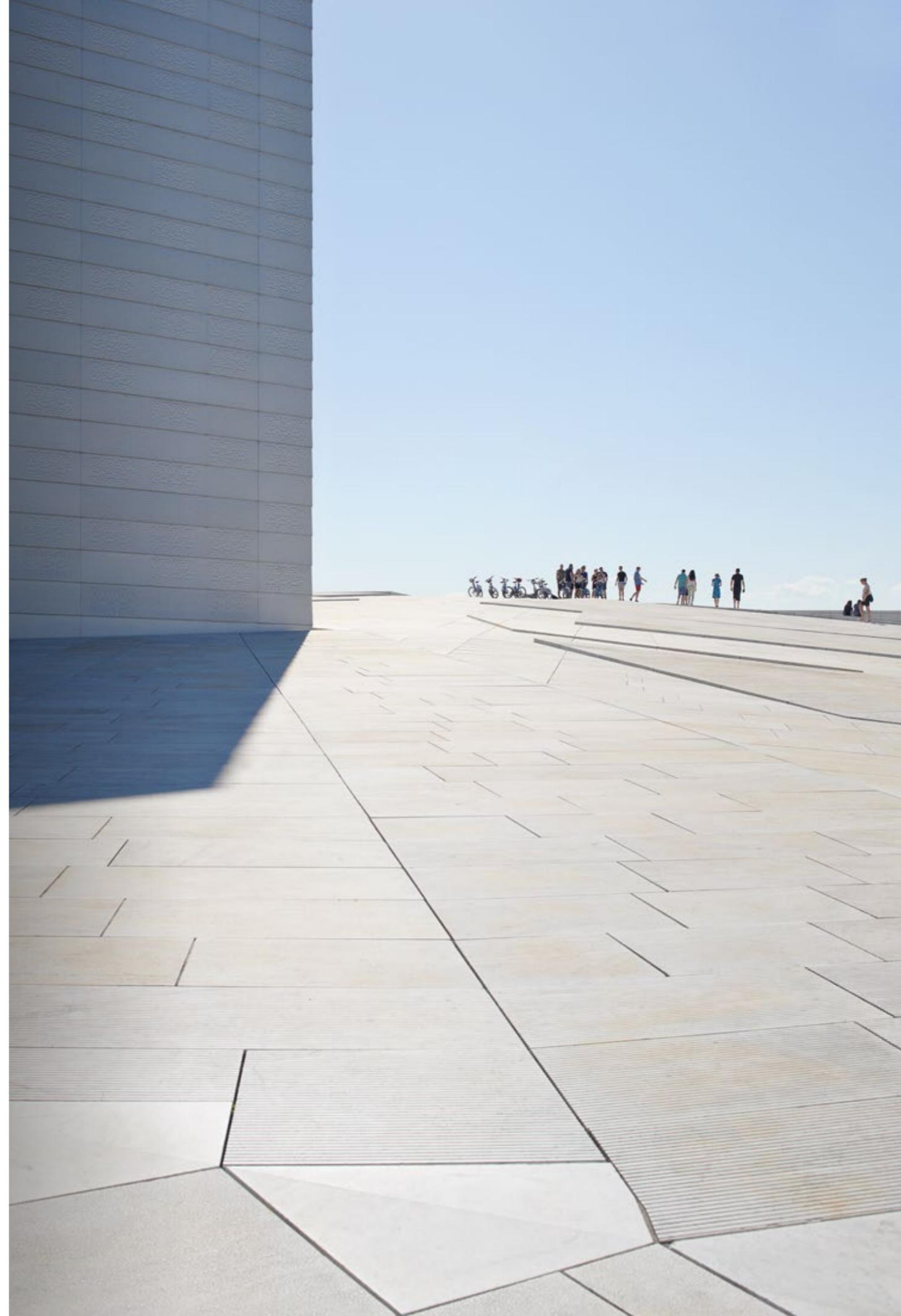
At Television Centre, it balances beautifully with the existing mid-century architecture.”

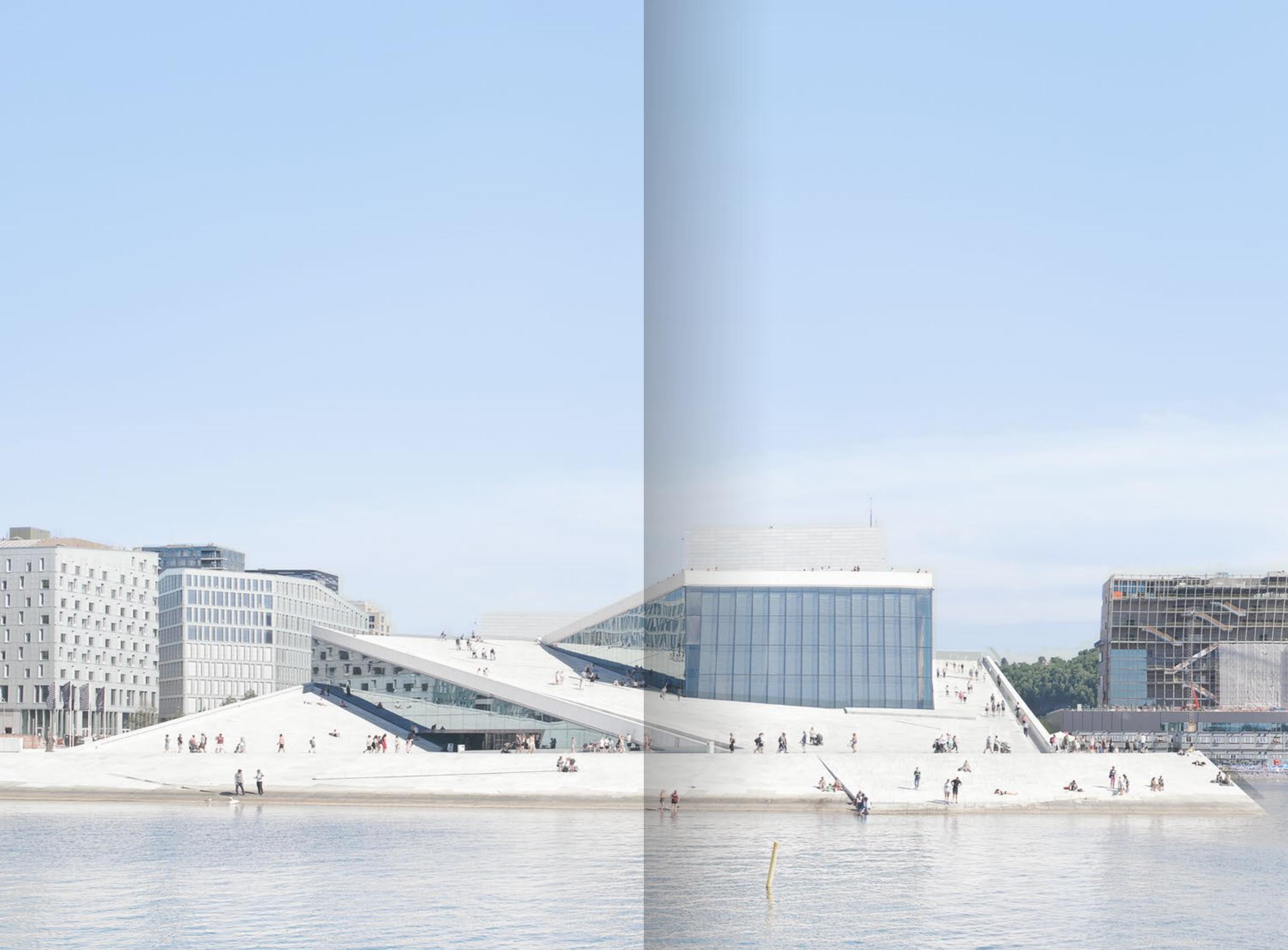
Tomas Stokke

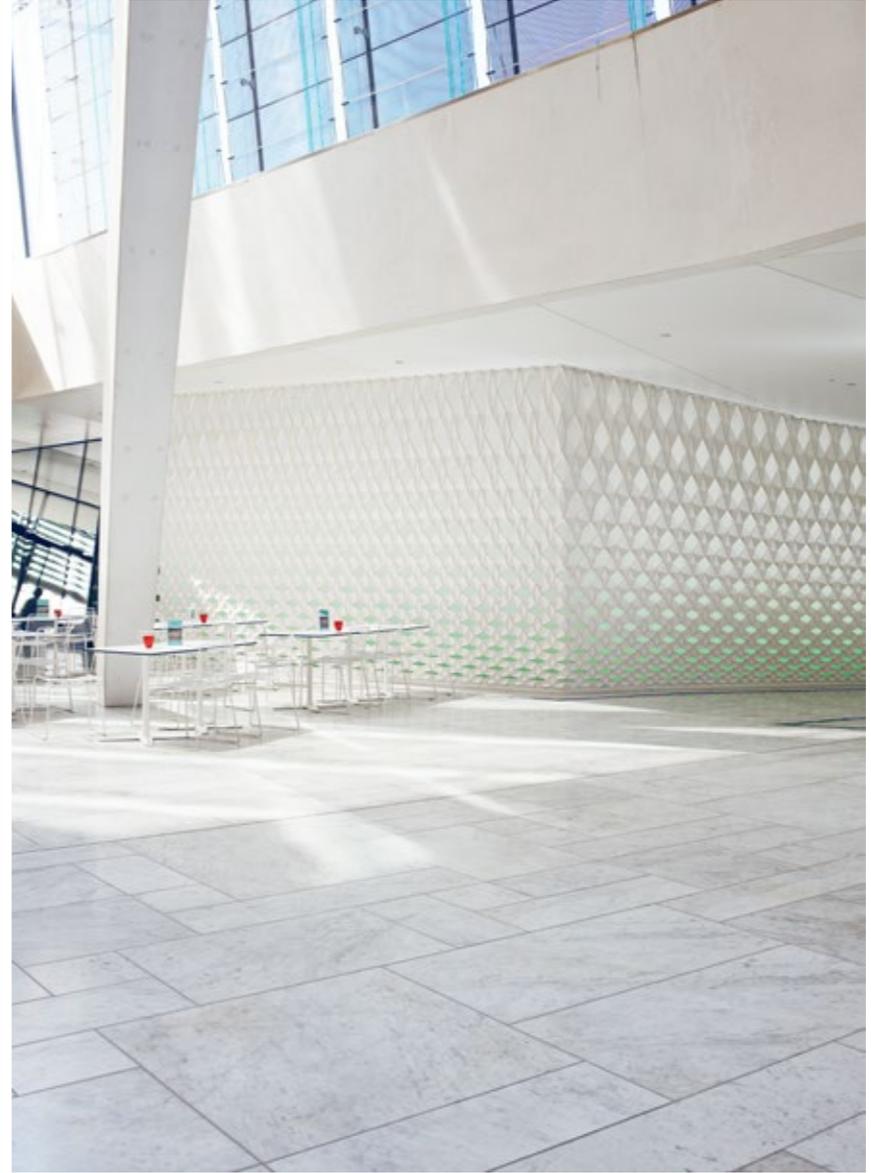
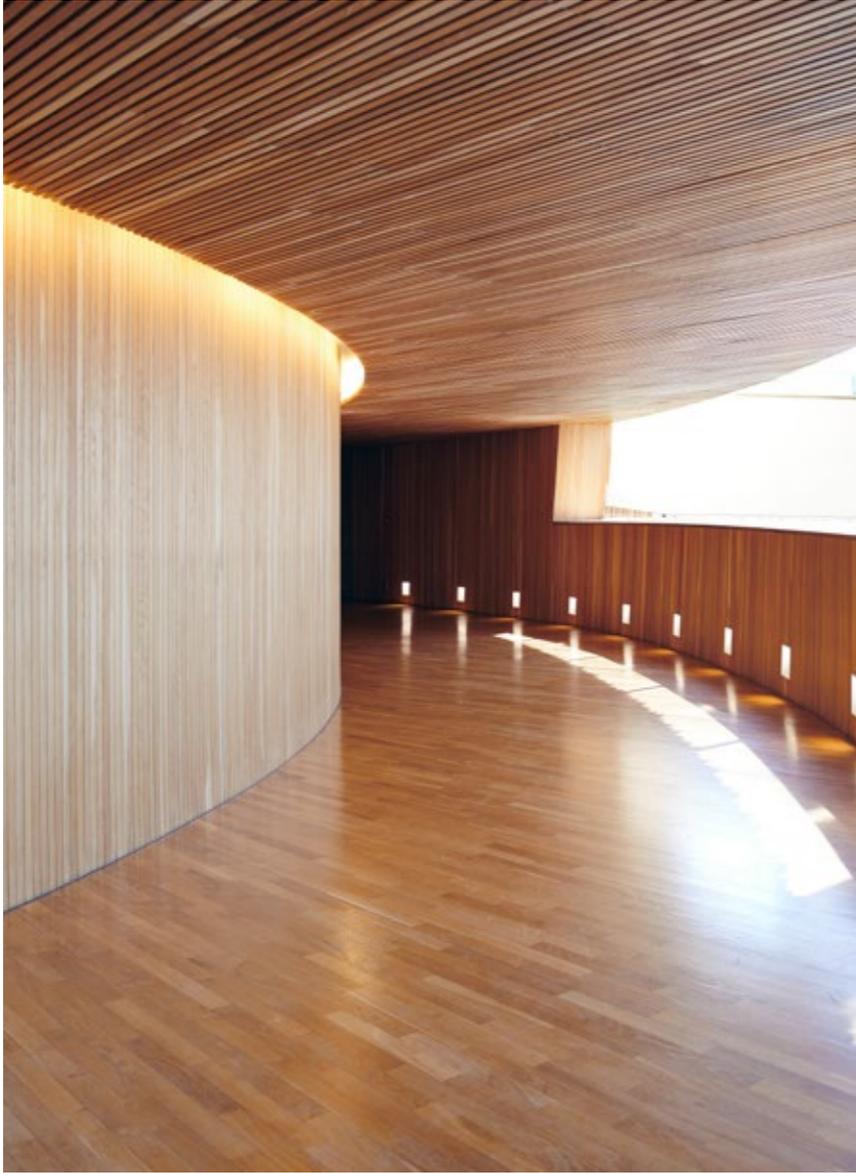
INSPIRATION: OSLO OPERA HOUSE

Haptic's inspiration, Oslo's Opera House, appears as though it was carved from the Nordic landscape. From the outside, its elegant form dips dramatically into the sea. And inside, an equal sense of drama is created by illuminated timber panelling. This combination of solidly-hewn natural forms and warm interiors make it a benchmark of contemporary Scandinavian architecture and the inspiration for Haptic's Penthouse design.

Photography: Catherine Hyland







“Snøhetta’s design for the Oslo opera house is imposing and intimate at the same time.”

Tomas Stokke



MATERIAL ORIGINS

The use of timber in the penthouse by Haptic is a beautiful way to connect the living space with nature, to the tranquillity of the forest. But there are many benefits to such a nature-inspired design. Sturdiness and timelessness, of course, but also warmth and familiarity.

Photography: Catherine Hyland







THE PENTHOUSE

The penthouse by Haptic at Television Centre is underpinned by elegant simplicity. Considered space planning, a rational layout and materials that are inviting to the touch. The three-bedroom apartment is drenched in natural light, with a generous wraparound terrace.





Like the imposing timber panels in the Olso Opera House, a similar approach is taken here, but articulated with large format porcelain tiles.



The living area is characterised by the chevron-cut patterned flooring, crafted from dark Douglas fir planks and heated from below.

In the kitchen appliances are integrated or tucked away entirely, celebrating the Carrara marble island and backsplash as a focal point. Concrete flooring defines the space within the utility cube.



At the heart of the penthouse is a concrete cube that contains all utility items. This clever method of space planning creates an open and uncluttered living space that can be flexibly managed around it.





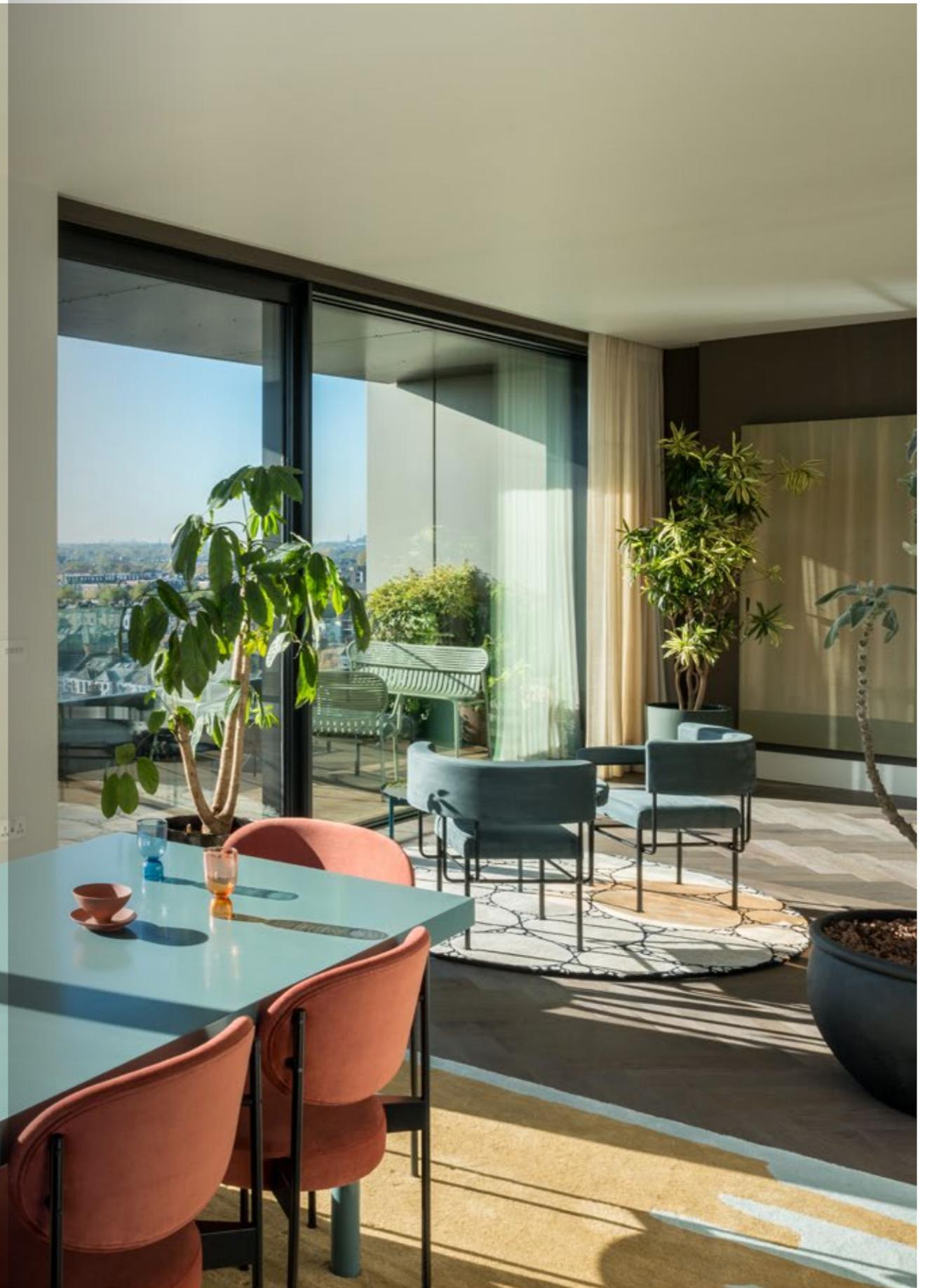


The materials get a little softer in the private areas of the home. In the bedroom, plush carpeting underfoot.

The design language extends here to the master bathroom, with large-format bronze porcelain wall tiles offset by a warm timber vanity unit and cool marble sanitaryware.









A generous wraparound terrace brings the living space into the outdoors, and in the warmer months serves as an extension of the living space.

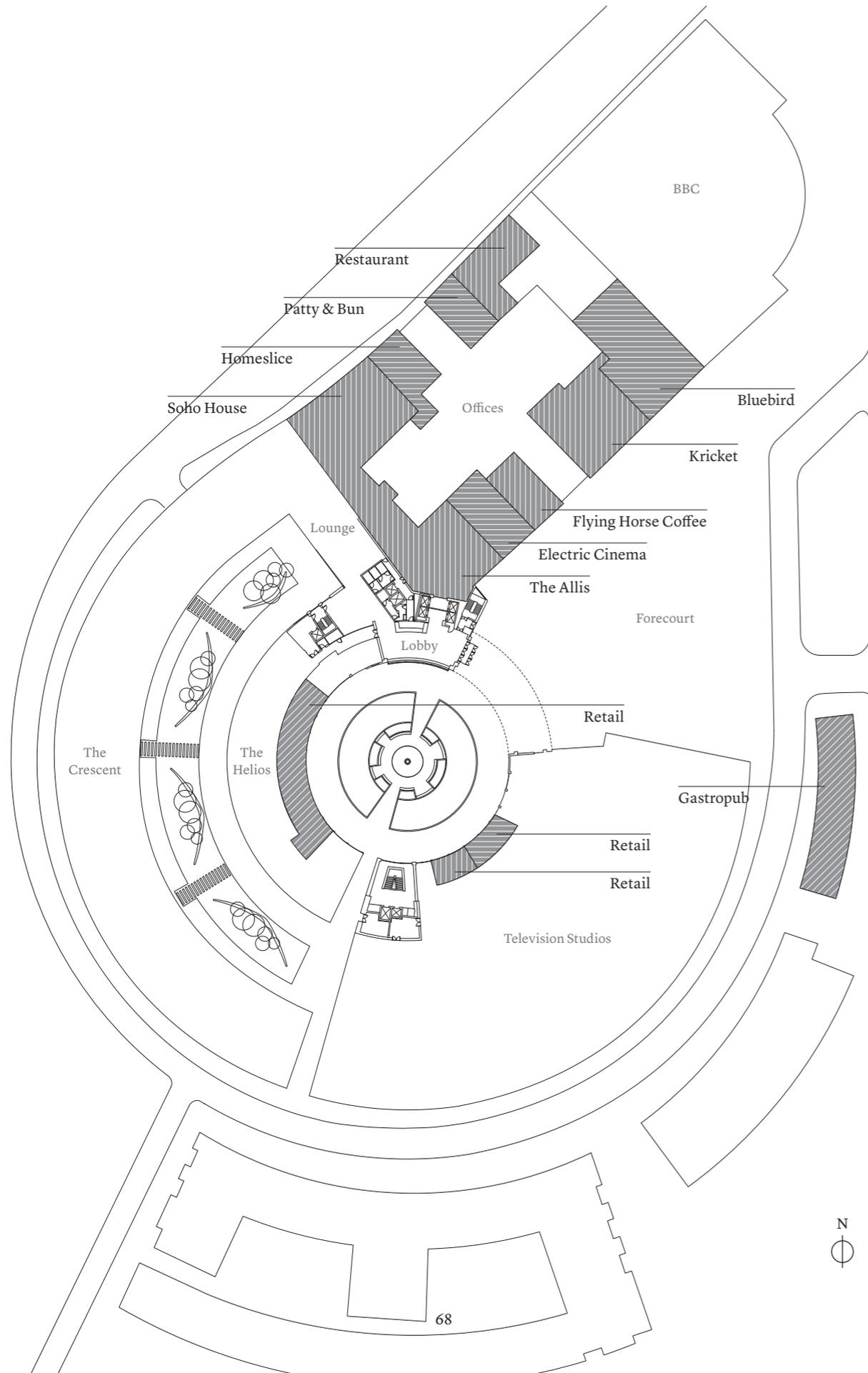




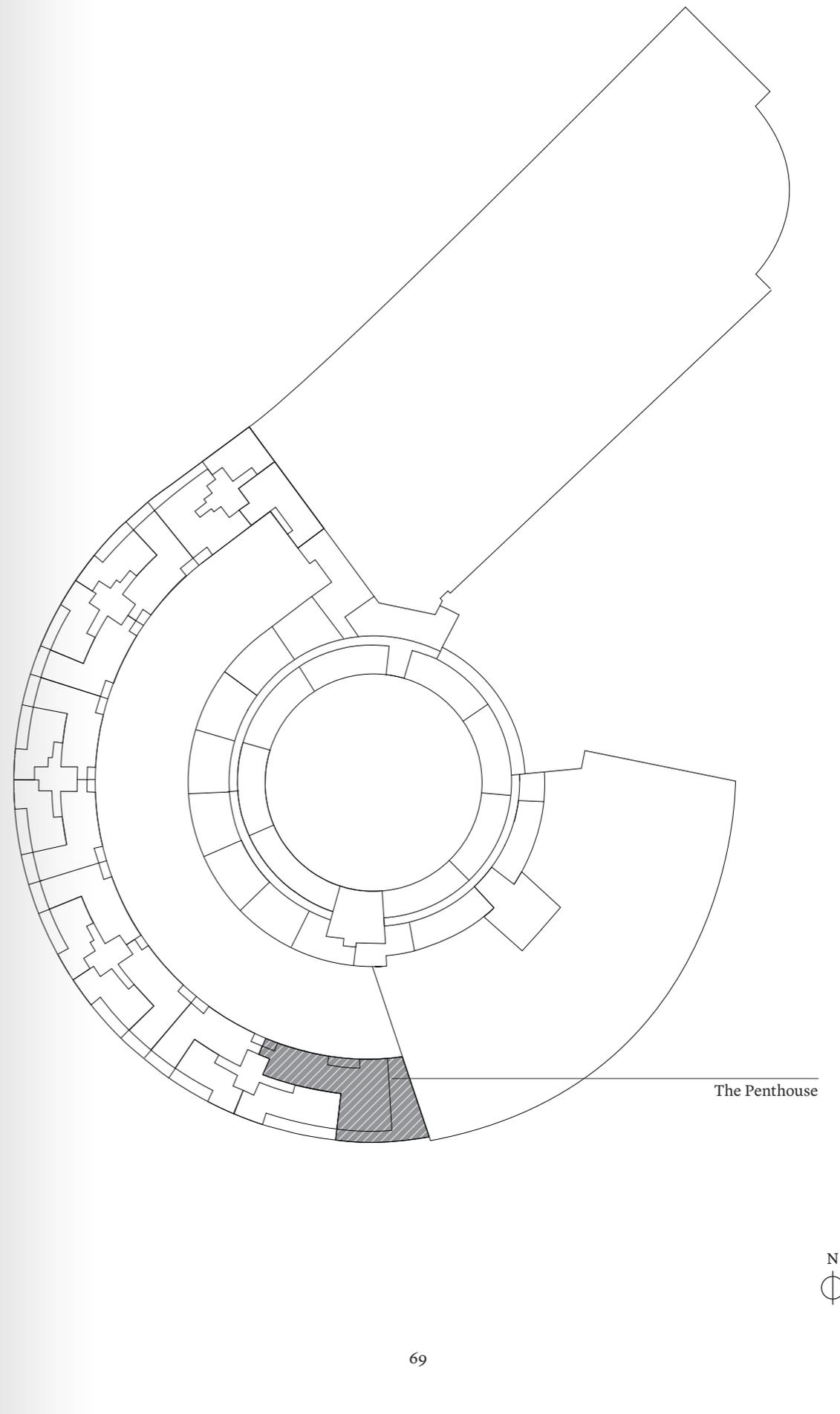


PLANS AND
SPECIFICATION

GROUND FLOOR



SEVENTH FLOOR



SEVENTH FLOOR

Net internal area	sq m	sq ft
Total	267.8	2,883
Ceiling height	m	ft
Max/Min	2.87 / 2.57	9'5" / 8'5"
Living rooms	m	ft
Entrance hall	2.9 × 7.3	9'6" × 23'11"
Living area	6.3 × 9.9	20'8" × 32'5"
Dining area	11.2 × 3.6	36'8" × 11'9"
Kitchen	3.0 × 5.5	9'10" × 18'0"
Snug	4.9 × 2.8	16'0" × 9'2"
Living rooms	m	ft
Master bedroom	4.0 × 5.1	13'2" × 16'7"
Master ensuite	4.0 × 2.1	13'1" × 6'10"
Bedroom 2	5.8 × 4.0	19'0" × 13'3"
Bedroom 3	4.7 × 3.4	15'5" × 11'1"
Outdoor space	m	ft
Terrace 1	7.1 × 17.9	23'3" × 58'8"
Terrace 1A	12.4 × 2.1	40'8" × 6'10"
Terrace 2	5.6 × 2.0	18'4" × 6'6"
Terrace 3	2.1 × 2.0	6'10" × 6'10"

AV — Audio Visual
 FF — Fridge Freezer
 MEP — Mechanical, Electrical, Plumbing
 TD — Tumble Dryer
 WM — Washing Machine

Please note: net saleable areas are measured as built whereas room and outdoor space dimensions are approximate and for guidance only.



THE PENTHOUSE

SPECIFICATION

KITCHEN

Molteni C and Dada Hi Line kitchen with dark timber veneer finish doors

Carrara marble worktop and splashbacks

Under-mounted stainless steel sink and deck-mounted boiling water tap

LED lighting integrated to underside of wall units

INTEGRATED APPLIANCES

Miele fridge freezer

Miele combination microwave oven

Miele multifunction oven

Miele steam oven

Miele induction hob

Miele combiset teppanyaki

Miele combiset induction wok

Miele warming drawer × 2

Concealed recirculating extractor hood

Miele dishwasher

Miele wine coolers × 2

UTILITY ROOM

Molteni C and Dada units

Carrara marble worktop and splashback with under-mounted stainless steel sink

Miele dishwasher

Miele washing machine

Miele tumble dryer

GUEST CLOAKROOM

Polished concrete floor

Brushed bronze finish fittings

Wall-mounted white WC with concealed cistern

Deck-mounted Corian basin with wall-mounted mixer tap

Fitted mirror

CEILINGS

Plasterboard ceilings to all rooms

MASTER BATHROOM

Large-format porcelain tiled walls

Large-format carrara marble tiled floor

Brushed bronze finish fittings

Dark timber veneer vanity unit with drawers and carrara marble basin

Wall-mounted mixer tap for basin

De-misting mirror

Heated wall for towel rail

Wall-mounted white ceramic WC with concealed cistern

Shower enclosure with glazed screen, ceiling-mounted shower head, separate hand-held shower and carrara marble recess shelving

White steel bath with carrara marble enclosure, wall-mounted mixer taps and separate hand-held shower

SECONDARY BATHROOMS

Large-format porcelain tiled floor and walls

Brushed bronze finish fittings

Dark timber veneer vanity unit with drawers and ceramic basin

Wall-mounted mixer tap for basin

De-misting mirror

Heated wall for towel rail

Wall-mounted white WC with concealed cistern

Shower enclosure with glazed screen, ceiling-mounted shower head and separate hand-held shower; or white steel bath with Corian enclosure, glazed shower screen, wall-mounted mixer taps, hand-held shower and ceiling-mounted shower head

FLOORING

Carrara marble tile to entrance hall and hallway

Dark engineered timber chevron to living / snug / dining area

Polished concrete to kitchen / utility / guest cloakroom

Carpet to bedrooms

DOORS

Solid core timber entrance door and panel

Solid core white painted and timber veneer internal doors

High quality ironmongery

SPECIFICATION

WARDROBES

Fitted walk-in wardrobes (to master bedroom and second bedroom) with timber veneer interiors, hanging rails, shelving, drawers and lighting

Fitted wardrobes (to third bedroom) with full-height timber veneer doors, timber veneer interiors, hanging rail, drawers and shelving

DECORATION

Feature timber veneer wall panelling to entrance hall and hallway

Feature concrete wall panelling to utility block

Feature gas fire to living area

Painted finish to remaining internal walls and ceiling

BALCONIES & TERRACES

Composite decking

Glass balustrades

Exterior power to selected terraces

External water supply to selected terraces

External lighting to selected terraces

HEATING & COOLING

Central energy centre providing metered hot water, heating and cooling to all apartments

Underfloor heating throughout

Comfort cooling provided to kitchen, living/ dining area and bedrooms

Filtered fresh air supplied throughout via mechanical ventilation heat recovery system

Feature gas fire to living area

BLINDS

Provision for motorised blinds to all windows

LIFTS

Passenger lifts to all floors and basement car park

LIGHTING

Crestron programmable lighting control with scene setting to reception room and master bedroom

Energy efficient LED down-lighters throughout

5 amp lighting in reception rooms and master bedrooms

Provision for future installation of pendant fittings to selected locations

LED feature lighting in kitchen, bathrooms, hallway and reception

POWER, AV, DATA SYSTEMS

Television, telephone and data points to living/ dining and bedrooms

Television Centre is served by a network providing a high speed internet connection and by satellite connections for television

Purchasers are responsible for their own connections and related costs

Pre-wired for integrated media system

Integrated touchscreen to provide whole house climate control, video entry and link to concierge

AMENITIES

Residents have access to a range of services and amenities across the development, including, but not limited to:

Membership(s) to a fitness centre with heated indoor swimming pool, gymnasium, sauna, steam room and hammam

Residents' lounge, private screening room, private meeting room, private landscaped gardens

SECURITY

Management and 24 hour security services provided from on-site management office

CCTV surveillance throughout public areas

Video entry phone system to all apartments linked to front of house management team

CAR PARKING & STORAGE

Car parking at extra cost and subject to availability

Secure cycle storage

Storage units available at extra cost and subject to availability

CONTACT

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