



The Ariel

TELEVISION CENTRE

What's in a name?

Ariel is the spirit of the air, from William Shakespeare's *The Tempest*. Rescued by Prospero from imprisonment, he represents freedom, braveness, intelligence and a little magic. For 75 years, the BBC published *Ariel*, a weekly magazine for staff. The name is part of our story. What it conjures is what makes Television Centre so special.



TELEVISION CENTRE

Contents

*The story
so far*

Page 02

*The
Ariel*

Page 12

*At Television
Centre*

Page 48

*White
City*

Page 60

*Meet your
neighbour(hood)s*

Page 70

*Hyper-
connected*

Page 78

*The
team*

Page 82

*Contact the
sales team*

Page 84

The story so far

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 – for over half a century the home of British television – invited individuals everywhere to come together. To combine their differences in this place of creativity. To express their personalities and passions. And call Television Centre their home.

The first chapter in the story introduced 432 design-led apartments, offices and amenities: spaces to work out, eat out, hang out and satisfy culture cravings. Television Centre was brought to life again.

Now, the final collection of standout apartments, penthouses and townhouses – starting with The Ariel – offer the opportunity for a new set of individuals to take their place in the home of expression.

1908



Fun and games

White City came to life as a destination for culture when it hosted the Olympic games in the purpose-built White City Stadium. The event featured the first modern marathon at the distance it is run today. Setting the standard from the very start.

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 enclave, just a 15-minute journey from the centre of the city.

1960



TV takes over

The original BBC Television Centre was completed. Opened by Queen Elizabeth II 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 final chapter of the Television Centre redevelopment starts with The Ariel, providing inspiring homes in the heart of White City.



Television Centre

The story so far

The Ariel

The Helios

Soho House

TV Studios

The Crescent

Offices

The



home



of



expression

Life from every angle

Television Centre is no longer just a place to live. It is a way to live. Enjoy diverse destinations on-site for drinking and dining – from a quick cup at Flying Horse Coffee, to an elaborate Michelin-starred dinner at Endo at the Rotunda before soaking up culture at the studios, cinema or Soho House.

Explore Europe's largest shopping centre. Rub shoulders with global leaders in fashion, technology, broadcasting and life sciences. Unwind in acres of green spaces. Work. Meet. Plan. Play. Peruse. Eat. Sleep. Repeat. This is Television Centre. Be part of it.

Estate map

Residential

- 01 The Ariel
Future apartments
- 02 Scenery House
Future apartments
- 03a 1–17 Forbes Gardens
Future townhouses
- 03b 18–30 Forbes Gardens
Future townhouses
- 04 The Helios
Completed apartments
- 05 The Crescent
Completed apartments
- 06 MacFarlane Place
Completed apartments

Offices

- 07 1 Television Centre
Offices
- 08 2 Television Centre
Offices and co-working
- 09 1 Wood Crescent
Offices

Amenities

- 10 Television Studios
- 11 Gym and Swimming Pool
Managed by Soho House
- 12 White City House
Private members' club
by Soho House
- 13 Electric Cinema
- 14 The Broadcaster
Pub and rooftop bar
- 15 Flying Horse Coffee
Coffee house
- 16 Endo at the Rotunda
Michelin-starred restaurant
- 17 The Black Farmer
Farm shop & café
- 18 The Studio Space
Multi-use studio space





Exterior

Introducing The Ariel – your new home awaits

Enjoy life at new heights in a contemporary tower designed by Stirling Prize winners AHMM. Embrace uninterrupted views of the city beyond and explore hotel-style amenities.

Artfully designed and expertly crafted, The Ariel reaches for the sky with its subtle curve and striking panoramas. The only tower being built at this historic development – yours to make home.

Television Centre

The Ariel





THE ARIEL

THE ARIEL

THE ARIEL

Entrance
(CGI)



Living area
1 bedroom show apartment

Apartments



Living area
Studio apartment (CGI)

The bold stylings of the interiors, rich in colour, define the spirit of this new phase of the development. Contrasts bring the space to life. Comfort meets cool. Light meets shade. Practical meets beautiful. The interior designer Tatjana von Stein has considered every corner to ensure that everyday and extraordinary moments are equally at home here.



Take in the



Inset balcony
3 bedroom apartment (CGI)



Living area
2 bedroom apartment (CGI)



Television Centre

Kitchen

1 bedroom show apartment



The Ariel

Living area

1 bedroom show apartment



Bathroom
2 and 3 bedroom apartments (CGI)

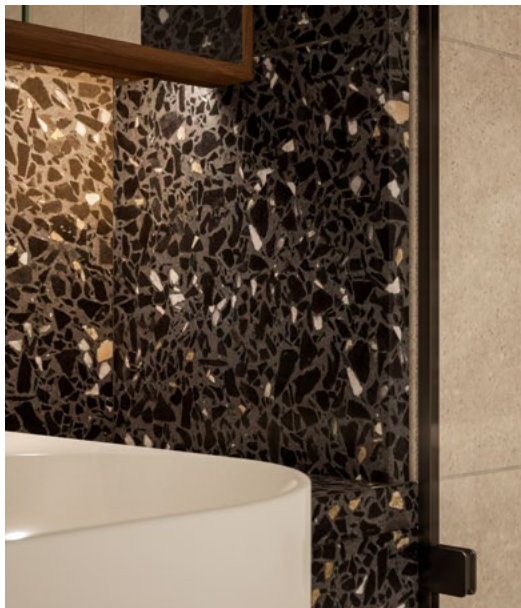


Bedroom
1 bedroom show apartment



Television Centre

The Ariel



*Specification
at a glance*

Lutron smart
lighting system

Combined heating
& comfort cooling

Engineered
timber flooring

Fitted
wardrobes

Italian
kitchens

Siemens &
AEG appliances

Terrazzo tiled
bathroom vanity

Brushed nickel
sanitary ware

Amenities

The lobby sets the scene. A stylish space created for meeting, lounging and co-working, it gives way to artfully curated contemporary living spaces that align details rich in design history with functionality for the future. The social-first energy extends up to the top of the building, where the 8th floor offers a meeting room or private dining space and a south-facing roof terrace for longer days, late nights and round-the-clock sights of the city beyond.



Residents' Lounge
Ground Floor (CGI)



Residents' Roof Terrace
8th floor (CGI)



Bar
8th floor (CGI)



Private Dining
8th floor (CGI)



Bar & Lounge
8th floor (CGI)



Yoga & Pilates Studio
Ground Floor (CGI)

Introducing the wellness suite at The Ariel, a serene oasis designed to elevate your well-being. With fully equipped personal training and yoga & pilates studios, it offers the perfect environment for personalised training sessions and mindful movement. Afterwards, retreat to the wellness lounge or treatment room, a tranquil spaces ideal for unwinding or simply taking a moment to pause.



Wellness Lounge
Ground Floor (CGI)





Cinema
Scenery House (CGI)

The resident amenities are set across the estate to enrich our community and connect our neighbours. Scenery House next door, features a cosy 16-seat cinema and lounge, all designed to complement your lifestyle.



Residents' Lounge
Scenery House (CGI)

Television Centre



Gym
The Helios

The Ariel



Swimming Pool
The Helios

As a resident, you have access to the Soho House-managed gym located below the Helios building. It's a refined sanctuary where luxury and comfort come together. From the lively juice bar and the bustling gym floor to the diverse classes across four dedicated rooms, including areas for cardio and free weights. Conversely, you can seek escape at the tranquil lap pool, hammam, sauna, and steam rooms.



At Television Centre

Explore Television Centre by digits:

1,000
residents

5.3
acres of open spaces

43
hotel rooms

3
TV studios

8
cafés and restaurants

5
cinema screens

4,000
people working
in our offices

25,000
sq ft Soho House
gym and pool

500,000
sq ft of
office space

Morning to



Flying Horse Coffee



The Broadcaster



The Black Farmer



Endo at the Rotunda

midnight

Sip, snack, feast, stay a while

First things first: coffee. Start your day the sustainable way with ethically sourced bean-to-brew from Flying Horse Coffee. Head up to The Broadcaster's rooftop for a spot of lunch and some afternoon emails overlooking the area. Then what? Perhaps visit the farm-shop Black Farmer or world-renowned sushi in the clouds at Endo at Rotunda. The choice is yours.



“

*We're so lucky to be up in the clouds
at Television Centre, in a location
that's shaped the restaurant's identity.
Here, in this iconic building, in my
home of West London, the restaurant
has become part of the city's heritage,
in an unexpected place, full of history.*

Endo Kazutoshi

Head Chef of Endo at the Rotunda

Inspiration

& Exploration



TV Studios



Electric Cinema

Culture just got more convenient

Steps from your sofa, Electric Cinema brings the big screen to you, while the TV Studios invite you behind the scenes of your favourite shows. Experience entertainment with ultimate ease.



White City House

Work



Co-working Space (CGI)

Room for you to set the pace

Discover an environment curated to help you cultivate your business, while cutting out the commute. Build your network while co-working from the buzzy ground floor lobby. Catch up in a casual setting among the comfortable and characterful interiors of the 8th floor Residents' Lounge. Seal those deals in the private meeting room for focus when it really counts.

for you



Soho Works

Space that makes sense for every set-up

Dedicated desk, private office or event location? You'll find the arrangement that answers your needs amid the sprawling open-plan co-working space that is Soho Works. Home to local small businesses with big impact, it's a no-brainer for networking.

Wellbeing

within reach

THE
STUDIO
SPACE

Move your way

With a Wellness Suite in the building and green spaces close by, physical pursuits are possible in every direction. Stretch, spin, lift, run, dance or do your own thing at nearby Gymbox Westfield, The Studio Space, F45 or Blackline EMS Personal training at White City Place. If the outdoors is your chosen terrain, nearby Hammersmith Park has plenty of space to move freely.

Welcome to White City



Television
Centre

Mayfair

Knightsbridge

Hyde Park

Bayswater

Westbourne Grove

Kensington Palace

Kensington

Holland Park

North Kensington

Notting Hill

Imperial College

White City Place

Westfield

LOUIS VUITTON G U C C I TIFFANY & Co. **PRADA** JOHN LEWIS & PARTNERS

Retail therapy

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

Over 350 household names and luxury powerhouses sit side by side here. Make a day of it. Savour flavours from over 90 outlets in the food hall. Drop in for a game of mini golf. Catch the latest movie to round out the retail therapy. Colour your hours with everything you desire and design each day your way.



Television Centre

Publicis Media
On-site



L'Oréal
13 mins 🚶



PVH, Calvin Klein and Tommy Hilfiger
On-site 🚶

An employment epicentre

Commercial powerhouses have proven this quarter is a draw for businesses to boom. White City is home to fashion empire YOOX Net-a-Porter Group, L'Oreal and Publicis Media's multi-functional agencies, who all innovate from this area. Novartis pharmaceuticals is another neighbour, joining cutting edge life sciences clustered around Imperial College. Scale Space serves as a power engine for business success, engaging with top universities and focusing on enabling businesses to expand and excel. This is a business district like never before.



Imperial College
10 mins 🚶



Royal College of Art
11 mins 🚶

Higher education, elevated

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.

■ *Retail*

02	BBC Studios
03	Bush Theatre
04	O2 Shepherd's Bush Empire
05	Puttshack
06	Flipper's Roller Boogie Palace
07	Bush Hall
08	Exhibition London
09	All Star Lanes
10	Queens Park Rangers F.C.

11 The Hoxton Hotel
12 Dorsett Shepherd's Bush

- 13 Endo at the Rotunda
- 14 The Broadcaster
- 15 Television Centre
 - Flying Horse Coffee
 - The Black Farmer
- 16 Copper Chimney
- 17 The Athenian
- 18 Waka
- 19 Dear Grace
- 20 Shola Karachi Kitchen
- 21 Tian Fu

22 Hammersmith Park
23 Shepherd's Bush Green
24 Avondale Park
25 St. James's Gardens

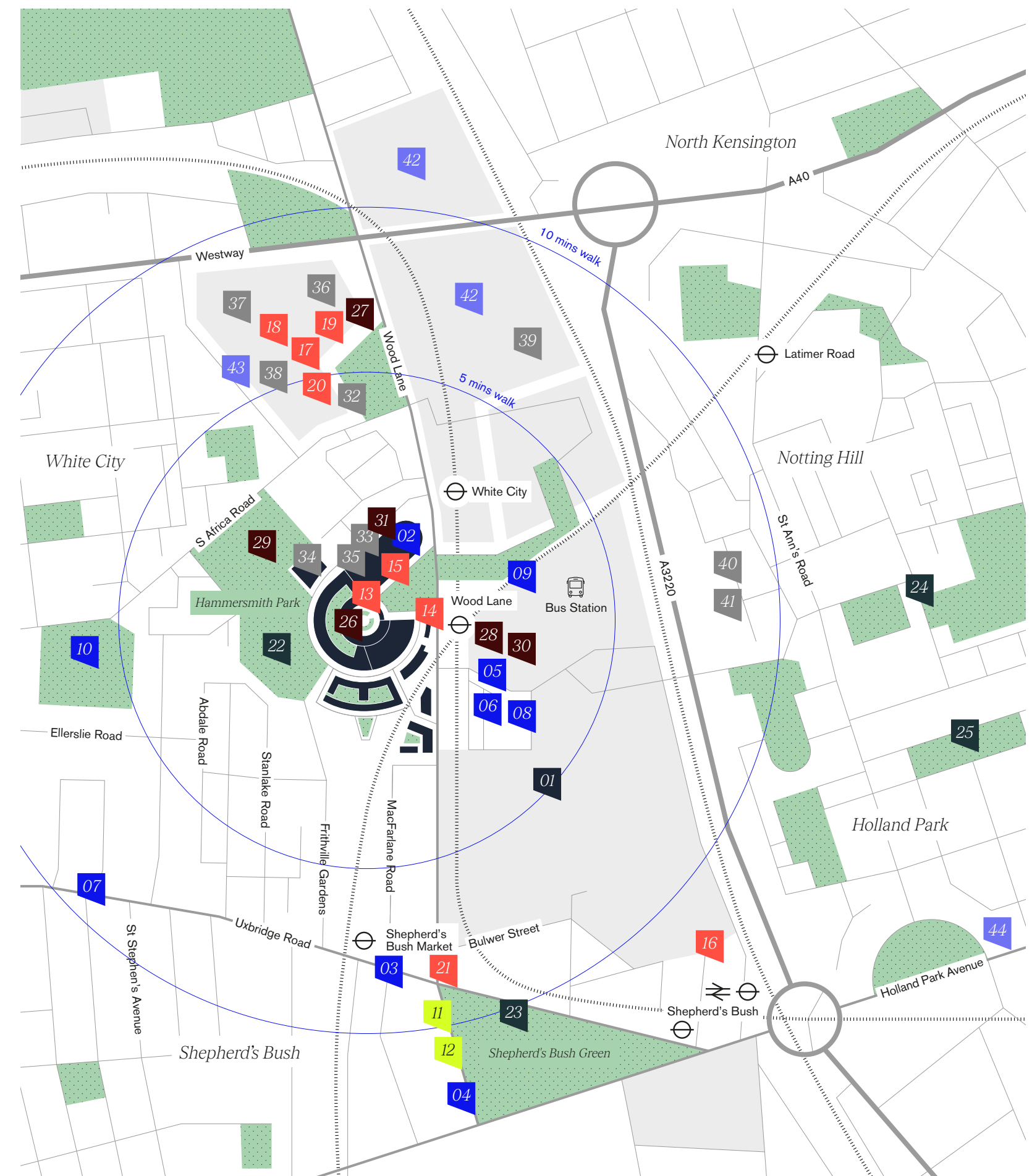
26 Soho House Gym
27 F45 Gym
28 PT Pods
29 Powerleague Pitches
30 White City Bouldering
31 The Studio Space

32 L'Oreal
33 BBC Offices
34 PVH
35 Publicis Media
36 Novartis
37 ITV
38 Yoox Net-a-Porter
39 Scale Space
40 The Dune Group
41 Stella McCartney

42 Imperial College London,
White City Campus

43 Royal College of Art

44 Norland Place School





Meet your neighbour(hood)s

Set at the centre of vibrant White City, Television Centre occupies an excellent place among West London's most desirable postcodes.

Pop-culture icons of Notting Hill. Poets of Westbourne Grove. Foodies of Golborne Road. Nature lovers of Holland Park. This pocket of West London is where well-heeled movers and makers have always called home.

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

Perfectly positioned

Shepherd's Bush



Markets and music create a vibrant atmosphere in this cultural hub. While Westfield London shopping centre draws people from far and wide, it's in the winding avenues around that the true character comes through.

9 mins 🚶

Notting Hill



Diverse and full of character, this neighbourhood is a destination for Carnival in summer and a cultural hotspot year-round for food, art and fashion spots dotted through Victorian terraces.

6 mins ☺

Holland Park



Taking its name from the park and gardens that draw people from across the city, this area is best known for the woodlands, formal landscaping (think a Japanese Kyoto Garden complete with waterfall) and an ostentation of peacocks who prowl the grounds of Holland House.

9 mins ☺

Portobello Road



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

10 mins ☺

Kensington



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 ☺

Westbourne Grove



Come for the upmarket energy and luxury shopping experience, stay for the architecture and village vibe. A retail destination in and of itself, the street is surrounded by cobbled streets and pastel mews that play host to everything from florists and deli's to distinctive drinking and dining spots for all your lifestyle needs.

20 mins ☺

“

There's a layered mix of old and new, with long-standing cultural venues like the Bush Theatre, fabric shops of Goldhawk Road and vibrant Shepherd's Bush Market.

Then newcomers are attracted by Soho House and major businesses choosing to settle in White City. It's an area getting richer and more energising as time goes by.

Amy Shuckburgh

Artist and local resident



Innovation



and education

Godolphin & Latymer School
10 mins 🚶

Imperial College
10 mins 🚶

The address for good company

Exceptional education is 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.

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 🚶



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 ⇌ ⊖ ⊖ *eurowest*
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 ⊖
14 mins

Holborn ⊖
20 mins

Bank ⊖
22 mins

Liverpool Street ⇌ ⊖
25 mins

9 mins walk
Shepherd's Bush
Overground
⇌ ⊖ ●

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.



The development



Tate Modern, Stanhope



Royal Ascot, Tatjana von Stein

*The award-winning team
behind Television Centre*

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.

- Developer

Mitsui Fudosan UK
- Development Manager

Stanhope
- Architect

*Allford Hall
Monaghan Morris*
- Interior Design

Tatjana von Stein
- Interior Architects

MSMR Architects
- Landscape Design

Gillespies
- Construction

Multiplex

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.



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Developer



Development Manager



Joint Sales Agents



