

TELEVISION CENTRE

The Ariel



A new 23 storey residential building offering a standout collection of studio, 1, 2 and 3-bedroom apartments and penthouses. Uninterrupted views of the City and beyond from the only tower at Television Centre. Designed by Stirling prize winning architects AHMM, explore private residents' amenities and enjoy easy access to Central London. Take your place at Television Centre. The home of expression.

Television Centre

Everyone's different. Who we are and how we express ourselves. Television Centre, former home of the BBC, set the foundation for the future. Now, it charts a new course as West London's cultural core. A place for individuals everywhere to come together. To live, work, meet and explore. To live out who they really are among the homes, offices, dining and entertainment destinations that call White City their own.



1,000

residents

4,000

people working
in our offices

43

hotel rooms

10

cafés and restaurants

3

tv studios

3

cinema screens

5.3

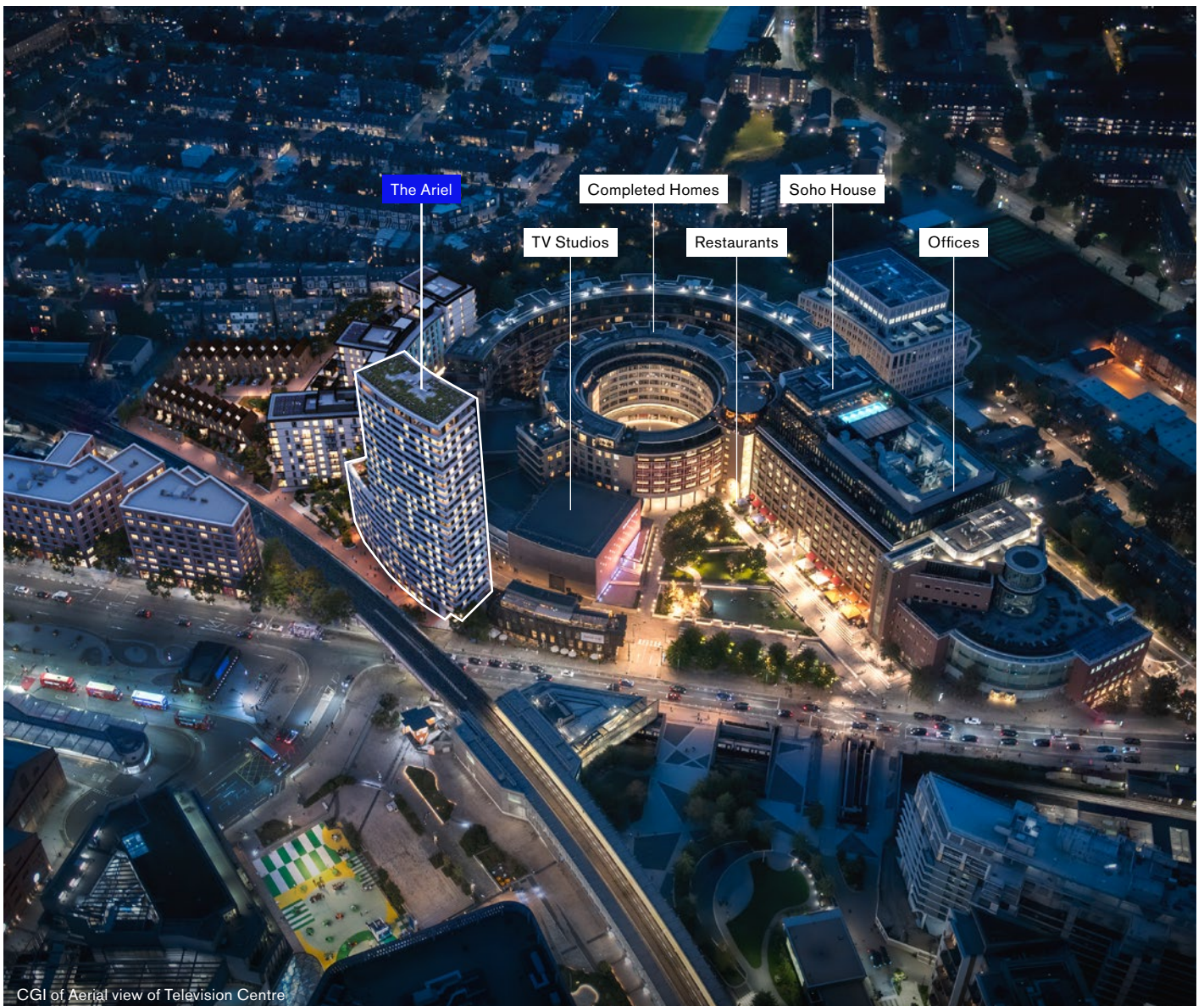
acres of open spaces

500,000

sq ft of office space

350+

shops in Westfield



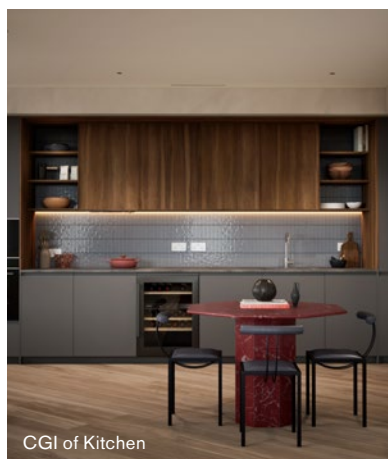
CGI of Aerial view of Television Centre

The Ariel

Discover the setting for your next chapter.
Bold design. The height of city living.
A habitat for the creative, the curious and
the community-minded.

Apartments

Beds	Number of apartments	Size range sq ft	Size range sq m
Studio	33	405 – 471	38 – 44
1	39	554 – 555	52
2	64	698 – 1,170	65 – 109
3	18	1,046 – 1,315	97 – 122
Premium and Penthouses	13	1,314 – 2,048	122 – 190



Key facts

Total new homes in Phase 2 347
Number of apartments in The Ariel 167
Number of floors 23
Lease length 975 years
Estimated service charge £10.15 psf (including insurance)
Warranty provider 2 years developer defect liability period,
Buildzone 10 year warranty
Payment terms 10% Exchange / 90% Completion
Reservation fee £5,000 up to £2m / £10,000 for £2m and above
Estimated completion Q2 2027
Parking Available on selected 3 bedroom apartments only, £75,000

Outline apartment specification

- Combined heating and comfort cooling
- 2.65m floor to ceiling heights
- Lutron smart lighting system
- Italian kitchen with Silestone worktops
- Siemens appliances
- Italian fully-fitted wardrobes
- Engineered timber flooring / carpets to bedrooms (except Studios)

Development team

Developer Mitsui Fudosan UK
Development Manager Stanhope
Architect AHMM
Interior Architects MSMR
Interior Designer Tatjana Von Stein
Estate Manager Savills Property Management
Local Authority London Borough of Hammersmith & Fulham



CGI of Wellness Lounge



CGI of Terrace



CGI of Lobby Lounge



Pool



CGI of Cinema



CGI of Bar & Lounge

Amenities

Available to all residents across Television Centre, private residential amenities are arranged across a number of buildings to encourage connectivity and community.

- 24/7 concierge, estate-wide security, CCTV and ANPR vehicle access
- Ground floor reception lobby and co-working space
- Wellness suite with yoga studio and treatment room
- 8th floor residents lounge/bar, roof terrace and meeting/private dining room
- Residents lounge and screening room
- Residents gym managed by Soho House – 25,000 sq ft / 2,500 sq m gym with 17m swimming pool, hammam with sauna and steam rooms

Transport & Location

Located opposite Wood Lane and White City stations, Television Centre is served by three underground lines, the Overground, and bus lines. Drivers also enjoy easy access to the A40(M).

Situated at the heart of vibrant White City, Television Centre occupies a prime position among West London's most illustrious postcodes. Catch an exhibition close to home. Connect with nature in Holland Park. Shop for antiques in Notting Hill's antique emporiums. Dine. Socialise. Exercise. Unwind. Explore the area and its neighbouring postcodes to experience West London's distinctive cultural charm.

Holland Park

4 mins ☉



Notting Hill

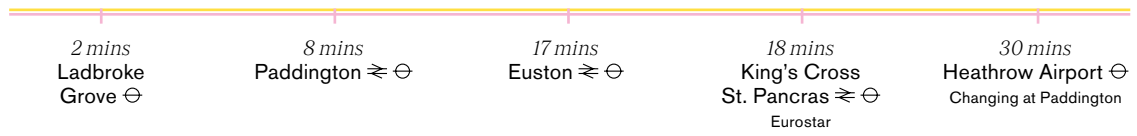
6 mins ☉



Wood Lane

1 min walk

Circle and Hammersmith & City Lines
 ☉ ● ●



White City

2 mins walk

Central Line
 ☉ ●



Shepherd's Bush

9 mins walk

Overground
 ≅ ☉ ●



Education

St. Stephen's Church of England Primary School 7 mins ☉

Godolphin & Latymer School 10 mins ☉

St. Paul's Girls' School 10 mins ☉

Imperial College (White City Campus) 10 mins ☉

Royal College of Art (RCA) 11 mins ☉

Bassett House School 12 mins ☉

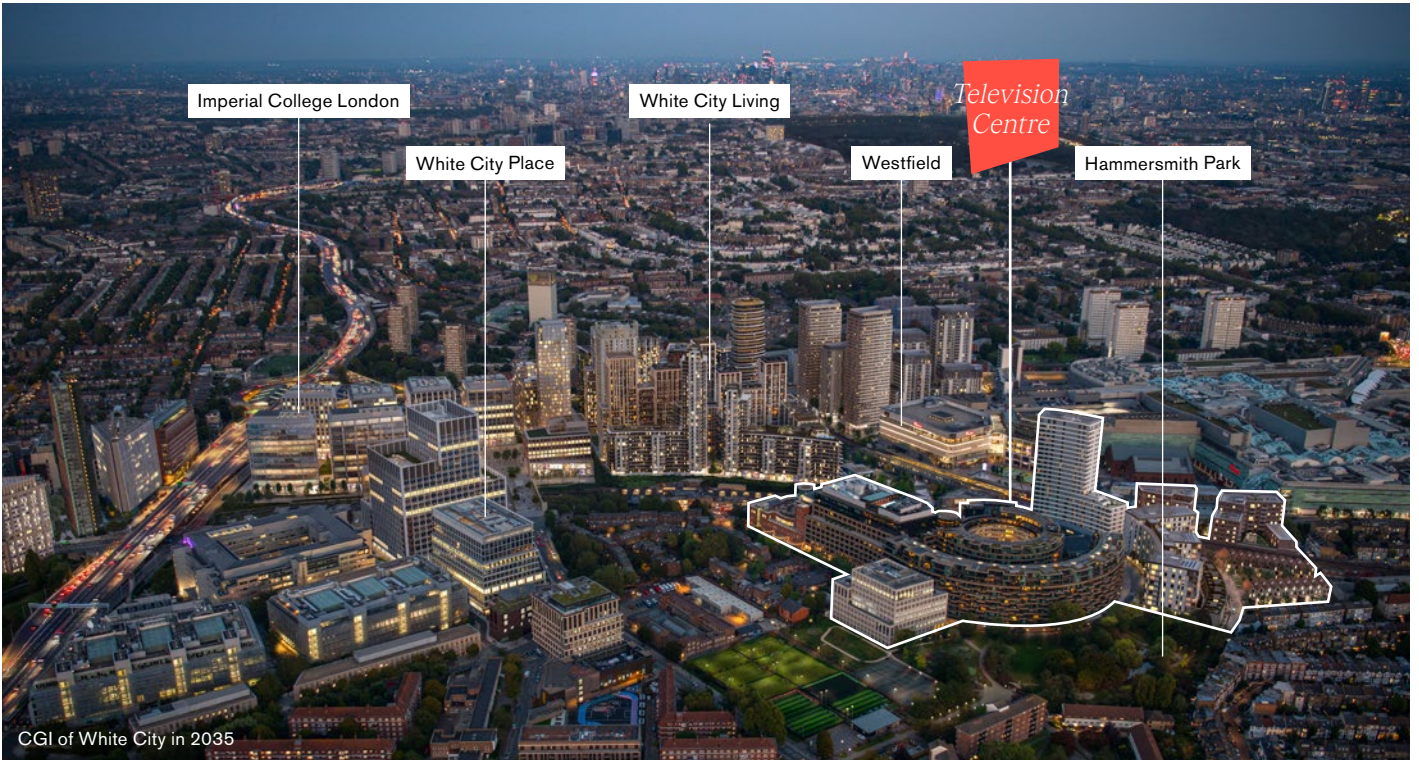
Wetherby School 14 mins ☉

Eton College 24 mins ☉

University College London (UCL) 24 mins ☉

London School of Economics (LSE) 26 mins ☉

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



CGI of White City in 2035

White City

A bustling district that has championed innovation for decades, White City has evolved into an epicentre of business, education, retail and creativity.

Hyper-connected and rich in culture, the area attracts the best and the brightest from across the city and beyond. Forever looking forwards, White City is set to expand even further over the coming years.

Key numbers

- 2,000 new homes built and 3,750 new homes by 2030
- Established transport network: three underground and rail stations, a bus terminal, just off the A40
- An established and expanding tech, media and fashion hub, with circa. 30,000 workers forecast by 2035
- Imperial College (ranked 2nd in World University Rankings) and Royal College of Art campuses
- Opposite Westfield, UK's No.1 rated shopping centre



Imperial College



Westfield



White City Place

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televisioncentre.com

A development by



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