



transmission

Dispatches from Television Centre

At Troubadour, anything can fly

White City's innovative new theatre sets out to surprise

Culinary creations

Would you eat human cheese?

Homes in the sky

Meet the architects leaving their mark on Television Centre

Issue 8

Invented in White City

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Live at Television Centre
televisioncentre.com

Cover image:
Troubadour theatre
photographed by Guy Archard

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dnco.com



From the dirty petri dish that enabled modern medicine to theatres in unlikely spaces, magic thrives on unexpected combinations. White City's cluster of scientists, tech pioneers, and inventors is growing. Blending academia with business, this varied community is bent on changing the world — but they're also having fun along the way.

No less ingenious are the architects behind a special collection of apartments at Television Centre; we spoke to four of the firms who have crafted bespoke spaces that echo the building's unique curve.

This summer, Troubadour raised the curtain on White City Theatre. It's a new twist on an old tradition: West London's unfailing flair for the theatrical. We go back in time to explore a hundred years of the neighbourhood's venues, from historic dancehalls to state-of-the-art cinema.



An awfully big adventure

Enter stage left, Troubadour – the theatre company and huge new stage in White City proving all you need is faith, trust and a little bit of pixie dust.

The entire audience is waiting for it to happen, holding their breath in anticipation. There's a collective gasp as Peter Pan flies into the air. At Troubadour White City Theatre, Pan doesn't just bound across the stage, he flies over the whole auditorium. From W12 to Neverland. Second star to the right and straight on 'til morning.

From Pan's first flight, the expanse and potential of the space become clear: Peter Pan is the boy who doesn't want to grow up. He wants to live his life in wonder and excitement. Troubadour is a theatre company that wants its audience to experience that same wonder. Open-mouthed, gazing in awe.

Sally Cookson's reimagining of Peter Pan was a beautiful demonstration of the range of this flexible theatre-in-a-tent. Cookson's production, straight from the National Theatre, ran throughout the summer and used the whole gamut of the everyday to create her vision of Neverland. Sharp-toothed saws transformed into a giant crocodile. A skip of rubbish became a pirate ship. Circus skills and puppetry played a vital role and they didn't just reinforce the show's magic, they highlighted the possibilities of the space: everything is malleable, nothing is concrete, we can wrestle with shadows. All you have to do is think wonderful thoughts and you can fly.

Of course, wonderful thoughts have to give way to budgets, marketing and filling seats. It would be fair to say that Troubadour has a big challenge ahead. A theatre of this capacity – the larger space seats 1,200, the smaller 800 – located a long way from the security of the West End, is an ambitious project. Nevertheless, White City station is just 15 minutes from Bond Street, and its growing cluster of world-class restaurants offer a breath of fresh air compared with the more frenetic Theatreland.

Home to Television Centre, White City is known for broadcast entertainment and creativity and Troubadour has the opportunity to build on this reputation, creating a performance hub and cultural space for the area. Its inaugural summer season was curated with families in mind, a bold move that makes it stand out from its Soho counterparts. The theatre is also working with the council to inspire and attract local communities to take up seats and hopefully inspire a new generation of audiences. A large-scale community theatre – that's true innovation.

Inspiring children is where the company made its name, creating a theatre from nothing but a disused Eurostar track in Waterloo Station for its production of *The Railway Children*. Audiences are always hoping for something new, something that they've never seen before, even in a story that's as well-known as *Peter Pan* or *The Very Hungry Caterpillar*.

Want a moving stage? Let's build one. Want to drive a train onto the stage? No problem. Let's get rid of that wall. This is where Troubadour – and White City – can stake its claim in London's theatre world: with magic. We need Peter Pan to fly because it's how we've always imagined it. Troubadour has the capacity to make our imaginations come to life.

The next show for White City Theatre is still under wraps but with Michael Morpurgo's award-winning *War Horse* cantering into Troubadour's Wembley space next month, masterful puppetry is leading the charge. Whatever comes next for the West London space, hopefully it will pave the way for Troubadour to do what it does best: break down boundaries and structures and create brand new productions that are site-specific. With such an exciting space and little direct competition, the capital's theatre scene has the potential to be transformed in West London.

**Troubadour, White City Place,
201 Wood Lane, London W12 7TU**
 🚶 Nearest tube White City, Wood Lane
 For upcoming shows and tickets
 visit troubadourtheatres.com



The Troubadour team specialise in creating theatres for places where you couldn't squeeze a Lyceum for love nor money. Not only do their constructions surpass the limitations of these sites, but they also use the distinctive features of each one to create experiences that couldn't happen anywhere else. Here are three of their concepts.



A 60-tonne steam engine King's Cross, 2014–17
 Troubadour's Kings Cross Theatre housed an Olivier-winning production of The Railway Children. This 1,000-seater venue featured a real train track, a stage built around it, and a steam train that chugged into the theatre at key points during the action.



A stage with scale Wembley, opens 2019
 Aside from the stadium's spectacular arena, Wembley hasn't before had a theatre of its own. Now, Troubadour have unveiled a flexible 1,000–2,000 seater in the centre of Wembley Park. Look out for the National Theatre's award-winning War Horse in October, with life-sized horse puppets that gallop, canter and charge across the stage.



A circus tent for 1,500 Kensington, 2012
 In the rolling gardens next to Kensington Palace, the ThreeSixty Theatre set an immersive stage for a summer production of The Lion, The Witch and The Wardrobe. Acclaimed for its magical evocation of the book's fantasy setting, this circular space projected digital scenery onto every angle.



No place like homes

Four architects were presented with a one-of-a-kind opportunity: design a collection of the most premium residences at Television Centre. No two of these apartments are alike and each bears the mark of its architect's distinctive vision for what home should be.



THE HEARTH IS WHERE THE HEART IS Allford Hall Monaghan Morris

For many households, the kitchen is the central hub of activity and in these residences, it is the heart of the home. Common space radiates outwards into the dual-aspect living area with floor-to-ceiling glazing, while spacious private terraces are perfect for entertaining guests and al fresco dining. A rich material palette combines walnut with sleek black basalt and cool grey surfaces. But in the guest cloakroom, a pop of brightly-coloured glass surprises with a jolt of energy.

ahmm.co.uk



"When I first came to London in the early 80s and went to the Barbican, I hadn't realised how big a project it was and how one firm of architects could have such strong vision in such a big part of the city. It was a real epiphany for me because I suddenly saw modern architecture in its most heroic way; I realised that it could be more than just functional, it could be something beautiful and emotional too."

Paul Monaghan,
Director, AHMM

A HOME THAT SEEKS THE SUN Coffey Architects



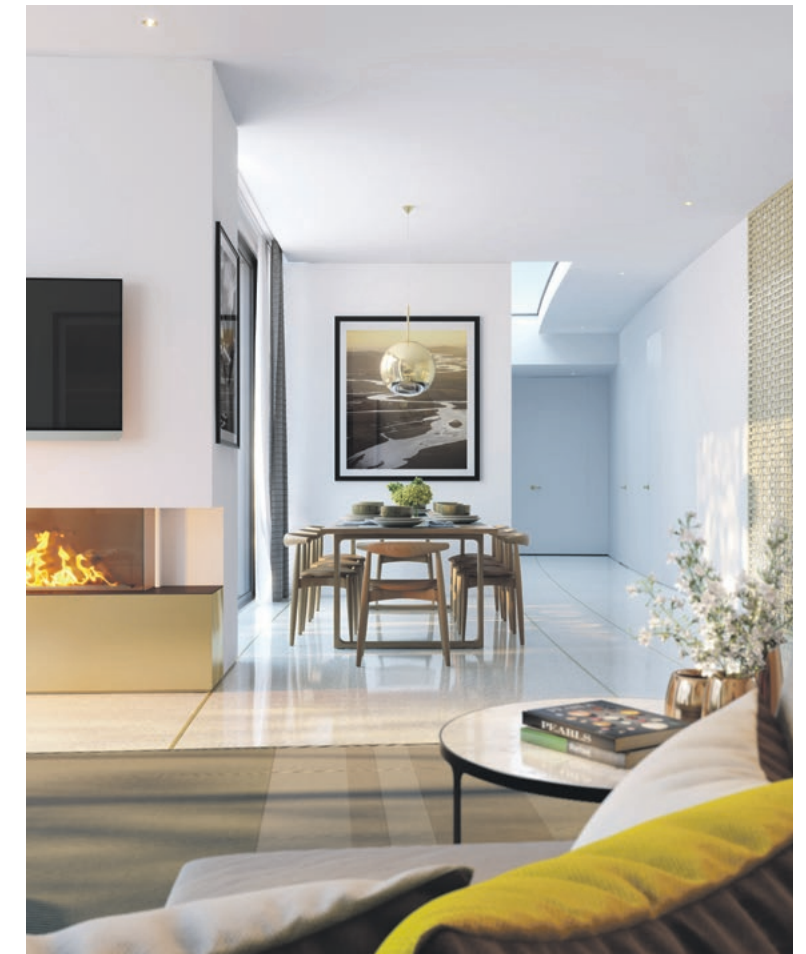
Television Centre curves around the iconic statue of Helios, the Ancient Greek personification of the sun. Similarly, Coffey's apartment design follows the movement of sunlight from cool dawn glow to warm sunset, with skylights to illuminate the entrances.

Fresh shades of white such as Calacatta marble and terrazzo achieve a feeling of heavenly lightness, while gleaming brass rings laid into the floors accentuate the original curvature of the structure – mimicking the concentric waves from a television antenna.

coffeyarchitects.com

"It's incredibly important for me as an architect to understand the place that I'm making architecture in. And my way of exploring that – and being curious and recording that curiosity – is through photography. Some of the most wonderful moments of my life have been when social activities take place in incredible light. As the sun moves, you catch angles, you catch vertices, you catch horizons. At Television Centre, from when the sun rises til when the sun sets, the light creates a series of concentric circles."

Phil Coffey
Director, Coffey Architects





SPACE WITH A TOUCH OF NATURE Haptic

Gaze around these apartments and your eye is drawn along Norwegian-influenced geometric shapes. There are no superfluous elements here, nothing that lacks comfort or efficiency.

The functional elements in these apartments are contained within the 'utility cube,' from which the living spaces radiate outward, leaving room for open-plan living. Contemporary warmth is the underlying theme in every detail, expressed through the neutrality of the material palette: satin-polished concrete, light oak, dark grey metal details and soft textiles underfoot.

hapticarchitects.com

"When I need some space to think about ideas, I like to go out into nature. I'll sit and look out at the landscapes and take time to reflect. Haptic means the sense of touch and that underlies the work we do. Architecture isn't just about the glossy image or the magnificent space, it's about what things are like to touch and feel. This natural elegance is something we aspire to in all our designs."

Tomas Stokke
Co-founder, Haptic



ROOMS CALMED BY MARBLE Piercy&Company

Reversing the usual order, the bedrooms here are situated downstairs while living spaces on the upper level maximise the views and light, making a perfect place for contemplation and entertaining alike.

Piercy&Company's designs are defined by a sense of understated luxury, one that doesn't rely on excess but instead is an exercise in craft and restraint. Bespoke walnut and marble finishes express the residences' unmistakable identity, handcrafted to echo the curve of the building.

piercyandco.com



"Growing up in Yorkshire, I spent a lot of time in workshops. I feel it's very important that we reconnect with the process of making. Instinctively, people are fond of very heavy, very solid materials – their solidity is calming and grounded. For us, it's all about invoking a very strong memory by almost encouraging people to touch the work and to be part of the building."

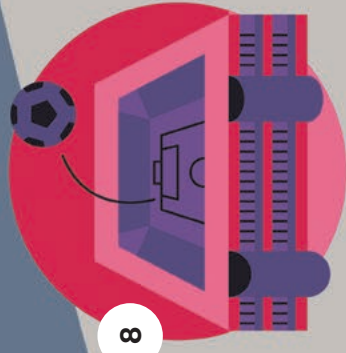
Stuart Piercy
Director, Piercy&Company

100 years of White City curtain calls

West London has always had a flair for putting on a show. From London's first Olympic Games to Television Centre reborn as a cultural hub, this has always been the place to be for groundbreaking television, Victorian fantasias or offbeat theatre.

Illustration: Andrea Manzati

8



4

4. Bush Hall (1904)

Bush Hall's intimate, ornate venue is the ultimate chameleon. In its time, it's been a dancehall, a WWII soup kitchen, a rehearsal space and a dingy snooker hall. Now this music venue prides itself on tirelessly seeking out the best up-and-coming bands.

1



3



3. Television Centre (1960)

From Top of the Pops to Doctor Who, Television Centre set the stage for some of the finest British television for over half a century, with its distinctive facade a familiar sight in countless childhoods. The building has three studios dedicated to TV production to this day.

1. Troubadour Theatre (2019)

The Troubadour team is best-known for incorporating a real steam train into their production of The Railway Children at King's Cross station. Now, they're continuing to take theatre out of its box with this new temporary auditorium in White City Place, transforming empty plots into magnificent sets.

2



WHITE CITY

WOOD LANE

2. Elephant West (2018)

This once-abandoned petrol station on Wood Lane is now a pioneering project space for art magazine Elephant. Expect exhibitions, stand-up comedy and DJ nights in the Fuel bar. It's hardly surprising that Chaka Khan chose the quirky spot to record the video for 'Like Sugar', her catchy comeback single.

5. Vue Westfield (2010)

When Westfield came to White City in 2008, it changed everything. Its Vue cinema has 20 screens, of which four are 3D-enabled, giving this state-of-the-art multiplex almost 3,000 seats. The shopping centre is now Europe's largest, with a flagship John Lewis.

5



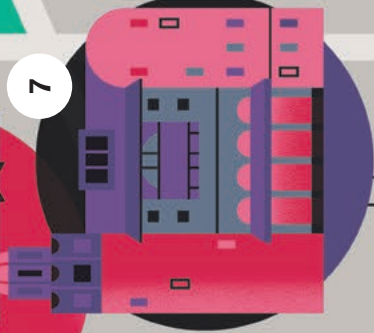
SHEPHERD'S BUSH

6



SHEPHERD'S BUSH MARKET

7



GOLDHAWK ROAD

6. Bush Theatre (1972)

Famous for championing young, diverse and experimental playwrights, Bush Theatre is the place to be surprised by original dramatic works. Its nearly 50 years of seeking out the best new writing has earned the theatre a long list of awards.

7. Shepherd's Bush Empire (1903)

Built as a music hall in 1903, its distinctive round tower narrowly escaped being hit by a flying bomb during WWII. The Shepherd's Bush icon was renovated true to the original architecture and reopened as a 2,000-capacity venue in 1994.

8. Loftus Road Stadium (1904)

The biggest show in White City begins not with a curtain raise but a starting whistle. Queens Park Rangers have been proud to call the neighbourhood home since 1917, taking over the ground from the defunct Shepherd's Bush FC.

ROTATE!

Meet the innovators



From human cheese made from celebrities to a hologram of David Attenborough, here's a peek at what's brewing in West London's labs.

Stilton swabbed from Ruby Tandoh's face. Comté nurtured from Heston Blumenthal's nostrils. Cheshire cheese grown from the bassist of Blur. Toe-curling and delightfully silly, celebrity selfies with a difference are on show at the V&A's FOOD exhibition.

The team at Open Cell, a new biolab in Shepherd's Bush, have churned five unique cheeses for the show using cultures harvested from human skin. But there's more to the project, Selfmade, than science with a frisson of disgust. Biodesigner Helene Steiner and her team are aiming to challenge squeamishness and use these tasty microbial traces to enhance our appreciation of bacteria.

Specialising in affordable studios and biolabs for early-stage start-ups, Open Cell is a modular community made from shipping containers. The yard in the heart of Shepherd's Bush Market is home to ambitious young companies, such as Chip[s]Board, who are developing a chipboard out of potatoes.

By dabbling in bacterial concoctions, the lab space is following a trail blazed by its more famous White City neighbours. Imperial College alumnus Alexander Fleming famously stumbled on the discovery of penicillin after leaving a pile of dirty petri dishes to fester over the holidays. He returned to find that an unknown mould was wiping out his staphylococci colonies and the rest is history. Fleming is just one of the university's 14 Nobel Prize Laureates.

Today Imperial regularly tops the list of the UK's most innovative institutions, as ranked by Times Higher Education, and continues to shape West London. The university's White City campus straddles the A40 and incorporates state-of-the-art hubs for molecular science and biomedical engineering research. At its Translation & Innovation Hub, companies work alongside Imperial researchers to turn scientific and technological innovations into

new products and services. They're also inspiring the next generation in the Invention Rooms, where kids can get creative in hands-on workshops or adults drop in for a coffee in the Interaction Zone.

All across White City, in fact, you'll find organisations large and small beaver away at ideas that may just change the world. In Huckletree's coworking offices at White City Place, for example, Dream Reality Interactive have collaborated on a walking, talking hologram of David Attenborough himself. Attenborough has been scanned in three dimensions for the Natural History Museum's new Hold the World VR app. This means you can pop on a VR headset and sit across a desk from the great naturalist himself while he talks you through exhibits from the museum's collection. The artefacts are animated in larger-than-life detail, from a blue whale to a stegosaurus that strolls realistically around the room.

Dream Reality Interactive have since been joined at White City Place by biotech pioneers Autolus and Synthace, who are curing cancer and automating biolabs respectively. The Royal College of Art also have a campus on site, showcasing original work every year in animation, visual communication, information experience design and more.

Invention and discovery take dedication, discipline and sheer hard work. But like Fleming's jumble of unwashed lab dishes, sometimes it also takes a pinch of luck. Here in White City, a remarkable blend of individuals and organisations are converging in a single creative cluster. From cutting-edge laboratories to shipping containers full of playful ideas, the neighbourhood is making space for the unexpected – and who knows what spark will emerge.

Find out more: whitecityplace.com



Opposite page: Blur's Alex James takes part in Selfmade, originally conceived by Sissel Tolaas and Christina Agapakis; above: Hold the World app, photo courtesy of Factory 42; right: Autolus.





Who knows who you'll end up sharing a table with at Television Centre's new coffee spot.

In the BBC's legendary canteen, stars once rubbed shoulders with lighting riggers and newsreaders queued with runners. This 'factory for television' was fuelled by the restaurant's hearty menu, but also by ideas and relationships formed over lunch. In its heyday, it catered for up to 6,000 employees, not to mention a constant stream of guests.

Close to this historic spot, breakfast and lunch are being served once more, and this time we're all invited. Flying Horse are artisan coffee roasters known for their speciality blends and sustainably-sourced beans. Alongside an excellent brew, they're offering healthy seasonal salads and sandwiches from the 60-seat space. It's the perfect place to pitch your screenplay or just brunch on a buttery croissant.

Flying Horse Coffee

Monday-Friday 8am-5.30pm

Saturday & Sunday 9am-3pm

2 Television Centre, 101 Wood Lane, W12 7FR

flyinghorsecoffee.com

Old canteen, new canteen



What's new in White City

Tuning in to the latest news from W12: the meaning of home and a four-legged world record attempt.



Image courtesy of Soho House

Soho Works

It's not all play at Soho House. The private members' club is also establishing an international network of 24/7 workspaces (above). With a branch already open in Shoreditch's Tea Building, they are coming next to Television Centre, with spaces tailored to the creative industries.

Open autumn
sohoworks.com

Welcome Home at Elephant West

Subtitled "A Speculation on Living Spaces", the latest exhibition at Wood Lane's former petrol station explores the meaning of home. Expect a multi-sensory journey with a tongue-in-cheek twist, as artists from around the world examine what the rooms of the future might look like.

Exhibition open until 6 October
elephant.art/events

Venezuelan restaurant coming to Westfield

The team behind Fitzrovia's Lima London are to open Caracas in October. The brothers behind this casual dining spot, restaurateurs Gabriel and Jose-Luis Gonzalez, hope that London's adventurous food scene will embrace their home country's varied cuisine.

Open October
caracasrestaurants.co.uk



National RIBA award for Television Centre

Television Centre has scooped a prestigious National Award 2019 from the Royal Institute of British Architects. RIBA praised the building as "an ambitious reinvention of this London landmark into a working, living, thriving community," and pointed out the generous addition the forecourt provides to the public realm.



Art to look out for

Two temporary sculptures are worth a visit to see in White City. Catch Angular Half Men, a pair of bronze busts by Rory Menage, in the lobby of 2 Television Centre and Richard Woods' colourful Holiday Home (White City) in front of Troubadour Theatre at White City Place.

A paws in programming

Presenter Lorraine Kelly attempted to smash the Guinness World Record for the most dogs sitting simultaneously on ITV's breakfast show. Kelly's border terrier, Angus, was joined by a hundred other furry guests and their owners on the Television Centre forecourt. 13 mischievous pups, including Kelly's own Angus, scuppered the record attempt by refusing to sit within the designated 10 seconds, but the photos were adorable.

Fostering a fashion community

White City Place's growing network of creative companies is gaining a couple of new members. Global Brands Group (GBG) is set to move their European headquarters to the campus later this year, joining YOOX Net-a-Porter, Ralph & Russo and the RCA.



The lineup at Television Centre



From artisan coffee to world-class sushi, sample Television Centre's mouth-watering new arrivals. For the latest, follow us on Instagram @thisistvc.

Clockwise from top:
The Allis, Homeslice,
Flying Horse Coffee,
Endo at the Rotunda



Entertainment

BBC Studios

Three TV studios host live and recorded audience programmes throughout the week.

Open now
bbcstudioworks.com

White City House

The latest addition to the Soho House family. The adjoining hotel offers 45 cosy bedrooms in the historic Helios.

Open now
whitecityhouse.com

Wellness & retail

BLANC

An eco-friendly dry cleaner offering laundry and alterations using innovative cleaning technology.

Open now
blancliving.co

Soho Fit House

Television Centre residents' place for pumping, spinning, treading and a touch of ommm. Open to Soho House members, hotel guests and residents only.

Open now
sohohouse.com



Food & drink

NEW Endo at the Rotunda

Endo Kazutoshi, the world-renowned sushi chef, has opened an exclusive 16-seat restaurant in the Rotunda.

Open now
endoatrotunda.com

NEW Flying Horse Coffee

Flying Horse roast and deliver sustainably sourced beans from around the world.

Open now
flyinghorsecoffee.com

Homeslice

Regularly hailed as London's best pizza, with unorthodox toppings and prosecco on tap.

Open now
homeslicepizza.co.uk

Patty & Bun

Patty & Bun is so much more than the two ingredients in the name suggest. The ultra-stacked burgers are some of London's favourites.

Open now
pattyandbun.co.uk

The Allis

A cocktail concept by the Soho House Group. It may originate from Chicago, but we hear they make a mean Manhattan.

Open now
thealliswhitecity.com

Bluebird Café

Modern European dining from the White City outpost of a Chelsea landmark.

Open now
bluebirdcafe.co.uk

Kricket

A hybrid of British ingredients prepared using authentic Indian techniques and spices.

Open now
kricket.co.uk

Want to see your retail or restaurant concept in this lineup? Flexible commercial space (up to 2,000 sq ft) is available at Television Centre.

Contact Millie Wilson
millie@brucegillinghampollard.com
020 3551 5620

In focus: White City Place

Just up Wood Lane, White City Place complements its creative and tech campus with plenty of reasons to leave the office for a browse or a cuppa. whitecityplace.com

Food & drink

NEW Shola Karachi Kitchen
Homestyle Pakistani dining by rising star chef Aida Khan.

sholakitchen.com

W12 Studios
A robust cocktail selection with rotating music and street food vendors.

w12studioslondon.com

Herman ze German
The best of the wurst, including schnitzel and German craft beer.

hermanzegerman.com

The Athenian
From the streets of Athens to the hungry diners of White City, The Athenian brings souvlaki and more.

theathenian.co.uk

Butterscotch
An imaginative café with afternoon tea, cakes, Allpress coffee and even a build-your-own porridge bar.

butterscotchbakery.co.uk

Coco di Mama
Healthy pasta dishes and fresh salads from the purveyors of the City's best coffee.

cocodimama.co.uk

Crussh
This juice bar has been blending and cold-pressing their natural elixirs around London since 1998.

crussh.com

Starbucks
Seattle's most reliable fix of coffees, light snacks and signature lattes.

starbucks.co.uk

Waka
Sushi, tiradito, ceviche – the fusion of Japanese and Peruvian cuisine is delicious indeed.

waka-uk.com



Top: Troubadour Theatre;
above: Waka;
left: Coco di Mama.

Fitness

Studio Lagree
Power Pilates from California using the innovative M3 Megaformer machines.

studiolagree.com/uk

F45
High intensity training with expert instructors.

f45training.com

Fashion & lifestyle

Oliver Bonas
Clothing, jewellery and accessories for the home – the perfect fix for the last-minute gift.

oliverbonas.com

Huckletree
A workspace accelerator for tech businesses and entrepreneurs across media, fashion and design industries.

huckletree.com

Culture

NEW Troubadour White City
The latest theatre from Troubadour is now open in White City, seating 1,200 and 800 in two adaptable spaces.

troubadourtheatres.com

Live at Television Centre

Invest in a piece of history at the cultural heart of White City, W12.

New apartments, live TV studios,
restaurants, hotel, gym and club by Soho House.

14 minutes from Oxford Circus.
1, 2 & 3 bedroom apartments from £825,000*

JUST LAUNCHED
NEW 2 & 3
BEDROOM SHOW
APARTMENTS
VIEW NOW

vision Centre

TELEVISION CENTRE

020 8811 8720
televisioncentre.com
@thisistvc

savills

*prices correct at time of going to press

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