



transmission

Issue 10

Dispatches from Television Centre

The Set is open

Bag a table on the forecourt for supper in the sun

Happy birthday, TVC

White City's iconic building celebrates 60 years

Green grass of home

Open spaces nearby to relax, ramble or run

Welcome back, White City

Visit the sales suite:
5 Television Centre
101 Wood Lane
London W12 7FW
020 8811 8720

Follow us on Twitter
and Instagram:
@thisistvc
#thisistvc

Live at Television Centre
televisioncentre.com

Cover image:
Tian Khee Siong

transmission is written
and produced by dn&co.
dnco.com



The evenings are still long, the days are still warm and London's great outdoors has never looked so enticing. At Television Centre, we're delighted to welcome visitors back onto The Set, where you can grab a drink or a meal from Patty & Bun, The Allis, Cricket and others, then corner a table outside on the spacious forecourt. You can find tranquillity in Hammersmith Park, people-watch in Exhibition Park or spot birds flying at dusk on Wormwood Scrubs common. It's summer in the city and it's good to be back.

Television Centre



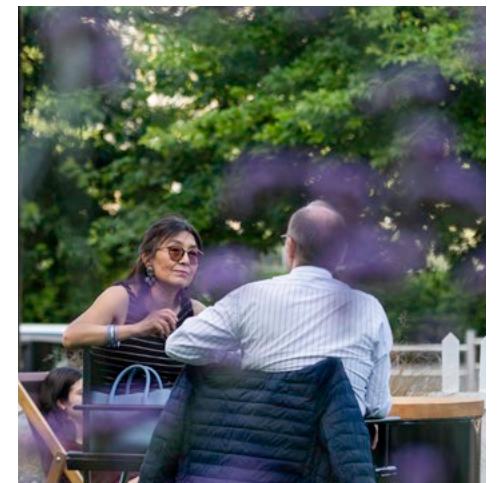
THE SET



Lights, camera, action

As lockdown restrictions ease in London, The Set brings Television Centre's iconic forecourt back to life.

Photography by Tian Khee Siong





Eat Out to Help Out: food comes 50% off when you eat on site from Monday to Wednesday throughout August at Flying Horse, Homeslice (evenings only), Cricket and Patty & Bun, up to £10 per head.



The long-awaited return of the simple pleasure of a pulled pint is high on the list of things we may never take for granted again. The sun is out and we're at last able to sit outside and enjoy it again.

At Television Centre, visitors can enjoy food and drink at The Set, a large al-fresco meeting and dining area on the forecourt. It's an apt name for somewhere that feels a bit like being on an actual television set with props like directors' chairs, giant screens and clapperboards.

There's no need to book as there's plenty of space, and Cricket, Flying Horse Coffee, Patty & Bun, Homeslice and The Allis are all back to serve the dishes we've missed, along with a side of hand sanitiser. Patty & Bun and Homeslice also offer cosy terraces of their own around the back of the Centre.

Yes, White City has begun to stir again, and the relief is palpable. People no longer rush through the parks but take the time to sit for a bit, enjoying a moment of respite. Outside the cafes, people enjoy a moment with friends, sitting at respectful distances from each other with their afternoon coffees. Music spills out from open doors as restaurants are preparing for dinner service to start soon. It's been a warm day and it will be an enjoyable one tonight.

We really weren't sure if it would happen, but maybe we will get a bit of summer after all.

VISIT THE SET

- Food & drink from:
- Flying Horse Coffee
 - Cricket
 - Patty & Bun
 - The Allis
 - Homeslice
 - Bluebird Cafe (reopening soon)

The Set is open all day this summer, with parasols and deckchairs out 11am-7.30pm. Live music every Thursday and Friday evening. Restaurant opening hours vary, so check ahead.

We'll be keeping everyone safe at The Set with clear signs to make sure everyone is distanced according to the guidelines, hand sanitiser freely available, and a rigorous cleaning schedule.

101 Wood Lane, W12 7FW
televisioncentre.com



A breath of fresh air

Discovering a great new walk close to home is like being let in on a secret. Here are six spots in White City to stretch your legs and breathe deep.



1 Hammersmith Park

Breathe in the tranquility of the Japanese garden, take the kids to the play area or break a sweat on the tennis court – all tucked behind Television Centre.

2 TVC forecourt

Outside Television Centre, The Set invites you inside its white picket fence to sample the delights of different restaurants while safely outside, or just relax on the grass.

3 Exhibition Park

Sit and watch the fountains play in this pleasing new piazza behind Wood Lane station, connected to Westfield shopping centre by regenerated railway arches.

4 White City Place

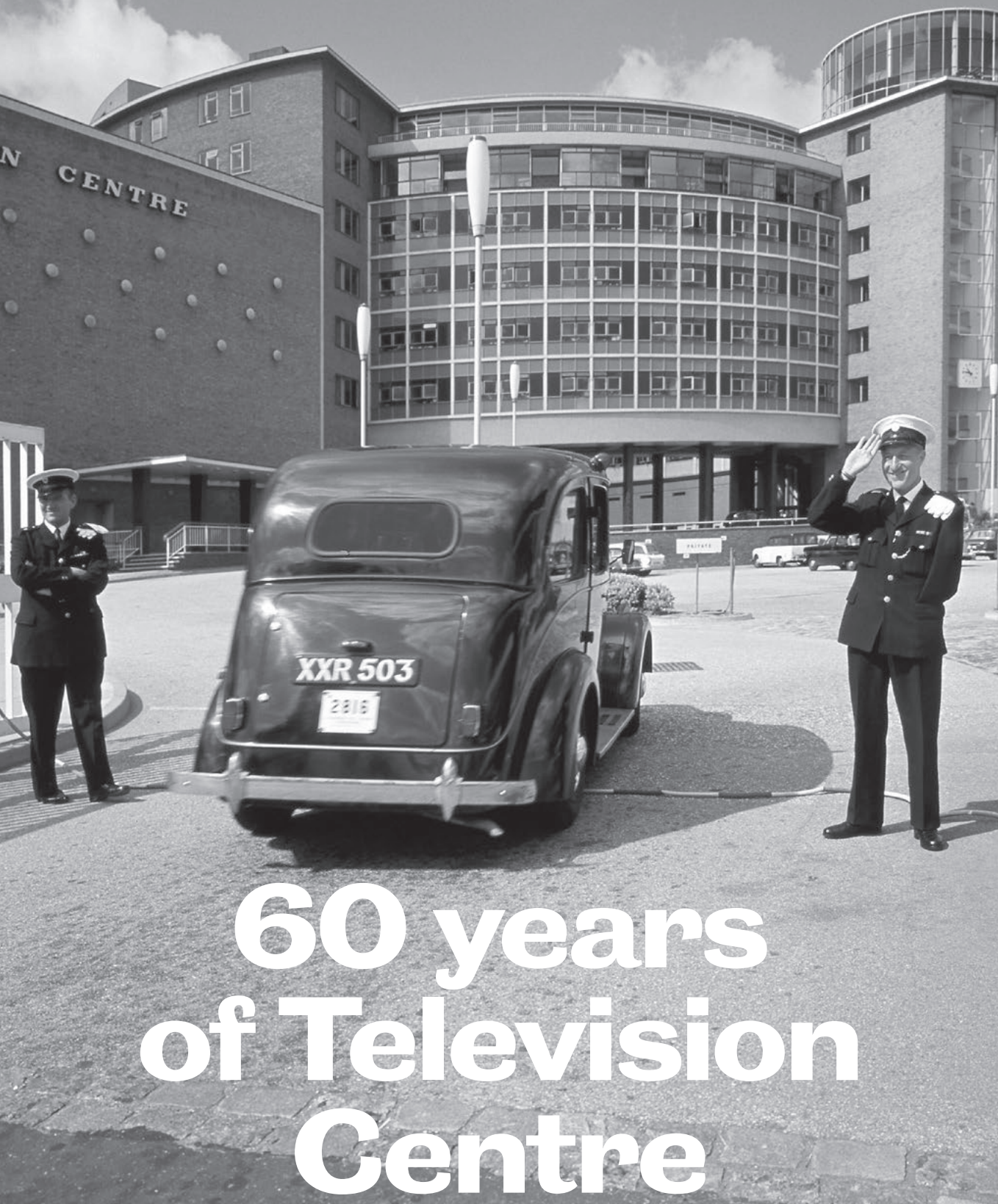
A vibrant avenue of restaurants, cafes and shops opens out onto the spreading lawns, with plenty of spots for a picnic.

5 Shepherd's Bush Green

Fringed by eateries and takeaways, this is the green heart of bustling Shepherd's Bush and the place to people-watch as the neighbourhood goes by.

6 Wormwood Scrubs

Head north to this historic common to find 200 acres of woodland, grass and scrub that's perfect for birdwatching, football or flying a kite.



60 years of Television Centre

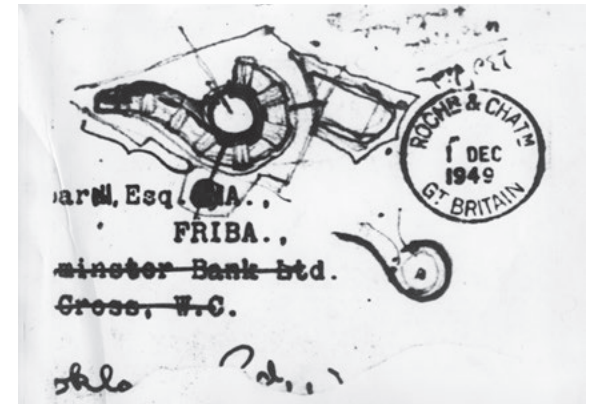
From British TV's most distinctive character to a building transformed for today's White City: a broadcasting legend celebrates 60 years.

This year, a central character in the nation's cultural heritage turns 60. A million stories about Television Centre live in our collective memories. If you grew up watching Blue Peter, chances are that even if you had no idea where the building was, you knew that letters should be sent to W12 8QT.

Today, this is the beating heart of White City, somewhere people come to live and work and spend time with friends. But the building itself was historically its own self-contained world, and one perfectly adapted for its purpose. When it opened in 1960, BBC Director Gerard Butler described it as "the largest, best equipped and most carefully planned factory of its kind".

Corridors on the sports floor were painted as a running track, the Blue Peter garden became the final resting place for the programme's beloved pets, and the legendary canteens and cafeterias that fed over 4,000 people every day became the building's own agora for mixing ideas and stumbling upon inspiration.

Everything happened at Television Centre; with every need catered for, why go anywhere else?



Over the years, a distinct culture emerged. There was a swimming pool in the basement and the building had a hairdresser on the premises, a travel agent, a florist, and a branch of WHSmith. There was a wine cellar on the fifth floor, stocking the drinks trolleys that clattered along the circular hallways to serve the luminaries of broadcasting as they held meetings behind closed doors, deciding what Britain would be watching next.

Like all the greatest stars, Television Centre has a compelling origin story. Legend has it that when architect Graham Dawbarn was given the task of drawing up the building in 1949, he took to the pub to contemplate his task, and drew a question mark on the front of an envelope.

It's a design as practical as it is elegant: broadcasting houses have to be flexible and adaptable, and the rounded shape made it easy to move equipment from one studio to the next. We still have that envelope (above), but no one knows if the doodle was the true inspiration for the final design or just an expression of his concept – or even Dawbarn's bafflement at the BBC's design brief.



Television Centre today is more open than it's ever been, with restaurants, homes and a route through to Hammersmith Park.

In more ways than one, the building is a distinct character in the BBC's history: it was where the news was read out live on the air, where general elections were analysed and declared, it was ground zero for telethons and charity events, and the place where screaming teens waited hours to catch a glimpse of their favourite pop stars. Iconic programmes like Doctor Who, Fawlty Towers, and Only Fools and Horses were filmed here. Shows like Monty Python's Flying Circus and French & Saunders even used the building itself as a set piece.

Television Centre's 60th birthday has prompted a wave of nostalgia for its history as a creative force through the years. But if anything the building's function has broadened rather than diminished in recent years, with studios for both the BBC and ITV on site.

"This used to be a place where shows were made only for the BBC, but it's been modernised and diversified," says Peter Allen, sales and marketing director at Stanhope, who managed the reimagining of Television Centre. "TVC has gone from making TV just for the BBC to making shows for anyone, making it more relevant to how we consume entertainment now."

Being a separate world with its own culture once awarded Television Centre a unique history, but it also meant the building had an air of exclusivity. Only people who worked there could step past the austere facade facing White City tube and into the forecourt to enjoy the brilliant green and red mosaic – work that still surrounds the towering statue of the Greek god Helios, a symbol of the light of television being broadcast around the world.

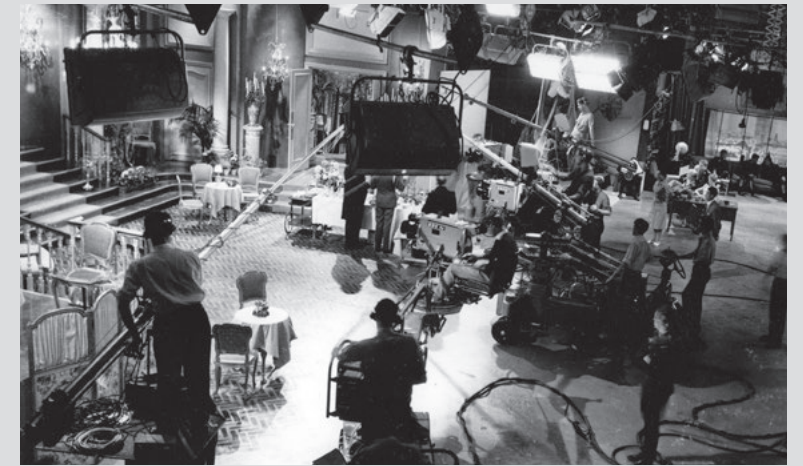
"Now, anyone can take a walk around Television Centre, hang out on the forecourt and go have a drink or a bite to eat," says Allen. "TVC was the soul of the area, but locals couldn't really share in it; it was a gated estate in a mostly industrial area back in the day. The reimagining of TVC has opened it up, and brought enjoyment and new purpose to the wider area."

Being the architect of such a powerful building in a nation's imagination is a feat many would envy, but Graham Dawbarn actually wrote that a building of this significance "should avoid on the one hand a pompous heaviness and on the other... too much ephemeral fancy and self-conscious trickery". Perhaps the architect might have preferred Television Centre's new atmosphere, now that it has opened up to become not just a private city, but part of a London neighbourhood.

Immerse yourself in the history of this remarkable place with *Thinking Outside the Box: Reimagining Television Centre* written by Jonathan Bell. Available at artificebooksonline.com



MAKING THE NEWS



1960

The production line at the 'factory for television' begins to roll. The first show to be broadcast, appropriately enough, is *First Night* featuring music by R&B vocal harmony group The Silhouettes and high-wire acrobatics.

1966

"They think it's all over! It is now." Commentator Kenneth Wolstenholme's famous line seals England's World Cup victory.

1967

A Wimbledon match becomes the first programme in the UK broadcast in colour, with David Attenborough as BBC2 controller. It was enjoyed by the few households with colour TV sets and described as 'vulgar' by some people without.

1974

The Blue Peter garden is dug behind the centre, famously the final resting place for George the Tortoise and other star pets.



1988

Activist group The Lesbian Avengers invade the 6 O'Clock News live on air to protest Section 28, a law that banned 'promotion' of homosexuality.

1988

Comic Relief hosts the first Red Nose Day, raising £15 million for people in need.

2001

A car bomb by the Real IRA briefly disrupts programming, causing superficial damage to the facade and injuring a London Underground worker.

2012

The BBC sell the building and temporarily vacate the premises, ready for renovation.

2018

Television Centre opens once more as a place to live and work, as well as continuing to produce small-screen favourites such as *Loose Women* and *This Morning*.



Photography: Guy Archard



Soul and serendipity

Suzy Hoodless brings her eclectic eye to a unique duplex apartment by Coffey Architects.



“There seem to be no rules in Hoodless’ world – just amazing pieces of furniture and design that each work in their own right, but which somehow also work brilliantly together,” writes Tamsin Blanchard in *The Observer*.

Suzy Hoodless has created interiors for this apartment by Coffey Architects that are comfortable, with just a hint of the surreal. Her unerring choices pay close attention to the building’s midcentury heritage, but they don’t exactly follow it around with a notebook – her work is much more timeless than that. Coffey designed the space to follow natural light throughout the day, finished in fresh shades of white such as marble and terrazzo. Combine this with the refreshing spontaneity of Hoodless’ eye and the result is the illusion of effortless style, and the freedom of a place like home.

H.713 is a two-bedroom duplex in the Helios; for more information call 020 8811 8720 or visit televisioncentre.com.

What's new in White City

Tuning into the latest news from W12.



The Place for plant-based

Pop into Potager at White City Place for vegan delights with a Greek flavour. Punters at this new coffee spot have praised the cold-pressed juices, freddo espresso and traditional spanakopita. There's a tempting counter of patisserie, as well as healthy lunches. Customers can eat in beneath a leafy green wall or out on the spacious central avenue of White City Place. Open Monday to Friday.

[instagram.com/potageruk](https://www.instagram.com/potageruk)

Full-colour crossing by Camille Walala

Why did the chicken cross the road? Perhaps because he was mesmerised by the deep reds and yellows of this psychedelic intersection. Camille Walala's installations are famed for adding exuberant geometries to urban landscapes. Her White City artwork, Les Jumeaux ("The Twins"), comprises two crossings over South Africa Road and Wood Lane, north of White City station, and seven murals livening the front of The WestWorks.

[camillewalala.com](https://www.camillewalala.com)

Imperial College launches Scale Space

If you're a small business with no intention of staying that way, Scale Space may be for you. Digital venture builder Blenheim Chalcot have partnered with Imperial to provide innovative technology, life science and digital businesses with the space, resources and connections they need to grow. Located on Imperial's campus, those who join benefit from an exclusive community of like-minded businesses.

scalespace.co.uk



Historic Bush Hall preserved by public

Bush Hall is a gothic fairy tale of a venue, built in 1904 by a wealthy publisher as a dancehall for his daughter. Since then, it's ridden out history as a WWII soup kitchen, a dingy 90s snooker hall and now a music venue famed for picking out the finest in emerging talent. But can Bush Hall ride out lockdown? Its fans are determined to see that it does so, and have recently raised £30,000 through donations and bookings to see it through.

bushhallmusic.co.uk

Bioscience startups combat Covid-19

Tech startups at Imperial College's White City Incubator have been pivoting their innovations to tackle the pandemic. Life sciences company MediSieve are adapting their work filtering harmful substances out of the blood to treat cytokine storms, a rare but dangerous Covid-19 reaction. Meanwhile, FreshCheck are working on a spray that changes colour when a surface is contaminated.

imperial.ac.uk/news



Harrods Outlet comes to Westfield

The historic Knightsbridge department store has just opened its first ever outlet branch in White City. Shoppers can choose from over 100 brands, displayed over two floors, and all at a discount of at least 40%. Browse clothes, homewares and accessories across this roomy space, and don't forget to pick up a bear in the Harrods Gift shop.

harrods.com



Behind closed doors

The streets of White City were quiet during lockdown. But behind closed doors, local businesses made this difficult time that little bit easier with thoughtful, generous and creative responses.

Food for the frontline

Those of us working for the NHS have had a very different lockdown. And several White City restaurants stepped up for key workers by bringing food directly to doctors, nurses and paramedics at their places of work. Waka, the purveyor of Japanese-Peruvian specialities at White City Place, delivered hot bowls to NHS workers at Nightingale and other London hospitals. Meanwhile, at Soho House Group's White City House, over 1,000 meals were made fresh every day and delivered to frontline workers at local hospitals.

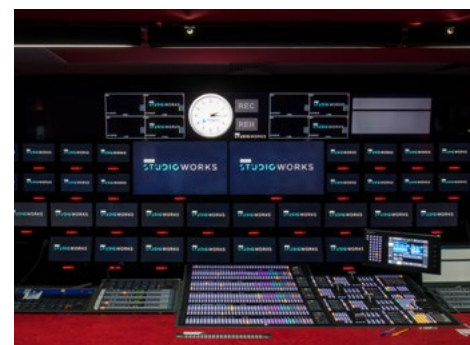
waka-uk.com
sohohouse.com



Lockdown luxury lunches

It's a small but distinct pleasure to be able to eat your favourite dishes, even when the world has turned upside down. Bento boxes from Endo at the Rotunda became a sought-after luxury during the lockdown, at least if you were able to get your hands on them. Patty & Bun's DIY burger kits came with four beef patties, brioche buns and cheese, cooking instructions via Instagram, and even a custom playlist. You couldn't have been closer to the real thing until returning to the restaurant in person.

pattyandbun.co.uk
endoatrotunda.com



No "end scene" for TVC

If food was one key comfort during lockdown, television was surely another. While Covid-19 forced the recording of many favourite programmes to be paused, filming never stopped at Television Centre, producing Good Morning Britain, Loose Women, and Peston.

"We had to come up with new ways of doing things," explains David Simms, communications executive at BBC Studioworks. It was a bare-bones operation, with stars doing their own make-up and mics. Says Simms, "People have really pulled together and learned to work in a different way."

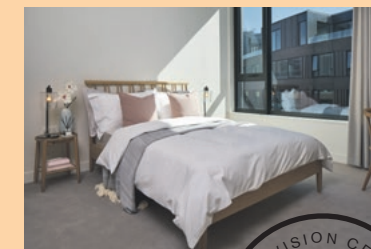
bbcstudioworks.com

ADVERTISEMENT



They called it the home of British television. You can call it home.

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.



This dual-aspect 3-bedroom, 3-bathroom seventh floor apartment offers 1,755 sq ft open-plan living and three stunning terraces. Available to view now. £2,500,000*



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televisioncentre.com
020 8811 8720

*Prices correct at time of publication

The lineup at Television Centre

Food & drink

OPEN 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

OPEN Cricket

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

Open now
cricket.co.uk

OPEN Flying Horse Coffee

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

Open now
flyinghorsecoffee.com

OPEN Homeslice

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

Open now
homeslicepizza.co.uk

OPEN Patty & Bun

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

Open now
pattyandbun.co.uk



Endo at the Rotunda

Endo Kazutoshi, the world-renowned sushi chef, has opened an exclusive 16-seat restaurant in the Rotunda. The restaurant was awarded its first Michelin star in October.

Watch this space
endoatrotunda.com

Bluebird Cafe

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

Watch this space
bluebirdcafe.co.uk



Food comes 50% off when you eat in from Monday to Wednesday throughout August at **Flying Horse**, **Homeslice** (evenings only), **Cricket** and **Patty & Bun**. Up to a maximum discount of £10 per head.

There's a clank of coffee machines and the gentle buzz of conversation: yes, Television Centre is back. Guidelines are evolving, so check with retailers before you visit and follow us on Instagram @thisistvc.

Wellness & retail

OPEN White City House

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

Open now, check website for details and facilities
whitecityhouse.com

OPEN BLANC

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

Pick up service available
blancliving.co

OPEN Soho Fit House

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

Open now, booking required
sohohouse.com

Coworking

OPEN Soho Works

Workspace designed to inspire, with large lounges and dedicated desks.

Open 7am to 8pm weekdays
sohoworks.com



Opposite page: Cricket.
This page: Homeslice, The Allis.

Entertainment

BBC Studios

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

Audiences expected mid August
bbcstudioworks.com

Electric Cinema

This is cinema like you've only dreamed of: armchairs, cocktails, blankets and all the finest releases shown.

Opening early September
electriccinema.co.uk

ITV Daytime Studios Tour

For the first time ever, the doors to the home of ITV Daytime are open.

Not open yet, but register your interest to be first in the queue
daytimestudiostour.co.uk

White City Place

Favourite faces are returning to Wood Lane's creative campus, and we're even welcoming new ones. Guidelines are still evolving, so check with retailers to see who's back. whitecityplace.com

Open now

OPEN The Athenian

From the streets of Athens to the hungry diners of White City, The Athenian brings souvlaki and more. Taking part in Eat Out to Help Out, with 50% off food when you eat in Monday to Wednesday throughout August.

Open now
theathenian.co.uk

OPEN Butterscotch

An imaginative cafe with afternoon tea, cakes, Allpress coffee and even a build-your-own porridge bar. Taking part in Eat Out to Help Out, see above.

Open now
butterscotchbakery.co.uk

OPEN Potager

Fine pastries, cold-pressed juices, healthy lunches – and all plant-based.

Open now
potagerlondon.co.uk

OPEN Starbucks

Seattle's most reliable fix of coffees, light snacks and signature lattes. Taking part in Eat Out to Help Out.

Open now
starbucks.co.uk

OPEN Tesco Express

Every convenience at White City Place's go-to grocer.

Open now
tesco.com

OPEN Huckletree

A workspace accelerator for tech businesses and entrepreneurs.

Open now
huckletree.com

OPEN F45

High intensity training with expert instructors.

f45training.com



Clockwise from above: Butterscotch, The Athenian, Starbucks.

Returning soon

Check websites for the latest opening information

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 drinks around London since 1998.

Home delivery available
crussh.com

Mother Clucker

Buttermilk-soaked, twice-battered chicken that elevates a tasty treat into something special.

Delivery and DIY kits available
motherclucker.co.uk

Oliver Bonas

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

Shop online
oliverbonas.com

Shola Karachi Kitchen

Homestyle Pakistani dining by rising star chef Aida Khan.

Home cooking recipes
instagram.com/sholakitchenuk

W12 Studios

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

w12studioslondon.com

Waka

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

Delivering via City Pantry
waka-uk.com



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OF
TELEVISION
CENTRE



A collection of completed 2-3 bedroom apartments and penthouses from 1,750-2,900 square feet, situated atop the reimagined Television Centre in West London.

Amenities include concierge, gym with pool, secure car parking and residents' cinema. Prices from £2.5-£5.2m*.

Call 020 8811 8720 for an appointment
[televisioncentre.com](https://www.televisioncentre.com)

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*Prices correct at time of publication