



transmission

Issue 9

Dispatches from Television Centre

Spring in White City

New shoots, new gardens and
new public art

Cinema as it should be

The Electric Cinema opens at
Television Centre

The L'Oréal revolution

White City Place's next big name
is rethinking beauty

Are you ready for a new White City?

Visit the sales suite:
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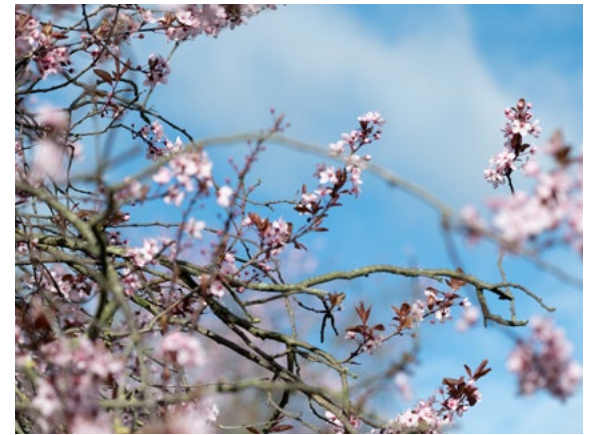
Live at Television Centre
televisioncentre.com

Cover image:
Tian Khee Siong

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



Walk down Wood Lane today and you can hear bubbling fountains, catch wafts of Homeslice pizza, and spot London's most colourful crossing, designed by artist Camille Walala. Yes, this is a Wood Lane transformed. What you see today is only the beginning; White City is on the cusp of another new chapter. As White City Place's expansion attracts the new headquarters for L'Oréal, tomorrow's neighbourhood will welcome an elegant new tower at Television Centre, and burbling water gardens for the community at White City Living. This is a place where the story is ever-evolving.



Here comes the sun

The blossom is out and morning sunlight is no longer a rumour. And, in case you needed even more reasons to go outside, White City is looking lovelier than ever.

From colourful crossings to tranquil gardens, here are three new things to spot on your next stroll...

Photography
Tian Khee Siong



Psychedelic crossings

It is impossible to miss the energetic burst of colour that is Camille Walala's art installation, adorning walls and roads around White City Place this spring. Using her signature geometric patterns and primary colours, the French creative has designed two pedestrian crossings which are sure to bring a smile to people as they cross South Africa Road and Wood Lane. Walala likes to root her artworks in her own curiosity, which this time meant drawing inspiration from White City's architecture, and the result can be seen in seven murals now on the walls of the WestWorks building.

White City Place,
195-201 Wood Lane, W12 7FQ

The start of a whole new park

A pleasing new piazza with fountains, planting and places to sit has popped up behind Wood Lane station, linking new homes at White City Living to Television Centre and Westfield through the regenerated railway arches. It is the start of what will one day be a five-acre park, where open parkland rubs shoulders with leafy hideaways next to the spruced up arches.

White City Living,
54 Wood Lane, W12 7RQ

A little piece of Japan

A simple yet elegant wooden entrance gate now welcomes visitors to the newly refurbished Japanese Garden in Hammersmith Park, which has been adorned with twenty Japanese lanterns in white stone. A stroll to the water under the cherry blossoms is all that remains of the 1910 Japan-British Exhibition in White City. These restored Japanese features mean the heritage of the park can be appreciated once more.

The local community behind Hammersmith Park are enjoying an easier route to Wood Lane station through the park, now that residents and visitors alike can make use of Television Centre's Wood Crescent entrance – meaning the development is accessible to the public for the first time in its history.

Hammersmith Park, W12 7FW
Open daily during daylight hours



Regenerated railway arches, a public park with polish, and vibrant art by Camille Walala; it's more than the warmer weather giving White City a spring in its step.





She's Electric

White City is the second location for London's historic Electric Cinema. We take a look back through a century of the iconic picturehouse.

A trip to the cinema is more than just watching a film. It's about the experience: settling into the comfy seats, the anticipation of waiting to see something new, the excitement of discovering a new favourite actor or director. Being terrified. Being moved to tears. Being wowed.

Watching a film on the big screen is still a real event at some cinemas. King among them is Electric Cinema, which opened a new branch in White City at the end of 2019, located beneath The Allis bar and restaurant in the Television Centre forecourt. The armchairs here are as plush, the cashmere blankets as cosy, and the food every bit as delicious as Electric's original big sister location on Portobello Road. You'll also find a similarly thoughtful line-up of releases.

The oldest custom-built cinema in London, the Electric Cinema opened to the public over a century ago, in Portobello Road in 1911. Electric Cinema has been a stalwart of London entertainment for more than a hundred years. It has remained standing through an ever-evolving city, advancements in technology and drastic culture shifts.

The cinema experienced dramatic times from the beginning, starting with the onset of World War I. With fears brewing of Zeppelin raids, the Electric Cinema's German-born manager became the target of rumour and xenophobia, with an angry mob claiming he had used the roof of the cinema itself to signal to his compatriots in enemy airships. Dark rumours continued to dog the cinema following World War II, as serial killer John Christie was known to have worked as a projectionist in the area. Did he work at the Electric, or the nearby Rio? We can only speculate.

As is fitting for a building that has survived a century of change, the Electric Cinema has been known by a collection of names. In the 1930s, the locals called it the Bughole, while new owners attempted a rebrand with the name Imperial Playhouse. But it was always destined to return to its roots, with the renewal of the name Electric marking a new era for the cinema's identity.

In the 1960s, Electric Cinema Club Nights established the theatre as the home of exciting and rare films. The club nights coincided with a surge of world-class British cinema, and showed everything programmer Peter Howden considered worthwhile. It swerved overtly commercial films, favouring a programme the audience might struggle to see elsewhere.

The Electric experience has evolved over the years. Launching with an astonishing 564 seats in an era before talking pictures were even a possibility, the interior has changed almost beyond recognition. Today's Electrics prize luxury and comfort over capacity, with leather armchairs and sofas keeping audiences much smaller and screenings more intimate. The cinema's first audiences snacked on buns and oranges – provided by the nearby Portobello Market – but today they might prefer cocktails or champagne with their hot dogs and nachos. Yet the heart of the Electric Cinema has remained the same: dedicated to showing a broad range of rare and unusual films, with a bespoke screen that makes an occasion out of the simple joy of going to the cinema.

**Electric Cinema is open daily from 9am.
2 Television Centre, 101 Wood Lane, W12 7FR
For listings and bookings: electriccinema.co.uk**

Electric Cinema: an entertainment pioneer

1911

The Electric Cinema opens on Portobello Road. One of the first buildings in the area to be supplied with electricity, its first screening is a 20-minute silent film about Henry VIII.

1930s

The Electric doesn't have the facilities to broadcast sound and while it remains popular, it struggles to keep up with the huge picture palaces across London.

1940s

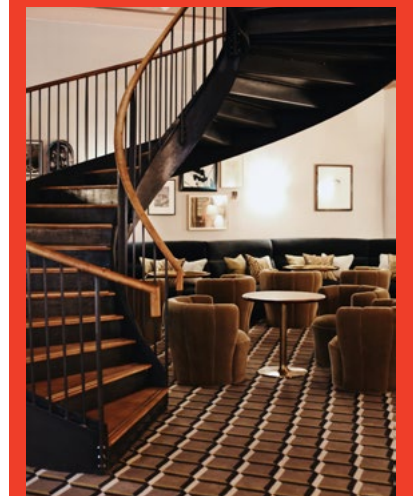
Despite the night-time Luftwaffe bombings during WW2, the cinema sees as many as 4,000 visitors each week.

1984

A petition against turning the cinema into an antiques market amasses over 10,000 supporters, including luminaries Audrey Hepburn, Julie Christie and Anthony Hopkins.

2019

Electric Cinema White City opens, adding to the area's cultural and leisure credentials.





Move over, Dolly Parton

At Soho Works, it's all over for the nine-to-five

Work doesn't need to look like a walled cubicle, or a rush-hour commute or clocking off at the same time every day. It can look like evening meetings over cocktails, or early morning emails before you've heard a peep out of the kids. A modern tribe of entrepreneurs, freelancers and business owners have long understood this. Haunting coffee shops, libraries and members' clubs, these pioneers have been shaping work to suit their lives rather than fitting their lives around a nine-to-five.

Now, the rest of the world is catching up. On the seventh floor of 2 Television Centre, Soho Works is everything you'd expect from a new international network of workspaces by Soho House. Generous lounges allow hot-deskers to feel at home, and dedicated desks and offices are available for business owners who'd like a little more privacy. The Loft is a luxurious apartment-style space for events, complete with marble bar. There are even podcasting facilities and screening rooms.

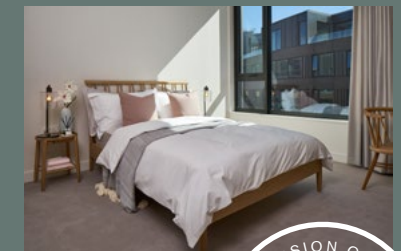
Soho Works joins a rich tapestry of working environments in White City. Those who find themselves nodding along to Dolly Parton's complaint about the nine-to-five can also opt for Huckletree at White City Place. The workspace accelerator specialises in providing spaces for media, fashion and design innovators, and are set to expand their coworking space further this spring.

2 Television Centre, 101 Wood Lane, W12 7FR
sohoworks.com/white-city



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.



TELEVISION CENTRE

televisioncentre.com
020 8811 8720



Because they're worth it

It's official. White City's growing cluster of innovative businesses is gaining a global household name: L'Oréal. But why's this beauty brand taking risks on early-stage tech start-ups?

Mascara. Super-blendable foundation. Dye boxes with radiant hair. The name "L'Oréal" evokes physical products that roll around handbags and line up on bathroom shelves. What keeps this industry giant nimble is far more intangible – and makes its move to White City Place particularly opportune.

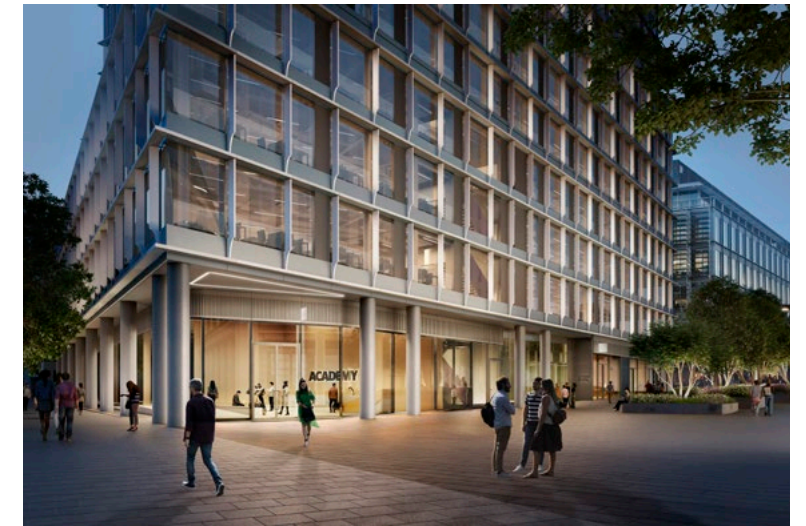
As tech transforms every aspect of life, the company is leading a digital revolution in the beauty sector. In 2018, it announced a desire to be not only the world's top beauty brand, but "the number one beauty tech company". How seriously the firm takes this intention is evident in its commitment to tapping creative networks.

Ever longed for a unique cleanser that's actually tailored to your skin? Or wondered if shopping would one day take place via livestream? Founders Factory is on it – and this west London investment firm is a key partner for L'Oréal in beauty tech. In a remarkable collaboration, together they accelerate five start ups every year, and build two from scratch.

Isabela Chick from Founders Factory explains, "L'Oréal is committed to trialling incredibly early-stage businesses, which is no mean feat. It takes quite a brave attitude to do that."

The brand seconds its own staff to work at Founders Factory, encouraging full immersion. Senior product manager Supriya Gurbaxani, for instance, is currently working at Founders Factory on a dermatology platform that harnesses artificial intelligence to work out what products are best for a customer's skin. Chick says, "It was perfect... Supriya's been exposed to a completely different way of working, a little bit scrappier and much much faster than the typical corporate environment – and there's a huge benefit to L'Oréal in that."

The Founders Factory start-ups, meanwhile, gain expertise they could otherwise only dream of. A L'Oréal spokesperson said, "We provide each start-up with access to a team of experts, bring[ing] century-old beauty expertise and access to a passionate and connected ecosystem of specialists." Science has always been a core part of



L'Oréal's new UK headquarters will be joining White City Place's growing cluster of innovative businesses, taking space in the Gateway expansion.

the firm's MO, and technology is a natural next step: "We believe that beauty and digital are a perfect match, providing a deeper understanding for our consumers' needs and preferences."

L'Oréal becomes part of the White City Place community in 2023, when its headquarters will occupy an ambitious new expansion to the campus, the Gateway. White City already knows a thing or two about being in the sweet spot of creative networks. The flexibility of Huckletree. The international reach of the BBC and ITV. The laid-back luxury of Soho Works, where sole traders can upgrade from local coffee shop to swish office. The academic prestige of Imperial College, currently merging its scientific expertise with entrepreneurs to co-create on an unprecedented scale.

L'Oréal's move is a mark of how far White City has come, but there's still more to look forward to. The beauty brand has been a catalyst for the development of bespoke new buildings at White City Place. Its new tower and additional two office blocks will cement the area's reputation as a creative and modern workplace for the tech, media and fashion industries, not to mention its growing life sciences campus.

Over at Television Centre, a new phase of homes are on the way in the orbit of its iconic Helios, and more room for business is also in the pipeline. On the other side of Wood Lane, look out for the new apartments at White City Living and terraced water gardens to extend its public space. The story is only just beginning.

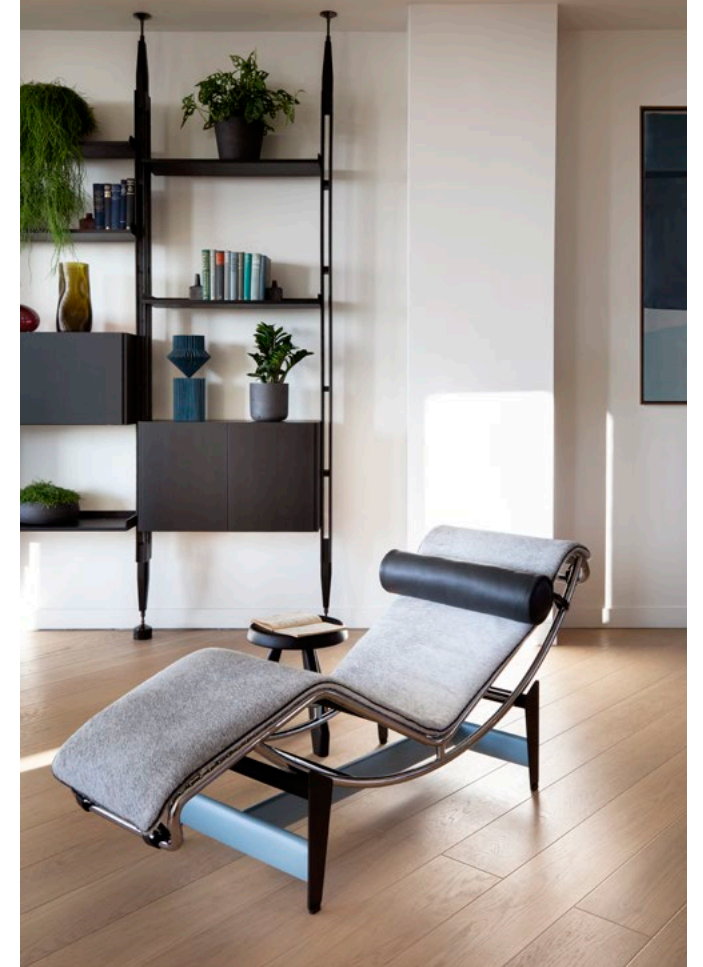
whitecityplace.com

The Cassina Perspective



This Italian interiors firm are masters at combining old and new. Here, Cassina have for the first time ever stamped their vision on an entire home, a premium apartment atop Television Centre. Bringing classic design history into the modern era, the space aptly reflects the ethos of the building itself.

Photography: Paul Raeside
Illustration: David Sparshott

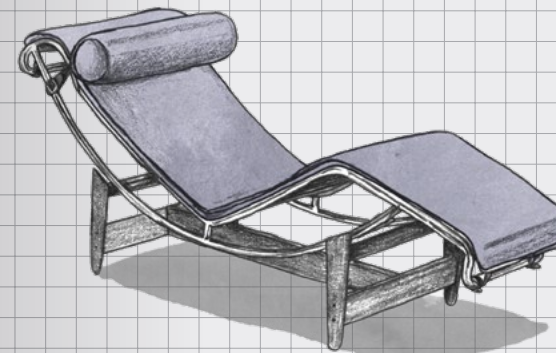


LE CORBUSIER

“The home should be the treasure chest of living.”



Best known for his architecture, French-Swiss Le Corbusier also put his hand to modern furniture with impressive results. The LC4 lounge chair is a definitive design classic. First designed in 1928, it rose to iconic status when put into production by Cassina in 1965.

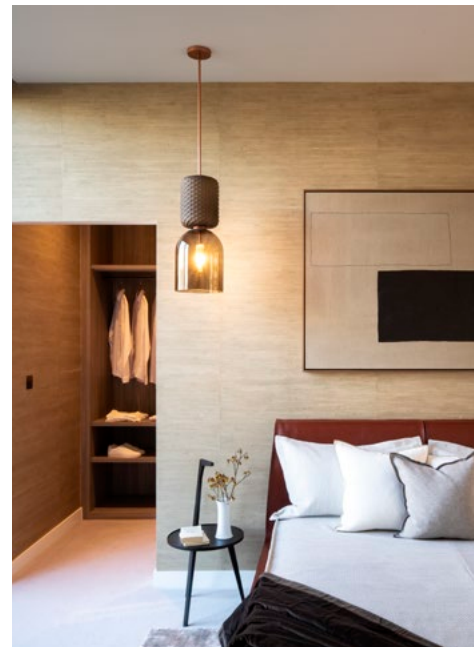
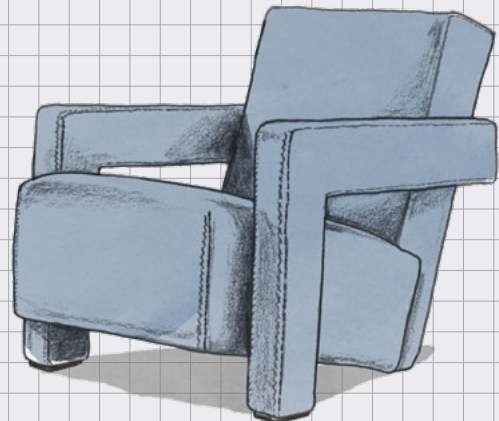




GERRIT RIETVELD

“We must remember that sit is a verb too.”

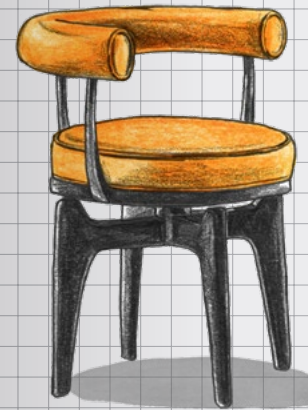
A leading visionary of the Dutch art movement “De Stijl” (“The Style”), architect and designer Gerrit Rietveld advocated for abstraction in its purest form. Designed in 1935, the Utrecht chair is named after Rietveld’s place of birth, and strips the concept of the armchair right back to basics.



CHARLOTTE PERRIAND

“The extension of the art of dwelling is the art of living.”

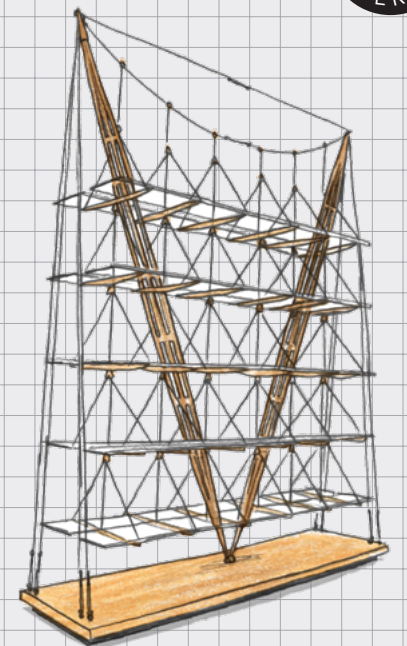
The ethos of French designer Charlotte Perriand was to improve society by designing pieces that work in a functional living space. Perriand worked with Le Corbusier, and her classic swivel Indochine chairs now surround his LC6 dining table in the Cassina-designed apartment.



FRANCO ALBINI

“It is more through our works that we spread ideas, rather than through ourselves.”

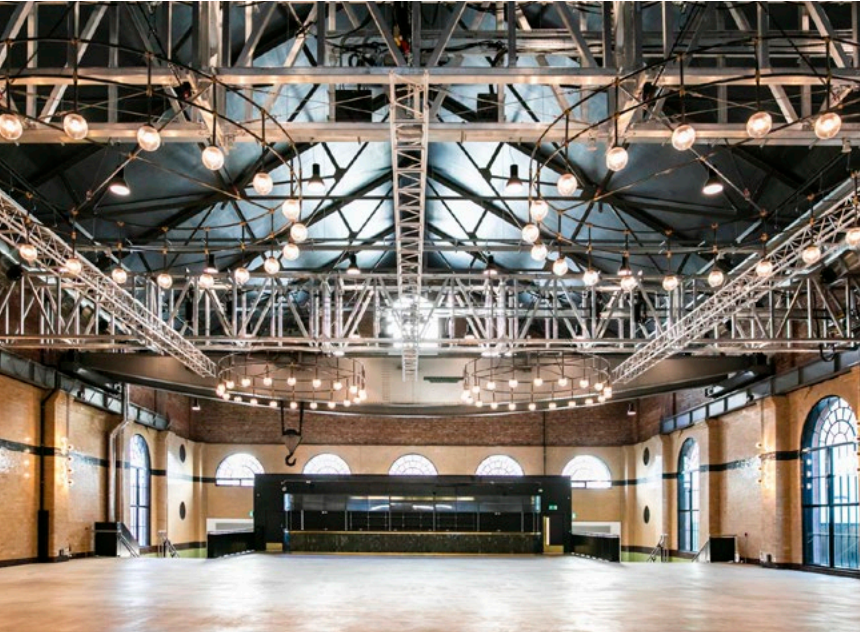
This incredible floating bookshelf is the 838 Veliero, designed by Italian Neo-Rationalist architect Franco Albini. Pushing the boundaries of design and function, this piece is a painstaking recreation of the original Albini made for his own Milan apartment.



The premium three-bedroom Cassina show apartment is available for viewing now. Contact the sales suite on 020 8811 8720.

What's new in White City

Tuning in to the latest news from W12



Young artists get space to dream at White City Place

Once the BBC's private disco, the rotunda at White City Place is now filled with the sound of the next generation of musicians. Young people in Hammersmith and Fulham will have the chance to pursue their ambitions as recording or visual artists, after HQI, who run the space, were awarded £400,000 in funding. HQI received half the money from the London Borough of Culture Awards, topped up by match funding from Hammersmith and Fulham council.

Get in touch at h-q-i.com

Tour Imperial's campus

White City continues to build a formidable reputation as a hub for the life sciences. Pharmaceutical giant Novartis has relocated over 600 people to its new headquarters across the road at White City Place. Meanwhile, construction is progressing at Imperial College's White City Campus, where researchers will mix with entrepreneurs, corporate partners and the local community. Tours are open to the public on the last Friday of the month, including a visit to I-HUB for a birds' eye view of the city.

imperial.ac.uk/white-city-campus

Dimco Buildings reborn

Exhibition London is open at last, lining up a programme of culture, music, conferences, awards and parties in Wood Lane's former Dimco Buildings. With the capacity to house 2,000 people, this expertly-refurbished Grade II-listed building at the heart of White City is set to become a new West London destination for culture.

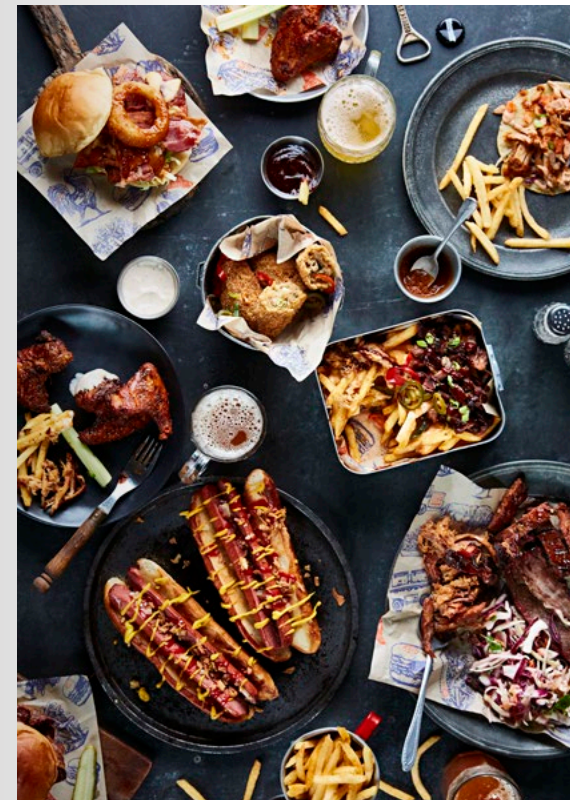
One of the first events in the new venue will be The Blue Paradox, an immersive experience that brings the realities of the plastic crisis to life. Come along and step into an underwater world where the realities and consequences of our runaway plastic habits become clear, and then, become part of the solution: 1 sq km of ocean will be cleaned per visitor. The Blue Paradox is on 3–13 April, with more information at blueparadox.com.

exhibitionlondon.co.uk

Television Centre sushi awarded Michelin star

Television Centre's world-class sushi restaurant, Endo at the Rotunda, has been recognised with a Michelin star. In addition to an unsurpassed Japanese dining experience with expertly-made omakase and sweeping views, sushi master Endo Kazutoshi now also invites visitors to step back into history with a new bar made of 400-year-old Hinoki wood. Book ahead for signature cocktails, reserve whiskies, and a very limited run of barrel-aged gins from Japan.

Reservations only
endoatrotunda.com



Wood Lane arches go from bricked off to BBQ

Wood Lane's freshly-refurbished railway arches are now full of daylight, and 16-hour smoked brisket. Prairie Fire are the first restaurant to set up shop here, serving their signature Kansas City barbecue. Pop in for meat cooked to perfection, or sample craft beers in the taproom next door. The arches connect the north end of Westfield with White City Living's new fountain-filled plaza.

prairiefirebbq.com

Entertainment

NEW Electric Cinema

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

Open now
electriccinema.co.uk

NEW ITV Daytime Studios Tour

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

Open now
daytimestudiostour.co.uk

BBC Studios

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

Open now
bbcstudioworks.com

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.



Wellness & retail

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

BLANC

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

Open now
blancliving.co

Soho FitHouse

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

Open now
sohohouse.com

Coworking

Soho Works

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

Open now
sohoworks.com



Food & drink

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.

Open now
endoatrotunda.com

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

Opposite page: Electric Cinema, Cricket. This page: Endo at the Rotunda, Flying Horse Coffee.

Cricket

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

Open now
cricket.co.uk

Flying Horse Coffee

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

Open now
flyinghorsecoffee.com

Homeslice

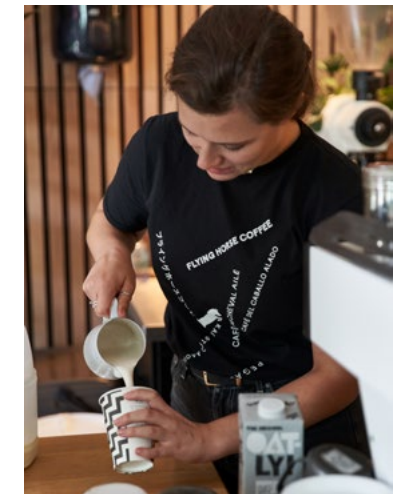
Regularly hailed as London's best pizza, with unorthodox toppings and prosecco on tap.

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 among London's favourites.

Open now
pattyandbun.co.uk



Morning porridge to nightcap, Wood Lane's creative campus has you covered at all hours. whitecityplace.com

White City Place



Clockwise from above: Shola Karachi Kitchen, Coco di Mama, Electric Dreams VR



Food & drink

NEW Mother Clucker

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

motherclucker.co.uk

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 cafe 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 drinks around London since 1998.

crussh.com

Starbucks

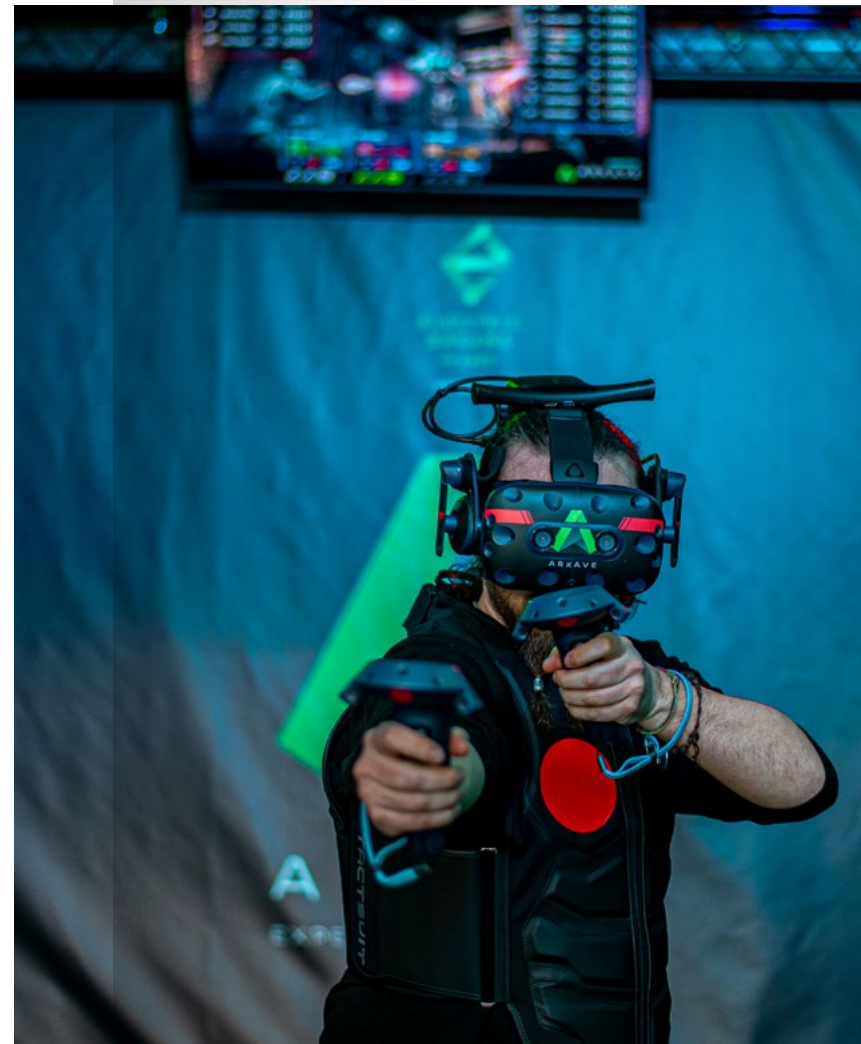
Seattle's most reliable fix of coffees, light snacks and signature lattes.

starbucks.co.uk

Waka

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

waka-uk.com



Culture

NEW Electric Dreams

A dazzling VR experience, challenging teams to tackle immersive missions.

electricvr.co.uk

Elephant West

Wood Lane's repurposed petrol station hosts art classes and exhibitions, with a cafe/bar to fuel your thirst as well as your curiosity.

62 Wood Lane, W12 7RH
elephantwest.art

Wellness & retail

Studio Lagree

Power Pilates from California using the innovative M3 Megaformer machines.

studiolagree.com/uk

F45

High intensity training with expert instructors.

f45training.com

Tesco Express

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

tesco.com

Oliver Bonas

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

oliverbonas.com

Coworking

Huckletree

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

huckletree.com

ADVERTISEMENT

THE
GOLDEN AGE
OF
TELEVISION
CENTRE



A collection of completed 2-3 bedroom apartments and penthouses from 1,600-3,200 square feet, situated atop the reimagined Television Centre in West London.

Amenities include concierge, gym with pool, secure car parking and residents' cinema. Prices up to £6m*.

Available for immediate occupation. To view the show apartments, please call 020 8811 8720 or visit the sales suite: The Helios, 5 Television Centre, 101 Wood Lane, W12 7FW.

televisioncentre.com

TELEVISION CENTRE

*Prices correct at time of publication