THE MEDIAWORKS

WHITE CITY PLACE

NETWORKED FOR CREATIVE THOUGHT

CREATIVITY IS A BUSINESS IMPERATIVE AND EXPONENTIAL IN NETWORKS

THE NETWORKS OF WHITE CITY PLACE

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TRANSPORT NETWORKS
TO REACH NEW PEOPLE AND MARKETS

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SOCIAL NETWORKS
TO CULTIVATE TALENT AND INSTIL PRIDE

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TECHNICAL NETWORKS
TO AMPLIFY SUCCESS GLOBALLY

1

TRANSPORT NETWORKS

TO REACH NEW PEOPLE & MARKETS

Transport Networks

A vast network of roads and streets, the 354 miles of underground and overground lines, the 9,000 buses for 19,000 bus stops, the 610,000 bicycle journeys made every day – London's transport network is its lifeblood. It sustains and feeds London's competitive strengths – enabling businesses to draw from a wealth of qualified staff, to access important and growing markets, and to thrive in a competitive environment that demands innovation.

    With its five stations serving 42.5 million passengers annually, White City has direct access to clients, suppliers, and the deep well of London's talent.

TONY TRAVERS
DIRECTOR, LSE LONDON
ON HOW LONDON'S CREATIVE FUTURE IS IN ITS INFRASTRUCTURE

Welcome, Tony. Please introduce yourself and your areas of interest.
I'm director of LSE London, which is a research centre at the London School of Economics, and I study the government and politics of London. I wrote a book about our city's boroughs, which were 50 years old last year, and I live, work, and have an interest in London as an organism.

With London in mind, can you describe why transport networks are important?
London has grown. The population has gone from 6.6 million back in the mid '80s to 8.7 million today. And 8.8 million next year. This has led to the development of new infrastructure, because transport networks are a necessary aspect of an area's success. London's rail lines, tube lines, and roads are prerequisites to an area being able to take scale and density, and to benefit from the kind of growth that London as a whole needs.
Tube or rail lines in particular are capable of enormous capacity, and, therefore, they allow things to grow bigger, taller, and denser. The development around rail hubs is undoubtedly the object of public policy – projects like Crossrail are leading developers and councils all the way along the line looking for opportunities. They look to take advantage of the substantial extra capacity and connectivity that rail lines bring.

'White City lies in a critical location between the existing central area of London and Heathrow. The coming of Westfield just started the inevitable evolution of the area.'

There are lots of places where there is this underdevelopment near existing transport infrastructure. This corner of inner West London is an example – you've got the Central, Circle, Hammersmith & City lines, and the new overground service running through White City – with lines that could take substantially more development round them now the service has been improved.

How is the growth of London tied to the growth of its businesses? How is London's business landscape changing because of transport networks?
Residential and commercial – they grow more or less one for one. The growth in the population leads to a growth in employment. The spare capacity in the office market in London is very low. And commuting patterns show that more people are commuting to and from London at the margins. This is invariably down to a need for office space.

Is it affecting what we think of as central London?
Massive developments have had the effect of taking central London a mile, two miles further out, so you're getting much higher levels of density. I'm sure we'll see arguments about redefining central London soon, but even within the existing version of central London, councils want to sustain and retain all their offices.
Councils have fought to keep economic clusters, so planning policy is now seeking to increase the amount of office and other workspace, and that means densification. Whether you want to protect the countryside or you're the Mayor of London, everyone has agreed that densification is the consensual way forward.

What does densification look like?
If you take London and New York, they broadly have the same population, but in New York's case it's under half the land space. If you look at it another way, if the whole of Greater London was populated at the density of Islington – which is not a particularly high-rise borough as it happens – London would be able to accommodate 20, 21 million people.

Why do businesses and industries cluster together around centres of transport networks?
Concentrations of similar businesses create enormous productivity, efficiency, and benefit from innovation – and that's what big cities pre-eminently offer. It's not just the opportunity for clustering but overlapping clusters of related

industries. The fact that they all co-exist is beneficial for all of them.

The thing that White City has as its main advantage is that it lies in a critical location between the existing central area of London, of which it is just on the edge, and Heathrow airport. It's incredibly well located between the two. And in any imaginable world, Heathrow is going to be a vast international airport, so being in that position clearly puts that corridor into focus. The coming of Westfield just started the inevitable evolution of the area.

Are transport networks as much about changing perceptions as they are about practical connectivity?
There's no question that areas change their attractiveness. Transport networks help change perceptions of distance, which is profoundly important.

The *Evening Standard*'s property pages have the effect of stressing connectedness, and showing the fact that there are places that appear distant from central London but are very close in time terms. Parts of the city change their reputation and image all the time – that's London.

Is there anything that's missing in the debate around how we see London's growth?
Only in Britain could we see continuous success as somehow problematic. Discussions on the need for more housing and better transport – these are all the flip sides of the huge success. I would put forward that you might want to operate in the city whose population was flat, but it's not good in the city that is declining. London was declining up to the mid '80s: it's quite the opposite today.

I often quote the American sports star Yogi Berra, who famously said the line about some restaurant he liked: this place is so busy no-one wants to come here anymore. One of the big questions facing politicians, and the city as a whole, is how we are going to react to development and growth. It's a good idea, so let's discuss what benefits we can get from it. Development is opportunity.

EVIDENCE

London's success is based on its competitive strengths: its access to qualified staff, access to markets, and a competitive business environment that encourages innovation.
GLA Economics

EVIDENCE

Transport networks continue to play an increasingly crucial role in the success of urban agglomerations: enabling commuting journeys to support deep labour markets; facilitating rapid business-to-business contacts; and providing international connections to support the export of high productivity services.
The Eddington Transport Study

63% of England's jobs are within 25 minutes of London

The third largest metro in the world, the London Underground serves 1.3 billion passengers a year

White City has one of the highest ratings for public transport accessibility in London

£3 of commercial benefits accrued to every £1 spent on urban transport networks

Sources: The Urban Transport Group, TfL, London Datastore, Transport Works

A HISTORY OF CONNECTIVITY

White City was the focus of early 20th century London. The Hammersmith & City Railway had a station at Shepherd's Bush with a direct link to the City since 1864, but when the area was also connected to the Central line – London's first deep-level tube – in 1900, all eyes were on this expanse of pastureland ripe for development and ready with established infrastructure.

It was perhaps no surprise, then, when the site was chosen to host the Franco-British Exhibition – a celebration of these two imperial powers' industrial might and trading friendship. Covering an area eight times the size of the Great Exhibition of 1851, this 'fantasia of white stucco pavilions' immediately became known as the 'White City'.

Two further stations were built in 1908 – White City and Wood Lane – to directly connect the exhibition's 100,000 visitors a day to its 20 palaces and 120 pavilions, half-a-mile of waterways, lagoons with decorative bridges, and ornamental gardens. The same summer, the site hosted London's first Olympic Games,

the stadium of which occupied the site of White City Place until the 1980s – a plaque still marks the finish line where the official length of the marathon was first established.

In 2008, with the construction of an overground station for the new Westfield London shopping centre, there were to be three stations all called Shepherd's Bush. While the original station would be renamed Shepherd's Bush Market, the remaining two stations would share a name, demonstrative of their relationship as an interchange between the overground and the Central line.
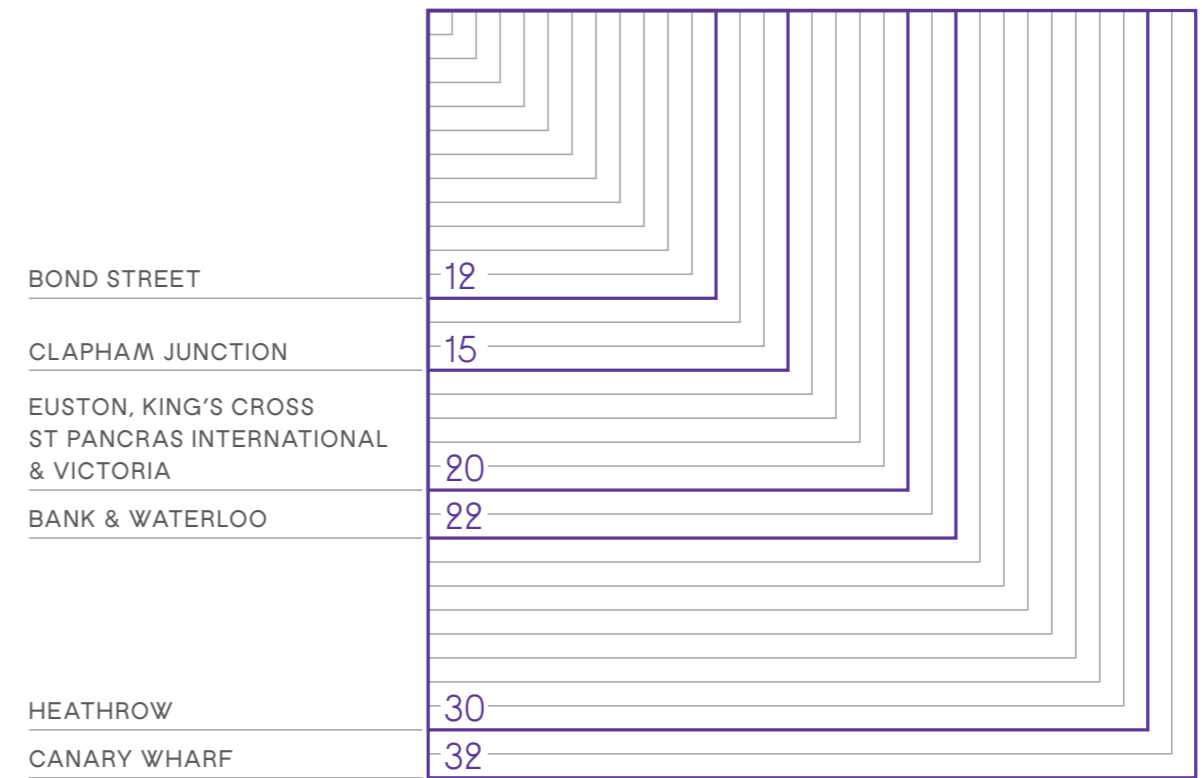
'The multiple routes to White City are a legacy from the years when all of London wanted to be here,' writes historian Tom Bolton, who has written on the peculiarity of White City's infrastructure story. Today, with five stations within a 10-minute walk of White City Place, this area's strength of connectivity has created one of the highest density employment areas in London outside of the West End and the City.

LOCAL STATIONS AND LINES

WHITE CITY PLACE

Westway (A40)

LATIMER ROAD

WHITE CITY

WOOD LANE

5 MINUTE WALK

SHEPHERD'S BUSH MARKET

10 MINUTE WALK

SHEPHERD'S BUSH
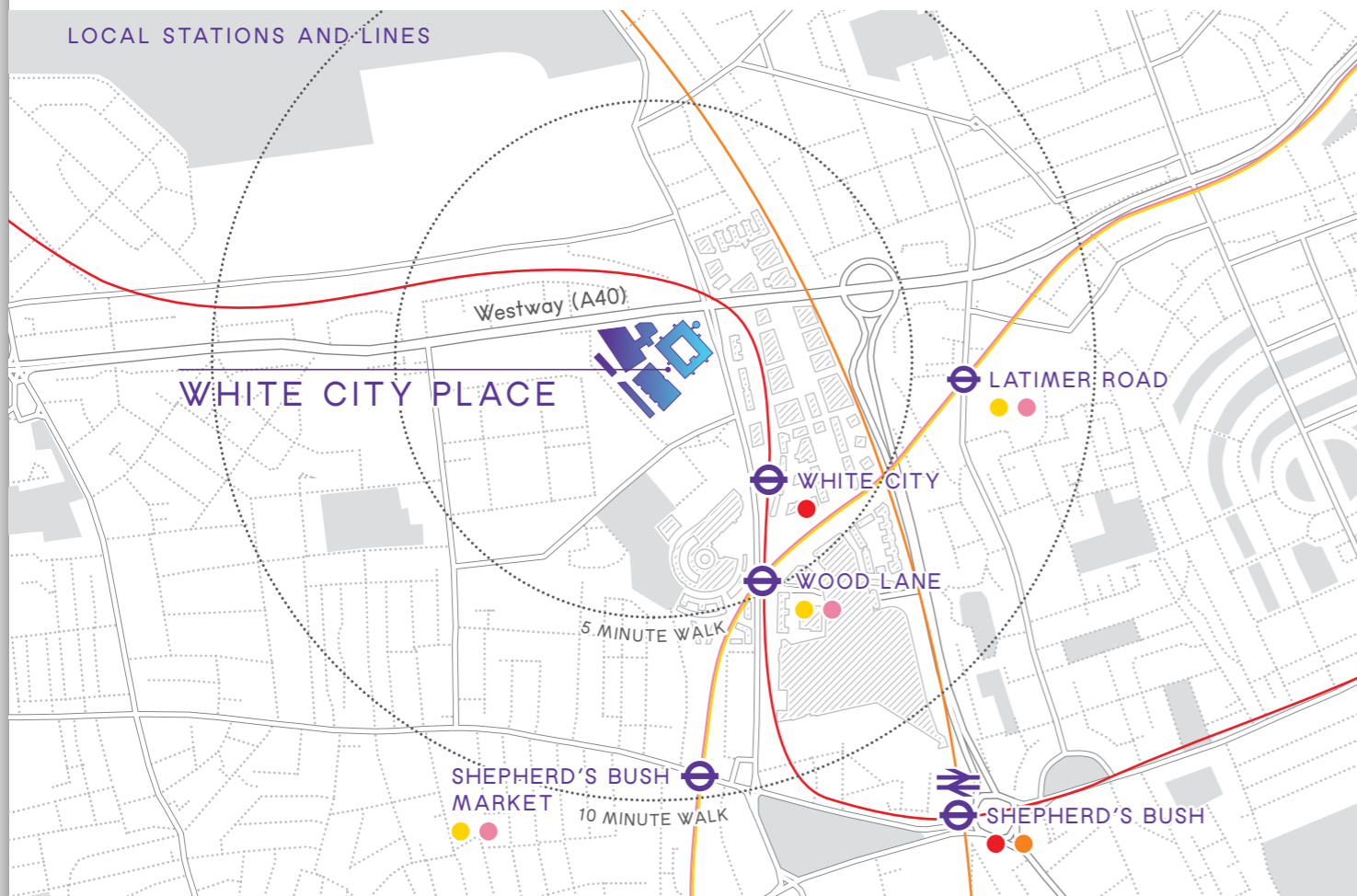
ONE OF LONDON'S MOST CONNECTED AREAS

TRAVEL TIMES IN MINUTES

BOND STREET	12
CLAPHAM JUNCTION	15
EUSTON, KING'S CROSS ST PANCRAS INTERNATIONAL & VICTORIA	20
BANK & WATERLOO	22
HEATHROW	30
CANARY WHARF	32

BUSINESS CENTRES

MAYFAIR
12 MINS

SOHO
16 MINS

BERKELEY SQUARE
18 MINS

THE CITY
20 MINS

LONDON BRIDGE
25 MINS

ST JAMES'S SQUARE
25 MINS

CANARY WHARF
32 MINS

TRANSPORT CENTRES

PADDINGTON
(CROSSRAIL 2018)
8 MINS

KING'S CROSS
ST PANCRAS INTERNATIONAL
20 MINS

OLD OAK COMMON
(HS2 2026) & VICTORIA
20 MINS

BANK & WATERLOO
22 MINS

HEATHROW
30 MINS

Source: Times sourced from TfL and Crossrail websites and based on station-to-station journey times from White City, Wood Lane or Shepherd's Bush overground stations

2

SOCIAL NETWORKS

TO CULTIVATE TALENT & INSTIL PRIDE

Social Networks

Creative ideas are the result of knowledge, experience, and inspiration. Modern office environments are blurring the lines between work and play, recognising that creative success is inextricably linked to how we feel about where we work.

It can also be said that we become the sum of who we know, and strong social networks make for a business of mutual admiration and creative confidence.

With one of the highest employment densities in London outside of the West End and the City, White City is an evermore exciting landscape with White City Place as its inspiring business district designed to foster creative ideas.

NICK JONES
FOUNDER, SOHO HOUSE
HOW DOWNTIME CHAT AND SOCIAL NETWORKS CAN CHANGE THE BUSINESS WORLD

You're opening a new members' club in White City at Television Centre – tell us more about Soho House.
Soho House is a collection of private members' clubs, where members come from a creative mindset. We now have 15 houses around the world and over 50,000 members. We also have restaurants, spas, hotels, and our soon-to-be-launched retail store called Soho Home.

How did it come about and what was your raison d'être?
We opened the first Soho House over 20 years ago from a space above a restaurant I started back in 1992 called Café Bohème. We wanted to create a home away from home, where creative people could work, meet, socialise.

Today, with screening rooms and swimming pools, bars and hotel rooms, members can spend the whole day and night in one of our houses – it's a community that we're creating.

'There's a great social mix in West London – it's this cocktail of interesting people that makes an area special, and the perfect conditions for creative minds to start creative businesses.'

How do you describe this community?
We put a lot of effort into making sure that the people who come in and use our houses fit together. When you go to a dinner party, you want the other guests to be people you want to get to know, be around, talk to, learn from.

With the environment we've created, it encourages people to rub up against each other and enjoy meeting different people. Members come into our bars, restaurants, drawing rooms, and find themselves easily talking to the people next door and sharing ideas or points of view, and it's not awkward or strange.

Why is interaction important? What have been the pay-offs?
We're very proud that many companies have been created at Soho House, and many, many start-ups. People meet each other in our houses, form a business partnership, and go off to do something together that's successful, all because of an environment where it's easy to make meaningful – powerful even – social networks.

Social networks are deeply important, and we're actively trying to make an international social network. As we open more and more houses around the world, we want people to think, 'Obviously, I'm going to make it my hub while I'm in that city.' People like that as part of their membership, and that we're always expanding and adding places, such as White City House.

How do you design and create an environment to encourage people to interact and form new social bonds?
The design of each house starts with the building, and all share the same ethos of being a comfortable home for a creative community. We want people to relax in the houses – to think, talk, and socialise.

We create informal, comfy spaces. Building real fireplaces, and making sure that lighting is low-key is important – anything too bright or unnatural makes people feel uncomfortable. We never have a sea of furniture in the same colour – everything is broken up, which feels more like a home. The members' events at the houses also create an environment where people share ideas.

What are you creating at White City House?
At White City House, we've got a lot of space to play with. So members can sit by themselves with a laptop and a glass of water, or hold informal or formal meetings. They can go to a members' event, of which we hold 30 a month in each house, covering everything from fashion

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to music to cookery to Q & A's with interesting people. Or they can join a class in one of the studios of the 20,000 sq ft Cowshed Active gym, or go for a swim in the indoor pool.

Then there's the outdoor pool on the rooftop with its bar, restaurant, and fantastic views over London. Or they might want to have a late-night drink with a DJ or a band or a comedian performing.

White City House is for West London. For the people I think of as hungry at work, and ambitious and creative. I know everyone says that Shoreditch is the creative area, but I think West London is full of creative types. It's very media-orientated, with all the broadcasters and the main music companies, from Sony to EMI to Universal.

There's a great social mix in West London, from politicians to the young trendy kids – it's this cocktail of interesting people that makes an area special, and the perfect conditions for creative minds to start creative businesses.

OPINION

City areas need a people climate: a general strategy aimed at attracting and retaining people, especially creative people.

The Rise of the Creative Class by Richard Florida

AMENITIES

THE PROMISE OF
LOCAL AMENITIES

White City Place

A ground floor manifesto sets out the creation of a lively street of shopping and café culture. A strong food and drink element will cater for the everyday needs of occupiers and a 24-hour lifestyle. The focus is on small brands and independent operators in line with the needs and desires of the creative industries.

Westfield London

Westfield London has commenced construction on a second phase that will create one of the largest shopping centres in Europe, with a total of 425 shops, eateries and leisure, including a new department store from John Lewis in 2017.

The well-loved British brand will open a new eight-floor flagship department store on White City Place's doorstep, offering fashion, homeware, sports equipment, and technology– all delivered with their famous customer service and complemented by the Waitrose supermarket already on-site.

Television Centre

Soho House is creating a new members' club in this iconic local landmark, with a rooftop pool and bar, public restaurant, cinema, and gym and spa by Cowshed. Around its famous forecourt, there will also be al fresco dining from many as-yet-unreleased big name and high quality restaurant operators.

Westfield London retailers

Apple
Burberry
Cos
Jimmy Choo
Marks & Spencer
Reiss
The North Face
Waitrose
Whistles
Zara

THE REAL MEANING AND TRUE VALUE OF PUBLIC REALM

Chris Butten of HED landscape architects on the new open spaces at White City Place. Public realm is a natural forum – somewhere people can get out from behind the desk, sit out on the lawns and share their ideas and opinions.

Today, people not only demand a great place to work, they want great facilities and setting. White City Place in particular is defined by its communal areas – inviting breakout spaces and informal gardens – to exchange ideas and build social networks.

The public square is central to success

The welcome mat to the scheme, the large square will have power provision for live concerts, event screenings, and catwalk shows. On two corners, cafés with outdoor seating will make the most of the early evening sun.
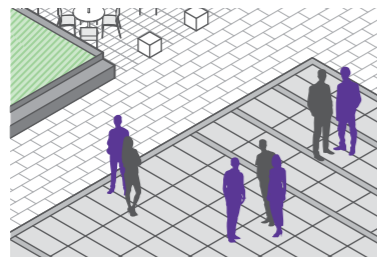
Trees to show us the way

We're raising the canopy of the large established trees by four metres. They're a great strong green structure, but we want clear visibility all the way through the central avenue for a real sense of connection across the site. This will also flood the shops and cafés with natural daylight.

Lighting for enlightenment

Nobody creative works the traditional 9 till 5 anymore. If you're in fashion, media, film, tech – you're going to be working across different time zones, so it's important that the public realm works 24 hours too. Early coffees or drinks after work, the public realm is designed to provide an inspiring setting in the dark hours too. The buildings will be illuminated, creating a soft backdrop, but it's going to be more about decorative lighting that highlights individual plants and seating areas.

Under the surface of surface design

Black granite has a lovely quality when wet – a really sharp aesthetic. Seamlessly connecting with the interiors, there is a variation of surfaces on the theme of grey, creating a muted backdrop for planting and lighting. Variations in surface design help connect you to building entrances or mark out areas to simply sit and enjoy the public realm.

An outdoor take on the meeting room

A single 100-metre-long stretch of communal space runs from the reception space of The MediaWorks, through the central avenue, and to the inside of The WestWorks. At the centre, we're designing an outdoor meeting space, with modular timber stage for pop-ups, outdoor exhibitions, and performances.
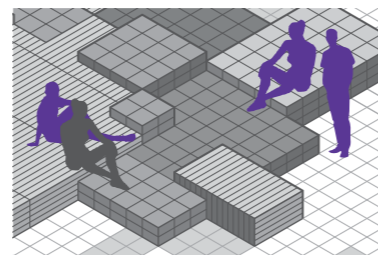

Planting that nurtures ideas

By introducing much larger garden spaces, we're able to be more expressive with a bigger canvas of high quality and textural planting. There will be areas of lush green with the raised lawns, as well as planting that offers inspiration across the seasons and areas for quiet contemplation.

Browse zones for searching minds

We're providing informal seating not only for eating and drinking, but because people watching is one of the most natural things. People are drawn to where other people congregate, so seating attracts people to stay and browse rather than just becoming through-spaces.
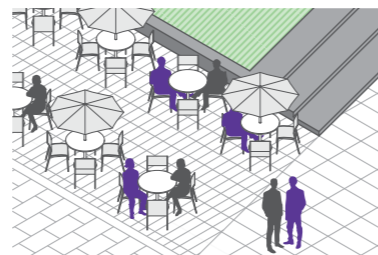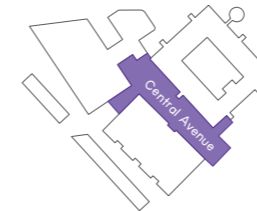

Hyland Edgar Driver
Landscape Architects: heduk.com

MEETING PLACES FOR THE MEETING OF MINDS

A NEW CENTRAL AVENUE FOR WHITE CITY PLACE

BROADCAST CENTRE

INFORMAL SEATING
Perches, boxes, and steps for ad hoc meetings or lunchtime breaks

RAISED GARDENS
Offering inspiration across the seasons and areas for quiet contemplation
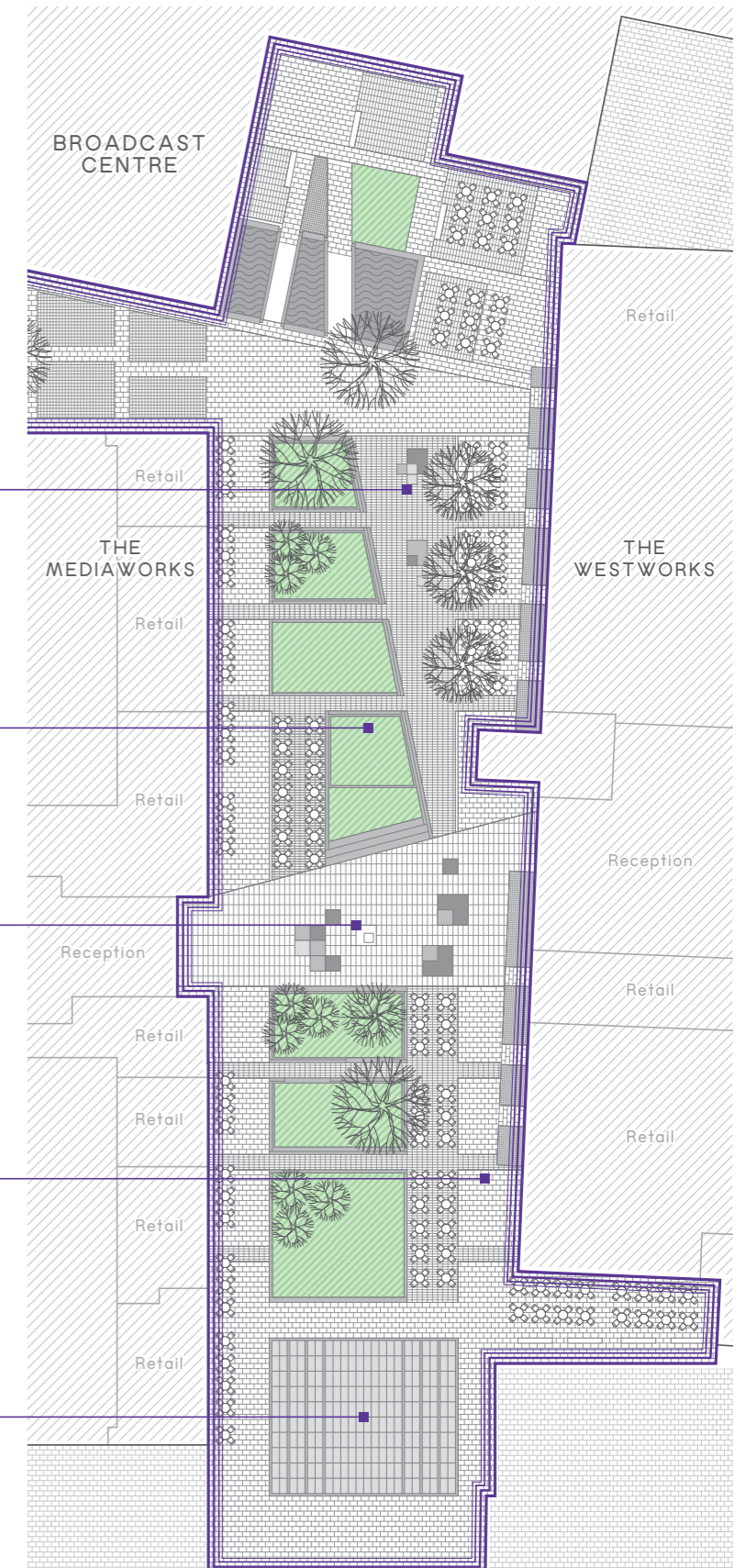
OUTDOOR MEETING SPACE WITH MODULAR STAGE
With a modular stage for pop-ups, exhibitions and live performances

SURFACE VARIATIONS
Directing and connecting visitors, and marking out office receptions or areas for browsing

PUBLIC SQUARE
With café tables on its edges and set-up for concerts and screenings

THE MEDIAWORKS

THE WESTWORKS

Retail
Reception

THE WAYS WHITE CITY LIGHTS UP CREATIVITY

The kick-start

Studies show that the gentle hum of the local coffee shop boosts abstract thinking. White City has multiple options from the big names on-site to local independents.

The inspiration

With Shepherd's Bush Empire, Bush Hall, Bush Theatre, Lyric Hammersmith, Eventim Apollo, and Notting Hill Arts Club, getting lost in the music or being taken on a journey with groundbreaking drama: creative diversions are never far away.
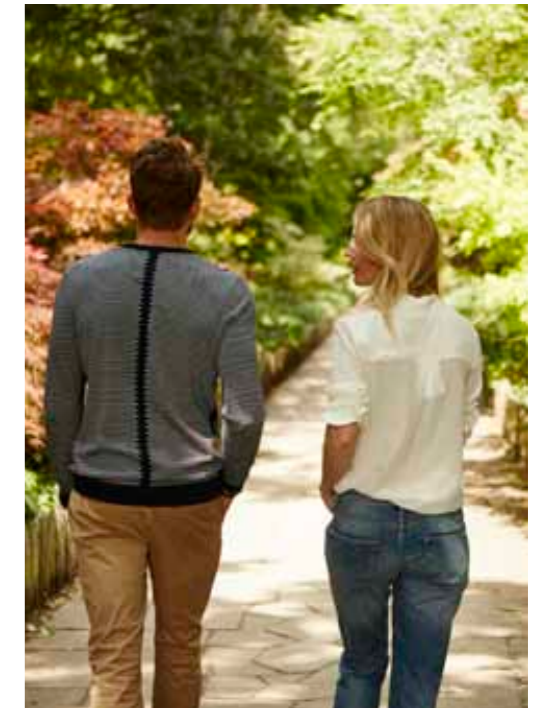
The thinking space

Discover the 850 acres of green space within a 20-minute walk. The equivalent size of New York's Central Park, parks vary from the sporting amenities of Hammersmith Park to the transportive tranquillity of Holland Park.

The stimulation

The exceptional local shopping and restaurants offer a feast for the eyes, the stomach, and the mind: lunchtimes are not only gastronomic but cultural food for thought.
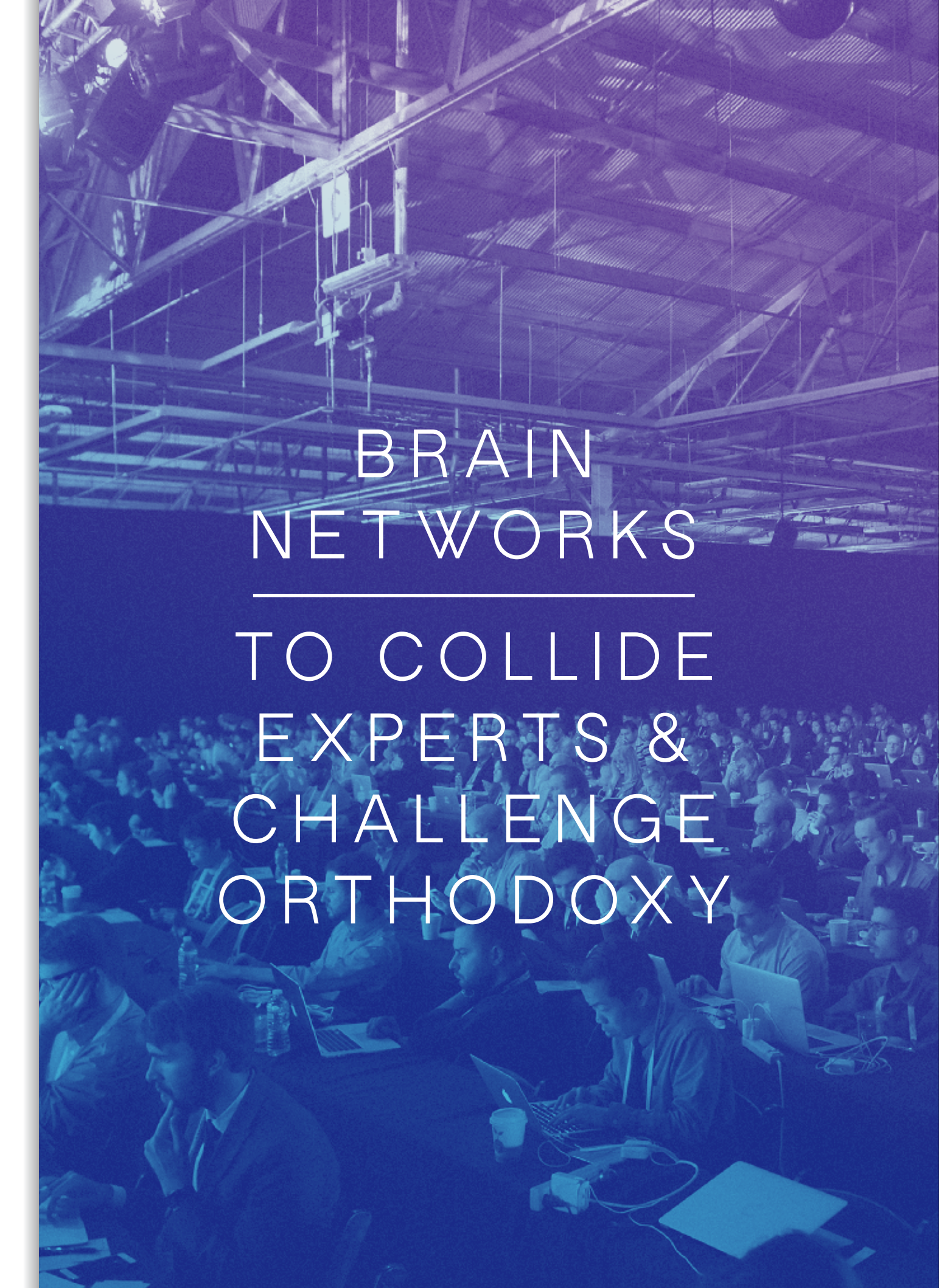
EVIDENCE

Instead of burying oneself in a quiet room trying to figure out a solution, walking out of one's comfort zone and getting into a relatively noisy environment like a coffee shop triggers the brain to think abstractly and generate creative ideas.

Professor Ravi Mehta, University of Illinois

3

BRAIN NETWORKS

TO COLLIDE EXPERTS & CHALLENGE ORTHODOXY

Brain Networks

Innovation often arises from surprising collaborations. Brain networks cluster specialists to share expertise, resources, and opportunities for a greater good. Questioning, challenging, inventive – these new perspectives are proving to be not only a robust system of refinement for business ideas and products, but also the catalyst for new and unexpected solutions.

White City Place is a unique collision of industries and individuals – fashion, tech, science, industry, media.

DAVID GANN
IMPERIAL COLLEGE LONDON
WHY INNOVATION HAPPENS
AND WHY IT HAPPENS HERE

David Gann
Photo: Ivan Jones

David, please tell us about your role and expertise.
I'm the Vice President of Innovation at Imperial College London and I develop big new initiatives and strategic areas of advancement for the college. White City has been one of the key projects I've been working on for the last three and a half years of my time here.

What do you see as the future of innovation?
We see the future as being about creating new multidisciplinary institutes that will tackle the huge problems and challenges of the world. At Imperial, we need different types of spaces where we can communicate with the industry: White City gives us the footprint and the liberation.

'Invention happens out in the street these days, not necessarily in the lab – so we're adapting our model.'

London is 'Science City', but we're short of space for incubation, for hack space, for maker space, for all of those places to be prototyping, testing ideas, and experimenting. We've got fantastic labs but they're just not right for some of the mixer work we want to do. White City then is explicitly an innovation district. For example, we have a Translation and Innovation Hub with room for 1,000 scientists and engineers, 50 start-ups, and room for several large tech companies.

Tell us more about where and why innovation happens.
Innovation is a set of processes, from idea generation through to testing, experimenting and proving, and then rolling out to market.

'We have a Translation and Innovation Hub with room for 1,000 scientists and engineers, 50 start-ups, and room for several large tech companies.'

But the modern world is faster, more concurrent. Invention happens out in the street these days, not necessarily in the lab – so we're adapting our model.

We need to take our new ideas and have them spill over, and be shared and worked on by many hands. To collaborate with other institutes, and the researchers, funders, and businessmen and -women who have the wherewithal to make it happen.

Do these networks create ideas as well as drive good ones?
Yes. A lot of the ideas we work on we didn't start in the lab but started in practice. So we've got some of the best people in the world working here but they don't know all the right questions to ask – you have to be out there to understand what research questions you are going to ask next. Having collaboration, there's an inbound flow of ideas, and to do that you need spaces for people to be shoulder to shoulder.

White City will be a force in this respect, a real magnification of us at the moment. We'll see government people coming and learning more about what is happening at the leading edge – things like blockchain and cryptic currencies – and asking what do we do about regulation.

How easily can industry and academia help each other?
Our differences are good. We offer a different style of thinking about the future than you normally find in industry. That's because our research and our talent are really orientated towards long-term or future intractable challenges and problems. The thing that switches our people on and motivates them is figuring out stuff no-one's ever thought through properly before.

What we're looking to do is mix these two cultures together. As a rule of thumb, 40 per cent of the space is going to be for core academic, research-driven work, and that gives you enough critical mass to create the right culture, to give the right leadership, and to attract others

in. But it also means there's enough space to attract start-ups, to give room for spin-outs, for large corporates to come in and anchor with their researchers; for us to really populate it as an innovation district.

'We've got some of the best people in the world working here but they don't know all the right questions to ask – you have to be out there to understand what the research questions you are going to ask next.'

Where innovation happens – has that changed? And how will it change?
We have this concept of distributed innovation. It came in with the Internet, and with the ability to search for ideas and connections to talent. And because a lot of people don't necessarily want to work for a big corporate, this has meant that no matter how powerful you are as a GE or an IBM or a Toyota or whoever, you might not be able to employ all the smart people that you need.
Distributed innovation has created face-to-face collaboration in new places, where you get these hubs or clusters of people where things are really buzzy, and that go international.

So you start to see regions like the Bay Area, like Boston, Massachusetts, like London – where you get a concentration of people and you'll have these brain networks, which are established in the cross-movement between lectures or meetings, in the bars and the pubs and the cafés and the restaurants.
London now is arguably the number one city in the world for research and technology. It's got the greatest concentration of top universities, it's got fabulous institutes here and we're investing in new ones like the Francis Crick Institute, the Alan Turing Institute, and these catapult. It's got more international corporation headquarters than any other city. We've got design and design tech. And it's got the finance. But we don't have to put the financial services sector at the top of the list when we talk about London anymore: we continue to do this by collaborating and creating these big clusters like White City.

What will the proximity of creative White City Place mean for innovation at Imperial?
You've just got to have creative people alongside deep, scientific knowledge in some parts and good business knowledge in others. Our collaboration with the creative industry is launching all sorts of ideas we couldn't prescribe. One of them is a company called Fabrican – fabric in a can. These designers from the Royal College of Art were fantastic with fabrics and clothing, and had great ideas about what consumers might want, but they didn't have the science and technology know-how. But when they met our chemical engineers, and worked together exactly because of proximity, they created something audacious. Now you can spray a cloth on the floor to wipe up a spill in a hospital – how would you think of that?
We're looking at making a substantial positioning here. And our strategy with Stanhope, and Berkeley Group and Westfield – it all stacks up and multiplies: we want something bigger than the sum of its parts to come out of White City.
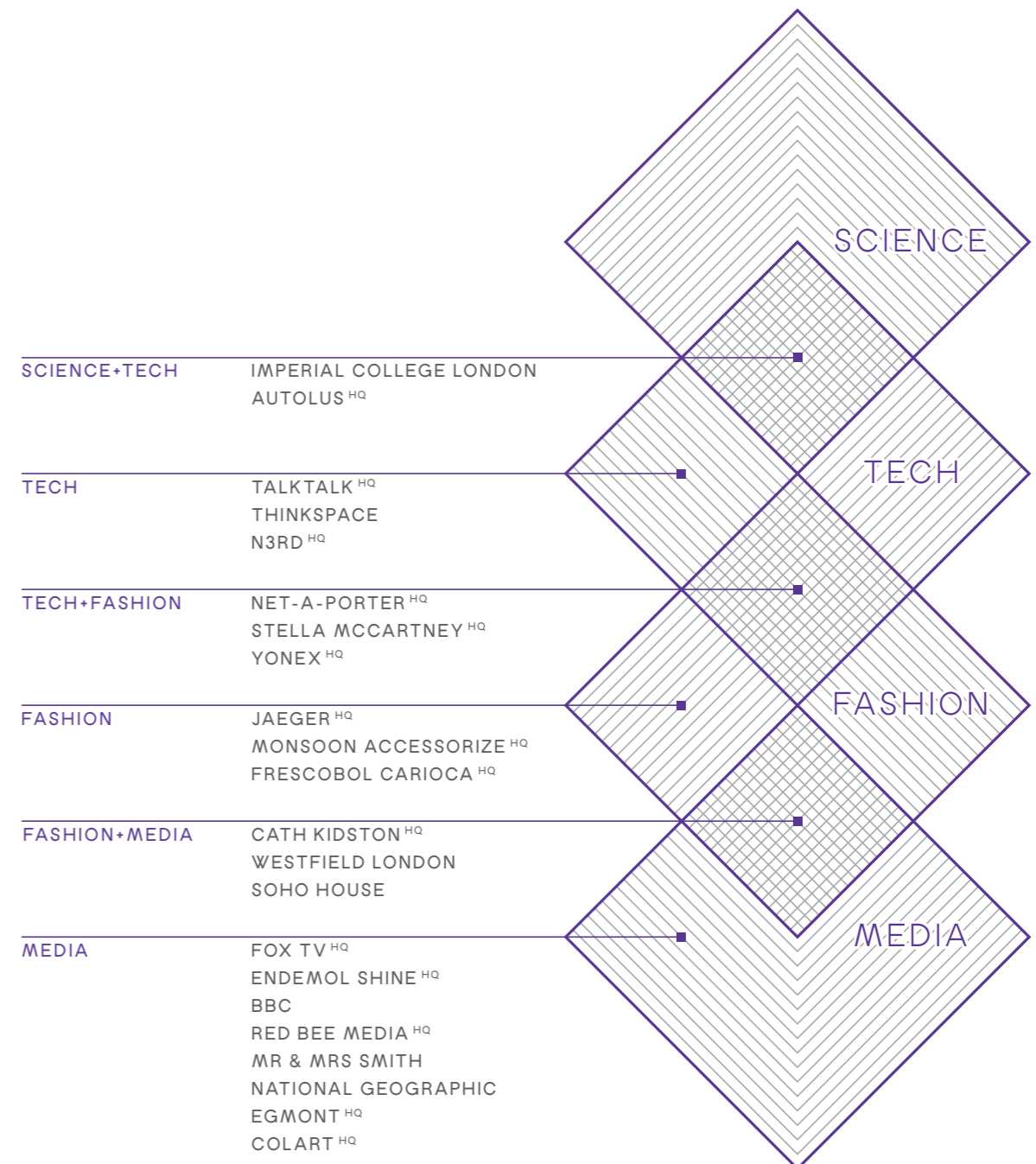
Imperial College London's new 25-acre £3bn campus will open in 2017

Innovation happens at the margins, where one discipline rubs up against another
Dr Toby Cosgrove
CEO, Cleveland Clinic

Doubling economic density leads to increased productivity of 12% in the service sector

White City Place joins 2.2 million sq ft of offices in regenerated White City

Sources: White City Opportunity Area, 'The Silo Effect' by Gillian Tett, Imperial College, Urban Transport Group

Imperial College London

OPINION
Successful businesses will be characterised by collaboration between businesses in their sector, different sectors, or with their customers.
Natalie Massenet, Founder of Net-a-Porter

SCIENCE

TECH

FASHION

MEDIA

SCIENCE+TECH	IMPERIAL COLLEGE LONDON
	AUTOLUS [HQ]
TECH	TALKTALK [HQ]
	THINKSPACE
	N3RD [HQ]
TECH+FASHION	NET-A-PORTER [HQ]
	STELLA MCCARTNEY [HQ]
	YONEX [HQ]
FASHION	JAEGER [HQ]
	MONSOON ACCESSORIZE [HQ]
	FRESCOBOL CARIOCA [HQ]
FASHION+MEDIA	CATH KIDSTON [HQ]
	WESTFIELD LONDON
	SOHO HOUSE
MEDIA	FOX TV [HQ]
	ENDEMOL SHINE [HQ]
	BBC
	RED BEE MEDIA [HQ]
	MR & MRS SMITH
	NATIONAL GEOGRAPHIC
	EGMONT [HQ]
	COLART [HQ]

ONE HEAD OR SIX? WHAT'S TO BE SAID OF THE INNOVATION CLUSTER?

From left to right: Zheela Qaiser, Chris Blackhurst, Eulian Roberts, Hannah Blake, Steve Dann, Jorge Armanet
Photo: Ivan Jones

Representing peer-to-peer learning, co-working spaces, start-up accelerators, and online MedTech communities – our panel is chaired by networking academic Julia Hobsbawm to debate whether the traditional face-to-face concept of the workspace is still a relevant idea.

Zheela Qaiser

I work at Tech City UK. We're trying to make the UK the best place to start and grow a digital business. Within that, I run Upscale – it's all about fostering collaboration and speeding up learning for Series A companies so that they can grow faster, through mentorship and peer-to-peer learning.

Chris Blackhurst

I was editor of *The Independent*, sitting editor of the *Evening Standard*, and journalist most of my career. I now work for Crosby Textor Fullbrook, and I've always been interested in the idea of people coming together and working together.

Eulian Roberts

I'm the chief executive of Imperial College's ThinkSpace, the new collocation space on its White City campus. Our aim is to draw Imperial's research community closer to start-up companies, grow-on companies, and large institutions that are looking to develop a more collaborative future.

Hannah Blake

I'm open innovation director at the media agency MEC. Before that I used to run BBC Worldwide's start-up accelerator, and so I've spent most of my career trying to bridge the gap between small and large, and get people to work creatively on technology.

Steve Dann

I'm the co-founder and chief executive of Medical Realities – a company that we formed to use virtual reality and augmented reality to teach people in medicine, specifically via the virtual surgeon in surgery, around the world.

Jorge Armanet

I'm the co-founder and CEO of HealthUnlocked, which is the largest social network for patients in the world. We bring millions of patients together – to share information, experiences, and support each other. I've been working for 15 years on social networking technologies that can disrupt particular industries.

We would like small start-up companies to engage with big corporates. We are delivering an infrastructure such that they can meet, discuss, and collaborate. It's all about common areas and it's purposeful networking.

JH: Can I start with you, Eulian, because you're concerned very specifically with the design of space for co-working. What's happening at ThinkSpace?

ER At Imperial College's ThinkSpace, we want people to collide. And we also want to try and manage that process such that the most relevant people mix most frequently. So we would like small start-up companies to engage with big corporates. We are delivering an infrastructure such that they can meet, discuss, and collaborate. It's all about common areas and it's purposeful networking. It's about creating spaces where corporates can present big problems and smaller companies – who are more innovative and more flexible in the way they develop ideas – can interact around some of those challenges.

JH: Chris, what about serendipity? That needs to be built in, but it's actually completely unpredictable.

CB If you go back historically, Fleet Street was a cluster, with lots of spin-off industries. We all met in the same pubs after work and we all talked to each other. New buildings try to recreate this. The Daily Mail building is a vertical Fleet Street, where all the different kinds of journalist meet and share their experience.

JH: But what do you think the effect is where there is no subject specificity? It's not all tech entrepreneurs nor journalists. It's the butcher, the baker, the candlestick maker.

ER The curation of an ecosystem is equally as important as the built environment. There has to be a range of different players within your network.

For big corporates to access talent, to access data and to access knowledge that is not directly in their domain but could expand the breadth of their commercial opportunity – this is one of the most important drivers.

If you can start to create a middle ground where the academic community gets access to real challenges in the marketplace and the corporates get access to novel thinking on where this tech can take them: this is powerful.

HB Yes, and it's not all about the small guys aiming to be part of big business. After my work at accelerator programme BBC Worldwide Labs, I say flip it on its head; so where big business is being like, oh, please can we be part of this? I think that approach proves to be far more successful.

JH: The Wellcome Trust – the largest medical charity in the world – is creating hubs where researchers can come and drop in. Steve, do you feel the best advances will happen through technology or in physical spaces?

SD I would never underestimate the importance of building a physical community – where we all exchange ideas and where friendly rivalry makes us each better. But our idea was to create a virtual world where you could also create a community. We just recently did a live operation from the Royal London Hospital with 56,000 people from around the world watching and learning. The surgeon was actually answering questions during the operation from Twitter.

JA Yes, with technology, we're also seeing a radical change in all knowledge-based industries. Where in the past knowledge was created, stored, and distributed, now knowledge is shared from the source. Rather than knowledge coming to you through formal methods, you go out and seek your own knowledge.

CB And because you don't need a big box on your desk anymore – you can carry an iPad, a laptop – and you could be anywhere, like the coffee shop, it means that we're all actually choosing to come back together again.

ER The coffee shop's a brilliant example of uncurated co-working. If somebody could curate the coffee shop model…!

ZQ I'm working with 30 tech founders – these guys totally believe everything's moving online, collaboration and all of that. Yet, they make time every two weeks to all come in to our breakfast or evening sessions.

They're moving their meetings to come. Why are they doing that? Because they're still seeing the value. There is huge value in getting together.

HB I agree. Creating and marketing products for brands like L'Oréal and Nivea involves everyone from doctors to data scientists. Media agencies have to pull in these resources, but it's so difficult to get everyone in one room to talk about a problem. To be able to tap on their resource, if they were all located together for one project, would speed up the pace of things enormously.

JH: There's a lot of evidence around what's called weak-tie theory. It's partly the serendipity that we talked about – and the idea that you never really know where you're going to find your next job, or where the next big idea will come from. How much of a threat or opportunity are these co-working ideas? If you start opening the box and everybody's working together, do you think you're going to have more turnover, for example?

HB I think it's a huge opportunity. We've been doing a lot of work around diversity and looking at what happens when you hire people like you.

And when it comes to innovation and creativity, and creating the new and the future, that is not going to be done when we all speak and think the same. The broader the network, the more likely you are to stumble across something.

JA That's exactly what I think. The network available today is so much bigger. We are 30 people; we have 14 nationalities and a 50-50 female-male split, which is unique for a tech company. And it's just because if you open the network, you get big numbers and you get this type of diversity.

JH: What's your one piece of advice for the creative hub of tomorrow?

JA I believe you have to worry about your people, your product, and your profits, and in that order. And having a good place for your team to perform and to be happy doing the job they do is fundamental.

ZQ You need inspiration – that can come from speakers or from the environment itself. You also need practical learning. And you really need the collaboration and engagement of the people involved.

HB People are really habitual in the way they behave. And as much as there have been attempts to get people to roam – hot-desking for example – there's still a lot of work that needs to be done to get people to integrate. I think the biggest thing is creating time for people to be curious again, and to go out and find different networks that will actually add more value to what you're doing.

ER If you think of White City, we can't just have people all doing the same thing here. We've got to have variety, different age groups, different professional skillsets. You've got to have people who are natural mentors, people who can help with funding, who are about organisation. You can't just have freelance creatives.

JA And having a shared mission is very powerful.

SD I think we've all said this, but the best way is to actually have a place where you actually want to go, because people are thirsty for knowledge, to be taught about various things, and to meet people who want to learn like them.

Steve Dann, Jorge Armanet and Eulian Roberts

Zheela Qaiser: upscaleuk.com
Chris Blackhurst: chrisblackhurst.media
Hannah Blake: mecglobal.co.uk
Steve Dann: amplifiedrobot.co.uk
Jorge Armanet: healthunlocked.com
Eulian Roberts: imperial.ac.uk/thinkspace

TECHNICAL NETWORKS

TO AMPLIFY SUCCESS GLOBALLY

4

Technical Networks

The power of technical networks has never been more potent. We now have the tools to understand and innovate businesses at every level, from identifying the potential in markets globally, to directly learning from individuals. It has also never been more important for businesses to have safe, fast, resilient access to these technical networks.

With its inherent capacity and distinct legacy – and having been awarded WiredScore Platinum – White City Place is uniquely placed to provide an easy, ready-to-trade service for new businesses.

KATIE HOBBS
FOUNDER, KATCHUP
ON BIG DATA AND HOW TECH MAKES US MORE CREATIVE

Katie Hobbs
Photo: Ivan Jones

Hi Katie, please describe your tech business and how the idea came about.
Sitting around the table with my family we were discussing how all our photos were scattered everywhere – on old phones, digital cameras, corrupted hard-drives, etc – and how we couldn't find a good alternative where we all could share photos of birthdays, parties, weddings. There was Dropbox, which was great for storage, but nothing had a nice way to look through shared albums. So about five years ago I founded KatchUp as a solution to really personalised and private photosharing. The purpose was to share how you'd share in life.

What is one of the most important considerations of setting up a tech business?
Clearly you need really good broadband. There was a time we had a workspace and were tied into using its already installed IP. It went down for three days – we literally can't do anything without an Internet connection. We had to check if our servers were okay and people were working from home. Fast, safe, resilient connectivity is a big issue for everybody.
The way we've built KatchUp everything works from the cloud. It's very easy to scale up or down – it doesn't matter if videos are really popular all of a sudden because it's very scalable.

'Clearly you need really good broadband. Fast Safe, resilient connectivity is a big issue for everybody. The way we've built KatchUp everything works from the cloud. It's very easy to scale up or down – it doesn't matter if videos are really popular all of a sudden because it's very scale-able.'

Cloud computing provides instant shared access but what about safety?
You always have to remember your core values. One of ours is privacy. With photos and memories, people need to know we're safe. That we're not going to go and sell all their data.

What do you think is the role of data in the future?
The Internet of Things and cloud computing are definitely the next big thing. Mostly it's just been big companies using data to sell ads. Ads aren't so useful to me. Whereas having my home the perfect temperature when I get back or saving money on my heating bills – that's useful to me. If used in the right way, big data interpreted well will be immensely useful.

Do you think tech can help us find better solutions?
In tech, everything is iterative: if you get it right you improve on it, if you get it wrong you try again. But I'm also a strong believer in purpose. If you have a purpose and feel strongly about something, you will be successful. It's interesting, for example, when you make things affordable. One West London company we know and admire is BBOXX who've created affordable solar panels for people in parts of Africa. It's created a whole new market, and given people the power to run their own businesses. Sustainable and profitable – that's tech with purpose.

Does tech make us more creative?
The thing is that you can do anything with tech: anything is or will be possible. If you think like that, it can happen. But, there's no point developing stuff that isn't useful. That's the biggest challenge in tech. Is anyone going to use it? Is it going to change anyone's life? That's why collaborations are important because they re-focus you, and problem solving happens better in groups.

How do you go about making the connections for collaboration?
You can feel so isolated as a business owner. Setting up in West London, it's been about bringing people together. There's the 'TV Triangle', the huge media companies, the gateway to the world that is Heathrow, and everything that's happening at White City. And then there's a lot of tech start-ups spread across West London too.

WiFi enabled receptions

OPINION

The tools are changing and technology presents a seemingly never-ending stream of new channels and platforms to deliver ideas. These days it's pretty much impossible to detach the process of creativity from production.

Creative Review

White City Place has WiredScore Platinum certification for pre-enabled connectivity

The UK leads the EU 'big five' nations when it comes to superfast access with 95% of premises by 2017

Faster broadband is estimated to contribute £17bn annually by 2024

£20 in net economic impact for every £1 of public investment in broadband

With somewhere like White City Place, and especially with being on the Central line, to have that hub will be incredible for West London.

Why West London?
I didn't want to have to go and be one of the cool kids of Shoreditch – it didn't suit me or my business. This is my home. West London is a lot about open green space, community, family, health and wellbeing. And with the TV Triangle, it's very creative but with a more mature approach. In Shoreditch I felt I was half the me that I am when I'm here.

There also wasn't the space in East London. It was either too small or too expensive. We have a nice big office here, and we're able to offer hot desking. At the moment, we have an amazing virtual reality company Curiscope. They're crowdsourcing funding and needed some place in this early transitional phase from founders to

a small business. It's great having them and we wouldn't be able to offer them space otherwise.

Can tech make London more innovative?
London is so diverse. A lot of people from different backgrounds and with different skills – that's where innovation happens. The connections we make in our networks, that's the glue that makes things happen. I mean London is London – it's deeply connected to the rest of the world. The tech capital of Europe. That helps to attract talent.

When people describe us as a tech company, I always think that every company is, or should be, a tech company. Tech makes us more creative. It opens up more possibilities, like the ability to reach anyone around the world. It brings people together with completely different perspectives. To create a certain product for a certain market, and you can then test it very quickly and easily and then BAM! you've got your business. Tech really has an edge there; it's agile development.

'When people describe us as a tech company, I always think that every company is, or should be, a tech company. Tech makes us more creative. It opens up more possibilities, like the ability to reach anyone around the world. It brings people together with completely different perspectives.'

Sources: WiredScore, Department of Media, Culture and Sport, SQW

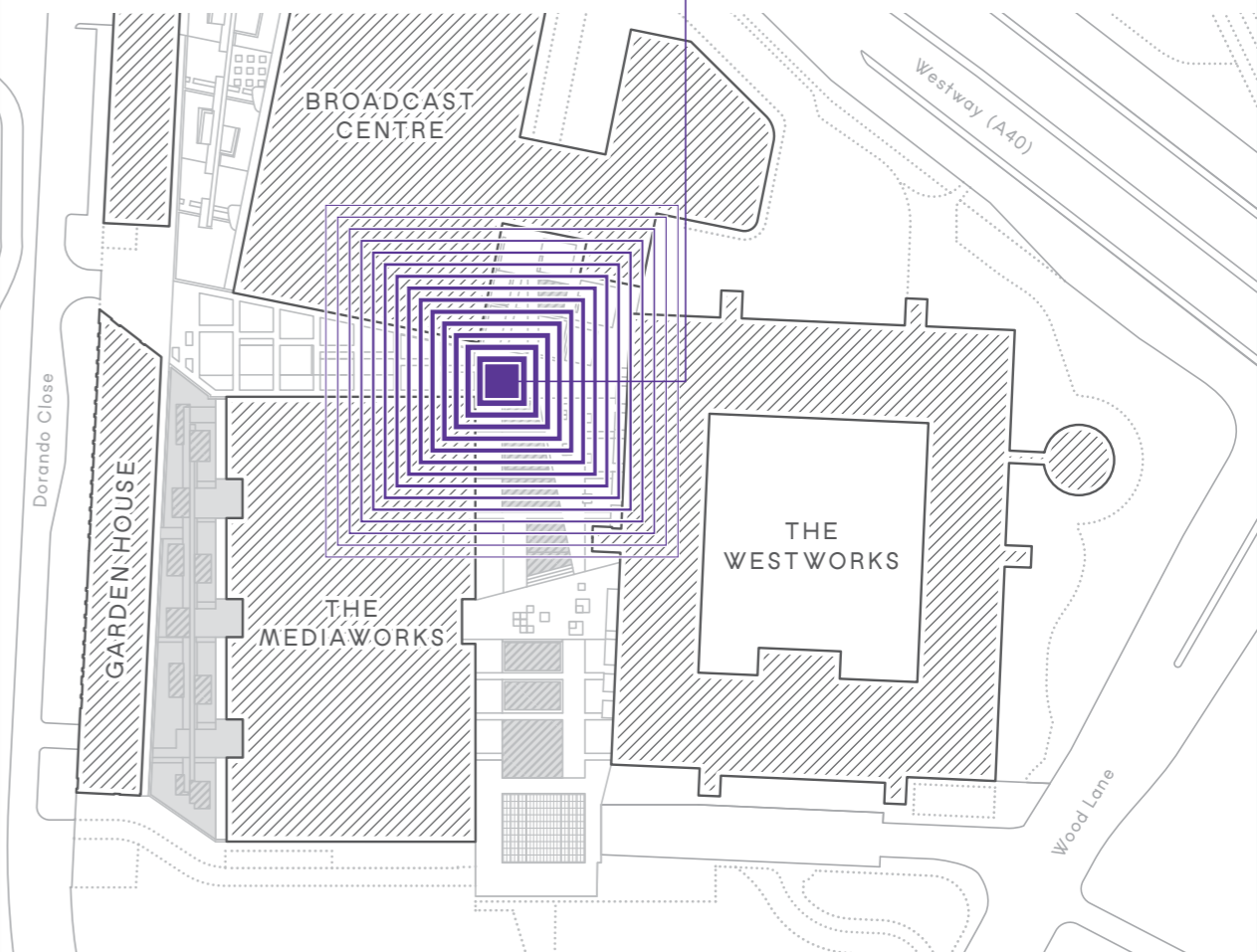# TECH INFRASTRUCTURE
THE MOST CONNECTED BUILDINGS IN LONDON

OPINION

Cloud-based tools have shortened distances and removed barriers between continents, streamlining work processes and enabling us to seamlessly deliver client projects across multiple time zones.

Becki Hemming, The Telegraph

WIRED SCORE
BEST-IN-CLASS CONNECTIONS

White City Place has achieved the highest WiredScore certification for pre-enabled connectivity.

FUTURE PROOF
SCALABLE AND READY

Sophisticated infrastructure already connected to the highest tier data centre communications providers, offering flexibility to evolving technology and needs.

PROVIDERS
YOUR COMMUNICATIONS PROVIDER IS ALREADY ON BOARD

Each of the major communications providers are currently on-site, cabled into the site — in some cases, with fibre-optic connections.

DIVERSITY
TWO RELIABLE ROUTES

The site infrastructure is provided with a high-level of resilience, with the built-in option of scaling up or scaling down network systems.

SPEED
FROM LONDON TO L.A. IN MILLISECONDS

Typical speeds are offered to Tier 1 Communications Providers' networks from 2MB to multiple 10GB connections. What that means is, it's very fast.

INSTALLATION
CHOOSE A SYSTEM, AND THEN GO LIVE

White City Place offers a managed network service, making it simple and fast to get systems up and running.

SATELLITE COMMS
TRANSMIT INTO THE OPEN SKIES

Ample roof space and an uncluttered skyline clear the way for unobstructed microwave and satellite dish transmission.

CABLED PROVIDERS CURRENTLY ON-SITE

ABOVENT
BT OPENREACH
COLT
EU NETWORKS
VERIZON
VIRGIN MEDIA
VODAFONE

BROADCAST CENTRE

Dorando Close

GARDEN HOUSE

THE MEDIAWORKS

THE WESTWORKS

Westway (A40)

Wood Lane

THE
MEDIAWORKS

THE MEDIAWORKS
WHITE CITY PLACE
231,000 SQ FT OF NEWLY
REFURBISHED GRADE A
OFFICE SPACE

White City Place is a new and exciting business district. Covering 17 acres in regenerated White City, it is positioned at the centre of important transport, social, brain, and technical networks – it is networked for creative thought.

THE NEW WHITE CITY

WHITE CITY PLACE

IMPERIAL COLLEGE LONDON
WHITE CITY CAMPUS NORTH

IMPERIAL COLLEGE LONDON
WHITE CITY CAMPUS SOUTH

BERKELEY
ST JAMES

WESTFIELD
LONDON
JOHN LEWIS

TELEVISION
CENTRE

WESTFIELD
LONDON

THIS AMBITIOUS REGENERATION PROJECT WILL HERALD GREAT CHANGES FOR WHITE CITY OVER THE NEXT FIVE YEARS

The regeneration of White City includes a new Imperial College London campus, the expansion of Westfield London into Europe's largest shopping centre, a new cultural focus for West London at Television Centre, homes from Berkeley St James, and the business district White City Place.

White City is set to deliver:

OFFICES
— 2.2 million sq ft

RETAIL AND LEISURE
— 2.3 million sq ft
— Westfield London, 425 stores including John Lewis
— Soho House hotel and members' club
— 3 screen boutique cinema
— 25,000 sq ft gym
— 30 acres of public space

RESIDENTIAL
— 4,730 homes

EDUCATION
— 25-acre site with state-of-the-art education facilities
— 211,220 sq ft of incubator and laboratory space and accommodation for 600 postgraduates

TELEVISION STUDIOS
— Three television recording studios totalling 22,500 sq ft

LOCAL OCCUPIERS

IMPERIAL COLLEGE LONDON

AUTOLUS HQ

TALKTALK HQ

THINKSPACE

N3RD HQ

NET-A-PORTER HQ

STELLA MCCARTNEY HQ

YONEX HQ

JAEGER HQ

MONSOON ACCESSORIZE HQ

FRESCOBOL CARIOCA HQ

MARIO TESTINO HQ

CATH KIDSTON HQ

WESTFIELD LONDON

SOHO HOUSE

FOX TV HQ

ENDEMOL SHINE HQ

BBC

RED BEE MEDIA HQ

MR & MRS SMITH

NATIONAL GEOGRAPHIC

EGMONT HQ

COLART HQ

IMPERIAL COLLEGE LONDON
WHITE CITY CAMPUS NORTH
2017

WHITE CITY PLACE
2016 – 2017

IMPERIAL COLLEGE LONDON
WHITE CITY CAMPUS SOUTH
FROM 2019

LATIMER ROAD

BERKELEY ST JAMES
FROM 2018

WHITE CITY

Hammersmith Park

TELEVISION CENTRE
2017 – 2018

WOOD LANE

WESTFIELD LONDON
JOHN LEWIS
FROM Q1 2018

WESTFIELD LONDON
CURRENT
27.5 MILLION VISITORS A YEAR

SHEPHERD'S BUSH MARKET

SHEPHERD'S BUSH

Shepherd's Bush Common

Westway (A40)

Wood Lane

S. Africa Rd

Uxbridge Rd

Shepherd's Bush Green

Bramley Rd

St Anns Rd
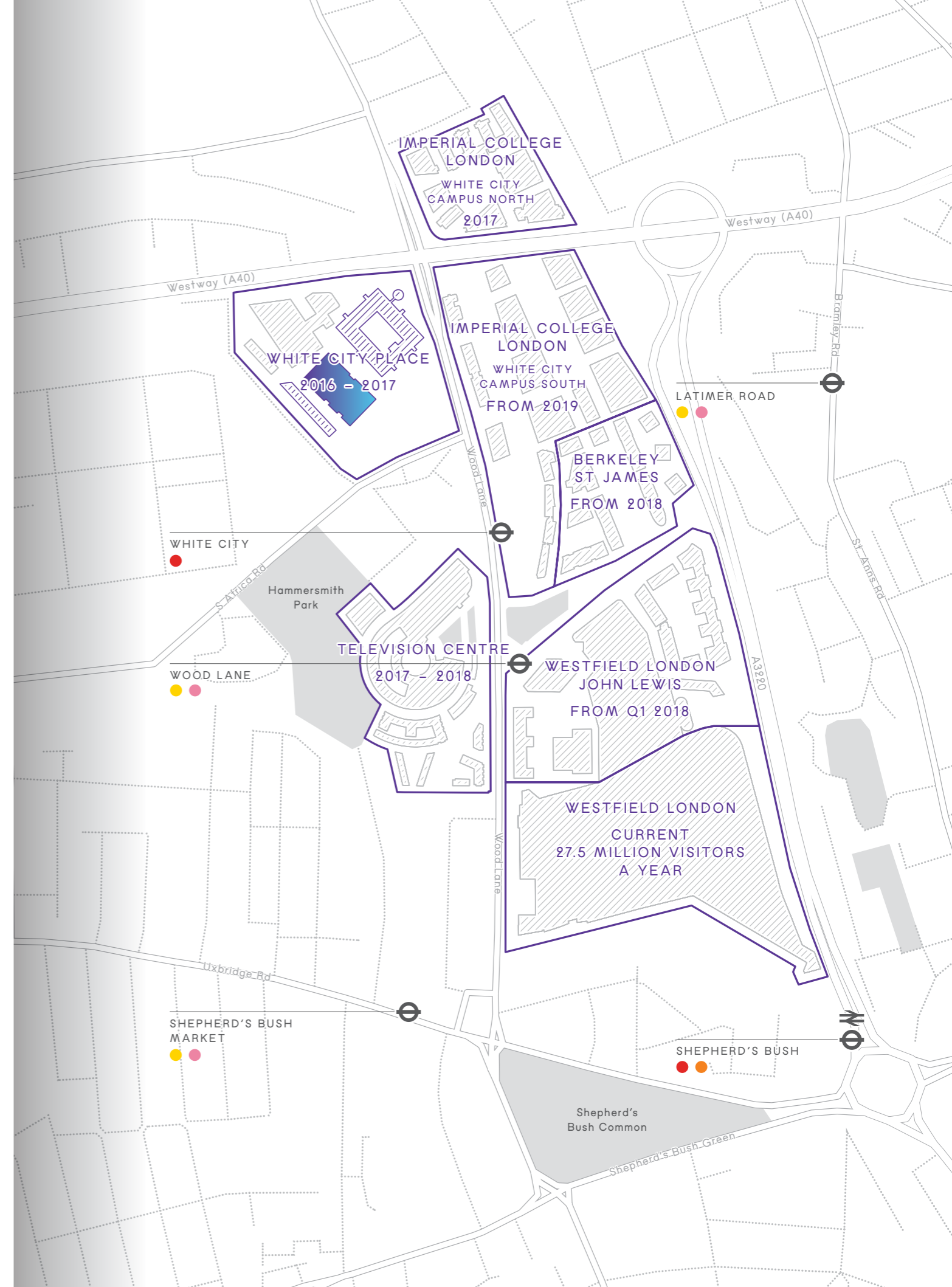
White City Place is served by excellent underground, overground, bus, and road routes to the West End, the City – with direct connections to Bank on the Central line – and Canary Wharf.

WHITE CITY PLACE

ROYAL OAK

EDGWARE ROAD

MARYLEBONE

Hammersmith Hospital

LADBROKE GROVE

The Ledbury

PADDINGTON

Electric Cinema

Westbourne Grove

OXFORD CIRCUS

Westway (A40)

Imperial College London

Portobello Road

PADDINGTON

Selfridges

BOND STREET

LATIMER ROAD

NOTTING HILL

BAYSWATER

MARBLE ARCH

WHITE CITY

WHITE CITY

LANCASTER GATE

Grosvenor Square

Television Centre

WOOD LANE

Gate Theatre

QUEENSWAY

Berkeley Square

Savile Row

Westfield London

HYDE PARK

Royal Academy

PICCADILLY CIRCUS

Bush Hall

NOTTING HILL GATE

MAYFAIR

SHEPHERD'S BUSH MARKET

HOLLAND PARK

Kensington Palace

GREEN PARK

O2 Shepherd's Bush Empire

SHEPHERD'S BUSH

Serpentine Gallery

GREEN PARK

Opera Holland Park

HYDE PARK CORNER

GOLDHAWK ROAD

HOLLAND PARK

Buckingham Palace

HIGH STREET KENSINGTON

Royal Albert Hall

KNIGHTSBRIDGE

KNIGHTSBRIDGE

Design Museum

KENSINGTON

Harrods

KENSINGTON OLYMPIA

Imperial College London

BELGRAVIA

Olympia

Science Museum

V&A

VICTORIA

HAMMERSMITH

Natural History Museum

HAMMERSMITH

GLOUCESTER ROAD

SOUTH KENSINGTON

VICTORIA

EARL'S COURT

SLOANE SQUARE

Eventim Apollo

WEST KENSINGTON

Saatchi Gallery

BARONS COURT

WEST KENSINGTON

CHELSEA

WEST BROMPTON

The River Cafe

BATTERSEA PARK

A central avenue is designed for relaxing, eating, drinking or even holding outdoor meetings in comfort, with WiFi-enabled public realm.

The 29-metre full-height atriums fill
the building with light at all levels.

The modern, open design allows for multiple ways to change and reconfigure the workplace to meet business demands.

A NEW CENTRAL AVENUE WITH HIGH QUALITY AND EXCITING RETAIL AND LEISURE OPTIONS

Retail, restaurants and leisure
New public realm
Landscaping
The Garden

BROADCAST CENTRE

Westway (A40)

Dorando Close

GARDEN HOUSE

THE MEDIAWORKS

CENTRAL AVENUE

THE WESTWORKS

Wood Lane

Retail and leisure

White City Place is committed to creating a central avenue with excellent, high quality and exciting retail and leisure options. With food shops, restaurants, bars, and rich and varied gardens, the avenue will be the focus of creative White City Place.
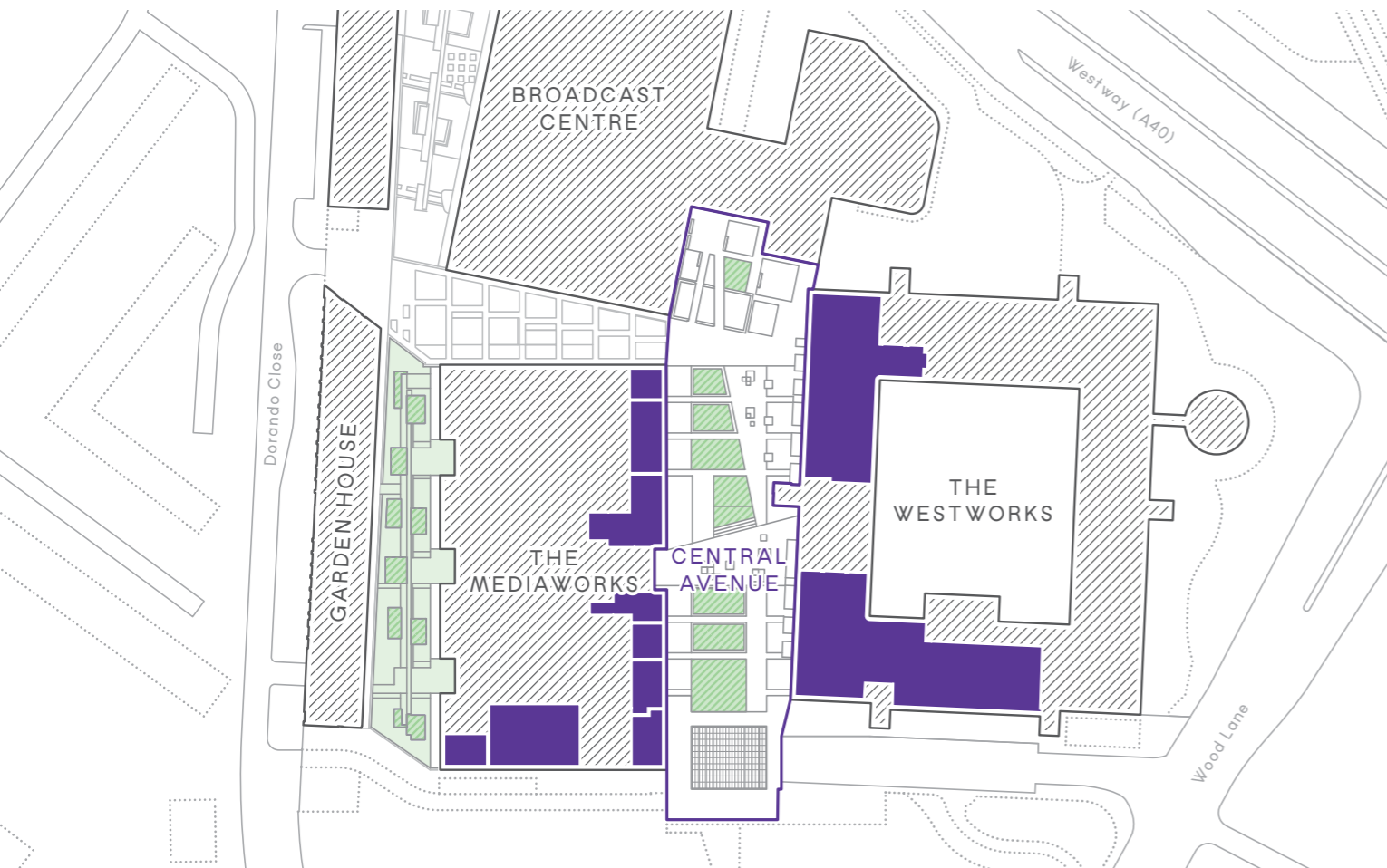
Restaurants and bars

As a new business district, White City Place will offer a broad range of places to eat and drink, from a reliable morning coffee to restaurants for entertaining clients, healthy lunchtime options to great choices for an after-work drink with friends and colleagues.

On-site leisure facilities

White City Place will have its own leisure studios, with a range of equipment, sports facilities, and classes.

West London

Cultural West London has a reputation for its excellent shopping and eating, such as the high-end boutiques of Westbourne Grove and gastropubs of Notting Hill. The area has attracted a mix of businesses including the eponymous TV Triangle as well as many other media and arts organisations, which will soon include the new Design Museum.

THE
BUILDING
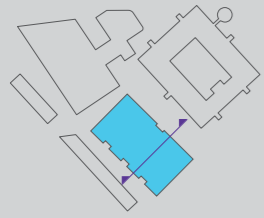
FLOOR	SQ FT	SQ M
FIFTH	32,150	2,987
TERRACES	8,010	744
FOURTH	42,925	3,988
THIRD	42,920	3,987
SECOND AVAILABLE	20,600	1,914
SECOND PRE-LET	YOOX NET-A-PORTER GROUP	
FIRST PRE-LET	YOOX NET-A-PORTER GROUP	
GROUND NORTH	14,110	1,311
GROUND SOUTH	8,685	807
RECEPTION	7,934	737
TOTAL OFFICE AREA	231,180	21,477
CAR PARKING	1:4,500	1:418

The lettable floor areas are all approximate net internal and subject to on-site verification

PLANT

OFFICE

OFFICE
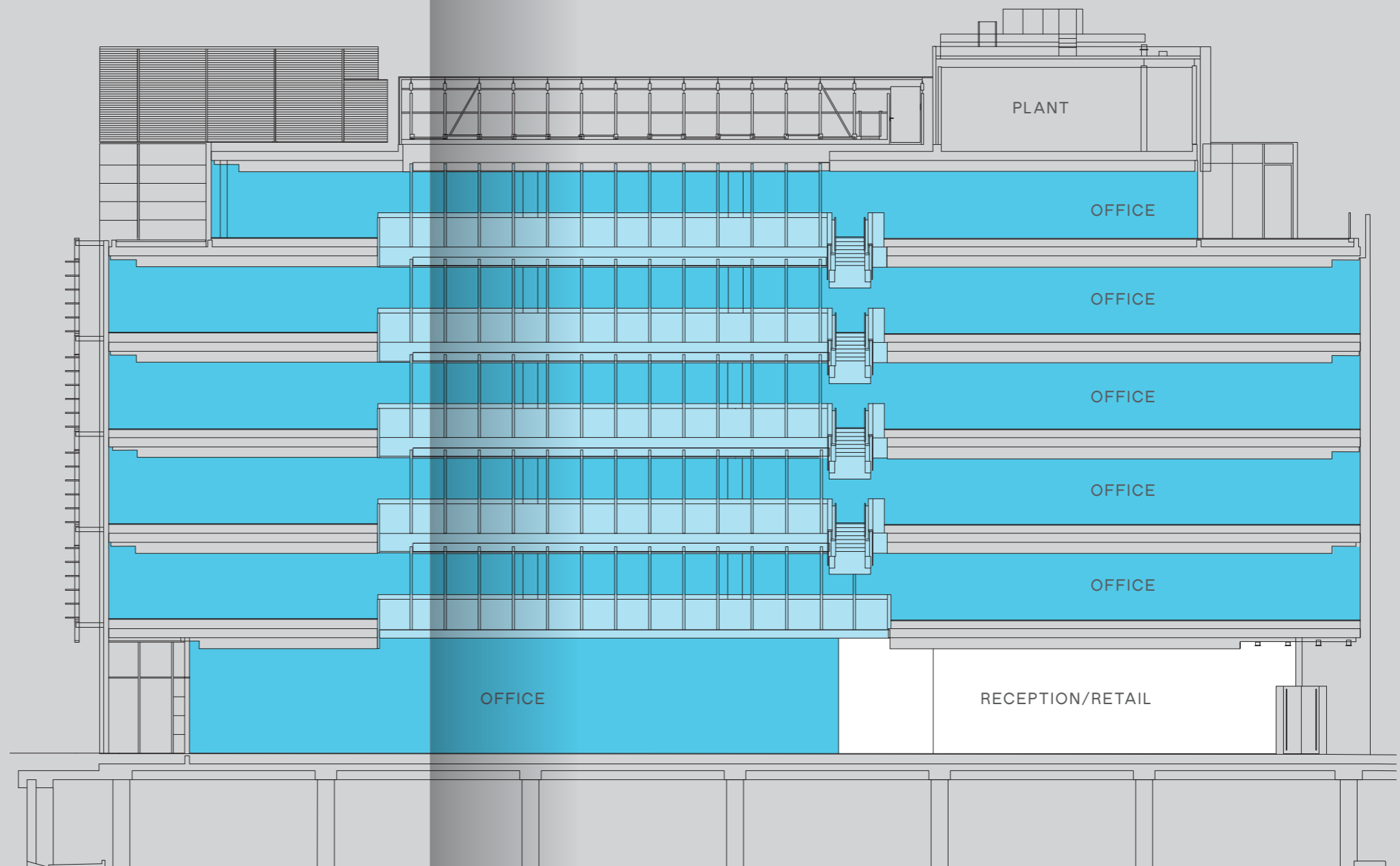
OFFICE

OFFICE

OFFICE

OFFICE

RECEPTION/RETAIL

Office
Retail
Reception
Communal

NORTH OFFICE
14,110 SQ FT
1,311 SQ M

SOUTH OFFICE
8,685 SQ FT
807 SQ M

RETAIL
14,416 SQ FT
1,339 SQ M
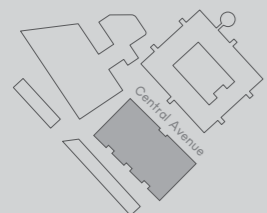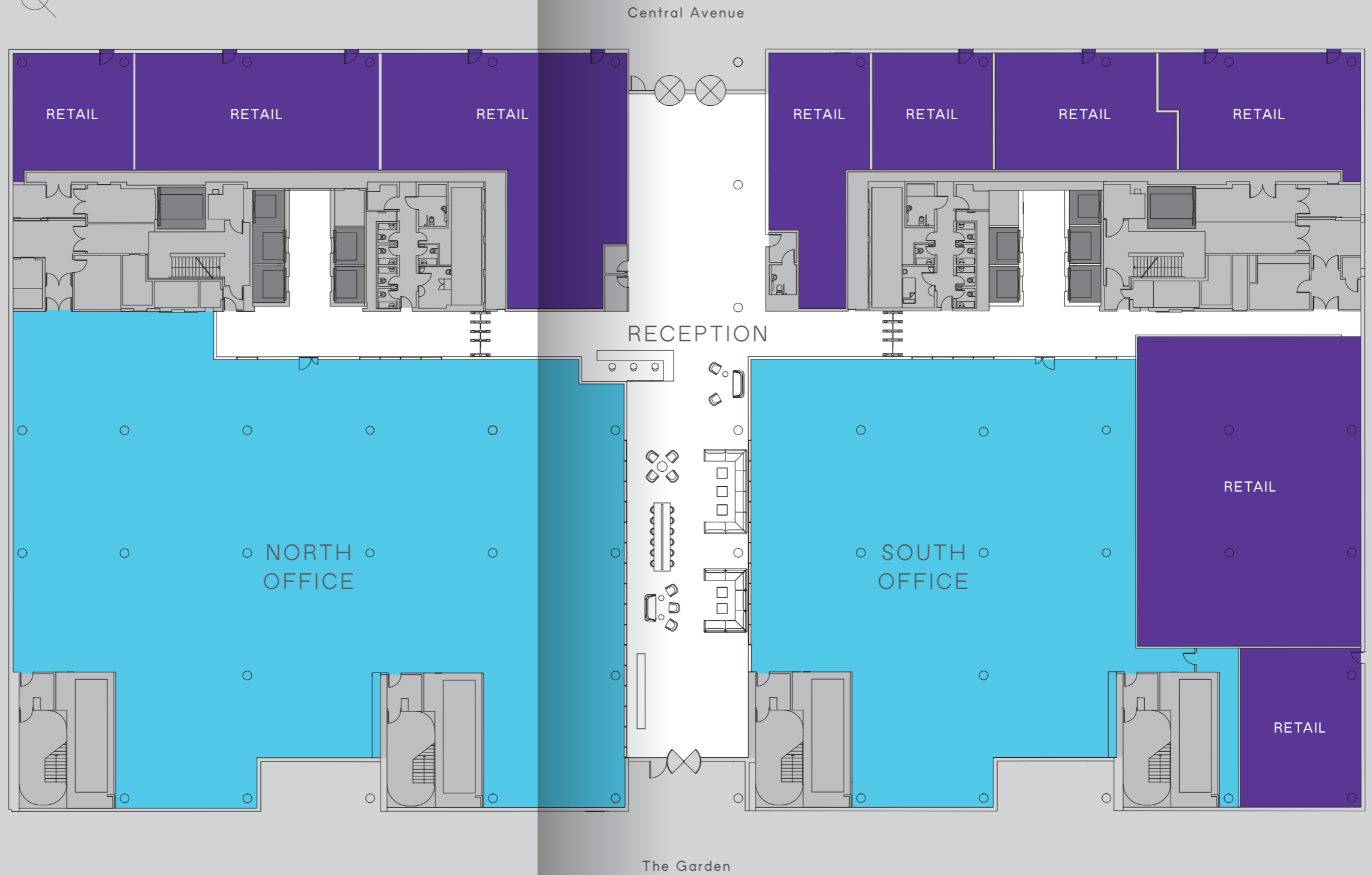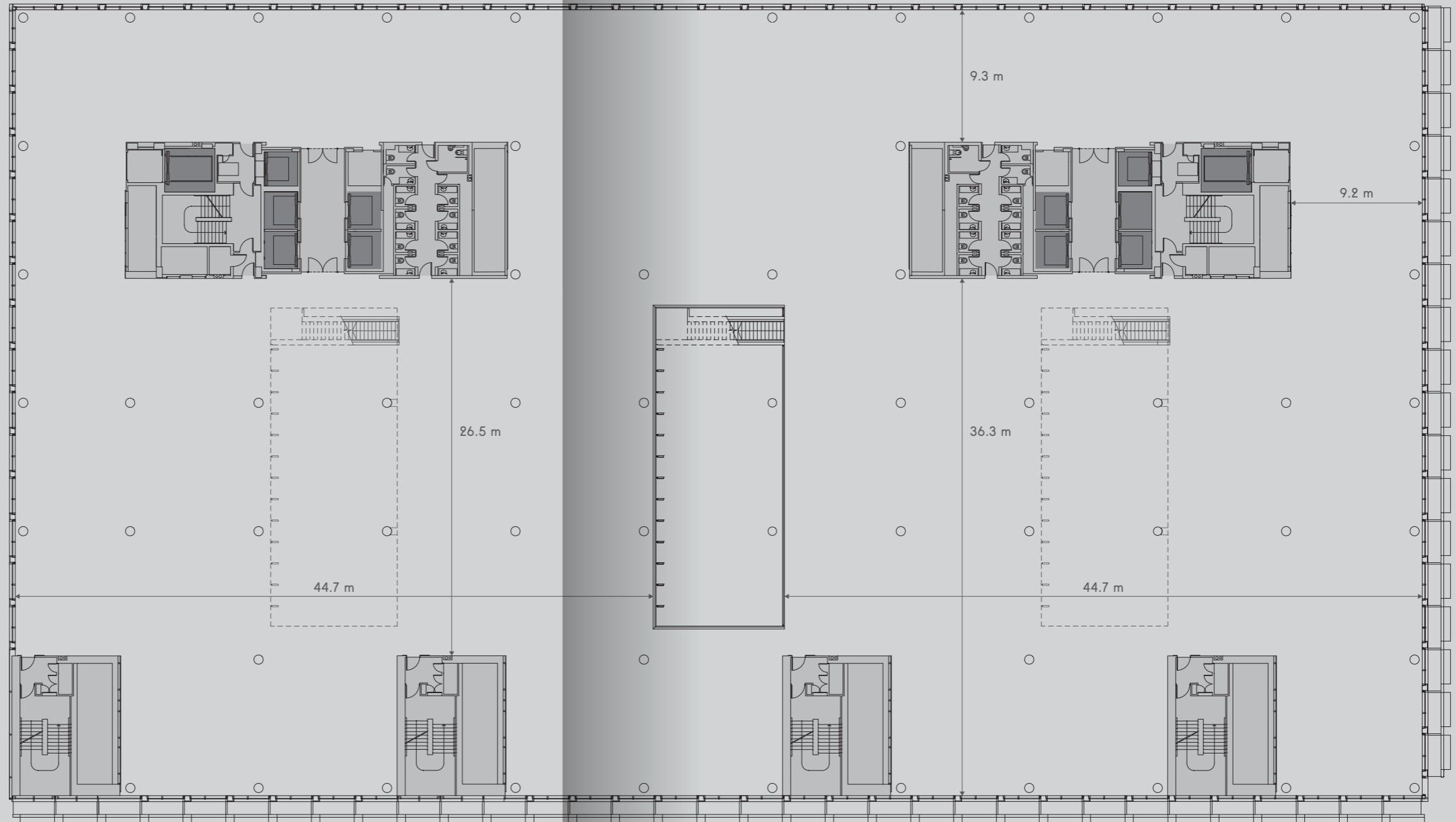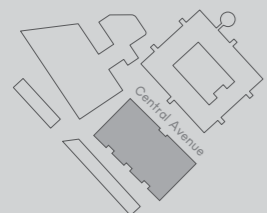
N

Central Avenue

RETAIL

RETAIL

RETAIL

RETAIL

RETAIL

RETAIL

RETAIL

RECEPTION

NORTH OFFICE

SOUTH OFFICE

RETAIL

RETAIL

Central Avenue

The Garden

Office
Communal
Let

N

Central Avenue

9.3 m

9.2 m

26.5 m

36.3 m

44.7 m

44.7 m

Central Avenue

The Garden

Office
Communal
Let

N

Central Avenue

9.3 m

9.2 m

26.5 m

36.3 m

17.7 m

17.8 m

17.8 m

17.7 m

Central Avenue

The Garden

Office
Communal

N

Central Avenue

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9.2 m

26.5 m

36.3 m

17.7 m

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Central Avenue

The Garden

Office
Communal

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Central Avenue

9.3 m

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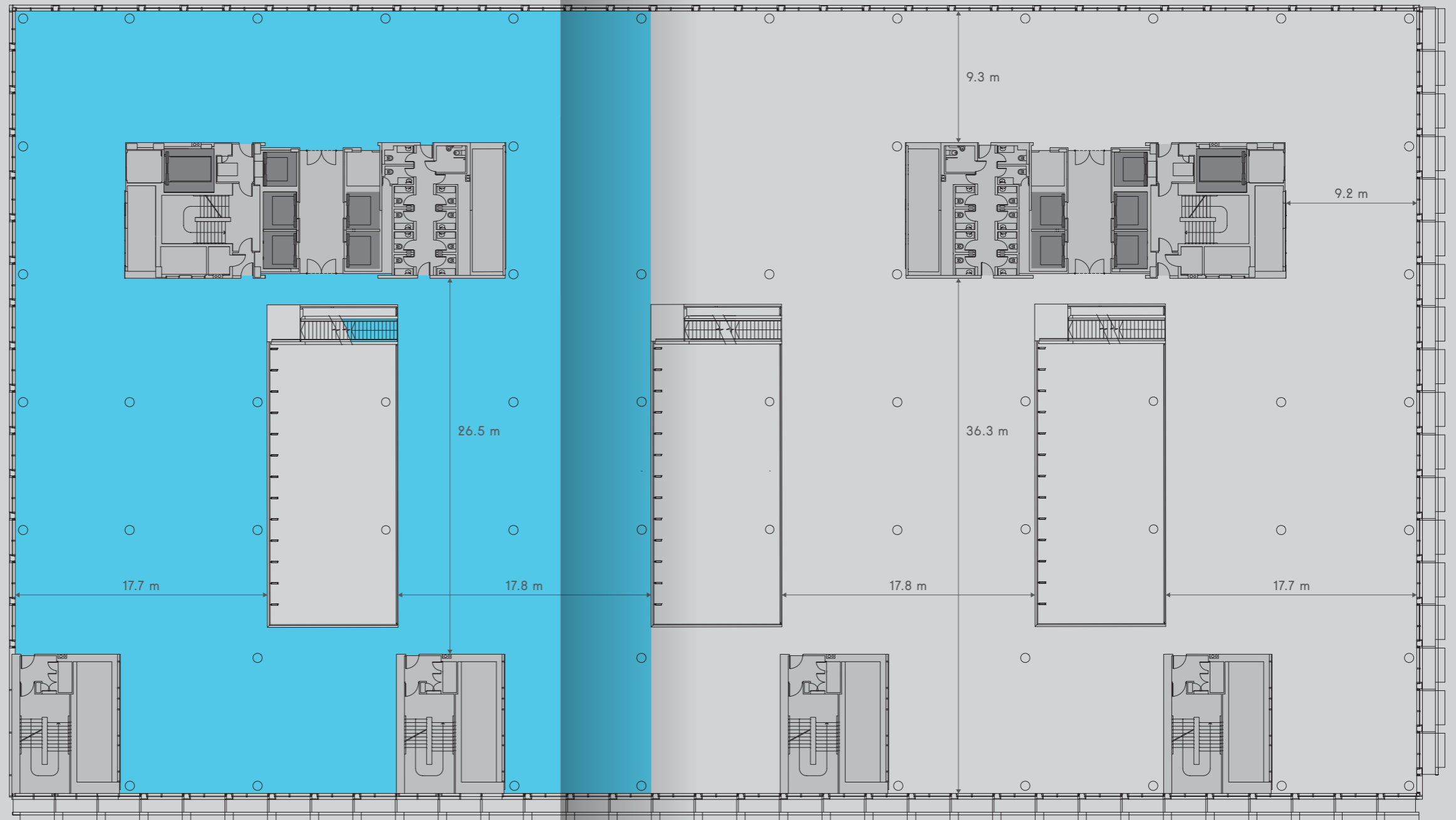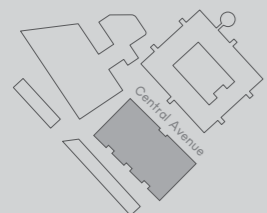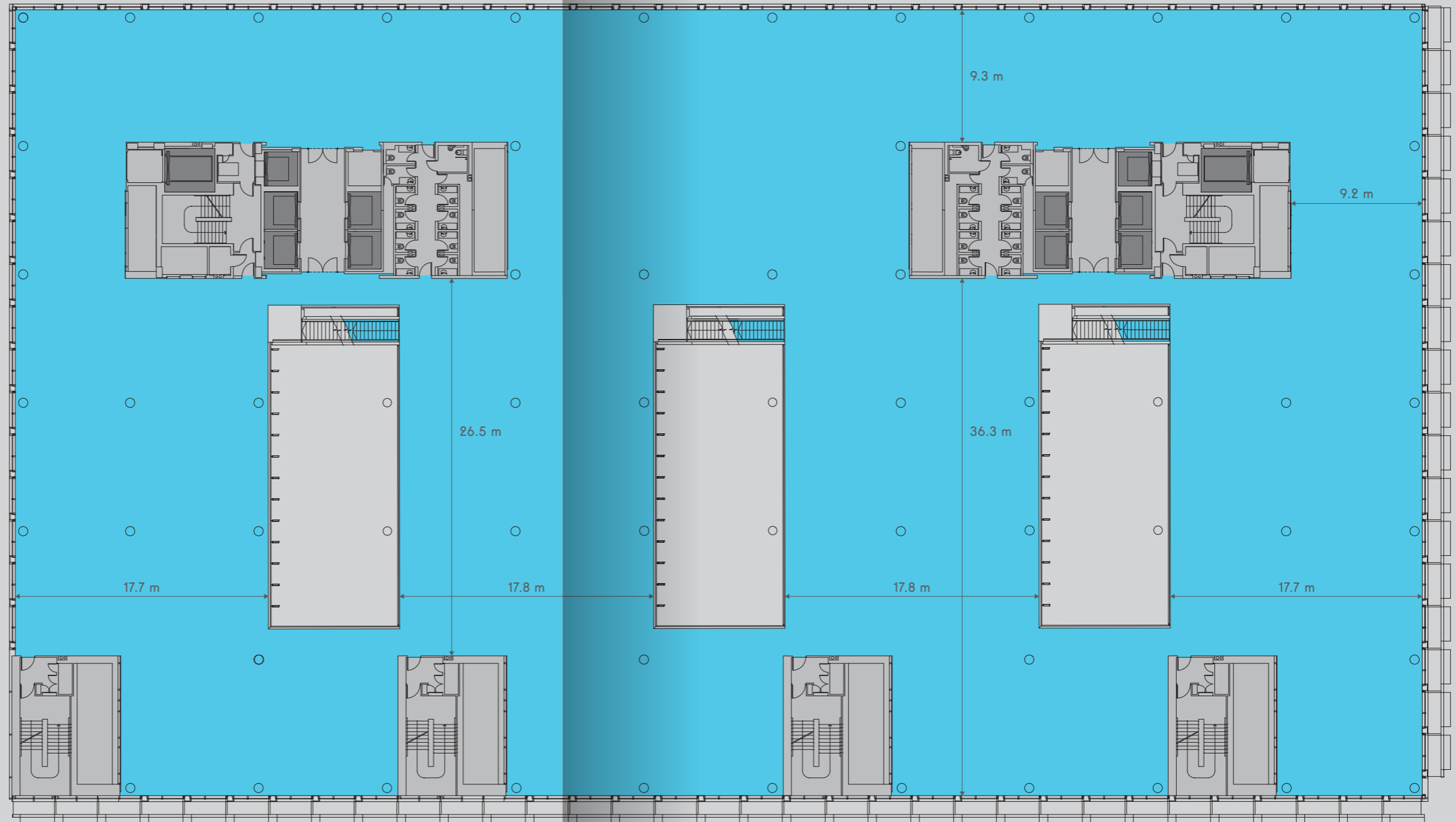
Central Avenue
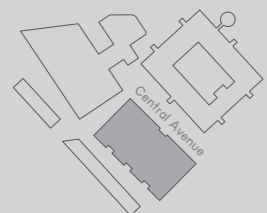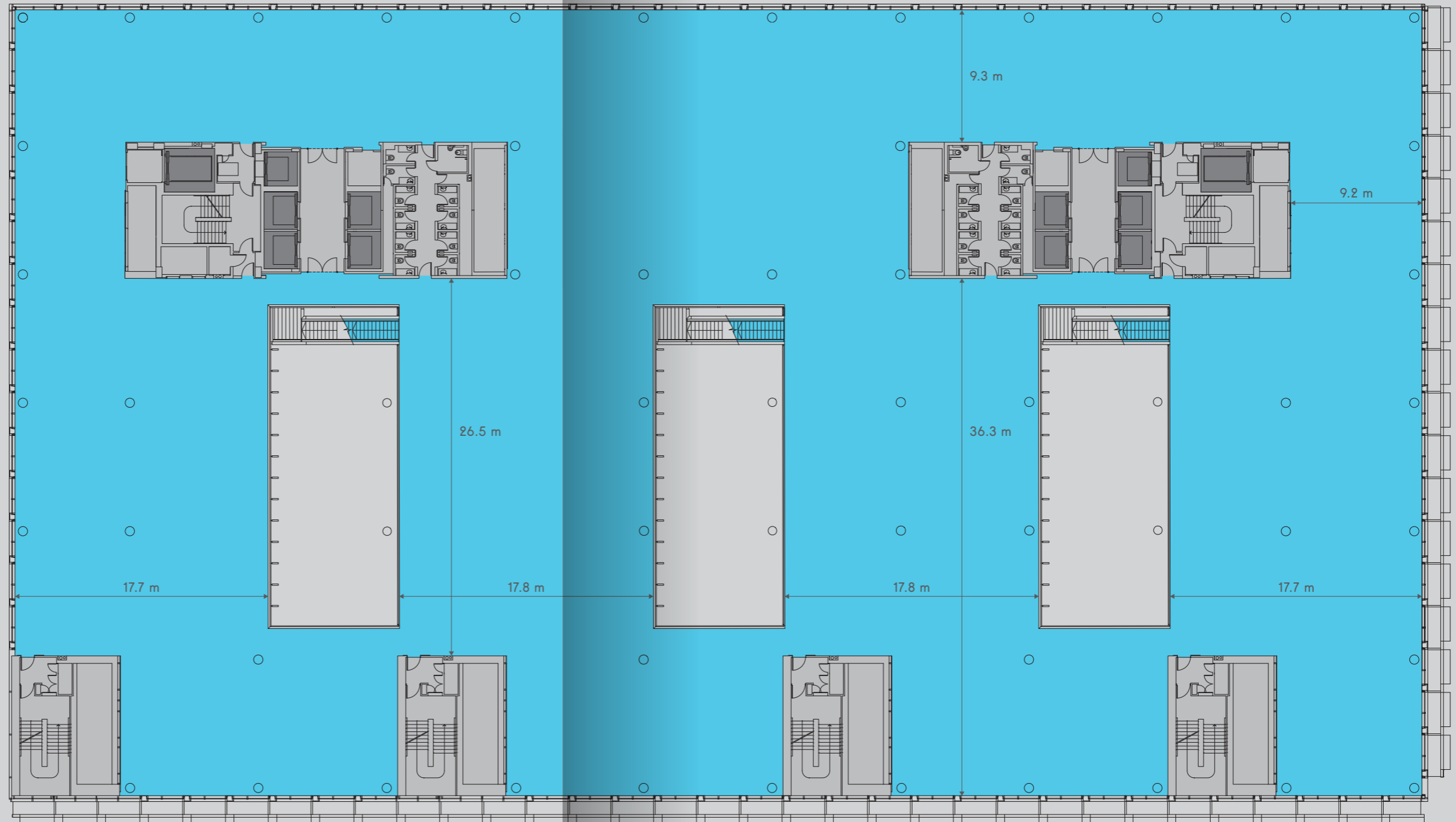
The Garden

- Office
- Terrace
- Communal

OFFICE
32,150 SQ FT
2,987 SQ M

TERRACES
8,010 SQ FT
744 SQ M

N
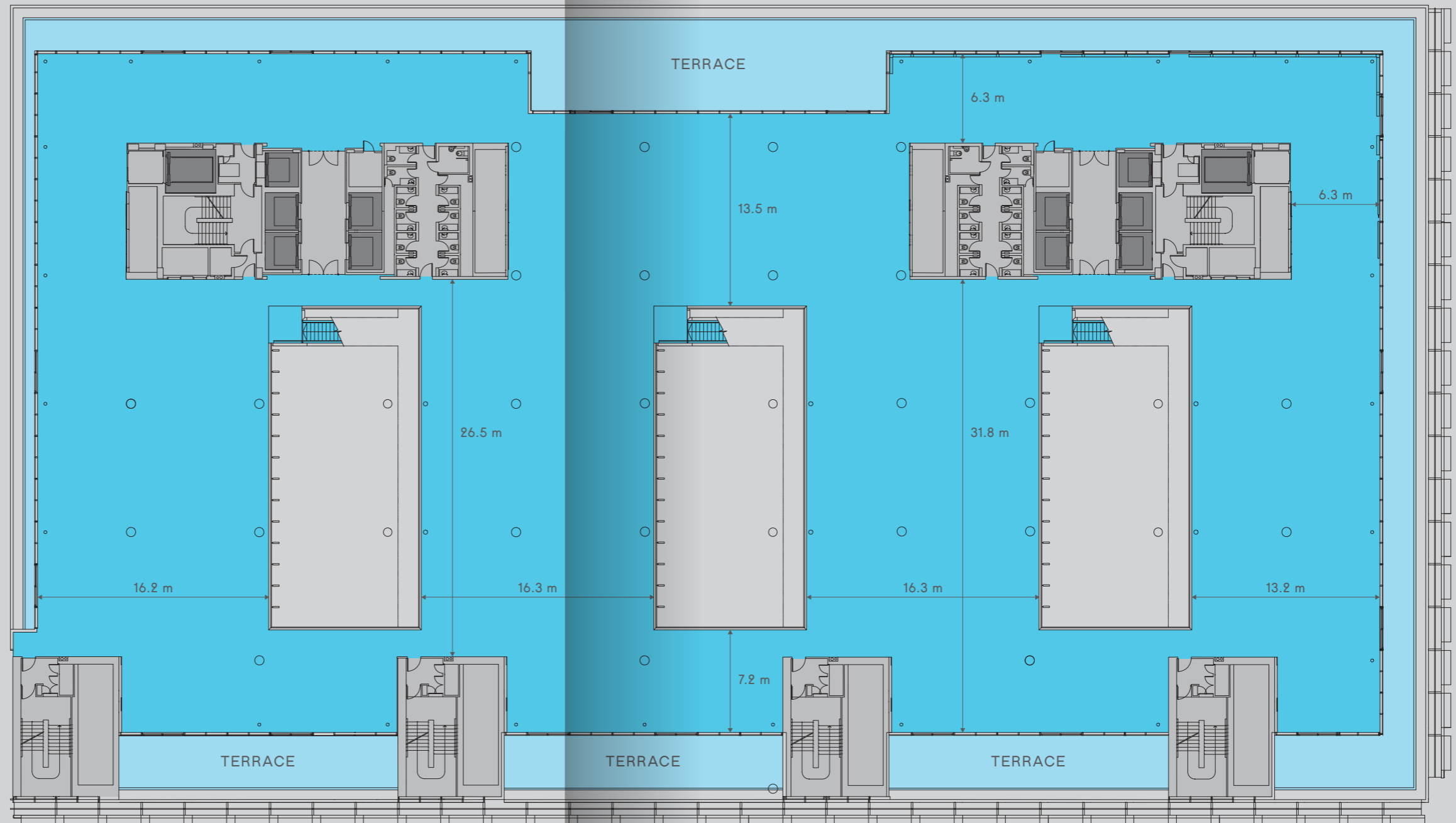
Central Avenue

TERRACE

6.3 m

13.5 m

6.3 m

26.5 m
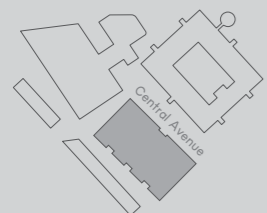
31.8 m

16.2 m

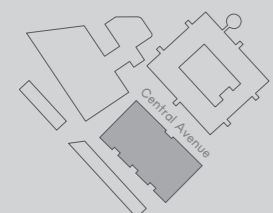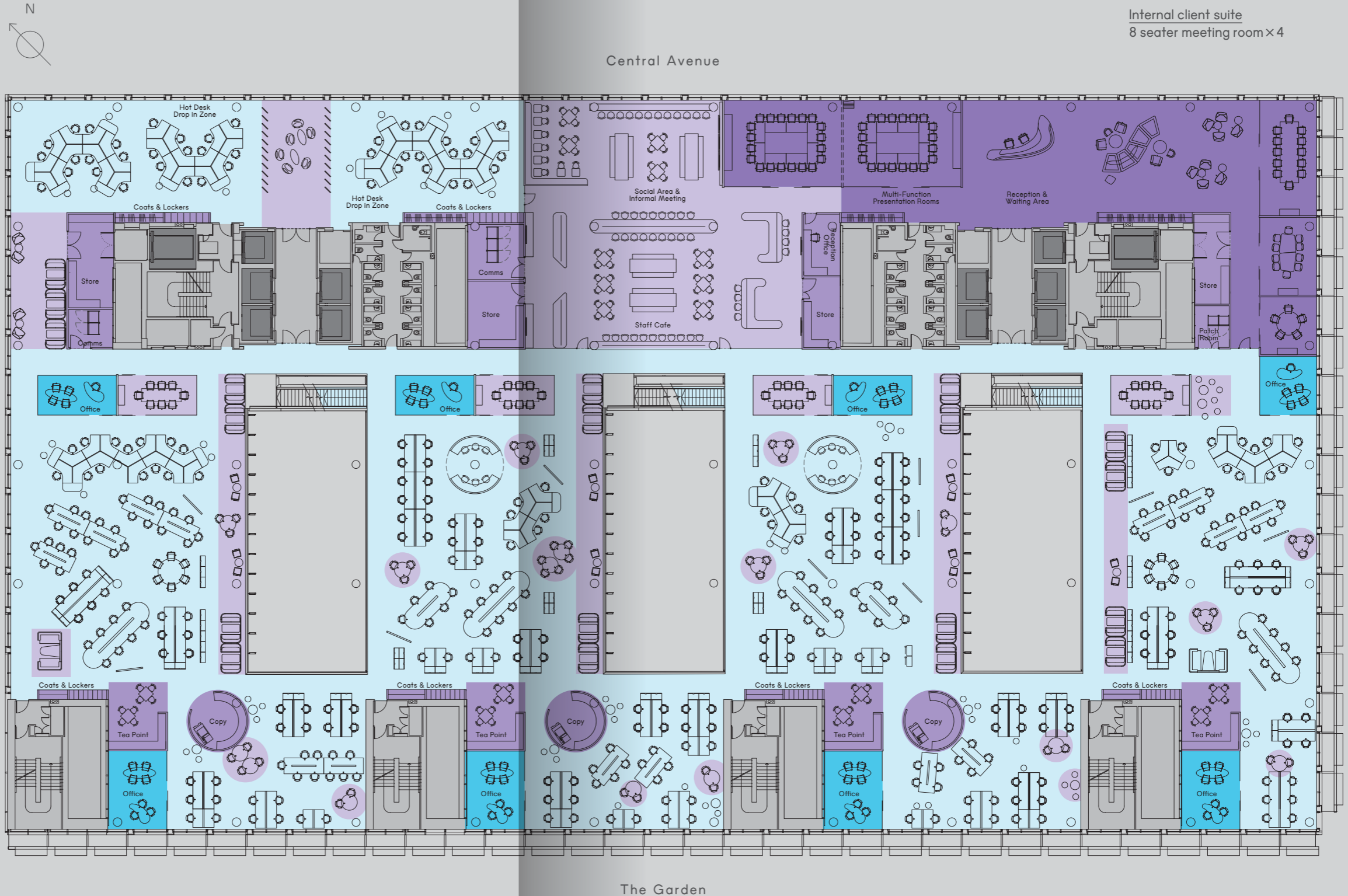16.3 m

16.3 m

13.2 m

7.2 m

TERRACE

TERRACE

TERRACE

Central Avenue

The Garden

MEDIA OPEN PLAN

Work space
Office
Support space
Front of house
Meeting & social space
Communal

OFFICE AREA

42,960 SQ FT

3,991 SQ M

1:8 occupancy
Cellular offices × 8
Open plan workstations × 365
Social area seats × 145
Alternative working/
meeting seats × 222
Receptionists × 2
Total work positions × 742

External client suite
5 seater meeting room × 1
10 seater meeting room × 1
12 seater meeting room × 1
20 seater meeting room × 2

Internal client suite
8 seater meeting room × 4

N

Central Avenue

Hot Desk
Drop in Zone

Coats & Lockers

Store

Comms

Comms

Hot Desk
Drop in Zone

Coats & Lockers

Comms

Store

Social Area &
Informal Meeting

Staff Cafe

Reception
Office

Store

Multi-Function
Presentation Rooms

Reception &
Waiting Area

Store

Patch
Room

Office

Office

Office

Office

Coats & Lockers

Copy

Tea Point

Office

Coats & Lockers

Copy

Tea Point

Office

Coats & Lockers

Copy

Tea Point

Office

Coats & Lockers

Tea Point

Office

The Garden

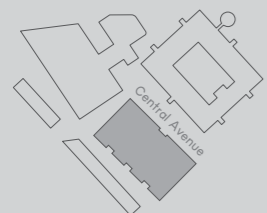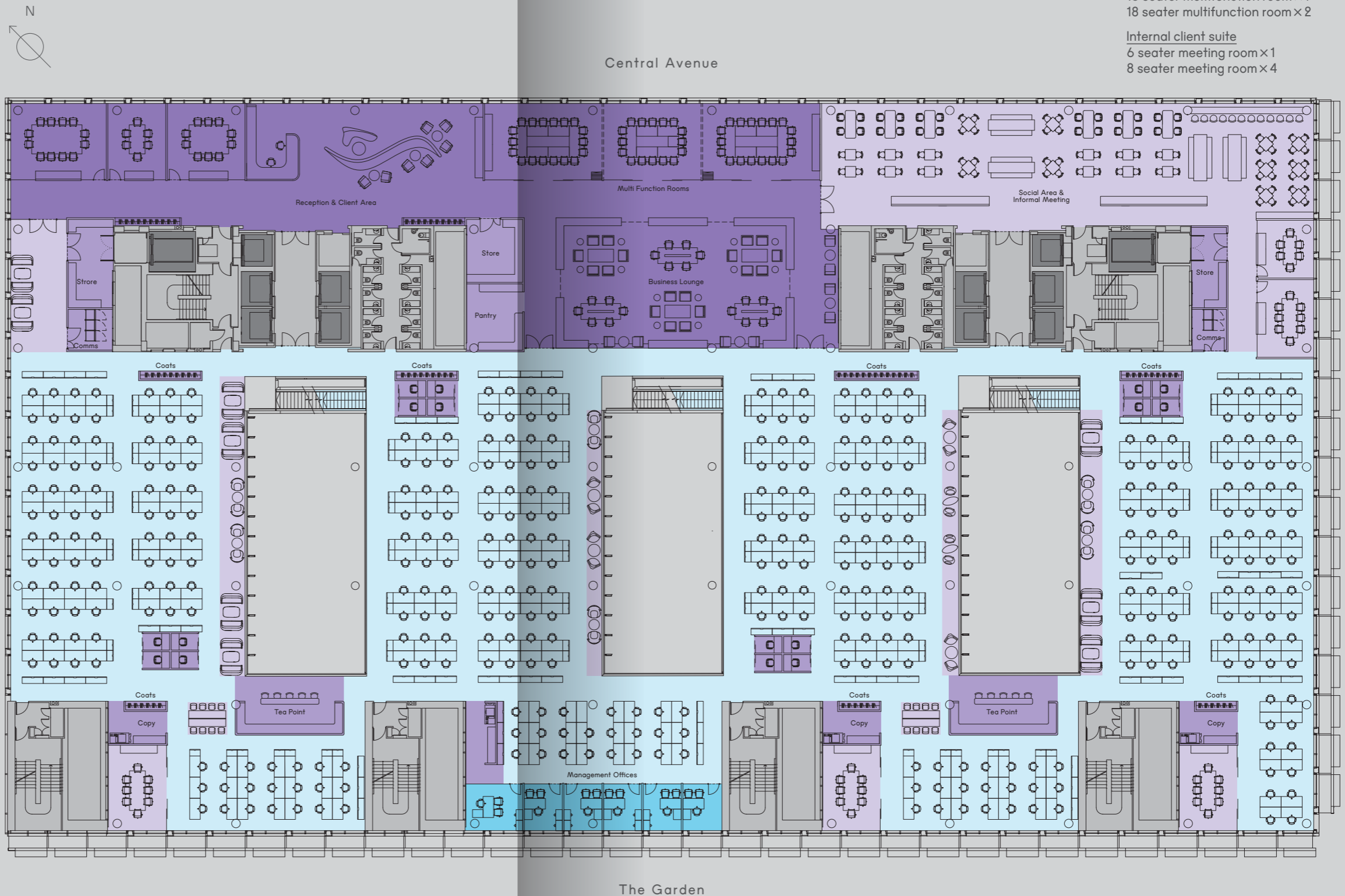Central Avenue

CORPORATE OPEN PLAN

Legend:
- Work space
- Office
- Support space
- Front of house
- Meeting & social space
- Communal

OFFICE AREA

42,960 SQ FT

3,991 SQ M

1:10 occupancy
Cellular offices × 6
Open plan workstations × 389
Social area seats × 124
Business lounge seats × 44
Alternative working/
meeting seats × 102
Receptionists × 2
Total work positions × 667

External client suite
6 seater meeting room × 1
10 seater meeting room × 4
12 seater meeting room × 1
16 seater multifunction room × 1
18 seater multifunction room × 2

Internal client suite
6 seater meeting room × 1
8 seater meeting room × 4

N

Central Avenue

Reception & Client Area

Multi Function Rooms

Social Area &
Informal Meeting

Store

Strore

Comms

Pantry

Business Lounge

Store

Comms

Coats

Coats

Coats

Coats

Tea Point

Tea Point

Coats

Copy

Coats

Copy

Management Offices

Central Avenue

The Garden

THE MEDIAWORKS
2 WAY TENANCY SPLIT
MEDIA OPEN PLAN

TENANT A AREA
19,870 SQ FT
1,846 SQ M

1:8 occupancy
Cellular offices × 1
Open plan workstations × 174
Social area seats × 47
Alternative working/
meeting seats × 48
Receptionists × 2
Total work positions × 272

External client suite
6 seater meeting room × 2
8 seater meeting room × 2
12 seater meeting room × 2

Internal client suite
4 seater meeting room × 2
6 seater meeting room × 2
8 seater meeting room × 1
10 seater meeting room × 2
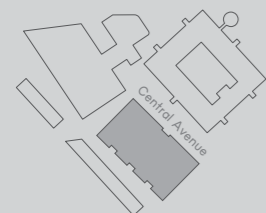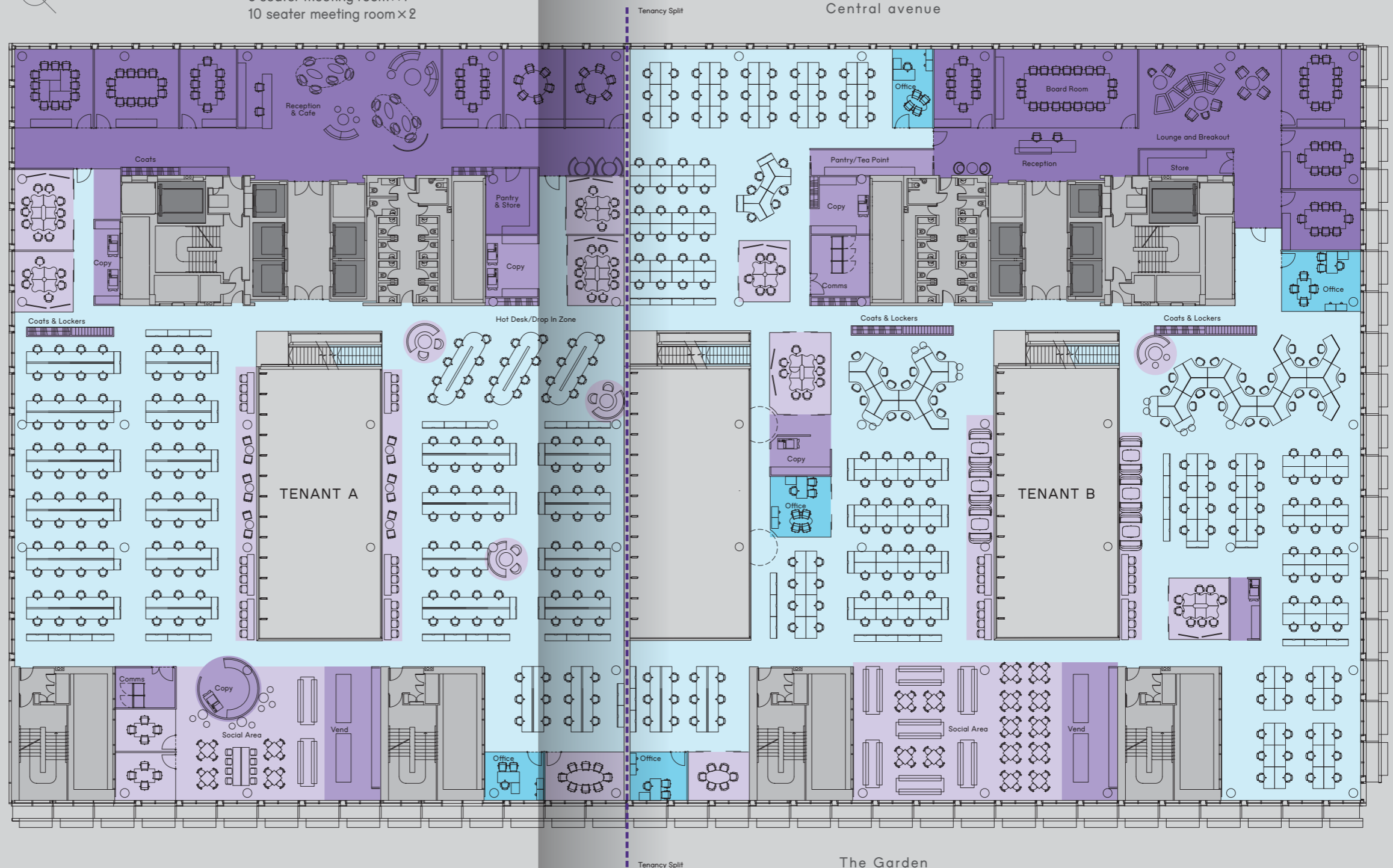
TENANT B AREA
23,708 SQ FT
2,203 SQ M

1:8 occupancy
Cellular offices × 4
Open plan workstations × 208
Social area seats × 112
Alternative working/
meeting seats × 44
Receptionists × 2
Total work positions × 370

External client suite
8 seater meeting room × 3
10 seater meeting room × 1
18 seater meeting room × 1

Internal client suite
6 seater meeting room × 2
8 seater meeting room × 2

N

- Work space
- Office
- Support space
- Front of house
- Meeting & social space
- Communal

Tenancy Split

Central avenue

Reception & Cafe

Coats

Pantry & Store

Copy

Copy

Coats & Lockers

Hot Desk/Drop In Zone

TENANT A

Comms

Copy

Social Area

Vend

Office

Office

Office

Pantry/Tea Point

Copy

Reception

Board Room

Lounge and Breakout

Store

Office

Comms

Coats & Lockers

Copy

Office

TENANT B

Coats & Lockers

Social Area

Vend

Central Avenue

Tenancy Split

The Garden

SUMMARY SPEC

OCCUPANCY	1 person per 8 m²
FLOOR HEIGHTS	Ground floor: 4.55 m with 450 mm raised floor
	Typical floor: 2.9 m with 400 mm raised floor
LIFTS	8 × 16 person passenger lifts
	2 × goods lifts — capacity of 3200 kg / 40 persons
MECHANICAL INSTALLATIONS	Underfloor air displacement air conditioning system
	Passive chilled beams on perimeter
LIGHTING	New LED lighting and control: presence detection and daylight sensing
STANDBY POWER	Landlord life safety generator at 1,500 kvA
COMMUNICATIONS PROVISION	The building has diverse entry points for telecoms intakes
	Major communications providers already service the building
WIRED SCORE	Platinum rated
PARKING & SHOWERS	51 car parking spaces / 69 motorbike spaces
	230 bicycle spaces
	27 showers (13 male, 13 female, 1 accessible)
	230 lockers
SUSTAINABILITY	BREEAM: Excellent
	EPC: B

SPECIFICATION

OCCUPANCY

— General occupancy: 1 person per 8m²
— Means of escape: 1 person per 6m²
— Internal climate: 1 person per 8m²
— Passenger lift provision: 1 person per 8m² (20% absenteeism)
— Sanitary provision: 1 person per 8m² (20% absenteeism) As BS 6465-1:2006+A1:2009 for superloos

PLANNING MODULE
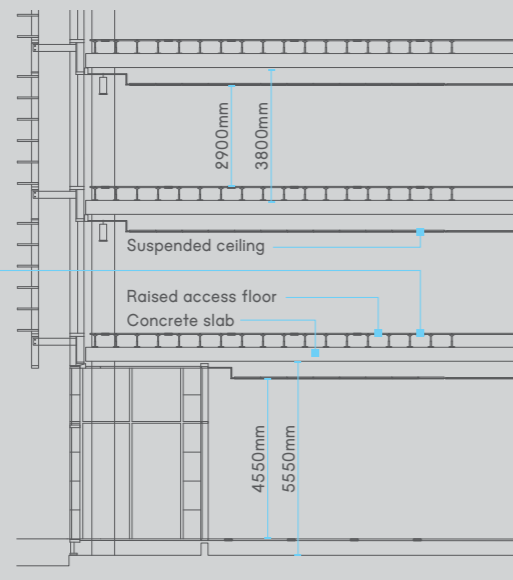
— 1.5m × 1.5m generally throughout

STRUCTURAL GRID

— Typically 9m × 9m (varies on perimeter)

FLOOR LOADINGS

— Ground floor office: 4.5kN/m²
— Upper floor office: 3.0kN/m² + 1.0kN/m²
— Basement: 7.5kN/m²

FLOOR HEIGHTS

— Ground floor: 4.55m with 450mm raised floor. Overall floor to floor of 5.9m.
— Typical floor: 2.9m with 400mm raised floor. Overall floor to floor of 4.2m.

Air diffuser grille from heating/ventilation plenum in raised access floor

2900mm
3800mm

Suspended ceiling

Raised access floor
Concrete slab

4550mm
5550mm

STRUCTURE

— Structural reinforced concrete

INTERNAL FLOOR FINISHES

— Ceiling: Suspended modular perforated metal tiles
— Floor: 600mm × 600mm raised access metal floor

RECEPTION

— Walls: Generally emulsion painted plasterboard with skirtings. Glazed windows with glazed windows
— Ceiling: Emulsion painted plasterboard with feature lighting
— Floor: Pietra del Cardoso stone finish.
— Fitted Furniture: Atlantic Lava stone reception desk

ATRIUM

— Central Atrium: Enclosed at levels 2, 3 and 4.
— North/South Atriums: Enclosed at levels 2 and 4.

TOILETS

— Ceiling: Emulsion
— Walls: Full height with glass mosaic tiling on plasterboard
— Floor: Terrazzo floor tiling
— Fittings: Natural stone vanity units, ceramic wash basins, chrome taps.

SHOWERS

The shower facility is located in the basement of The MediaWorks accessible via the serving lifts and staircases. The facility houses 27 showers. 13 male and 13 female with 1 accessible shower.

PASSENGER LIFTS

— Number and size: 8 × 16 person lifts split into 2 banks of 4 in each. 2 from each bank will serve Ground to 5th floors and 2 to basement to 5th floors.
— Capacity: With Hall Call destination up peak average wait time no more than 25 seconds

assuming handling capacity of 12% of the building. Average time to destination no more than 90s.

GOODS AND FIRE LIFTS

— Goods lift: 2 × 3200kg/40 persons lift (one in each core) serving basement to 5th floor inclusive.
— Fire fighting lift: 2 × 1000kg/13 persons lift (one in each core) serving basement to 5th floor inclusive.

MECHANICAL INSTALLATIONS

Heating/Cooling: The office space is heated and cooled by displacement air system located under the raised floor. The displacement system is supplemented by passive chilled beams located around the perimeter to offset gains. 8 air handling units are located on the roof. Chillers are located within the Energy Centre.

DESIGN TEMPERATURES

Fresh Air Supply
Fresh Air is supplied by AHUs located on the roof. Tempered air is supplied to each floor at a rate of 12l/s per person

Electrical Installation
Electrical supplies arrive to two substations located in the basement of the building and contain an 11Kv RMU and 1500kVA transformer from the two energy centre landlord 11KV switchboards.

Cooling Loads
Lighting – 10 W/m² (net lettable area)
Small Power – 25 W/m² (net lettable area)
Occupancy – 12.5 W/m² (net lettable area)

ACOUSTIC LEVELS

— Offices (open plan): NR40
— Reception: NR40
— Toilets: NR45
— Loading Bay/Car Park: NR50

ELECTRICAL DESIGN CRITERIA

Electrical services for each floor will be supplied from rising busbar distribution systems. Each floor will be provided with three-phase and neutral tap off units and space for additional tap offs located within risers.

LIGHTING

Typical luminaires will be of the LED lamp type, recessed modular type and with a reflector and louvre assembly in accordance with lighting guide 7 addendum 2001.

LIGHTING LEVELS

The lighting installations will be designed to achieve 300 – 500 lux average, maintained level of illumination in open plan on working plane to generally comply with the current edition of the CIBSE Code of Interior Lighting for Offices.

LIGHTING CONTROL

A modular plug in lighting system controlled by an intelligent programmable lighting control system will be provided. The system will be complete with necessary area controllers, lighting controllers and a range of control devices including presence detection and daylight sensing to enable the building to satisfy the requirements of Part L of the Building Regulations in an open plan floor configuration.

STANDBY POWER

The building is provided with a landlord standby generator to ensure power to life safety related equipment and the continuation of essential selected business operations during periods of utility power failure. The generator is rated at 1500kvA.

BUILDING MANAGEMENT SYSTEM

The building is equipped with a standalone Building Energy Management System (BEMS). Plant is controlled via a number of mechanical plant control panels located within the basement and roof plantrooms. A number of BEMS outstations are installed to pick up on floor mechanical equipment installed.

PROTECTIVE INSTALLATIONS

— Sprinkler installations in office areas
to be on the basis of Ordinary Hazard
3 Classification – LPC
— Regulations, and laid out with a maximum
coverage of one head per 12m².

UNTERRUPTABLE POWER SUPPLY

The UPS system is rated at 200kVA at 0.8
power factor with a battery autonomy time in
the event of a mains failure or deterioration,
of at least 20 minutes at full rated load.
This system is configured as n+1 system.

BUILDING MANAGEMENT FACILITIES

The building has been designed to be
standalone. The building management office
is situated on the ground floor where the
building management team will be based.
The BMS system head end will go back to
the building management office. A separate
Fire Control Centre is also on the ground
floor where the CCTV and Fire Panels are
situated. Welfare for the building teams,
together with maintenance and cleaning
stores has been provided in the basement.
Out of hours the fire alarm panel is also
monitored by Estate Security Control.

COMMUNICATION PROVISIONS

— The building is provided with diverse entry
points for telecoms intakes.
— A number of existing telecoms service
providers service the building. These include
EU Networks, Virgin, Abovenet, Verizon, BT,
Vodfafone and Colt.

WIRED SCORE

The building will achieve a Platinum Wired
Score rating.

ENERGY METERING

Energy meters will be provided to allow for
separation of the mechanical and electrical
services on a floor by floor basis within
the building.

ACCESSIBILITY

Step free access is provided to the office and
retail accommodation.

BICYCLE PARKING

— Bicycle parking: 230 spaces are for the use
of occupants of MediaWorks with access via
the ramp from the loading bay at ground level.
— Changing facilities: Separate male and
female changing facilities are provided
adjacent to the cycle storage. These include
vanity areas (sinks and mirrors) and benches.
— Lockers: 230 lockers are for the use of
occupants of MediaWorks and are provided
within the changing facility.

LOADING BAY

In the basement car park a central "MediaWorks
Dispatch" room has been created. This will be
the central point for all deliveries coming into
the building and will include a post sorting room
and secure store. Access to the development
is through the secure gatehouse and will need
to be pre-booked through the centralised
system. Any larger vehicles that are too tall
to deliver to the carpark will be unloaded in
the yard area and the deliveries taken down
to the Dispatch office.

WASTE

All waste is to be sorted at the tenancy level.
Central waste stores are located in the
basement and it will be the tenant's
responsibility to ensure their waste is brought
down to these areas with recyclable waste
separated. We will provide in addition, food
waste recycling for composting, WEE waste
and printer cartridges. The basement stores will
then be collected by the building team and
waste taken to the central Estate collection
areas for onward recycling/disposal.

SUSTAINABILITY

— BREEAM: Excellent
— EPC: B

THE TEAM

DEVELOPMENT TEAM

STANHOPE

With 30 years of experience and more than £20 billion in completed projects behind them, Stanhope is a team of development entrepreneurs. Their track record includes landmark London projects, such as Broadgate, Central Saint Giles, Chiswick Park, and Paternoster Square.

MITSUI FUDOSAN

Mitsui Fudosan UK is the wholly owned subsidiary of Mitsui Fudosan Co. Ltd. and is the UK and European arm of the Mitsui Fudosan Group. Headquartered in Tokyo and listed on the Tokyo Stock Exchange, it is Japan's leading property company.

AIMCO

Alberta Investment Management Corporation is one of Canada's largest and most diversified institutional investment managers, with more than $75 billion of assets under management.

New Court Rothschild Bank, London

5 Hanover Square, London

Hudson Yards, New York

Tate Modern, London

70 Mark Lane, London

ALLIES AND MORRISON

Allies and Morrison is an award-winning practice, with 37 RIBA Awards, and has been twice shortlisted for the Stirling Prize – for the revitalisation of the Royal Festival Hall in 2008 and for New Court Rothschild Bank in collaboration with OMA in 2012.

HED

The work of landscape architects Hyland Edgar Driver covers a variety of built environments, from new residential and urban regeneration projects to specialist landscapes for educational uses, sports and leisure, hotels and resorts. Their approach to public realm has, since 1992, been underpinned by a strong belief that good design is the successful interaction between people and places.

Hyland Edgar Driver

Allies and Morrison
8-10 Moorgate, London

TEAM

A development by
Mitsui Fudosan, Stanhope and Alberta Investment Management Corporation

Architect
Allies and Morrison

Landscape architect
Hyland Edgar Driver

Cost consultant
Deloitte

Structural engineer
AKT II

Mechanical services
Sweco

Construction manager
Lend Lease

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