



BBC MEDIA VILLAGE  
WHITE CITY

## WELCOME TO THE BBC MEDIA VILLAGE

The BBC's new Media Village at White City in west London is now open, a vibrant complex of five new buildings designed by distinguished architects Allies and Morrison. With the BBC's original office building at White City and the nearby BBC Television Centre, it will play a central role in the regeneration of the wider urban area.

The Media Village is part of the BBC's new, ambitious property strategy to create inspirational architecture and flexible, energy-efficient working environments that can adapt to new technology and are cost-effective to run. The strategy includes the redevelopment of BBC Broadcasting House in central London by MacCormac Jamieson Prichard, and a new headquarters for BBC Scotland at Pacific Quay in Glasgow by David Chipperfield Architects.

In its television and radio output, the BBC has always been a major cultural patron. Now it is seeking to reaffirm the highest standards of architecture and design in its buildings, as well as aspiring to create buildings and spaces that are accessible and welcoming to the public.

A public art programme of both temporary and permanent exhibitions is a major feature of the BBC Media Village site. Japanese artist Yuko Shiraishi has worked with architects Allies and Morrison on permanent colour interventions built into the fabric of the building, while Poet Laureate Andrew Motion and graphic designer John Morgan have created, as part of a wider Voices of White City project, a poetic work on broadcasting that is inlaid in the surface of the pedestrian street around which the new buildings are grouped.

John Smith, BBC Director of Finance, Property and Business Affairs and newly-appointed Fellow of the Royal Institute of British Architects, says, "I'm delighted that the BBC Media Village, the first stage in our major redevelopment of the BBC's property portfolio, is now open. As a leading cultural organisation, we want to commission great architecture which will not only inspire the people who work for us but also encourage licence fee-payers and our audiences to come and see what we do."

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## BBC MEDIA VILLAGE

The 17-acre BBC Media Village complex in west London now accommodates approximately 6,000 people in the five new buildings designed by Allies and Morrison plus the original BBC White City building of 1990 designed by Scott Brownrigg Turner.

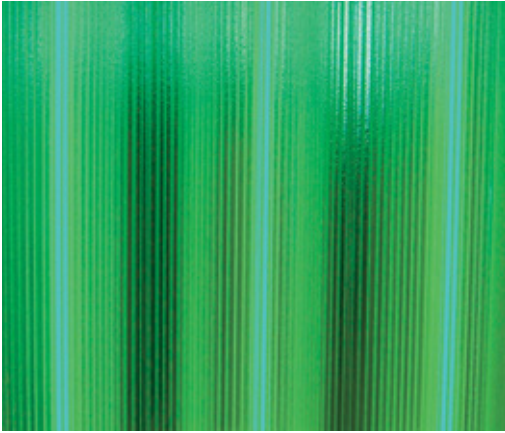
The new buildings are:

- Broadcast Centre (40,491 square metres), which houses the BBC's state-of-the-art television playout business
- Media Centre (39,014 square metres), which provides office accommodation for BBC staff
- Energy Centre (7,719 square metres), which provides power, heating, cooling and other services to the entire site
- two perimeter buildings which are available to be sublet to other media companies

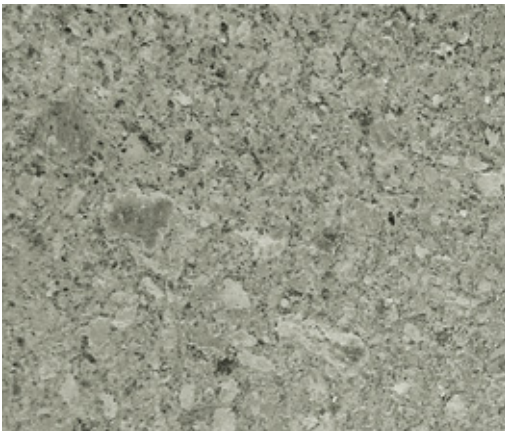
The Media Village site is open and accessible to all and, alongside the main buildings, offers shops, food outlets, cafés and a post office for use by staff and White City residents.

The new buildings have stimulating and flexible working environments; light and airy office spaces with large social areas to encourage the interaction of staff and to stimulate creativity. Outdoor areas include landscaped gardens by award-winning landscape architect Christopher Bradley-Hole.

The outside spaces will be used for free public events for the whole community. The first of these is a White City Festival that will run from May to September and feature music, street theatre and giant screens showing sporting events such as Euro 2004, Wimbledon and the Olympic Games.



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Yuko Shiraishi's colour scheme inside the Media Centre

## BUILDING IN TUNE WITH THE ENVIRONMENT

The BBC Media Village is an environmentally friendly development and has been awarded an 'excellent' rating under BREEAM, the Building Research Establishment Environmental Assessment Method, which assesses the environmental impact of buildings. The Media Village achieved this high rating for its energy-efficiency, its system for the collection and reuse of rainwater; its use of boilers with low emissions of polluting gases, its provision of a high-quality internal environment, its reuse of a brown-field site, its enhancement of the local ecology with wildlife-friendly planting and its provision of facilities to encourage the use of bicycles for commuting.

Part of the pollution control system is a 'green', sedum roof. Planted over the entrance block to the Broadcast Centre, the roof provides an insulating layer to keep in heat in the winter and let out cool air by evaporation in the summer. The roof creates an oasis for insects and wildlife, is low maintenance and absorbs pollutants and greenhouse gases from the heavy traffic on the nearby A40.

Bob Allies, of Allies and Morrison, explains the ideas behind the design.

"The old White City building was a hermetically sealed corporate HQ. The big change in our scheme is that we didn't want to cut ourselves off; we wanted to be more integrated with the community. So what we've done is turn things inside out, so our buildings face out to the rest of the world. The shops are on the outside (rather than inside, as in the old building) and all the perimeter buildings have doors facing onto the street. They are simple buildings, but the external spaces are engaging and significant places to be; real pieces of city, not just the space between buildings.

"The new buildings are of a similar material to the old one – aluminium – so, visually, the whole scheme seems to be integrated. But the new buildings are much more transparent – the glass isn't dark glass – so you can see much more.

"And the rhythm and proportions of the cladding, the air vents with their coloured panels by artist Yuko Shiraishi create a rich and subtle effect.

"Inside, they are quite big buildings and are flexible and open in the way they're used. All office floors open out onto three atria – these and the atria stairs become the centres of the way people move around the building. People can see each other and the spaces are easy to navigate and understand. The atria allow in sunlight, so there's a sense of daylight, of the sun moving and time passing by. We've successfully got rid of offices off corridors. Things are much more connected and visible."

## ALLIES AND MORRISON

Bob Allies and Graham Morrison founded the practice of Allies and Morrison in 1984.

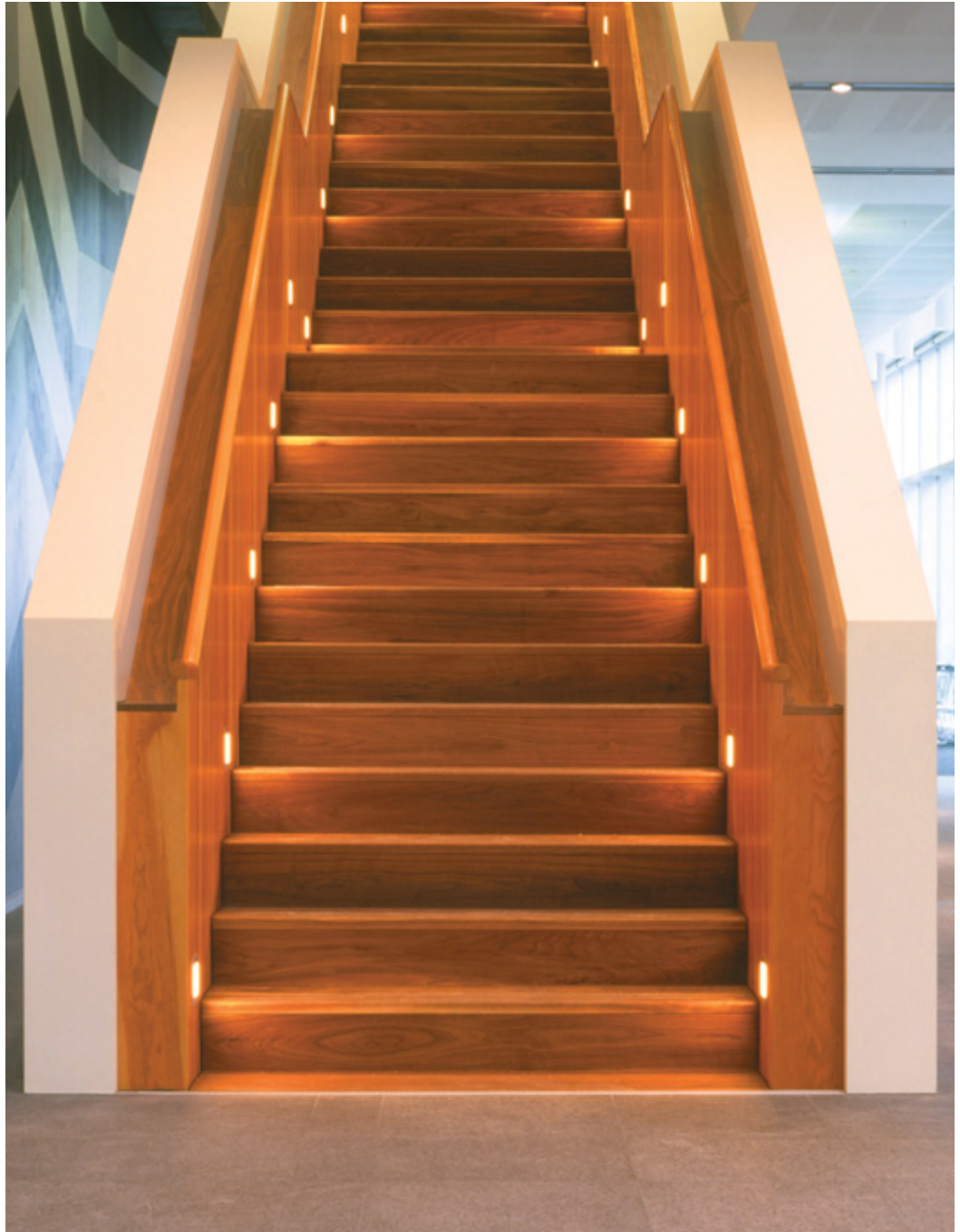
It is involved in a large range of projects across the country, including master plans for the future development of King's Cross and the London 2012 Olympic Bid in the Lea Valley.

Others include: the restoration of the Royal Festival Hall; new homes for Chelsea College of Art and the City Literary Institute in London; three new faculty buildings for the University of Cambridge; large urban projects in the centre of Sheffield, Oxford, Winchester; and at Bankside and Regent Street in London.

It is also designing a new planetarium for the Royal Observatory in Greenwich.

Allies and Morrison moved into its own purpose-designed studio building in Southwark in 2003. The practice currently employs about 180 people.

Allies and Morrison were named Architectural Practice of the Year in this year's Building Awards.





Simon Patterson's art wall, the Broadcast Centre



Yuko Shiraishi's colour mural, reception area of the Media Centre

## BBC PUBLIC ART PROGRAMME

A programme of exciting contemporary art is an integral part of the BBC Media Village development, encouraging BBC staff and the local community to engage with the buildings and the surrounding environment.

Public art has a long tradition at the BBC: Eric Gill created his famous Prospero and Ariel sculptures for the exterior of Broadcasting House in 1932 and a giant mural was commissioned from John Piper for the foyer of Television Centre in 1960.

The public art at White City features both temporary and permanent works in a wide range of media, including:

### Yuko Shiraishi

Japanese artist Yuko Shiraishi has worked with architects Allies and Morrison on permanent architectural interventions for the Broadcast and Media Centres. Shiraishi's colour schemes have been applied to the shutters behind the external louvres on both buildings, breaking up the repetition of the façades, and to the timber acoustic 'fins' in the internal atria. She has also created a striking mural for the reception area of the Media Centre.

### Simon Patterson

British artist Simon Patterson has created an art wall in the entrance building of the Broadcast Centre. Based on designs used for First World War dazzle ships – merchant ships camouflaged by artists using optical trickery – the wall includes the names of people working behind the scenes in the film and television industry in special effects, stunts and make-up, including pioneering animator Ray Harryhausen.

### Voices of White City

A collaboration between Poet Laureate Andrew Motion and graphic designer John Morgan launched Voices of White City, an innovative text and landscape project. Motion and Morgan have created and designed a poem that is now permanently inlaid in the cobble stones in the area between the buildings. The project will now expand to include workshops with local people to develop more text works that will appear throughout BBC Media Village.

### Education and outreach projects

Education and outreach projects to date have included artist Thomas Cox-Bisham working with children and teachers from the nearby Canberra Primary School to create new designs for their playground.

Danish artist Nikolaj Larsen led a digital art-based project with four secondary schools in Hammersmith and Fulham, encouraging students to use disposable and video cameras to create animated film montages about their lives.

### The British Council

The British Council has kindly made long-term loans from its art collection for display in the BBC's White City buildings. Artworks include pieces by Patrick Caulfield, Sean Scully, Mark Francis, Bruce McLean and Michael Craig-Martin.

The BBC Media Village public art programme has been managed by ArtOffice.



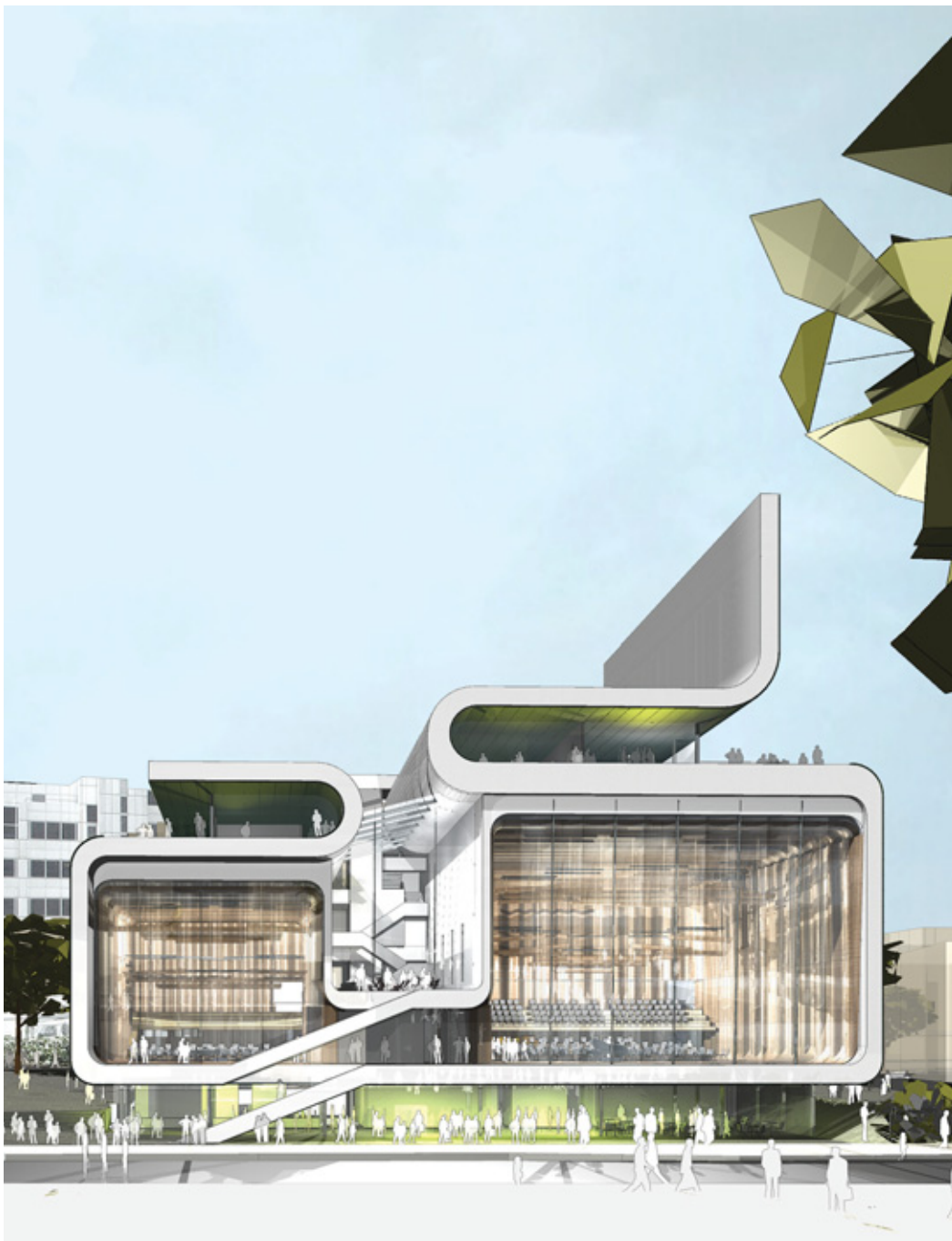
## THE MUSIC BOX

The final building on the White City site will be the BBC's new music centre, The Music Box, planned to open in 2006 and designed by Foreign Office Architects.

The Music Box will be home to the BBC's London-based music ensembles – the BBC Symphony Orchestra, the BBC Symphony Chorus, the BBC Concert Orchestra and the BBC Singers – bringing them all together under one roof for the first time. The building will provide the latest facilities, including rehearsal and practice rooms, and two studios with an audience capacity of up to 600 for rehearsal, recording and live performance.

The Music Box will be a focal point for contact with the local community, who will be able to attend recordings and performances as well as participate in music projects as part of an outreach programme.

Foreign Office Architects, one of the UK's leading practices, was appointed in November 2003 to design The Music Box. It was one of five architectural practices short-listed to compete for the project.





## BBC PROPERTY VISION

The BBC has placed architecture high on its agenda for the next decade, embarking on a range of major new building schemes around the country which recognise that creative people need inspiring environments. It is also creating buildings and spaces that are welcoming and open to the public.

As part of this new vision for its property portfolio, the BBC has invited leading international architectural practices to compete for the design or redevelopment of its key London and regional broadcasting centres. As well as BBC Media Village at White City, major developments are taking place at BBC Broadcasting House in London, The Mailbox in Birmingham and Pacific Quay in Glasgow.

### BBC Broadcasting House

By 2008 the BBC's flagship headquarters in central London will become the largest live broadcast centre in the world, home to all BBC television and radio news, network radio services and BBC World Service. MacCormac Jamieson Prichard won the competition to create a state-of-the-art broadcasting centre linked to the restored and refurbished



Grade II\* listed original building. The practice's inspirational designs include the largest broadcast newsroom in the world and greatly increased accessibility for the public, who will be able to see broadcasting in action.

### The Mailbox

The BBC in Birmingham is relocating from Pebble Mill Studios to occupy part of The Mailbox, an award-winning development by Building Design Partnership. This moves the BBC from the suburbs of Birmingham right into the centre of the busy shopping district of England's second city, near Gas Street basin. The BBC's area in The Mailbox will open officially in September 2004 and feature open public spaces where people can see live broadcasting on a daily basis.



### Pacific Quay

Pacific Quay in Glasgow has been chosen as the site for the new home of BBC Scotland. David Chipperfield Architects will create the first purpose-built BBC digital headquarters, incorporating studios, offices and large public areas in an exciting new building with a glass façade on the south bank of the River Clyde. Due to open in 2007, Pacific Quay will feature an internal, stepped 'street', rising through the length of the building and offering visitors a dramatic view of BBC Scotland at work.

## HISTORY OF THE WHITE CITY SITE

The BBC's buildings at White City are not the first on the site, which has a history of large-scale development.

For the Franco-British Exhibition of 1908, 20 huge palaces and 120 exhibition buildings were built on a 140-acre site by a workforce of 120,000 men. The exhibition was eight times the size of the 1851 Great Exhibition in Hyde Park and showcased the industrial and cultural achievements of England and France. It drew more than eight million visitors. Made of steel and concrete, the ornate buildings were whitewashed, hence the name White City.

The site also played host to the 1908 Olympic Games. The event was originally to have taken place in Italy. However, when Rome failed to raise the finance to build a stadium, the Games were offered to London, and an Olympic stadium was added to the exhibition plans. The White City stadium was opened by the Prince and Princess of Wales. It housed running and cycling tracks, a swimming pool and a pitch for football, hockey, rugby and lacrosse. The grandstands accommodated 93,000 spectators.

The modern marathon distance was established at the 1908 Olympics when the starting line was moved to Windsor Castle to allow the royal family a good view: the distance between the castle and the White City stadium – 26 miles, 385 yards – was adopted as the standard.

The site continued to be used for exhibitions and textile fairs until 1937. During the First World War, some of the larger buildings were used for the manufacture of aeroplanes and, in the Second World War, to make parachutes. Later, film scenery was constructed in the huge spaces.

The stadium fell into disuse after the Olympic Games but was taken over in 1927 by the Greyhound Racing Association. It was also the centre of British athletics from 1932 to 1971, when a new base for the sport was established in Crystal Palace.

Dog racing continued at White City for more than 50 years. The last event ever held in the stadium was a greyhound race on 22 September 1984, won by the bitch Hastings Girl. Demolition work began a few days later.



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## BBC MEDIA VILLAGE FACTS AND FIGURES

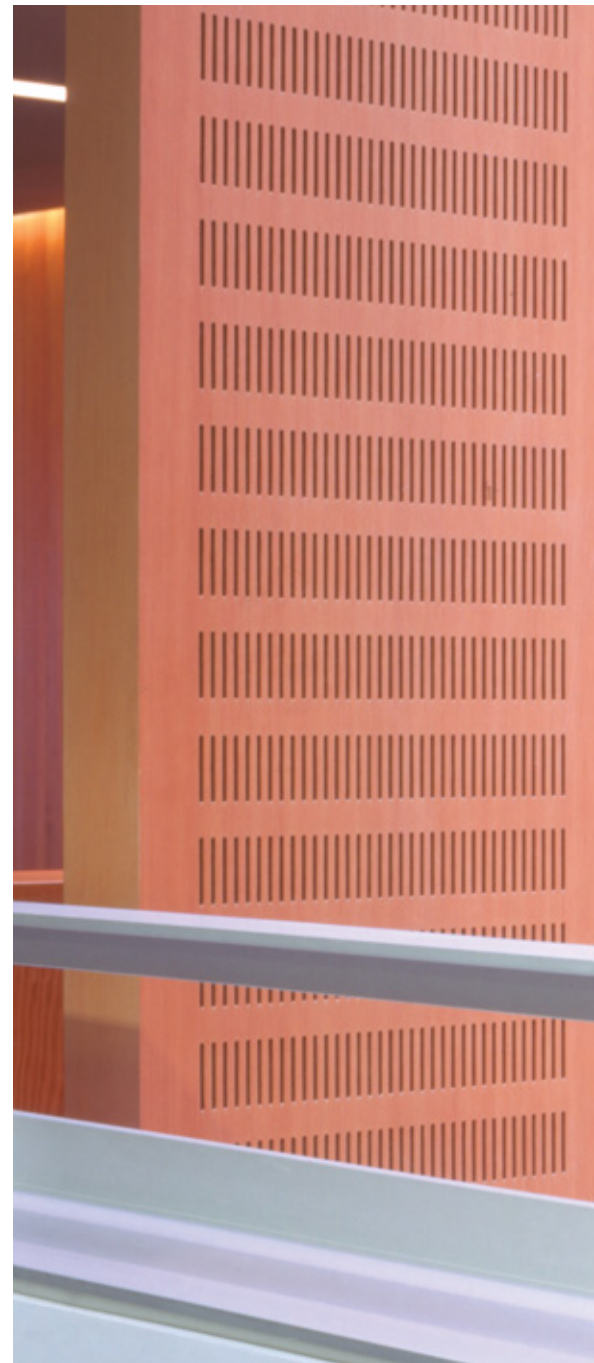
- Building work commenced: 10 September 2001
- Official opening date: 12 May 2004
- Size of site: 17 acres
- Size of Broadcast Centre building: 40,491 square metres
- Size of Media Centre building: 39,014 square metres
- Size of Energy Centre building: 7,719 square metres
- Number of men on site at peak: 2,500 of 45 different nationalities
- Amount of earth excavated: 60,000 cubic metres
- Number of piled foundations: 1,200
- Amount of electrical cable: 300 miles
- Number of light fittings: 14,000
- Amount of data cable: 1,800 miles
- Amount of pipe work: 100 miles
- Amount of concrete used: 60,000 cubic metres

## BBC PROPERTY PARTNERSHIP WITH LAND SECURITIES TRILLIUM

In November 2001 the BBC entered into an innovative 30-year partnership with Land Securities Trillium (LST), which enables it to achieve its property vision at no additional cash cost to the licence fee-payer. LST is part of Land Securities plc, Britain's largest property company. The BBC retains a 50 per cent stake in the joint venture partnership but the development costs are spread over the 30 years. The aim of the partnership is to use the skills, market influence and financing of Land Securities to take the risk and cost away from the BBC.

Under the terms of the agreement, the freehold for the BBC Media Village site transferred to the partnership. In addition, LST provides property development and property management services to the BBC's estates – some 65 buildings – in London and Scotland. This involved the transfer of around 300 BBC facilities management and construction management staff to LST and its service partners.

As well as the White City site, the BBC/LST partnership has developed business cases and implementation plans for the redevelopment of BBC Broadcasting House in London and the creation of a new headquarters for BBC Scotland at Pacific Quay in Glasgow.

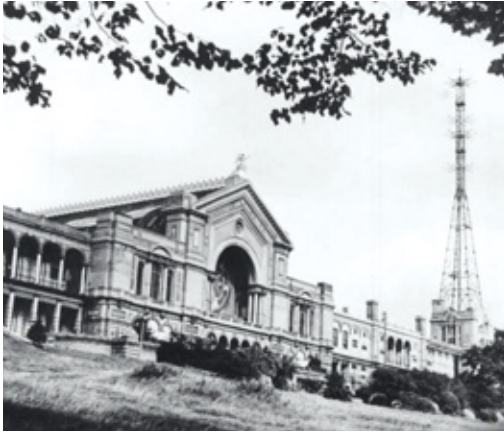






## TIMELINE FOR BBC BUILDINGS

- 1922** British Broadcasting Company founded.  
Daily radio broadcasts commence from Marconi House, The Strand, London.
- 1923** BBC moves to Savoy Hill Studios at 2 Savoy Hill, London.
- 1927** British Broadcasting Company becomes the British Broadcasting Corporation under its first royal charter.  
First season of BBC Promenade concerts from The Queen's Hall, Regent Street, London.
- 1928** Architect Lieutenant-Colonel G Val Myer commissioned to build BBC Broadcasting House in Portland Place, London, the world's first purpose-built radio production centre.
- 1932** Broadcasting House officially opened with sculptures by Eric Gill and studios by Wells Coates and Serge Chermayeff.  
First BBC church service broadcast from All Souls, Langham Place.
- 1935** BBC leases eastern part of Alexandra Palace in north London.
- 1936** World's first high-definition television transmissions made from Alexandra Palace.
- 1940** Bomb hits Broadcasting House during 9pm news, killing seven staff.  
BBC World Service (then the General Overseas Service) relocates to Bush House in Aldwych, London.
- 1941** Air raids destroy The Queen's Hall.
- 1942** BBC Proms move to the Royal Albert Hall in Kensington, London.
- 1944** Bush House damaged by flying bomb.
- 1949** BBC acquires land at White City in west London and selects Graham Dawbarn of Norman and Dawbarn Architects to design a new home for BBC Television – BBC Television Centre.
- 1950** BBC Lime Grove television studios opened.
- 1956** BBC lease on Alexandra Palace expires.
- 1960** BBC Television Centre opens in Shepherd's Bush, west London, the world's first purpose-built TV 'factory'. Major artworks include a fountain by TB Huxley Jones and a foyer mural by John Piper.
- 1990** New BBC White City building by Scott Brownrigg Turner opens in London W12.
- 1991** Lime Grove Studios close.
- 1998** Final stage of BBC Television Centre, the Stage 6 News Centre, completed. Henry Moore's Reclining Figure installed in reception.
- 2000** BBC announces plans to develop BBC Broadcasting House and appoints architects MacCormac Jamieson Prichard.
- 2001** BBC Property Partnership with Land Securities Trillium signed.



Alexandra Palace 1946



Broadcasting House 1937



Television Centre 1961

- Feb 2001** Architects Building Design Partnership appointed for The Mailbox.
- Sep 2001** BBC Media Village development begins at White City, London W12.
- May 2001** David Chipperfield Architects appointed for Pacific Quay development.
- Mar 2002** Work begins on The Mailbox in Birmingham.
- Nov 2002** Work begins on BBC Broadcasting House site.
- Nov 2003** Foreign Office Architects win competition to design The Music Box at White City.
- May 2004** BBC Media Village at White City opens.

### Projections

- Summer 2004** Construction work begins on Pacific Quay
- Sep 2004** Official opening of The Mailbox.
- Jun 2005** First phase of BBC Broadcasting House completed (refurbishment of original building), housing BBC Radio and Music.
- Autumn 2007** Completion of Pacific Quay in Glasgow.
- 2008** Second phase of BBC Broadcasting House completed (new extension), creating the largest live newsroom in the world and a new, combined home for BBC News and BBC World Service.



## BBC PROPERTY AWARDS

### **Honorary Fellow of the Royal Institute of British Architects, May 2004**

Awarded to John Smith, BBC Director of Finance, Property and Business Affairs.

RIBA Honorary Fellowships reward contributions made to architecture in its broadest sense: its promotion, administration and outreach, its role in building more sustainable communities and its role in the education of future generations.

### **Construction Client of the Year Award, Building Awards 2004**

Awarded to the BBC by Building Magazine for its range of prestigious projects.

### **Corporate Real Estate Executive of the Year 2004, CoreNet Global**

Awarded to Ian Robertson, former BBC Head of Property, as an individual who had raised the profile of the industry, led a major project, and earned the respect of his peers.

### **Public Sector Client of the Year 2004, Building Magazine Construction Client Convention**

Awarded by peer client organisations in both private and public sectors to the client they admired the most.

### **'Excellent' BREEAM rating for low environmental impact, October 2003**

Awarded to the White City BBC Media Village for its consideration of health and well being, for its very high energy efficiency and its enhancement of the local ecology. The Building Research Establishment Environmental Assessment Method (BREEAM) rating is the world's leading system for assessing environmental impacts associated with buildings.

### **CABE 'Festive Five Awards' Public Sector Organisations 2003**

Given to the BBC in recognition of its development of Broadcasting House, White City, The Mailbox and Pacific Quay.

Awarded annually to five public sector organisations whose forward thinking and motivation has led to the creation of better buildings and public spaces.

### **Property Week Real Estate Strategy Team of the Year 2002**

Awarded for the BBC's partnership deal with Land Securities Trillium.

### **Client of the Year, RIBA Journal Survey 2002**

Awarded to the BBC for aspiring to the highest possible quality of design in its redevelopment programme across the UK.



## CREDITS

Companies and individuals who have contributed to the building of the BBC Media Village:

- Allies and Morrison
- ArtOffice
- BBC Technology
- Bovis Lend Lease
- Buro Happold
- Christopher Bradley-Hole
- DEGW
- DTZ Debenham Tie Leung
- Equation Lighting Design
- Fleming and Baron
- Gleeds
- Gleeds Management Services
- Heery International
- Herbert Smith
- Hornagold and Hills
- Land Securities Trillium
- Linklaters and Alliance
- M3
- Nathaniel Lichfield and Partners
- Parsons Brinckerhoff
- SparkNow
- Urban Initiatives
- ZZA
- and the team at BBC Property