

recently completed:
Gateway Central



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Gateway Central is the most recently completed phase of White City Place, the long-term transformation of the former BBC Media Village (originally designed by Allies and Morrison in 2000) into a commercial campus with a strong focus on media, life sciences, innovation and the creative industries.

Gateway Central is a new 36,000 sqm GEA, 11-storey commercial building, providing light-filled flexible office space and generous tenant amenity. Part of a grouping of three new buildings, Gateway Central develops the precise language of its White City neighbours for the 21st century. Muscular yet with refined detailing, the building steps back as it rises, creating two large south-facing terraces for occupiers.

The facade combines a series of layers: a filigree of glossy white aluminium fins and shelves stands proud of anodised spandrels and darker, textured aluminium panels. Together they balance solar gain with natural light while creating a rhythmic composition. The bottom of each white fin is scalloped, giving the building character. The effect is particularly pronounced when seen from street level or by the shadows they cast.

The entrance facade is set back to provide shelter and bookended by a pair of picture windows: one revealing a cafe that is part of the reception, and the other a sculptural and bright accommodation stair. The motif of scallops continues into the reception area, where curves provide subtle wayfinding, and alcoves for seating and flexible working promote an environment conducive to the social encounters so important to a creative innovation campus.

Gateway Central shares a service basement with its neighbour, the recently completed Gateway West (by Gort Scott), freeing the ground floor to be public facing and engaging. Cafes, shops, a generous reception area, management offices, a cycle hub and a hairdressing academy for L'Oréal, the building's anchor tenant, are to be found here, while a verdant landscaped garden flanks the route deeper into the White City site as it passes between Gateway Central and Gateway West.





The next phase will see Gateway East complete. It will be the tallest building on the site and together with Gateway Central will frame the entrance into White City Place.

Billy Choi, Director and Head of Life Sciences at Allies and Morrison said “At Gateway Central, we explored how a 21st century office building can contribute positively to urban life. A masterplan that creates a new public route and garden for everyone. A decorous yet cohesive facade that relates to the existing campus. An architectural character derived from careful detailing using minimum resources. A participatory ground floor that displays the working life within. Spaces designed to encourage chance meeting, from a naturally lit cycle store and accommodation stair to an airy, multifunctional lobby. Delivered mostly through the pandemic and now well occupied, the project is a reminder of the importance of these social elements in workplace design, and what office buildings can do for the city.”

Location	White City Place, London W12
Uses	Commercial
Client	Stanhope, Mitsui Fudosan and AIMCo
Status	Complete
Size	36,000 sqm GEA
Accreditation	BREEAM Outstanding (offices), WELL Enabled Gold v1, EPC Rating A
Expertise	Architecture, Interiors
Collaborators	Structure, Facade: AKT II, Services, Fire Sustainability: Sweco, Landscape: Hyland Edgar Driver, Cost: Deloitte

ABOUT ALLIES AND MORRISON

Allies and Morrison is a practice of architects and urbanists based in London, Cambridge and Manchester. We design beautiful buildings that have long life and can adapt over the generations. We also shape enduring places whether new pieces of city or settlements at any scale. All our projects are concerned with the crafting of every detail and the appreciation for the uniqueness of each context.