

Savills Singapore launches final phase of London's iconic Television Centre with Scenery House

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For Immediate Release – Savills Singapore is pleased to present the final phase of London's iconic Television Centre, marking the debut of Scenery House — a new modern mansion block that completes the transformation of the former BBC headquarters into a thriving residential and cultural destination.

Set within the heart of White City, Scenery House completes the reimagining of Television Centre as a vibrant cultural and residential destination. Designed by Stirling Prize-winning architects dRMM, the new modern mansion block sits on the site of the former BBC Scenery Block — where sets and props for some of the nation's most recognisable programmes were once brought to life.

Comprising 163 one- to three-bedroom apartments, penthouses and premium residences, Scenery House is arranged in a graceful south-facing crescent around private courtyard gardens, offering a rare sense of calm and privacy within a dynamic urban estate. Thoughtfully designed interiors by MSMR Architects, with styling by Tatjana von Stein, combine refined materiality, generous proportions and contemporary comfort.

The launch of Scenery House marks the conclusion of a multi-phase redevelopment led by Mitsui Fudosan UK and Stanhope, which has transformed Television Centre into West London's cultural core — home to residences, offices, restaurants, leisure spaces and creative industries. Upon completion, Television Centre will support a thriving community of around 1,000 residents, alongside offices for 4,000 people, television studios, cinemas, and more than five acres of open space.

Residents of Scenery House will enjoy access to an exceptional suite of amenities across the estate, including private lounges, cinema rooms, co-

working spaces and wellness facilities. A short walk away, a Soho House–managed gym and swimming pool offers a members-only health and fitness experience, reinforcing Television Centre’s emphasis on community, wellbeing and lifestyle.

Located moments from Wood Lane and White City stations, and directly opposite Westfield London, Television Centre offers unparalleled connectivity to the West End, the City and Heathrow, while remaining firmly rooted in the character and creativity of White City — an area that continues to attract global businesses, leading universities and cultural institutions.

More than a residential launch, the final phase of Television Centre represents the completion of a vision: honouring a creative legacy while shaping a future-forward neighbourhood designed for modern London living.

Adrian Lim, Senior Director and Head of International Residential Sales at Savills Singapore, says, “As the final chapter of Television Centre, Scenery House offers a rare opportunity to own a home within a proven London landmark, underpinned by strong fundamentals. The combination of 975 years leasehold tenure, an established live-work-leisure estate, excellent transport connectivity and sustained demand from both owner-occupiers and tenants positions it as a compelling long-term investment — particularly for Singapore buyers seeking stability in a global gateway city.”

Television Centre – Scenery House Launch Event

Date : 31 January & 1 February 2026 (Sat & Sun)

Time : 11am to 6pm

Seminar : 2.30pm onwards

Venue : Voco Orchard Hotel, Malaysia room

-End-



Notes to Editor:

Images can be downloaded [here](#).

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Listed on the London Stock Exchange, we have more than 40,000 professionals collaborating across over 70 countries, delivering unrivalled coverage and expertise to the world of commercial and prime residential real estate.

By applying world research data and trends to local and global settings, we're able to empower our clients with insights from the forefront of the industry – bringing their aspirations to life through innovative, tailor-made solutions.

Whether we are working with a global corporate looking to expand, an investor seeking to sustainably optimise their portfolio, or a family trying to find a new home, we help our clients make better property decisions.

Savills Singapore puts our clients at the forefront of everything we do. And that has led us to where we are today – an award-winning real estate services provider in the Asia Pacific region.

We strive to be visionaries in better crafting astute property decisions for individuals, businesses and investors. We believe that our clients' achievements are a testament to our value-based expertise, and commitment to delivering premium service.

Our team of professionals, with their deep knowledge of specialist property sectors, is dedicated to providing tailored solutions that align with our clients' objectives. We take pride in the comprehensive range of services we offer: transactional advice in investment, industrial, commercial, residential, retail, project management, research and consultancy, property and facilities management and valuation.

Unwavering in our focus to deliver innovative solutions, excellent customer service, and build long-term relationships with our clients, we constantly adapt to meet the evolving needs of our clients. We remain committed to their success and strive to exceed their expectations in every interaction.

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