



**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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