

# THE WHITE BUILDING



DESIGNED  
FOR FREE THINKERS  
AND VISIONARIES

11 EVESHAM STREET, W11 4AR

WITH ITS DISTINCTIVE DIAMOND SHAPED FLOORPLAN, THE WHITE BUILDING IS A BOLD, INDEPENDENT STRUCTURE THAT BLENDS THE BEST OF MODERN WAREHOUSE-STYLE OFFICE SPACE WITH SLEEK, SIMPLE FINISHES.

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FOR THE  
DYNAMIC



1



This dynamic building is blessed with generous proportions of bright, open plan space and views over the Notting Dale campus, creating a flexible, unfettered working environment. The White Building also features:

- Distinctive diamond shaped floorplan that offers views of the Notting Dale Campus and flexible floorplates
- 3m clear floor to ceiling height on typical floor
- Displacement ventilation and cooling
- Perimeter heating system
- Car parking
- BREEAM 'Very Good' rating
- Modern shower facilities
- Newly-refurbished, flexible space designed to inspire creativity and collaboration, complete with co-working spaces for occupiers, Zoom and video conferencing, plus coffee and snack facilities.

# THE WHITE BUILDING

With its dynamic diamond shape and distinctive roof line, The White Building was designed to both enhance and unify the Notting Dale campus.

Developed by renowned architects Allford Hall Monaghan Morris, the seven-storey building's exterior features large concrete fins that firmly set out its aesthetic intentions, while creating an intentional dialogue with its neighbour, The Yellow Building.

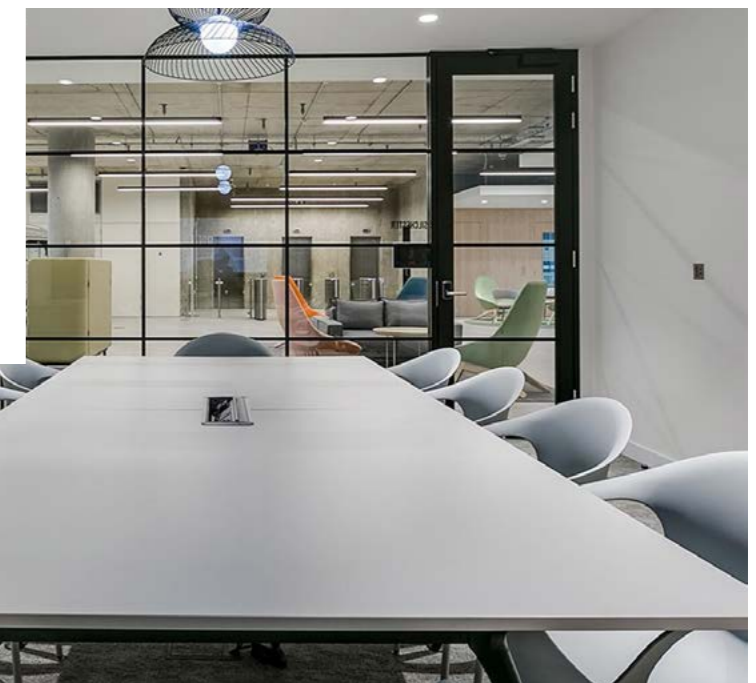
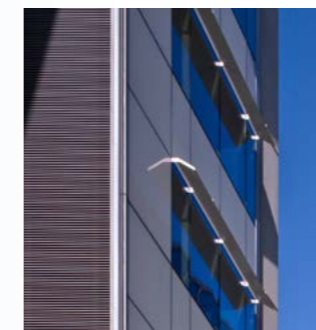
The choice of a diamond shape opens up views across the campus, while its location along the western boundary helps to enclose the whole, creating a unique community feel, complete with sheltered, landscaped courtyard.

Step inside the building and you are greeted by a modern warehouse feel with floorplans arranged for maximum flexibility. The ground floor has been remodeled, creating a brand new, light-filled reception and meeting space. Coffee and snack facilities will also be available from the building's very own coffee truck. In addition, a brand new gym and fitness facility is located on the ground floor.

A  
WORKPLACE  
THAT IS  
INSPIRATIONAL  
AND  
FUNCTIONAL



2



# NOTTING DALE

*the area*



The hidden gem of W11, the Notting Dale Campus has undergone substantial redevelopment in recent years with its creative hub centred around Nicholas Road. The White Building sits alongside the Yellow, Studio and brand new George Building, as well as the Phoenix Brewery and 3 Olaf Street, once a coachworks for Rolls-Royce, Bentley and Daimler and now home to iconic fashion brand Stella McCartney.

Other leading names have chosen the campus for their headquarters, including Temperley and Mario Testino. This is a vibrant campus where you'll find an exciting blend of cool brands, fine art and first rate amenities, including the world class Westfield London retail centre and multiple transport links.

A five-minute walk takes you to the Kensington Leisure Centre, with its fully-equipped gym, three swimming pools and spa, or Avondale Park, with its mix of formal gardens, sports facilities and what is thought to be Britain's first floral lawn. A little further down the road you'll reach the iconic Portobello Road and its adored Electric Cinema operated by the Soho House Group.

## *the heritage*

Once known as the 'potteries and piggeries', Notting Dale has a rich, colourful heritage and has long been home to artisan communities.

Indeed, nearby Pottery Lane was once the heartbeat of the area, making bricks and tiles out of local clay to meet the needs of a rapidly expanding city. An original pottery kiln – with many of its 19th century features in tact – can still be found in Walmer Road.

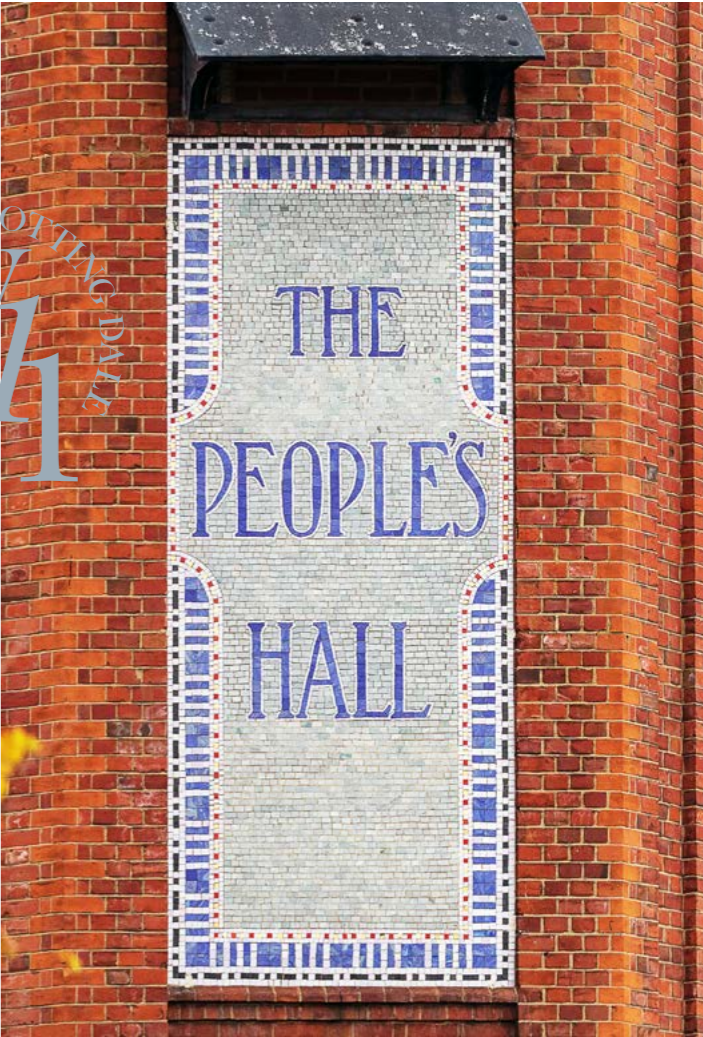
In the 1850s, artisan builders lived in the area while constructing the grand Victorian terraces of Notting Hill Gate and Holland Park. However, many of the streets were razed during and after the Second World War and the area ran to dereliction. It hit the headlines in 1977 when a community of musicians, photographers, jewellery makers and other artists squatting in

Freston Street declared their intention to secede from the UK and establish the Free and Independent Republic of Frestonia, in protest at plans by the Greater London Council (GLC) to evict them and destroy the properties.

Led by social activist Nicholas Albery, the residents and their families took the co-llective surname of Bramley – after another local road – and issued their own postage stamps, created a tourist visa stamp and composed a national anthem. Meanwhile, the People's Hall on Olaf Street housed Chrysalis Records HQ and Ear Studios, where The Clash recorded parts of Combat Rock. The community even wrote to the UN requesting membership. While the UN never replied, the subsequent media interest forced the GLC to work with residents to create a better plan.

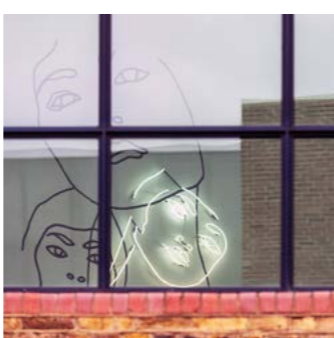
“  
COMMUNITIES ARE  
DEFINED, MORE OR  
LESS, BY WHAT PEOPLE  
HAVE IN COMMON.

—  
Tony Sleep  
Welcome to Frestonia



# NOTTING DALE

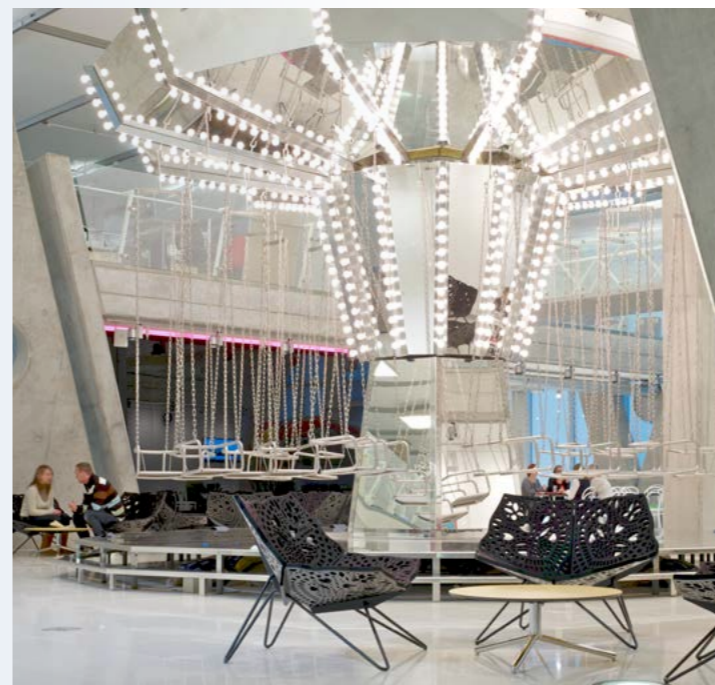
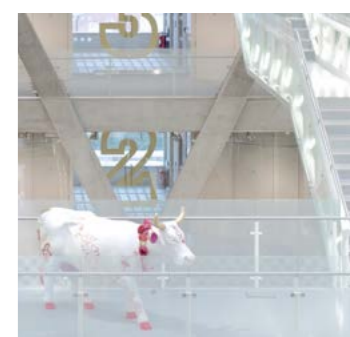
*art & sculpture park*



In keeping with the area’s artisanal past, Nicholas Road is set to be transformed in 2020 with the introduction of a brand-new public sculpture park. Dotted along a newly-pedestrianised, tree-lined avenue, eight stunning pieces of public art will join Alex Da Cunha’s MIX (2012) – a monumental work comprising a reclaimed lorry mixer drum on a poured concrete plinth. The piece was commissioned by the Monsoon Art Collection and is on display outside the Yellow Building.

A purpose-built self-contained 5,000 sq ft gym, Anytime Fitness, is now open, making the White Building home with a mixture of exercise and relaxation classes. This urban campus will also feature a new F & B offer on the ground floor of The George Building with external seating spilling out into the grassy areas with full WIFI access, creating an inspiring outdoor working space and a quiet spot to unwind.

Just around the corner on Olaf Street, art lovers will find the Frestonian Gallery, located in the gorgeous Victorian redbrick People’s Hall. Best known as a focal point for the Republic of Frestonia in the 1970s and 1980s, the hall became a creative hub for writers, artists, musicians and cultural activists. Thirty years later, the Frestonian Gallery continues to channel a little bit of this remarkable community’s rebellious freedom of expression.



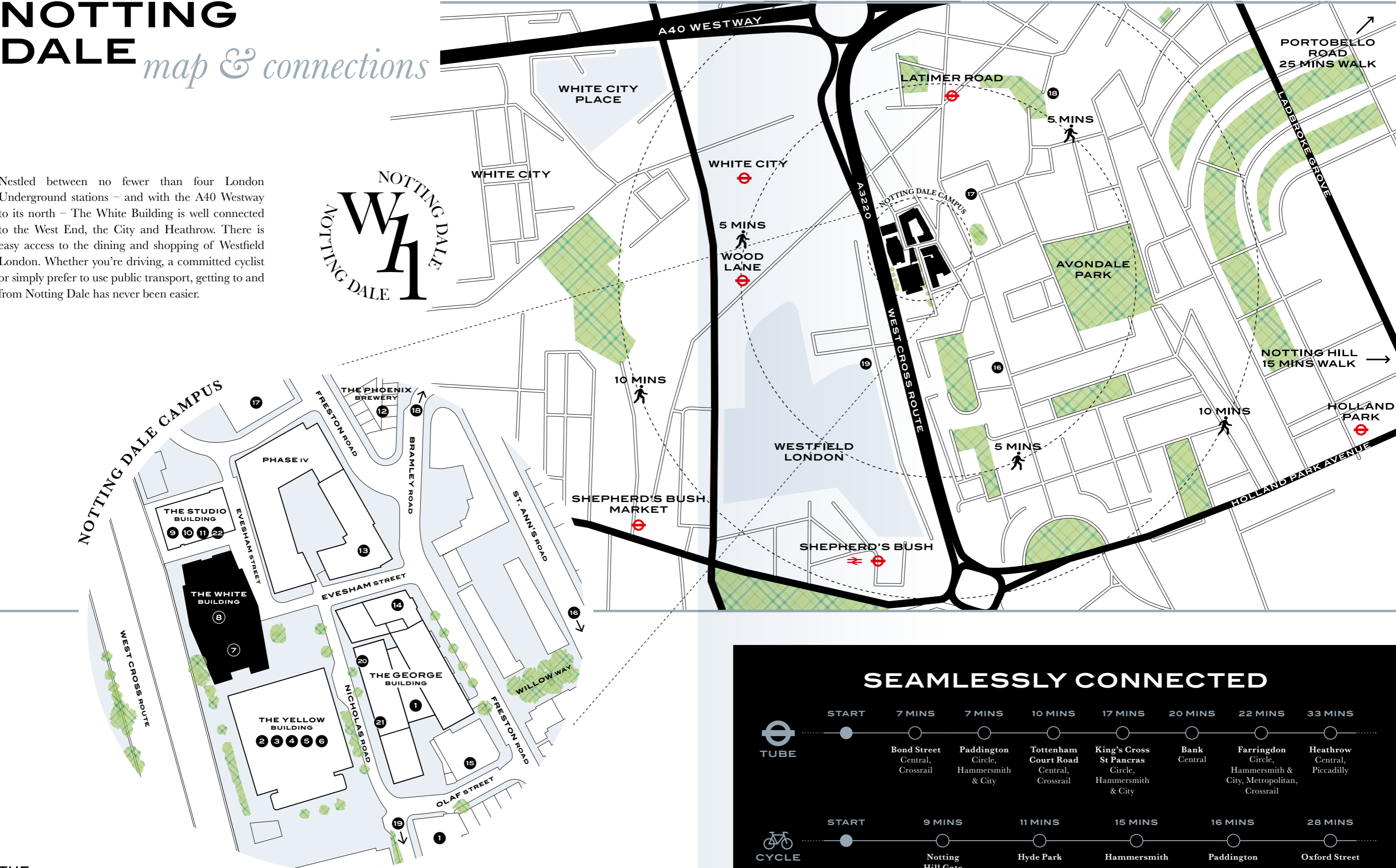
# NOTTING DALE *art & sculpture park*



# NOTTING DALE

map & connections

Nestled between no fewer than four London Underground stations – and with the A40 Westway to its north – The White Building is well connected to the West End, the City and Heathrow. There is easy access to the dining and shopping of Westfield London. Whether you're driving, a committed cyclist or simply prefer to use public transport, getting to and from Notting Dale has never been easier.



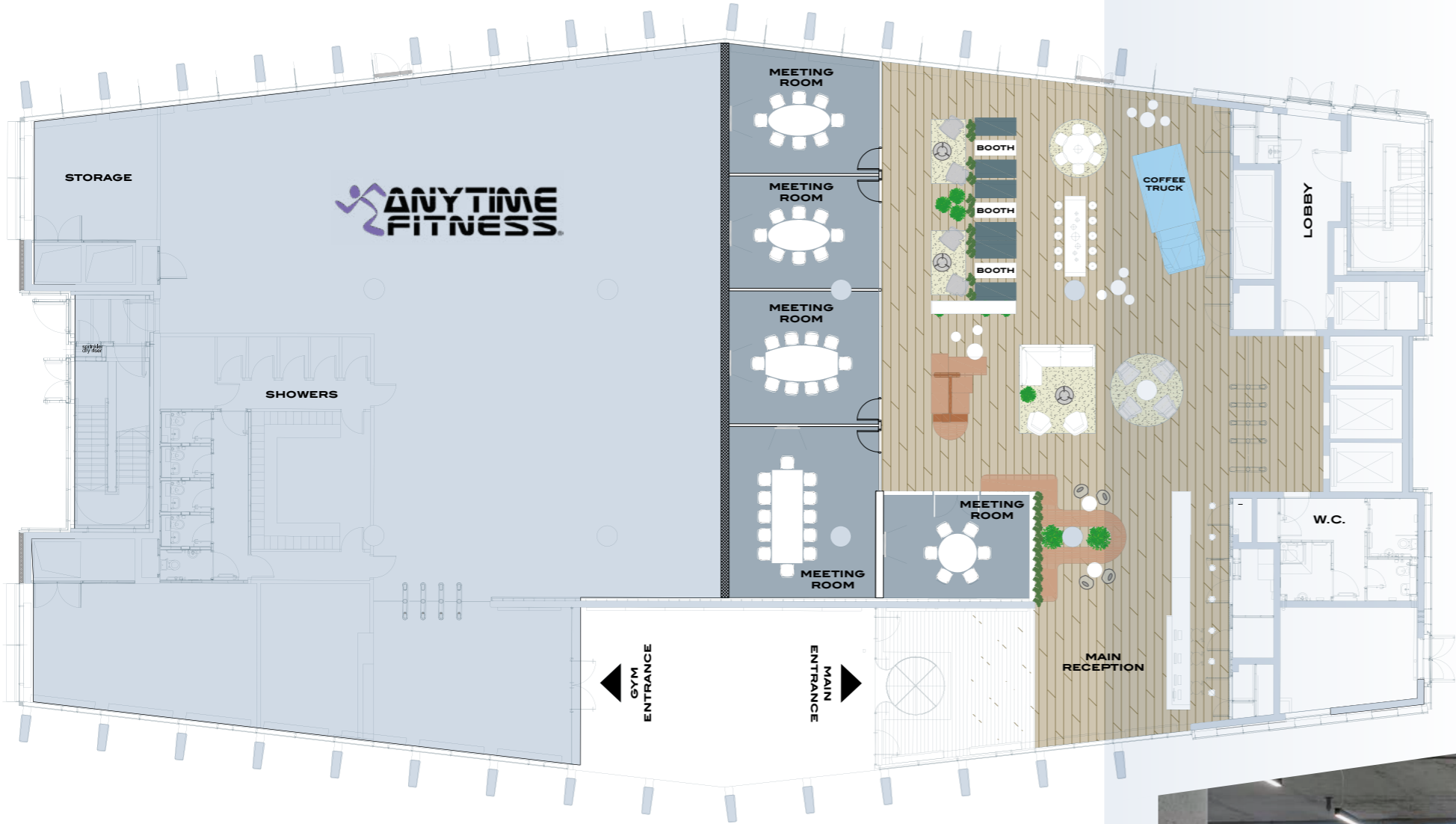
## THE NEIGHBOURHOOD

- |                    |                      |                       |                              |                  |
|--------------------|----------------------|-----------------------|------------------------------|------------------|
| 1 Stella McCartney | 6 Ark                | 11 Griffin Gallery    | 16 Equilibrium Gym           | 20 Frestons Café |
| 2 Stet             | 7 Aytime Gym Fitness | 12 Temperley London   | 17 Cefinn                    | 21 Twisted Pear  |
| 3 LMAX             | 8 Talk Talk          | 13 Cath Kidston       | 18 Kensington Leisure Centre | 22 Rita Konig    |
| 4 Accessorize      | 9 Penelope Chivers   | 14 Mario Testino      |                              |                  |
| 5 Monsoon          | 10 Colart            | 15 Frestonian Gallery |                              |                  |

SEAMLESSLY CONNECTED							
TUBE	START	7 MINS	7 MINS	10 MINS	17 MINS	20 MINS	22 MINS
		Bond Street Central, Crossrail	Paddington Circle, Hammersmith & City	Tottenham Court Road Central, Crossrail	King's Cross St Pancras Circle, Hammersmith & City	Bank Central	Farringdon Circle, Hammersmith & City, Metropolitan, Crossrail
CYCLE	START	9 MINS	11 MINS	15 MINS	16 MINS	28 MINS	
		Notting Hill Gate	Hyde Park	Hammersmith	Paddington	Oxford Street	
WALK	START	5 MINS	9 MINS	11 MINS	16 MINS	32 MINS	
		Latimer Road	Westfield	Shepherd's Bush	Notting Hill Gate	Hyde Park	

# THE WHITE BUILDING

*new reception*



## GROUND FLOOR

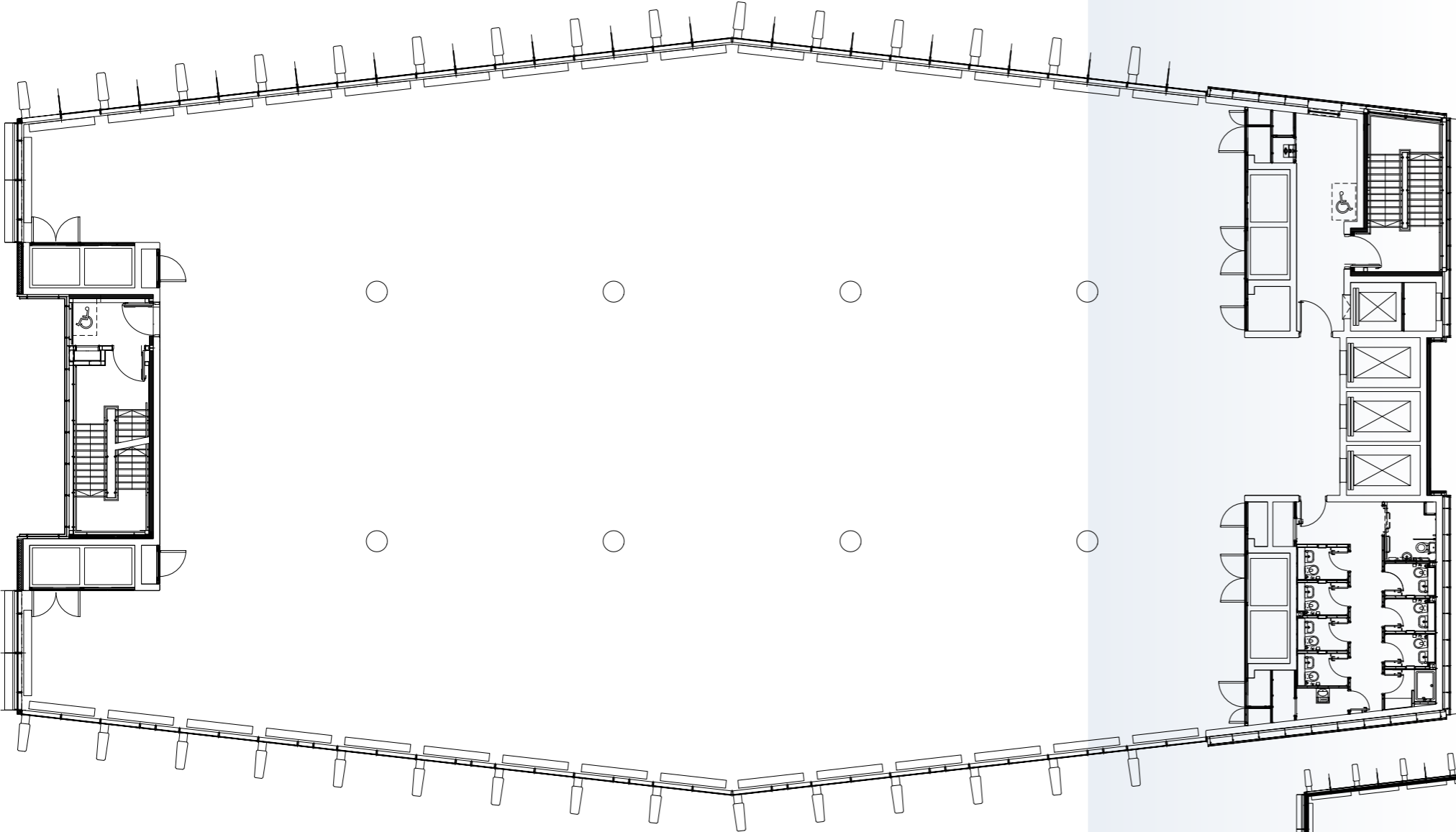
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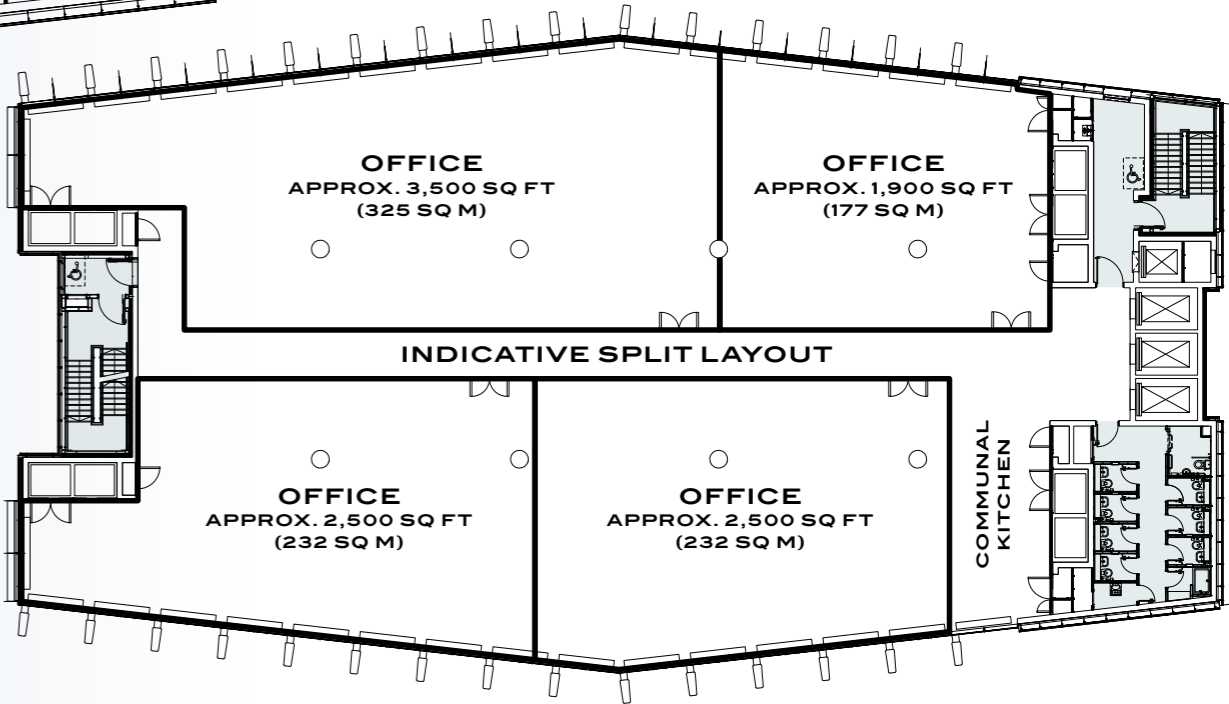
*floorplans*

IT IS THE WHITE BUILDING'S ARCHITECTURE THAT FIRST CATCHES THE EYE, BUT FURTHER EXPLORATION REVEALS THE WAY IN WHICH THIS UNIQUE STRUCTURE IS IN FACT ENGAGED IN A CONVERSATION WITH ITS CAMPUS NEIGHBOURS.



## TYPICAL FLOOR LAYOUT

	SQ M	SQ FT
SIXTH FLOOR [LET]	985	10,603
FIFTH FLOOR	1,151	12,388
FOURTH FLOOR	1,144	12,309
THIRD FLOOR	1,141	12,285
SECOND FLOOR	1,140	12,272
FIRST FLOOR	1,141	12,277
TOTAL	6,702	72,134



# CONTACT INFO

## THE WHITE BUILDING

For further information and all enquiries please contact our agents:

A DEVELOPMENT BY **ADENA**  
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