
PRESS RELEASE



BATTERSEA POWER STATION WELCOME FURTHER RESIDENTS FOLLOWING COMPLETION OF SWITCH HOUSE EAST

- Switch House East is the second residential element of the Grade II* listed Power Station to complete
- The restoration respectfully enhances the building's historical features whilst introducing a contemporary finish
- Interior architect, Michaelis Boyd, has developed the interior design and layout for the 119 new apartments taking inspiration from the building's history
- 2022 will see the London landmark welcome residents and visitors, as more brands are set to join the retail line up ahead of the Power Station opening its doors to the public later this year

20 January 2022



Caption: Switch House East, the second residential element of Battersea Power Station, is now complete and welcoming residents Credit: Taran Wilkhu

Battersea Power Station announced today that it is welcoming residents to the second residential element of the Grade II* listed building which has completed. The news comes as 2022 marks the start of an exciting phase for London's largest regeneration project, as the destination is transformed into a place for all to live, eat, work and play.

Switch House East utilises the existing historic structure of the Power Station and offers studio, one, two- and three-bedroom apartments. Many of the building's original elements have been restored during the redevelopment, overseen by WilkinsonEyre as lead architects, with the new homes featuring brick and steelwork from the 1940s, whilst introducing a contemporary feel to the industrial heritage of the building.

In addition to the apartments in the historic structure, Switch House East also offers modern duplex apartments, which are located in three glazed floors added to the top of the building. The new homes feature spacious living and dining areas with fully equipped open plan kitchens and wooden floors. Each home also comes with windows from the floor to high ceilings, maximising the stunning views across the River Thames and offering an abundance of natural light.

Designed by architect Sir Giles Gilbert Scott, Battersea Power Station was built in two stages with Battersea A (which includes Switch House West) being completed in 1933 and Battersea B (which includes Switch House East) coming into service in 1944. Taking inspiration from both these eras, renowned interior architect, Michaelis Boyd has curated two interior design palettes which reflect the Power Station's history. The Heritage 33 palette takes inspiration from the classically elegant styling of the 1930s, drawing on details such as the dark herringbone flooring in Control Room A, which once powered a fifth of London's electricity, and glazed tiles from the Power Station's Directors' staircase. The Heritage 47 palette is fresh and contemporary with an "industrial" aesthetic to demonstrate the pared back style of the 1950s when the second part of Battersea Power Station was built.

Residents living in Switch House East also have direct access to two internal private landscaped courtyards and a rooftop garden with fantastic views of the Power Station and its iconic chimneys, allowing residents to really experience the uniqueness of living at the London landmark.

Simon Murphy, Chief Executive Officer at Battersea Power Station Development Company (BPSDC), said:

"When our shareholders took over the site almost 10 years ago, Battersea Power Station - one of London's most iconic and recognisable buildings – had stood derelict for over 20 years. Thanks to their commitment, today it is fast becoming one of London's most sought after and well-connected riverside neighbourhoods with the recent opening of the Battersea Power Station Zone 1 Underground station.

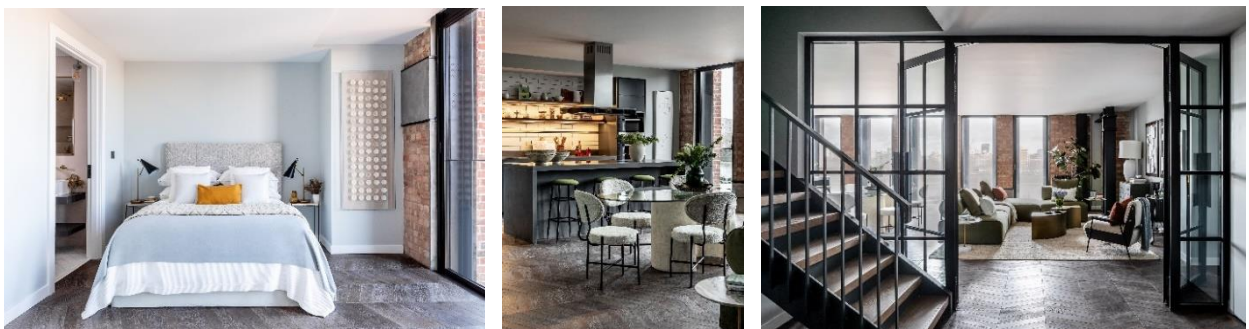
"We can say with confidence that Battersea Power Station will be one of London's destination hotspots in 2022. This follows the development's most transformational year to date in 2021, when we saw a succession of milestone announcements including welcoming our first residents, as the Power Station came to life for the first time in almost 40 years.

"Looking ahead into 2022, the completion of Switch House East marks the first milestone of the year, as we take another step closer to final completion. Opening the rest of this historic building to the public later this year, will see residents, members of the local community, Londoners and international visitors enjoy a mix of uses for years to come."

Sebastien Ricard, Project Director, WilkinsonEyre, said:

“Switch Houses East and West form the “shoulders” of the massive power station, so it is appropriate that both have been sensitively but thoroughly repurposed as modern and innovative high-end residential accommodation. Having finished the 1930s Switch House West in 2021, the opening of the late 1940s Switch House East now completes the vision. Unique character has once more been celebrated - converting existing riveted girders found on site into a jaw dropping Concierge desk, exposing most of the industrial features, and reusing some of the electric switch gear as sculptures to stand in the gardens.”

“Each flat has a bespoke layout optimising light and views out, and the offer is enhanced by the creation of an amazing rooftop garden above Turbine Hall B for residents’ use; a secluded urban oasis more than 25m above ground. Our design subtly weaves together history and modernity in a way that respects one of the most important industrial landmarks in the world.”



Caption: A new home within Switch House East at Battersea Power Station Credit: Taran Wilkhu

Alex Michaelis, Partner and Co-founder of Michaelis Boyd, said:

“The residences have a refined industrial quality to them – we wanted to create interiors that would reference the Power Station’s rich history but also stand the test of time, for the ultimate experience of modern city living. Our design for the two distinct interior palettes, Heritage 33 and 47, was inspired by the style and textures of the original 20th century building. Grained wooden floors underfoot, exposed brick walls and durable, tactile finishes emphasize materiality throughout and provide a timeless backdrop for evolving interior trends.”

“Looking forward into 2022, there continues to be a focus on the importance of outdoor space and a connection with nature. At Switch House East, large Crittall screens and dual aspect glazed windows were designed to make use of natural daylight, encouraging flow between spaces and offering views out onto the riverside and landscaped courtyards and terraces, bringing the outdoors in. The open-plan layouts of these loft-style apartments also remain more relevant than ever, as we continue to design versatile spaces that will lend themselves to new ways of living, working, eating and relaxing from home.”

Once completed, Battersea Power Station will be one of the most exciting retail and leisure destinations in London, having recently announced that major international brands such as Ray-Ban, Ralph Lauren, Tommy Hilfiger, The Kooples, Aēsop and Calvin Klein will be opening inside the iconic building. The Power Station will also be home to over 100 shops, bars and restaurants, 254 apartments, office space as well as unique events and leisure offering, including the Chimney Lift Experience. There will also be a new six-acre riverfront park that is open to the public.

The retail and leisure experience will continue on a new high street, Electric Boulevard, which runs from the south of the Power Station, between the stunning Frank Gehry designed Prospect Place and Foster + Partners' Battersea Roof Gardens. Electric Boulevard will offer a mix of office space, shops, bars and restaurants, a park, playground and an exciting new 164 room hotel from art'otel®, the brand's first hotel to open in London.

Residents currently living at Battersea Power Station can enjoy a great mix of cafés, bars, and restaurants where they can sample cuisines from all over the world. This includes modern Indian at Vivek Singh's Cinnamon Kitchen, authentic Italian at Francesco Mazzei's Fiume, bottomless pizza at celebrity chef Gordon Ramsay's Street Pizza and delicious Japanese patisseries and bubble tea at the recently opened Kova, the first of the Power Station's retailers to open. A variety of entertainment and fitness venues can also be found beneath the railway arches on Arches Lane, including Battersea Brewery, which has its own microbrewery on site, spin studio Boom Cycle, DNA VR, London's biggest virtual reality arcade, Birdies Crazy Golf, The Cinema in the Arches and The Turbine Theatre.

Battersea Power Station also hosts a variety of cultural events throughout the year with highlights including the Light Festival which is currently being hosted until 27th February, Summer Showtime on The Coaling Jetty, London's first open-air cinema and theatre experience and The Winter Village.

With the Northern Line extended to give this new riverside neighbourhood its very own Zone 1 London Underground station, Battersea Power Station is now within 15 minutes of the West End and the City and is expected to draw visitors from across the capital and the globe, becoming one of London's most visited destinations, boosting the local economy and creating over 17,000 jobs.

Follow @BatterseaPwrStn to keep up with the latest news and events at Battersea Power Station and visit www.batterseapowerstation.co.uk to find out more.

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About Battersea Power Station:

- Battersea Power Station is one of central London's largest, most visionary and eagerly anticipated new riverside neighbourhoods, with the Power Station opening to the public later this year.

- The £9bn regeneration project will see the creation of a vibrant, mixed-use destination offering a community of homes, shops, restaurants, offices, culture and leisure venues, as well as 19 acres of public space, all serviced by an extension to the London Underground Northern Line.
- The Battersea Power Station project covers 42 acres and includes 3.5m sq ft of mixed commercial space, together with 4,239 new homes.
- The successful regeneration of Battersea Power Station will create 20,000 new jobs, generate long term career opportunities for local residents and inject £20bn into the UK economy. A new NHS medical facility is also being built.
- Circus West Village, the first chapter of the regeneration of Battersea Power Station, is already a thriving riverside neighbourhood and home to over 1,700 people. Offering an eclectic mix of independent and design-led bars, restaurants, shops, fitness and wellbeing facilities, a cinema, a theatre and an ongoing events programme, this new neighbourhood welcomes over three million people on average per year.
- The Grade II* listed Power Station, the second phase of the development, will house over 100 shops, restaurants and cafes, events and leisure offerings, a unique chimney lift experience offering 360-degree panoramic views of London's skyline, new office space and 254 new residential apartments. The building will open later this year
- With the recently opened Zone 1 Battersea Power Station Underground station on the Northern Line Extension, the development is only a 15 minute journey from the West End and the City. It also has its very own Uber Boat by Thames Clippers pier and is 15 minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. Battersea Power Station is easily accessible by bus, bike, car and train too.
- The Battersea Academy for Skills and Employment (BASE), the development company's bespoke jobs and training service created for those living locally, was launched in 2016. It is focused on matching people with jobs at Battersea, as well as, providing training relevant to the job pipeline at the development.
- The wider Battersea Power Station development is owned by a consortium of Malaysian investors comprised Sime Darby Property (40%), S P Setia (40%) and The Employees' Provident Fund (20%), with the commercial assets within the Power Station building now being directly owned by Permodalan Nasional Berhad (PNB) and EPF.
- Management of the development is being undertaken by the British-based Battersea Power Station Development Company.