HOOVER BUILDING

An iconic London building, widely recognisable for its distinctive 1920s Art Deco architecture, is nearing the end of a major restoration and renovation project which will see part of the building converted into 66 stylish apartments.

The Hoover Building was originally built in 1933, operating as a factory for the American Hoover Company. After the company moved out of the building, it was taken over by Tesco who opened a supermarket and offices.

In 2013 the front of the building was acquired by IDM Properties who set about a major project to transform the Grade II* Listed structure. IDM Properties, together with English Heritage and London Bridge of Ealing have invested heavily in the site's preservation and restoration.

THE 66 APARTMENTS WILL CONSIST OF LUXURY STUDIO, 1, 2 AND 3 BEDROOM APARTMENTS IN A CONTEMPORARY STYLE WITH MODERN FEATURES AND QUALITY INTERIORS.

The 66 apartments included in The Hoover Building will consist of a mix of luxury studio, 1, 2 and 3 bedroom apartments in a contemporary style with modern features and quality interiors. Some of the most historic features of the building have also been restored and preserved to help create a unique blend of old and new.

THE HOOVER BUILDING WAS ORIGINALLY BUILT IN 1933, OPERATING AS A FACTORY FOR THE AMERICAN HOOVER COMPANY.

Jonathon Curtis, Partner at IDM Properties, said:

"We were thrilled to agree the purchase of the Hoover Building from Tesco's and be able to work on such an iconic London landmark building."

Jonathon added:

"We've worked hard on the interiors of the apartments ensuring the apartments match the stunning Grade II* listed property on the inside. For example we have had custom made doors throughout the development matching the original Hoover Building design."

The conversion of the Hoover Building into apartments provides

THE AMBITIOUS DESIGN INCORPORATED A NUMBER OF BOLD AND DISTINCTIVE FEATURES THAT AS TIME MOVED ON GAINED ICONIC STATUS.

IN 1931 THE HOOVER COMPANY COMMISSIONED WALLIS GILBERT AND PARTNERS TO BUILD A FACTORY IN PERVIALE TO BE A HOME FOR THE COMPANY'S BRITISH VACUUM CLEANER DIVISION.

a rare opportunity to live inside a piece of history – a daily reminder of London's architectural and industrial past. Art Deco buildings of this nature are becoming a rare sight in London and the secure future being provided for the Hoover Building is a major step to preserving a corner of the past for future generations.

The design work on The Hoover Building has been heavily scrutinised to ensure a contemporary, functional living space can be provided for each apartment. Each unit will boast a range of features, ranging from hardwood oak flooring and low energy light fittings, to open plan areas and high quality kitchen and bathroom fixtures.

The apartments are being constructed to meet a Breaam Rating of 'Excellent', with all apartments backed by a 250-year lease. The building will be secure, with CCTV and a video entry system providing peace of mind to residents throughout.

HOOVER BUILDING

- Built in 1933
- Located in the borough of Ealing
- Showcases 1920s Art Deco architecture
- Grade II* Listed structure
- Developer/Contractor: IDM Properties
- 66 stylish apartments
- Studio, 1, 2 and 3-bedroom apartments
- 250-year lease to all apartments
- 10-year Building Guarantee
- To comply with current building regulations
- Breaam Rating 'Excellent'
- Highly insulated building
- Contemporary style
- Original features retained (where possible)
- Open-plan interiors
- Oak flooring, carpets and ceramic tiles
- Unique kitchens and bathrooms
- Low energy light fittings
- Pre-wired for TV/telephone/radio
- Wired for 100mb fibre optic broadband
- NICEIC/ECA Certified
- Battery backed up smoke detectors
- Mix of communal & private terraces
- Bike store
- Bin store
- Paxton Net 2 Video entry system
- CCTV
- Underground parking
- Excellent transport connections
- Various local amenities