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# Recycled icons: warehouse conversions and restored Art Deco buildings are among new homes preserving London's industrial past

A spectacular wave of 'recycling' is transforming iconic power stations and Art Deco factories into new houses.

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The heritage homes upholding London's industrial legacy



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Despite the bulldozers, many of London's iron and brick industrial memorials survive in varying states of revival or decay, often embellished with exquisite craftsmanship and finding imaginative and unlikely new incarnations – many as spectacular new homes.

Marble floors and columned façades were standard for factories in the Thirties. There are few better examples than **The Hoover Building**, an Art Deco masterpiece in Perivale, west London.

In its heyday, this listed red, white and blue landmark with its 15-bay façade and huge sweep of lawn looked like the home of a pharaoh, having architectural detailing influenced by the discovery of Tutankhamun's tomb in 1922 as well as Aztec-inspired motifs.

Since 1990, the ground floor has been a Tesco supermarket, but the main section of the building, with a new roof addition, is being converted into 66 flats priced from £379,000.

English Heritage is supervising restoration of original features such as Crittall windows and the entrance foyer's wrought-iron banisters and Travertine floors. Call IDM Properties on 020 7613 6561.

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