

MailOnline

HOOVER BUILDING

Vacuum cleaner included! Iconic Art Deco Hoover factory in West London is converted into luxury apartments with prices up to £650K each

- Hoover Building in Perivale was once a thriving factory where Hoover vacuum cleaners were made
- The vast property has now been converted into 66 apartments, with prices starting from £295K for a studio
- Grade II-listed building still features giant Hoover Building sign, with its impressive facade restored

By EMILY CHAN FOR MAILONLINE
PUBLISHED: 10:15, 17 October 2018 | UPDATED: 10:44, 17 October 2018

Share

184 shares

53

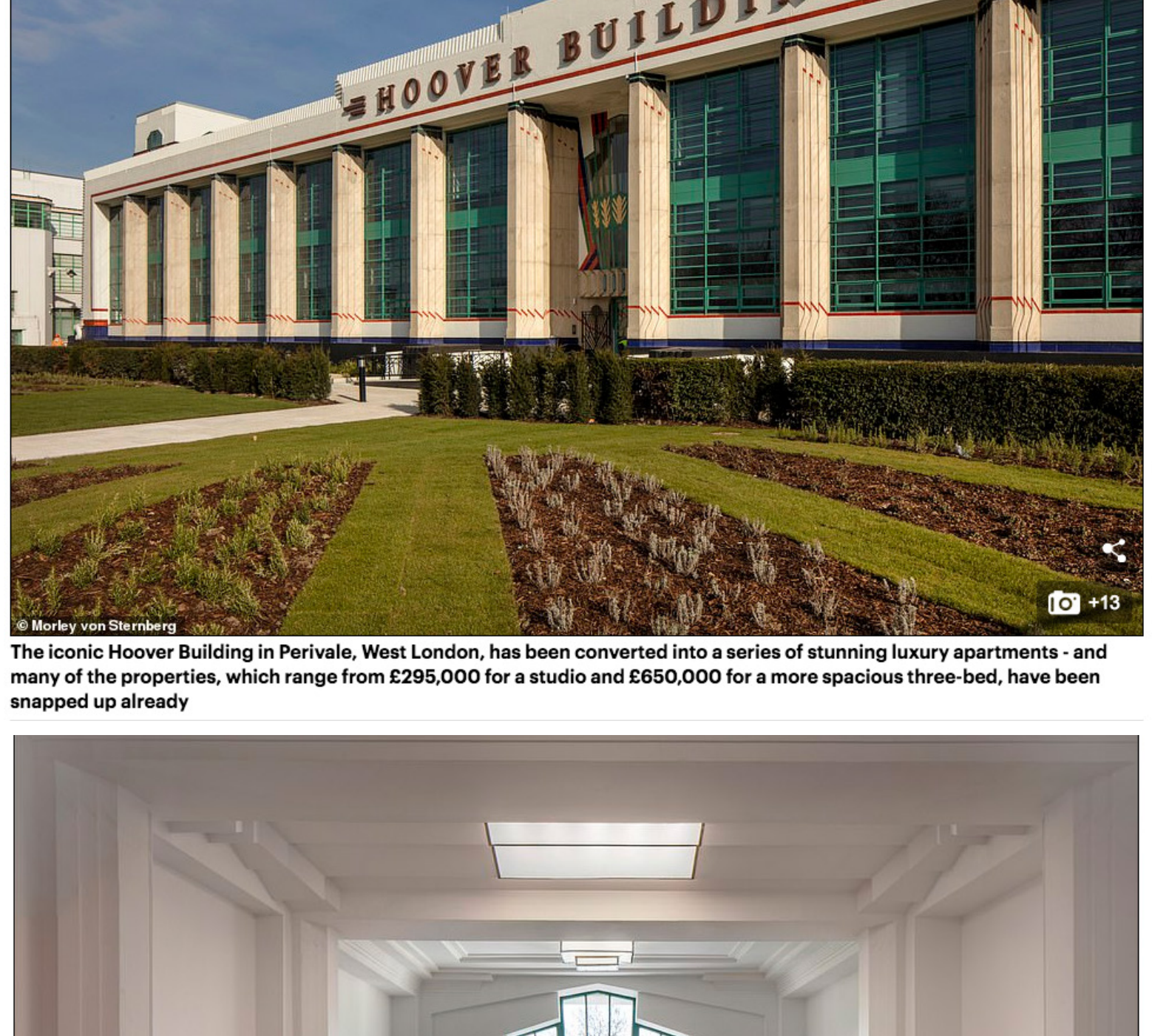
View comments

During the 1930s, it was a huge factory where Hoover vacuum cleaners were made.

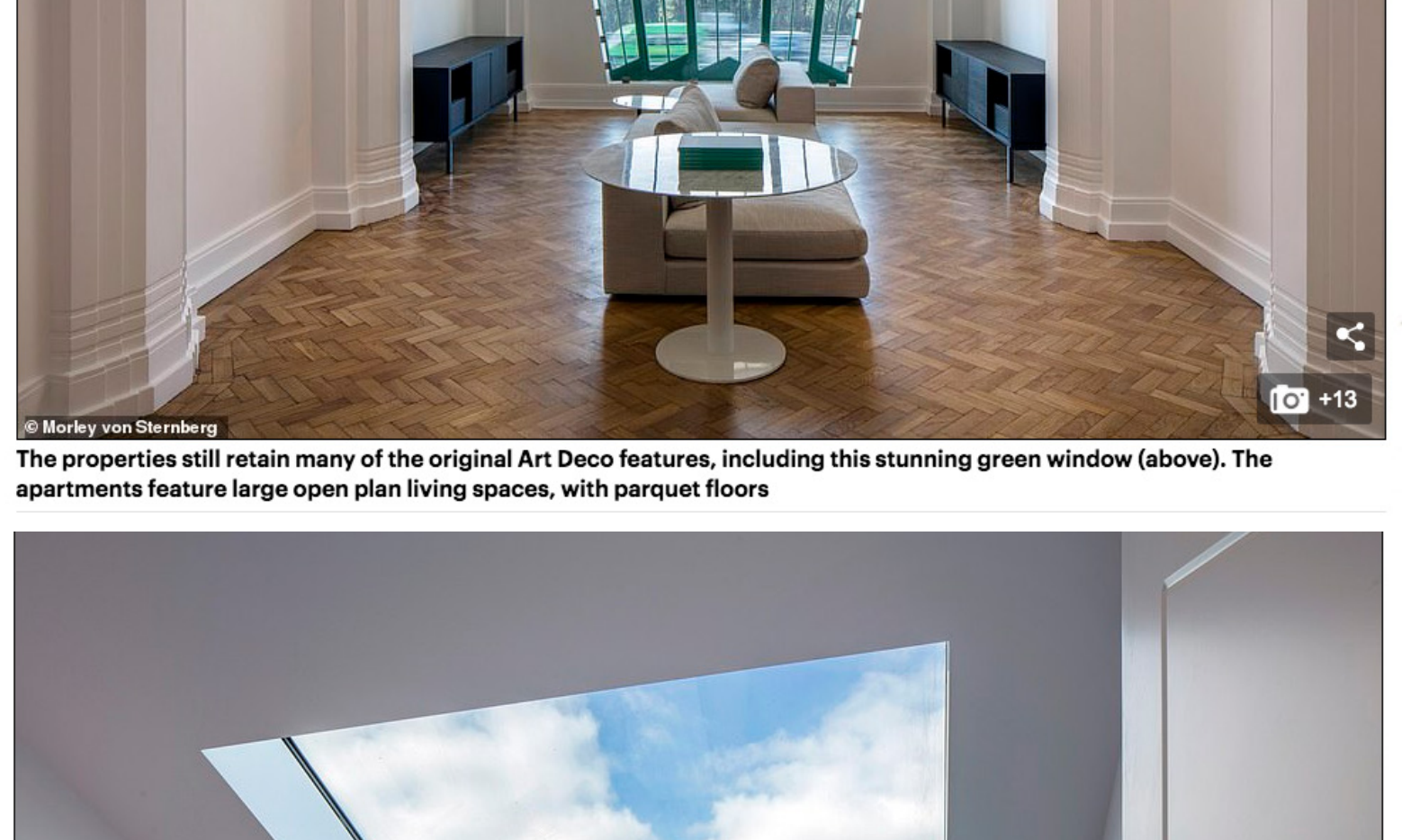
Fast forward 90 years and the iconic Hoover Building in Perivale, West London, has been converted into a series of stunning luxury apartments, costing up to £650,000 each.

Architects who have restored the Grade II-listed building have kept many of its Art Deco features, including an original sweeping staircase.

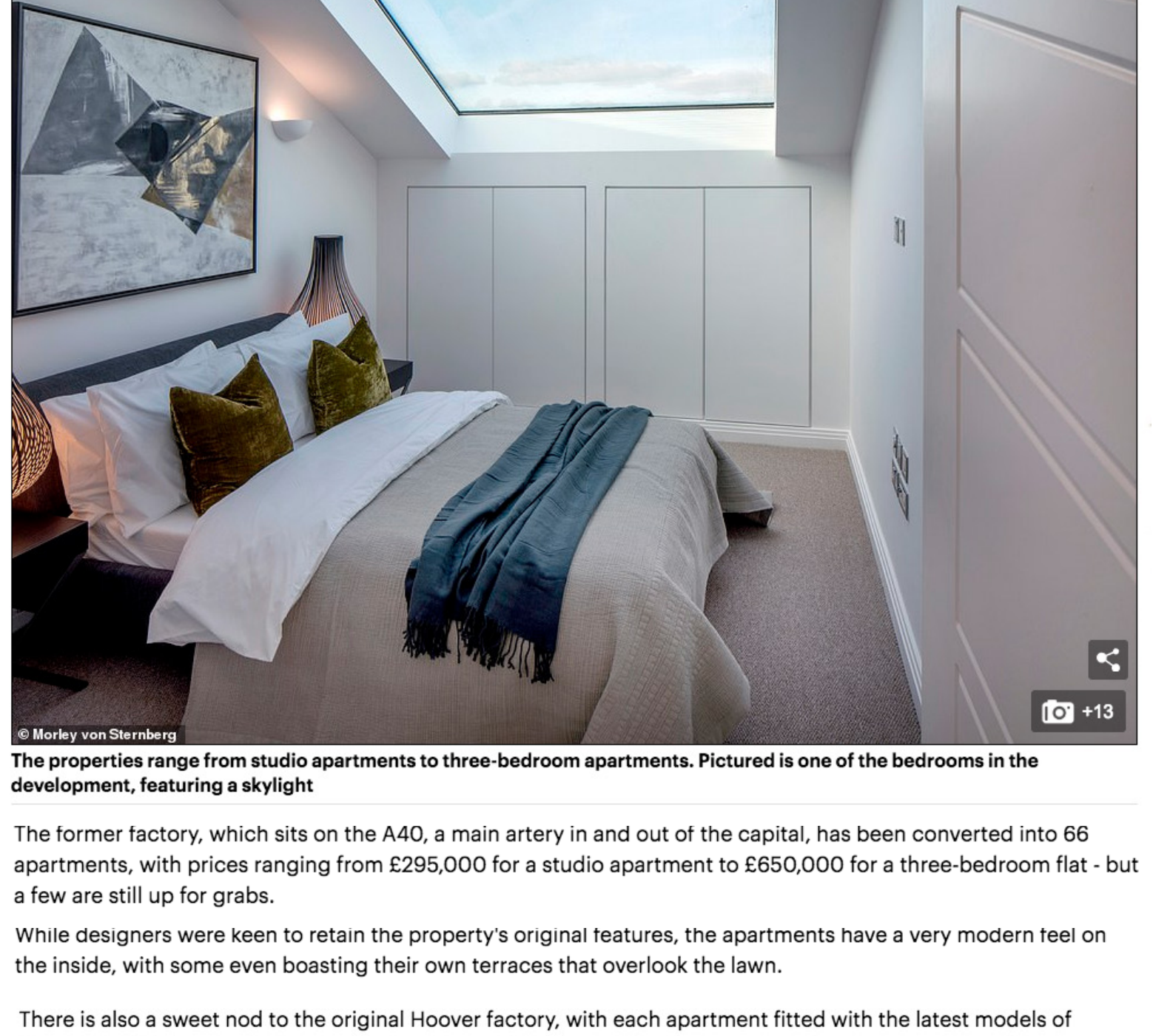
The vast property's impressive facade - which still features the giant Hoover Building sign - has also been restored to its former glory, with its huge green windows and painted pillars.



The iconic Hoover Building in Perivale, West London, has been converted into a series of stunning luxury apartments - and many of the properties, which range from £295,000 for a studio and £650,000 for a more spacious three-bed, have been snapped up already



The properties still retain many of the original Art Deco features, including this stunning green window (above). The apartments feature large open plan living spaces, with parquet floors



The properties range from studio apartments to three-bedroom apartments. Pictured is one of the bedrooms in the development, featuring a skylight

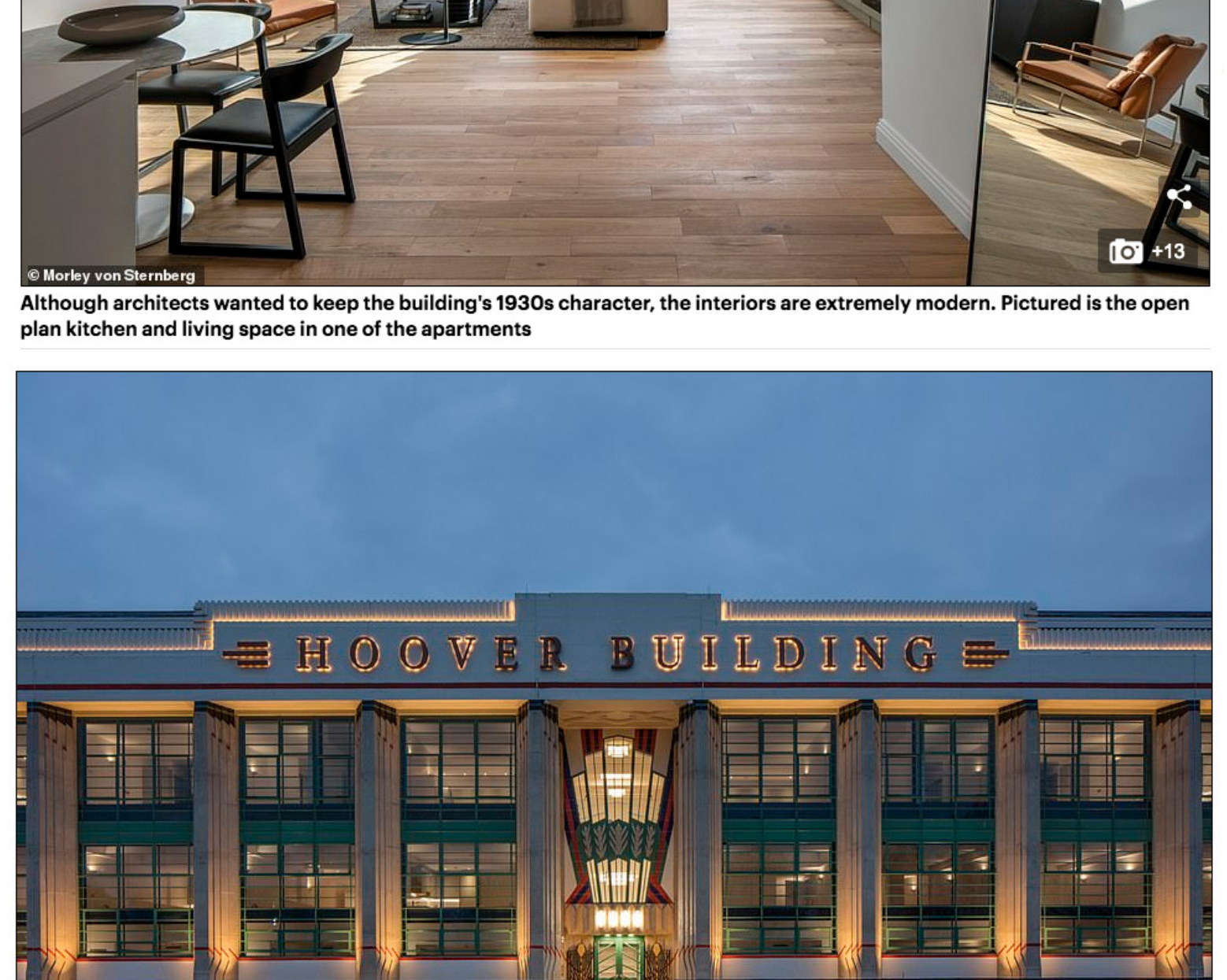
The former factory, which sits on the A40, a main artery in and out of the capital, has been converted into 66 apartments, with prices ranging from £295,000 for a studio apartment to £650,000 for a three-bedroom flat - but a few are still up for grabs.

While designers were keen to retain the property's original features, the apartments have a very modern feel on the inside, with some even boasting their own terraces that overlook the lawn.

There is also a sweet nod to the original Hoover factory, with each apartment fitted with the latest models of Hoover appliances.

The Hoover building, designed by Wallis, Gilbert & Partners in 1931, started life as the UK headquarters, manufacturing plant and repairs centre for the Hoover Company.

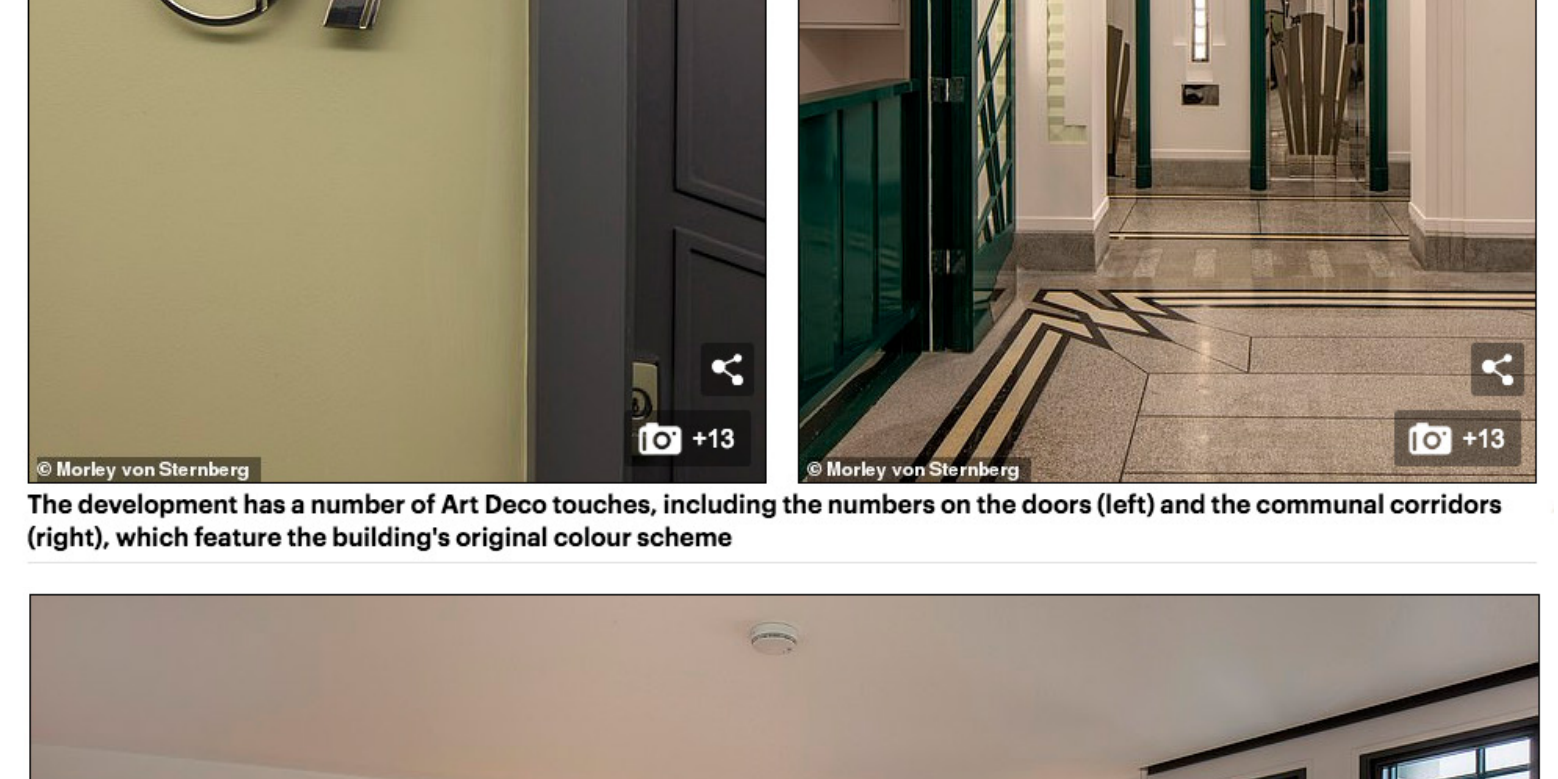
During the 1930s, 1,600 people were employed at the factory, with production continuing through the Second World War.



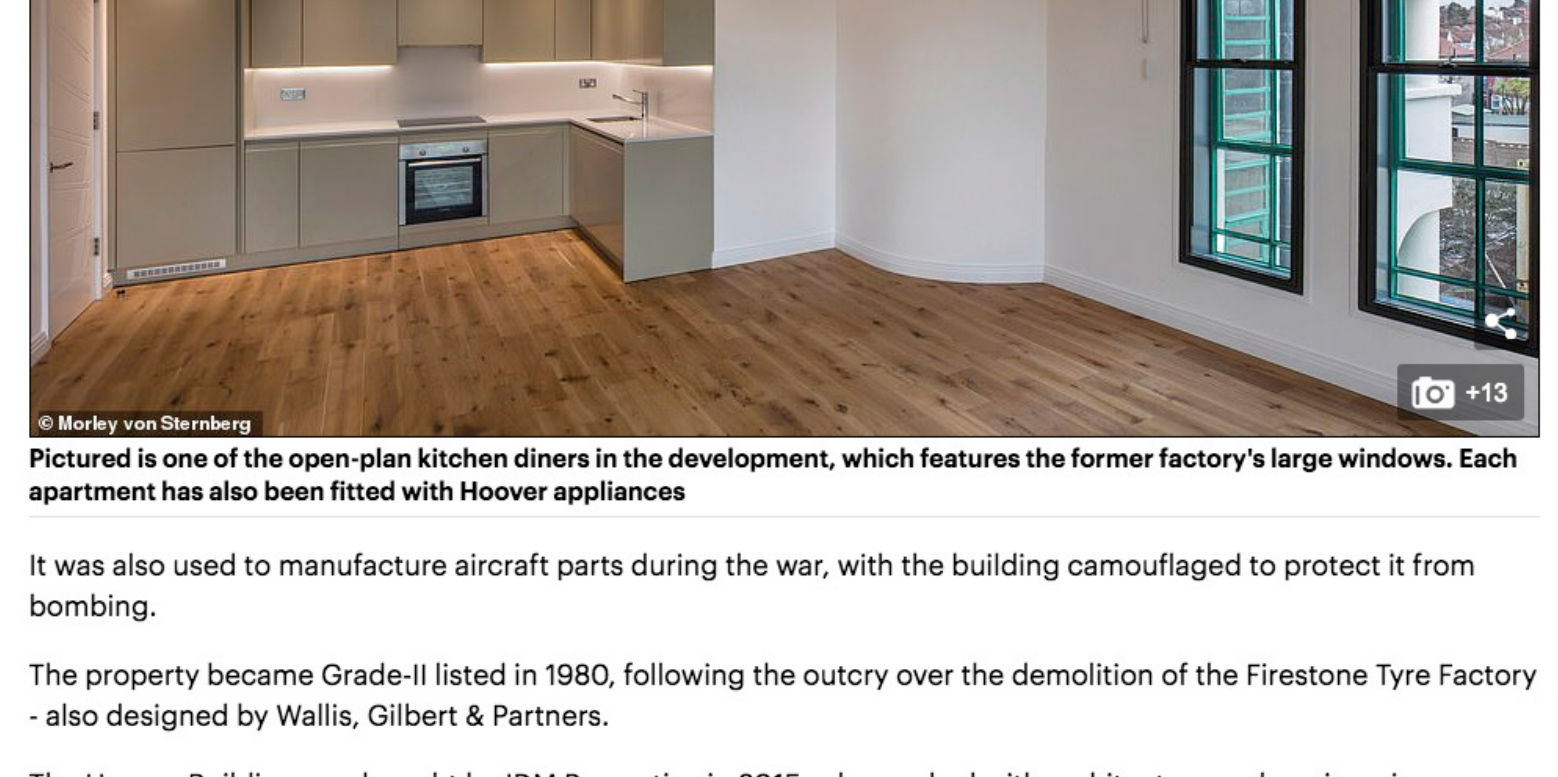
Although architects wanted to keep the building's 1930s character, the interiors are extremely modern. Pictured is the open plan kitchen and living space in one of the apartments



The Hoover Building, which sits on the A40, a main artery out of London, was bought by IDM Properties in 2015, who worked with architecture and engineering specialists Interrobang to transform the property



The development has a number of Art Deco touches, including the numbers on the doors (left) and the communal corridors (right), which feature the building's original colour scheme

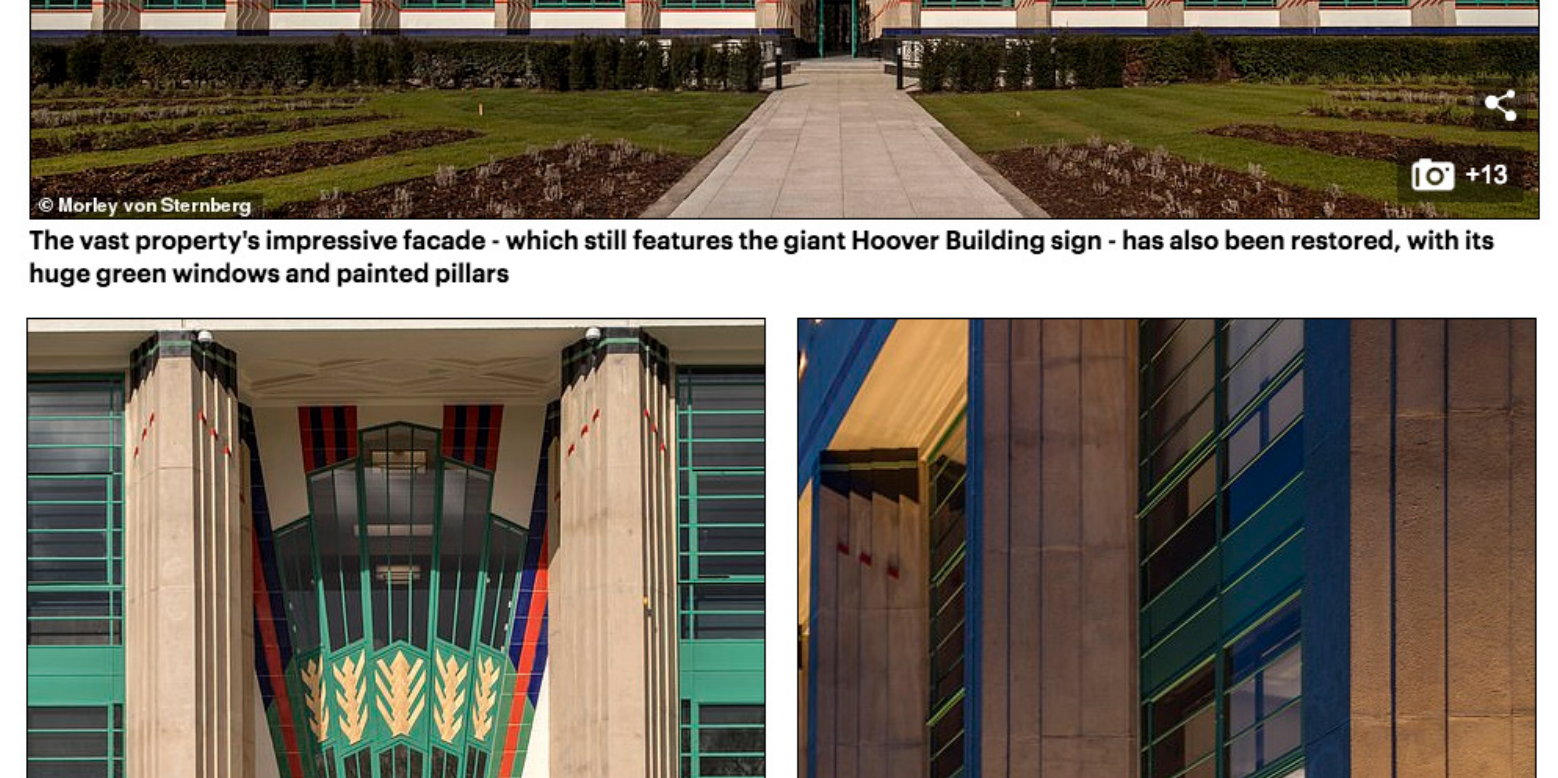


Pictured is one of the open-plan kitchen diners in the development, which features the former factory's large windows. Each apartment has also been fitted with Hoover appliances

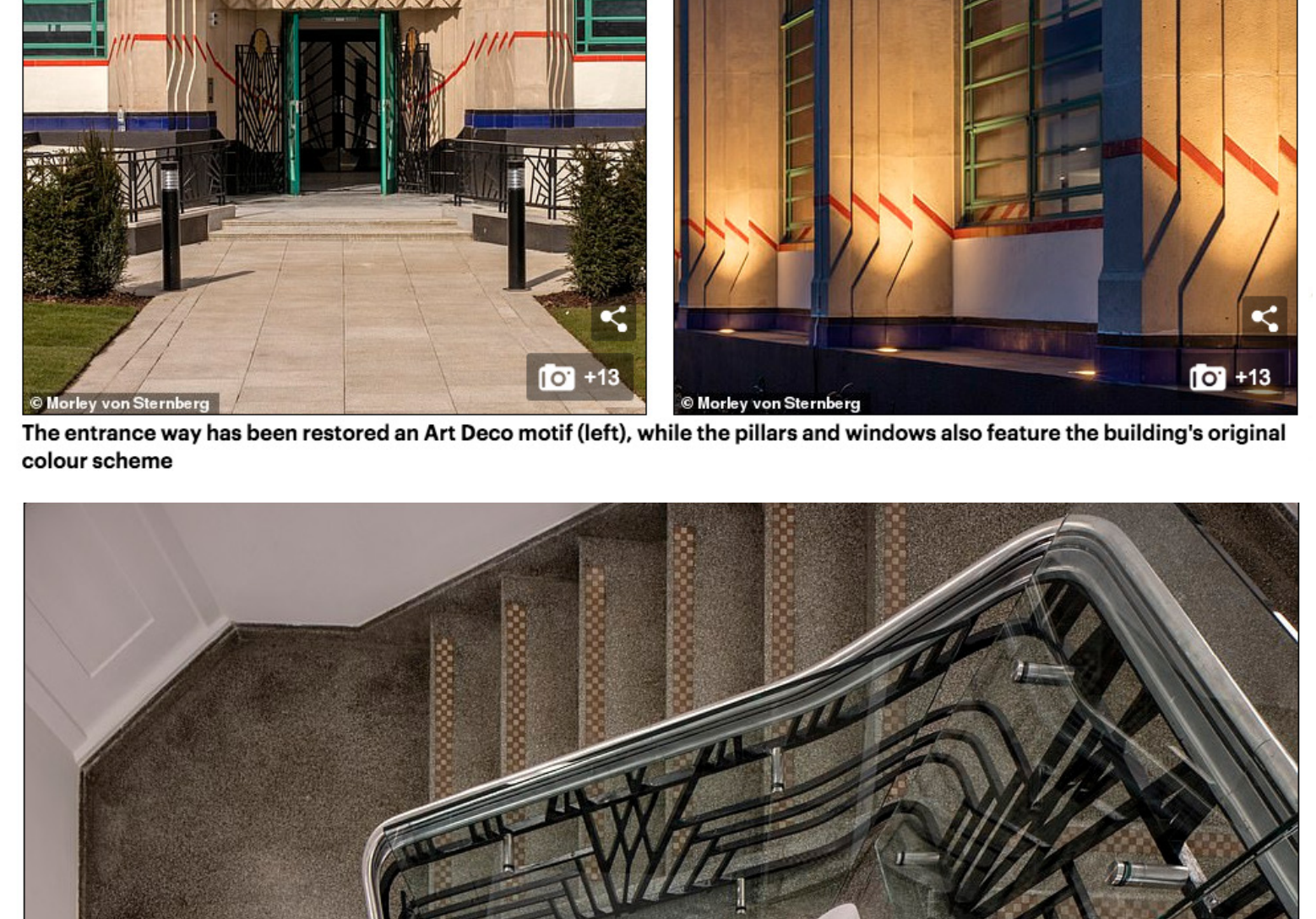
It was also used to manufacture aircraft parts during the war, with the building camouflaged to protect it from bombing.

The property became Grade-II listed in 1980, following the outcry over the demolition of the Firestone Tyre Factory - also designed by Wallis, Gilbert & Partners.

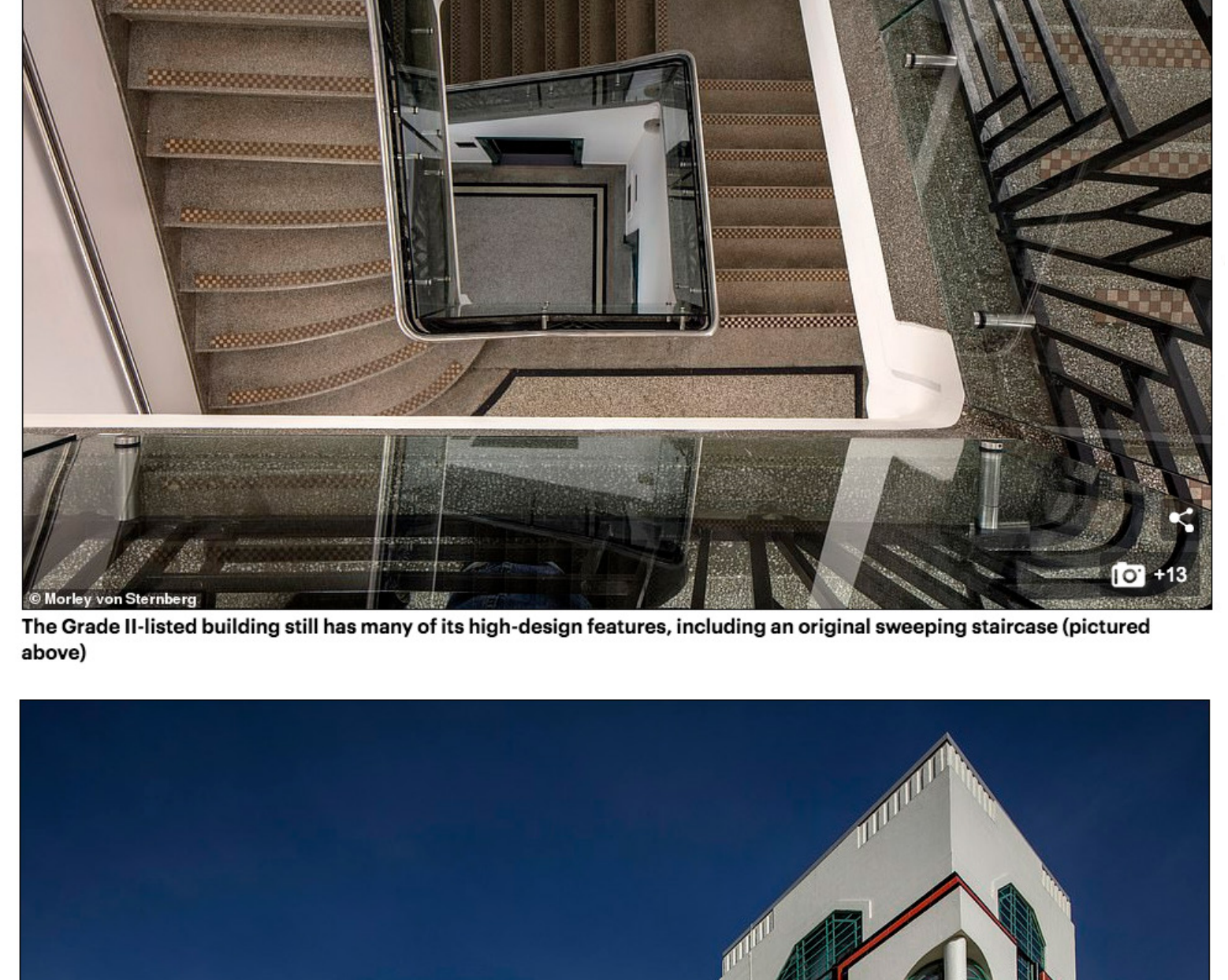
The Hoover Building was bought by IDM Properties in 2015, who worked with architecture and engineering specialists Interrobang to transform the building.



The vast property's impressive facade - which still features the giant Hoover Building sign - has also been restored, with its huge green windows and painted pillars



The entrance way has been restored an Art Deco motif (left), while the pillars and windows also feature the building's original colour scheme



The Grade II-listed building still has many of its high-design features, including an original sweeping staircase (pictured above)



The Hoover building (pictured from the side), designed by Wallis, Gilbert & Partners in 1931, started life as the UK headquarters, manufacturing plant and repairs centre for the Hoover Company