







A NEW VISION

SYSTEMS has always been a place for pioneers.

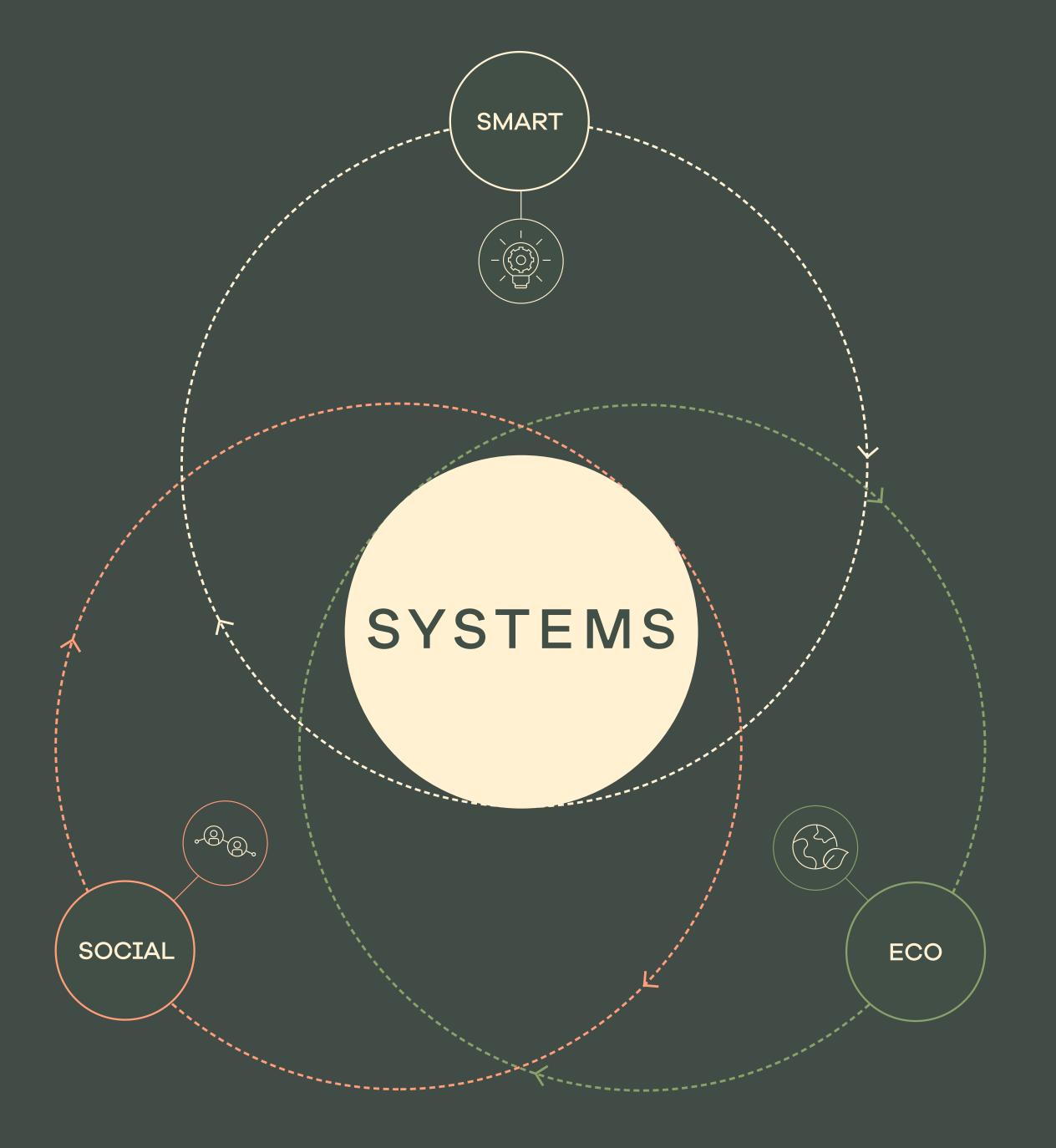
From innovating office design in the 1930s to housing the first business supercomputer, innovation has been at its core from the beginning.

Building on this legacy, and using the key principles of regenerative design as its foundation, the development is delivering a carefully shaped set of SYSTEMS that restore, protect and future-proof the building's legacy while delivering a new benchmark for the modern workspace.

With cutting-edge technology, eco-conscious performance, and a holistic focus on user experience and well-being, SYSTEMS is set to transform how businesses work, once again.







A BUILDING REDEFINED

A SYSTEMATIC APPROACH

Delivering a carefully crafted set of systems as a new standard for the workspace of tomorrow.





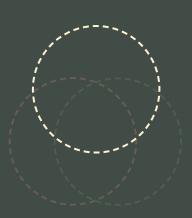
A SYSTEMATIC APPROACH

A SMART SYSTEM

SYSTEMS takes inspiration from its past as the home of the first supercomputer to lead a new age of regenerative design.

Equipped with cutting-edge building systems and powered by "self-generated energy" to create a fully integrated network of service, amenity, technology and nature.

SYSTEMS isn't just keeping up with the times; it's setting the pace. Redefining what it means to work in a space that's as intelligent as it is pioneering.







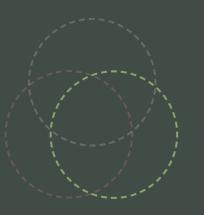
A SYSTEMATIC APPROACH

AN ECO SYSTEM

SYSTEMS re-imagines the workspace as a vibrant and peaceful environment that respects and preserves the earth, while putting its occupiers wellness and wellbeing at the forefront.

Tiered green terraces bring nature into your daily routine. The carefully considered approach to planting sparks creativity, fosters collaboration and seamlessly connects the workspace with its leafy surroundings.

This isn't just a building; it's a fully integrated eco system designed to nurture wellbeing and inspiration.







A SYSTEMATIC APPROACH

A SOCIAL SYSTEM

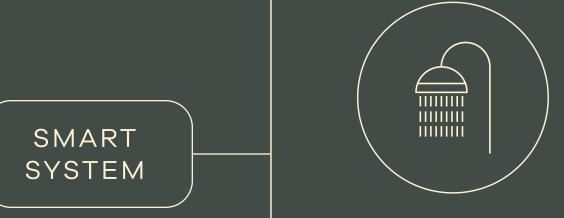
SYSTEMS is an environment where people are empowered to unite, collaborate and thrive in a space meticulously designed around their needs.

The ground floor café and events space, the bright and flexible workspaces and the rooftop pavilion offer the perfect atmosphere to enhance user experience.

Here, the environment adapts to you, creating an ideal setting for innovation and meaningful collaboration.

OVERVIEW





Fully automated with best in class end of trip



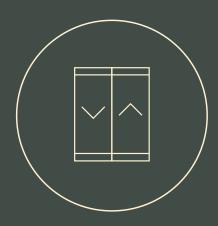
222 cycle spaces and cycle repair station



Floor to ceiling heights of 3.3m - 4.3m



Large open plan floorplates



4 x passenger lifts and 1 x goods lift



Ground floor office with dedicated entrance





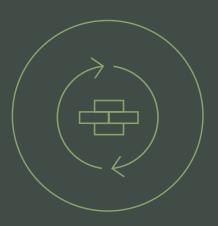
BREEAM 'Excellent'



EPC Rating 'A'



Fully electric building



Reuse of characterful building



12,917 sq ft of green roofs

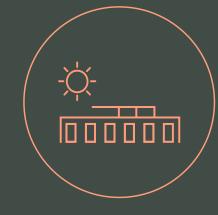


Self generated energy via PV panels





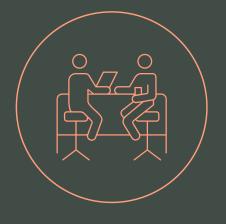
Café located within reception area



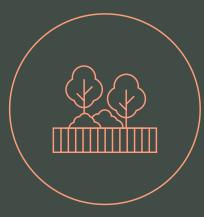
Communal pavilion with far-reaching views



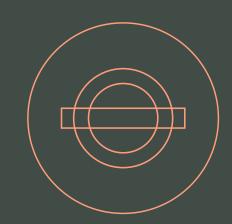
1,493 sq ft rooftop terrace



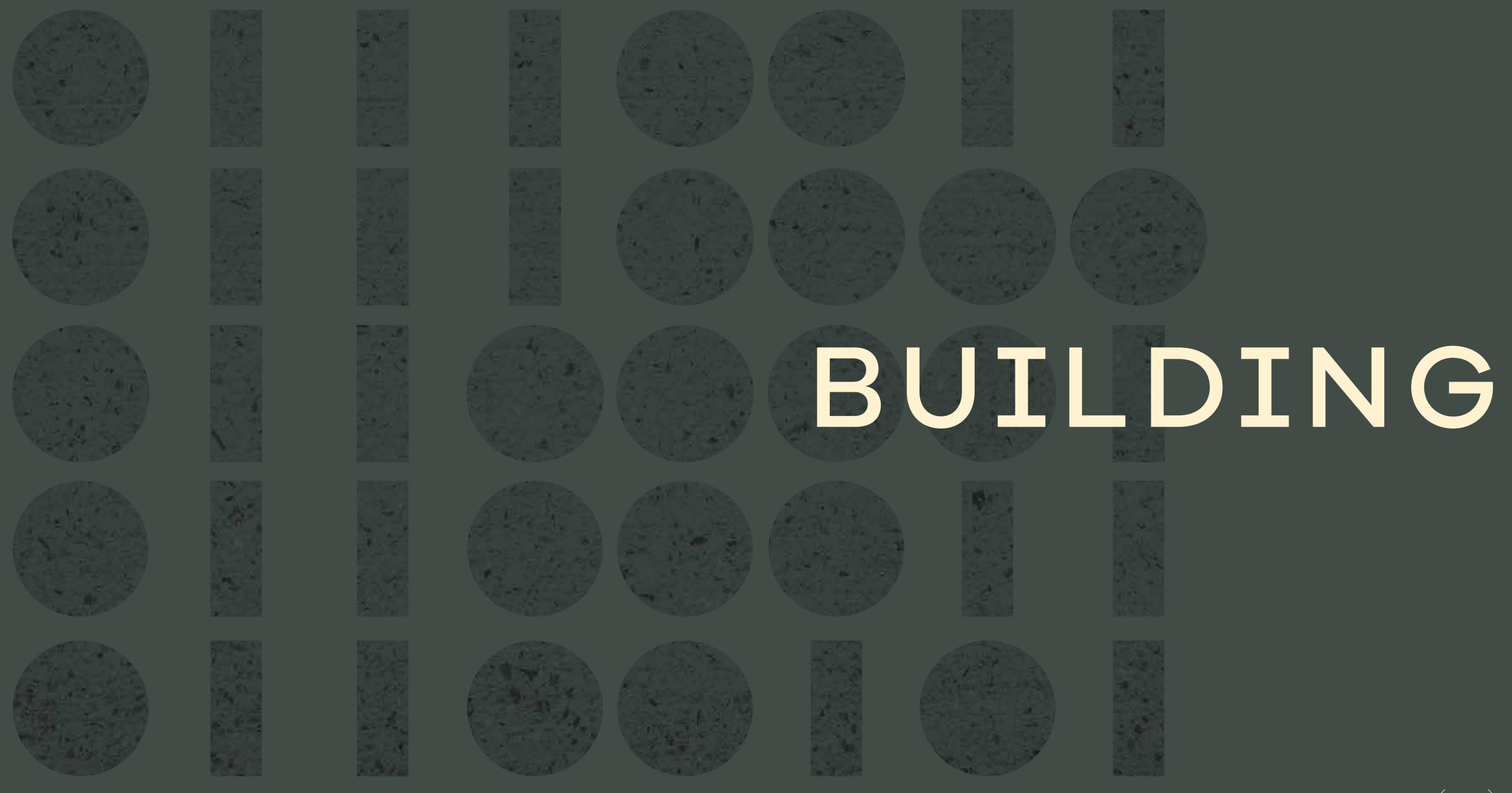
Characterful and peoplecentric workspace



565 sq ft of terrace space on 5th floor



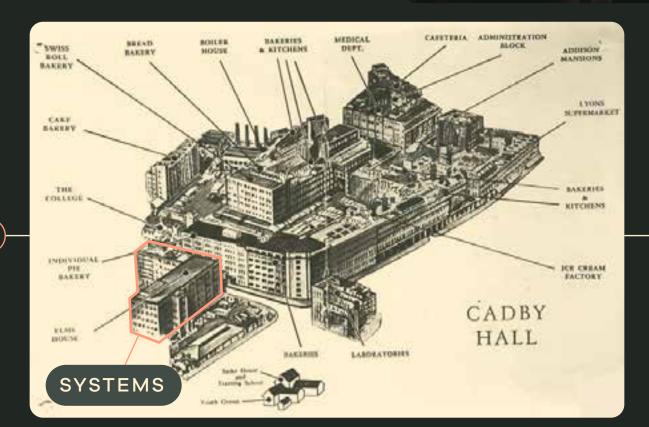
Excellent transport connections



HISTORY

1936/37

Completed in 1937 as part of J. Lyons & Co's Cadby Hall complex, SYSTEMS was one of the most advanced office buildings of its era. Designed under the guidance of John Simmons, an expert in office systems who later led the LEO computer project, it embodied modern innovation and efficiency.



AHEAD OF ITS TIME

- Prioritised comfort and efficiency with openplan offices and underfloor heating.
- Cloakrooms equipped with drying apparatus for coats and hats.
- Tea room for morning and afternoon breaks. with drinking fountains on each floor.
- Draught-free windows featuring patterned glass to enhance productivity.
- A telephone booth allowing staff to make private calls at reduced
- Power points at each desk to accommodate new office equipment as needed.



By now, the whole of the second floor and part of the third floor, was taken up by computers and support staff.



c. 1993

EMI move into the building, bringing with them some of the largest bands of the era. Record deals were signed by the likes of Blur, Radiohead, Kylie and Coldplay.



1951

John Simmons

LEO (Lyons Electric Office)

J. Lyons & Co was the first company in the world to see that computer systems could be used to make businesses more efficient. Developing the revolutionary LEO (Lyons Electric Office) they used it to run the world's first real-time office application. The computer occupied most of the second floor.

Margaret Thatcher was employed as a research chemist at Cadby Hall

1982



2026

SYSTEMS

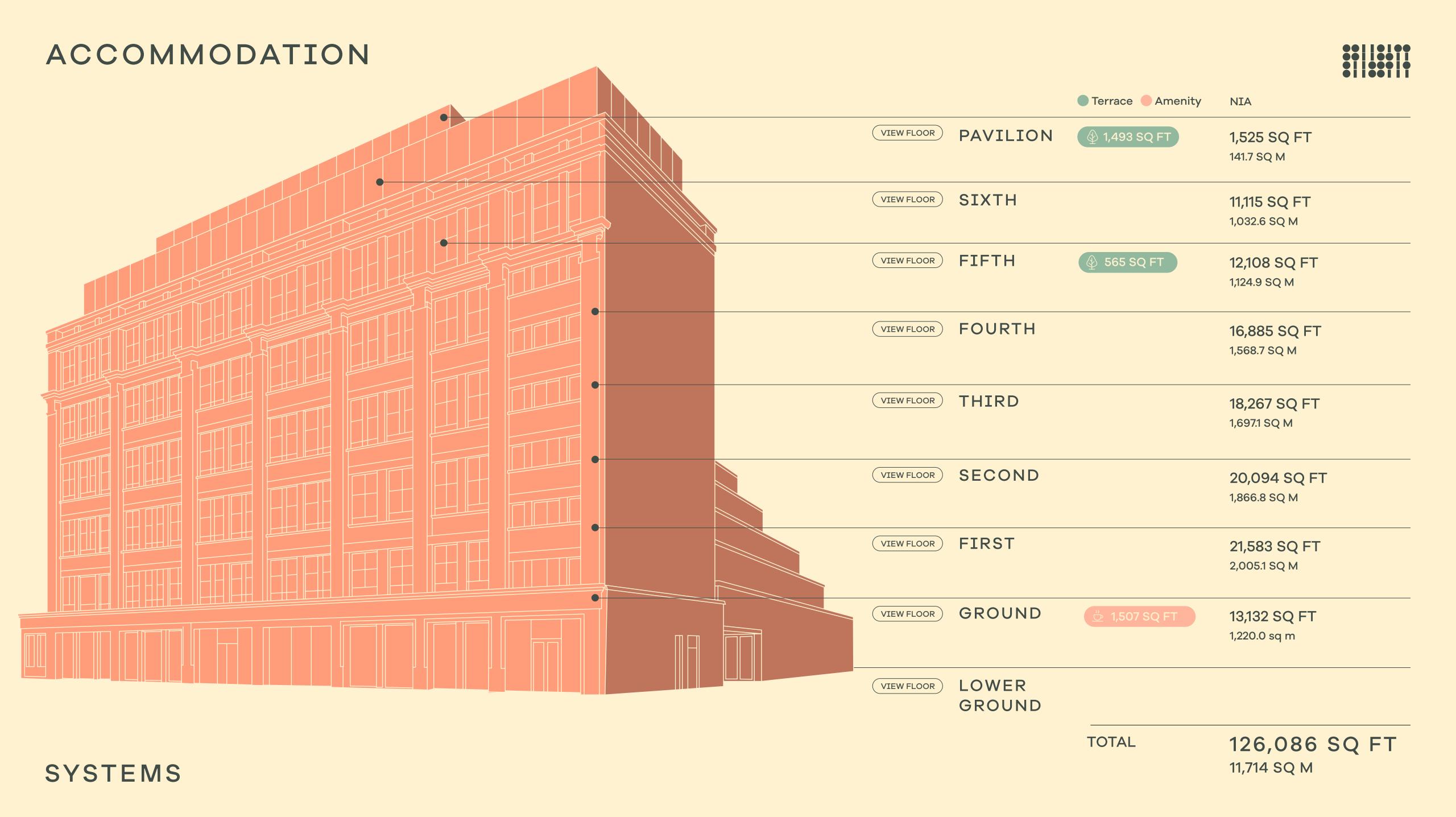
A new chapter for the building begins with the transformation of this iconic building.

SYSTEMS

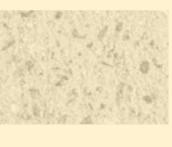
OVERVIEW

BUILDING

PLANS ---- SPECIFICATION --- LOCATION --- TEAM









GROUND

16,885 SQ FT 1,568.7 SQ M

Key

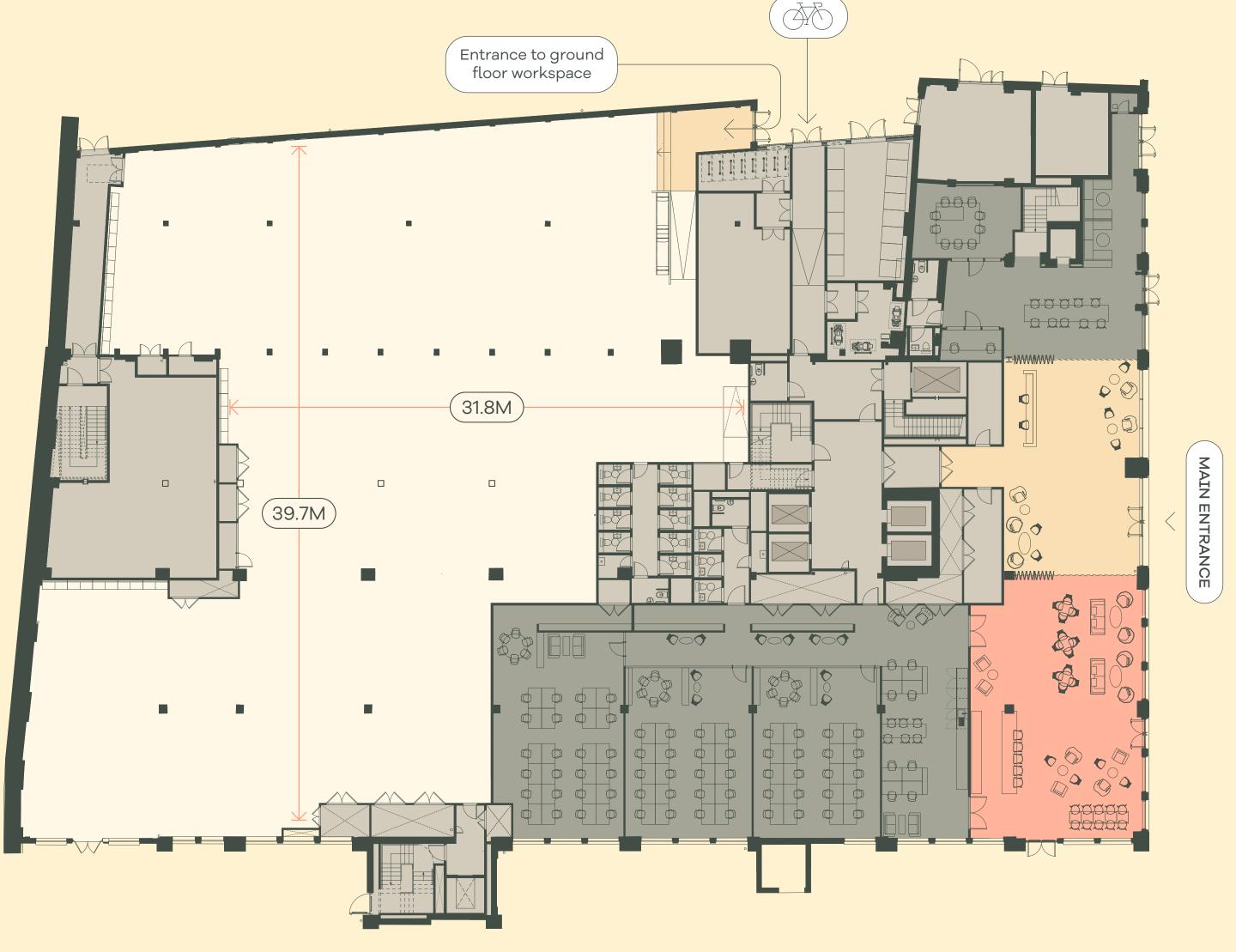
Office

Reception

Serviced offices Café/Events

Core

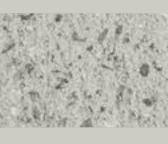
Plan not to scale. For indicative purposes only.













SPACE PLAN

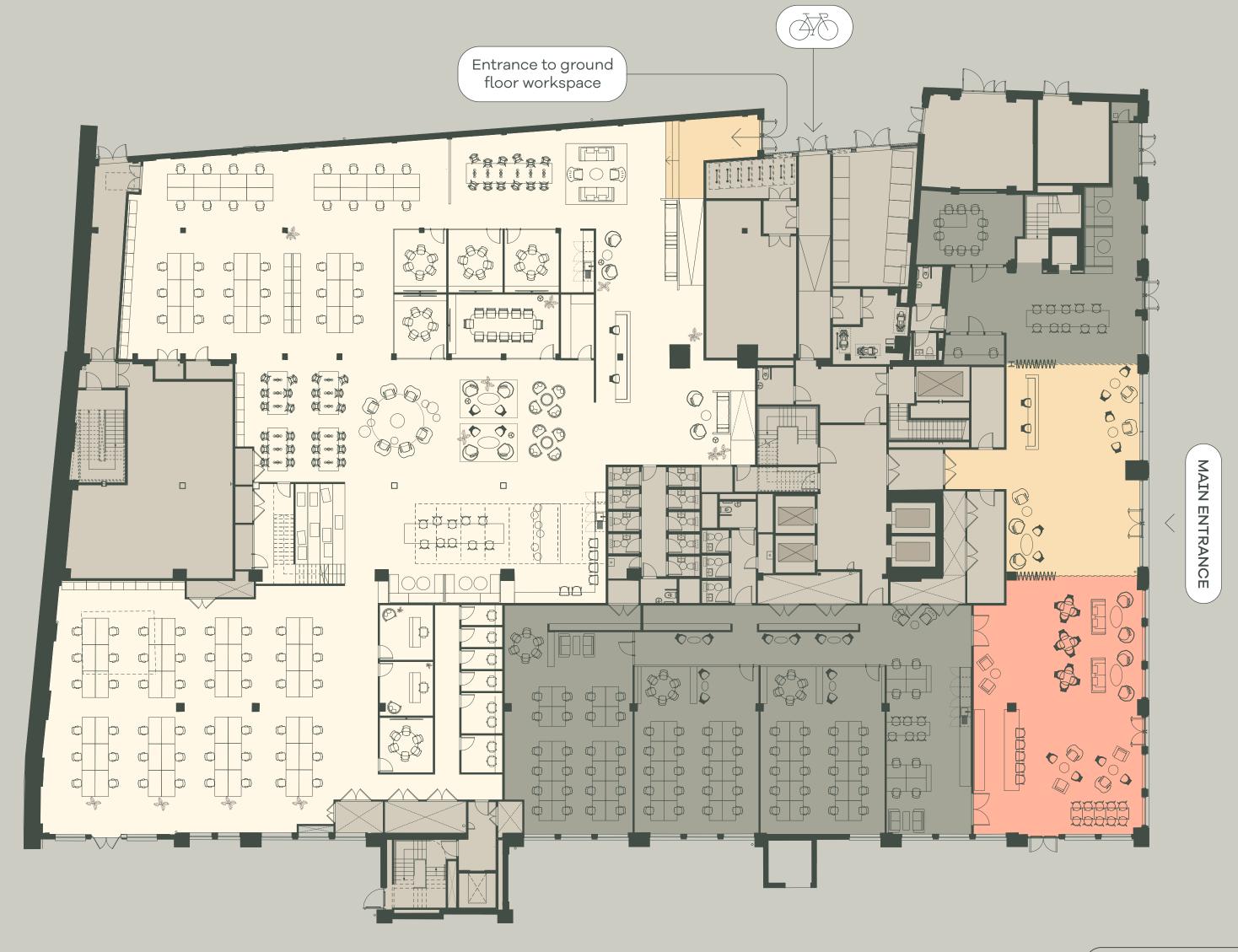
GROUND

16,885 SQ FT 1,568.7 SQ M

Key

- Office
- Reception
- Serviced offices Café/Events
- Core

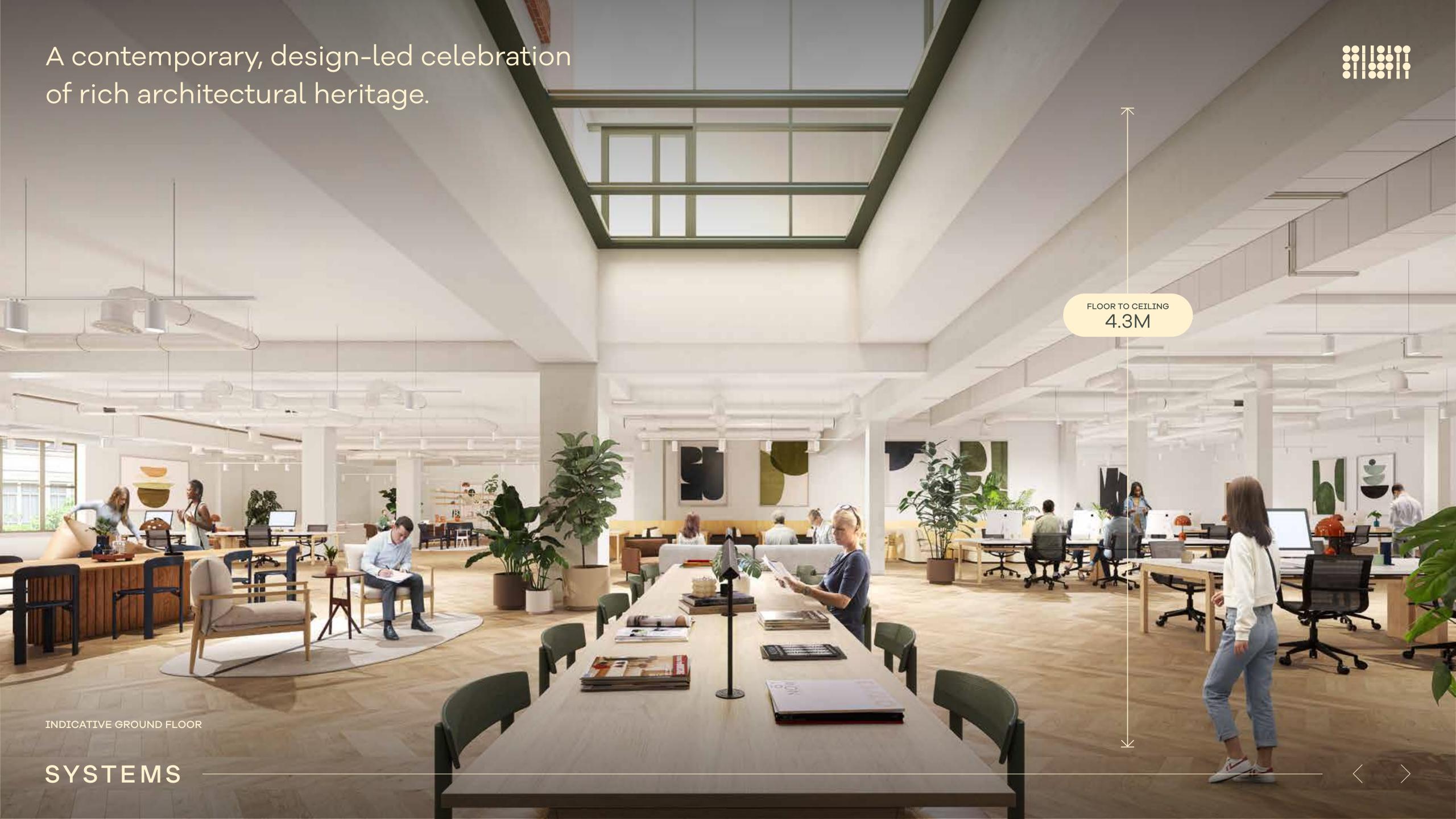
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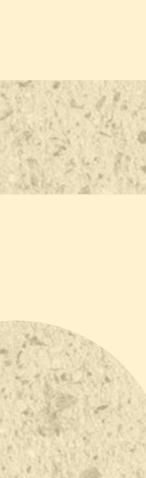


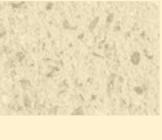
BACK TO ELEVATION













FIRST

(WITH MEZZANINE)

21,583 SQ FT 2,005.1 SQ M

Key

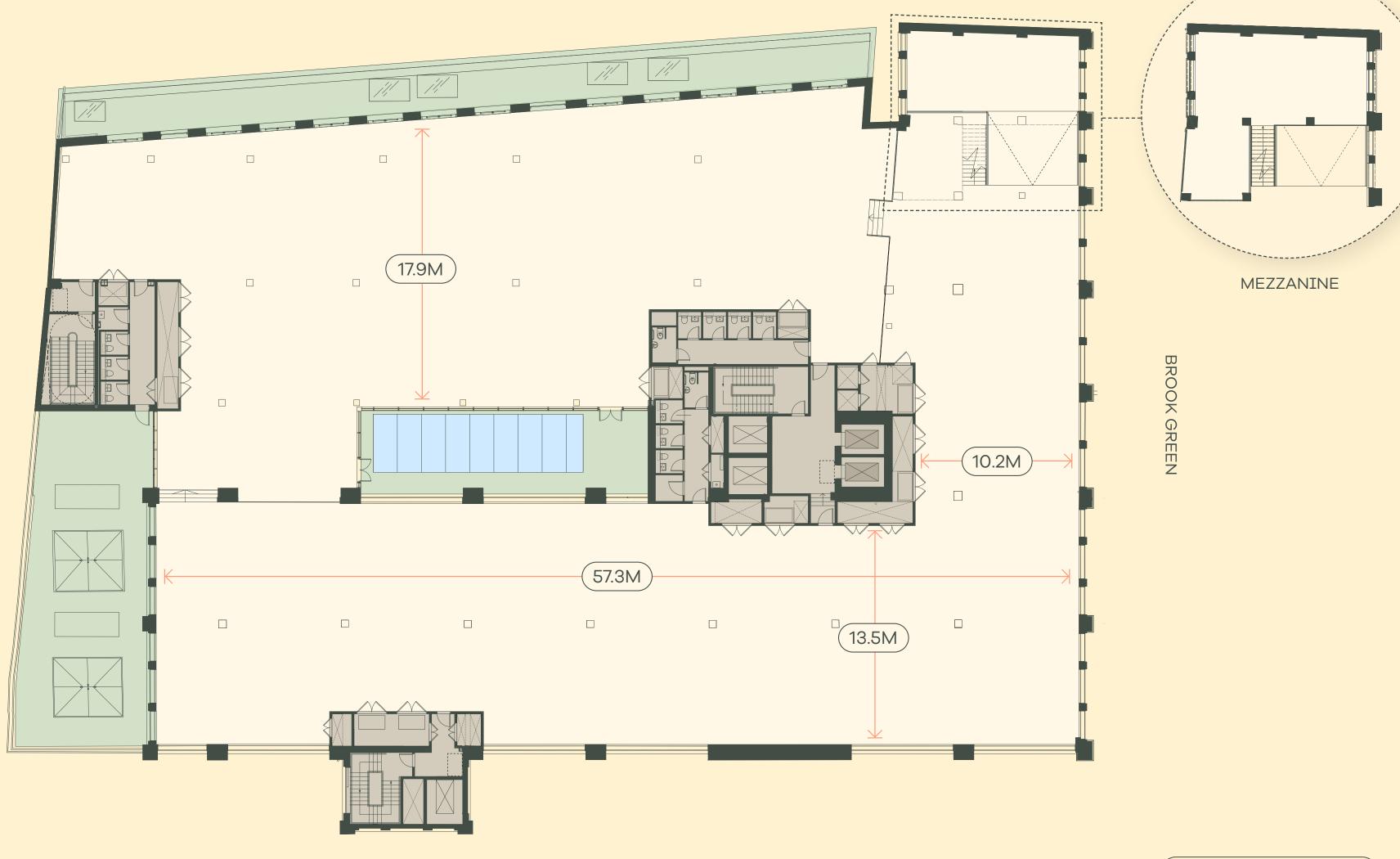
Office

Core

■ Green roof

Atrium

Plan not to scale. For indicative purposes only.

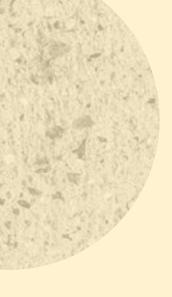














Office

■ Green roof

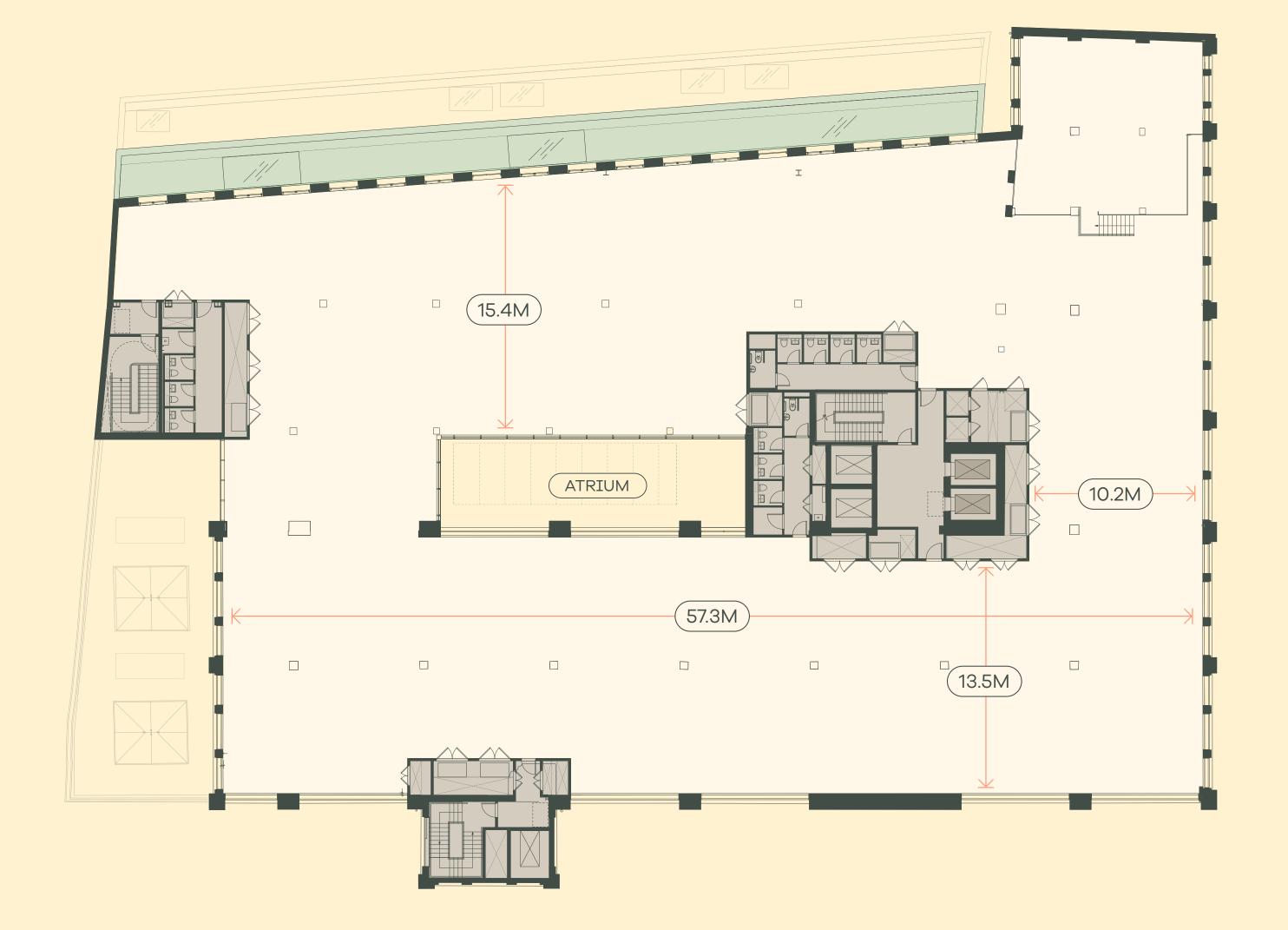
Core

Plan not to scale. For indicative purposes only.

SECOND

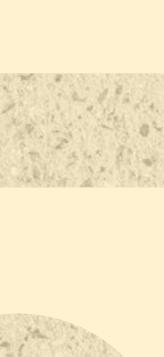
20,094 SQ FT

1,866.8 SQ M



BACK TO ELEVATION







THIRD

18,267 SQ FT 1,697.1 SQ M

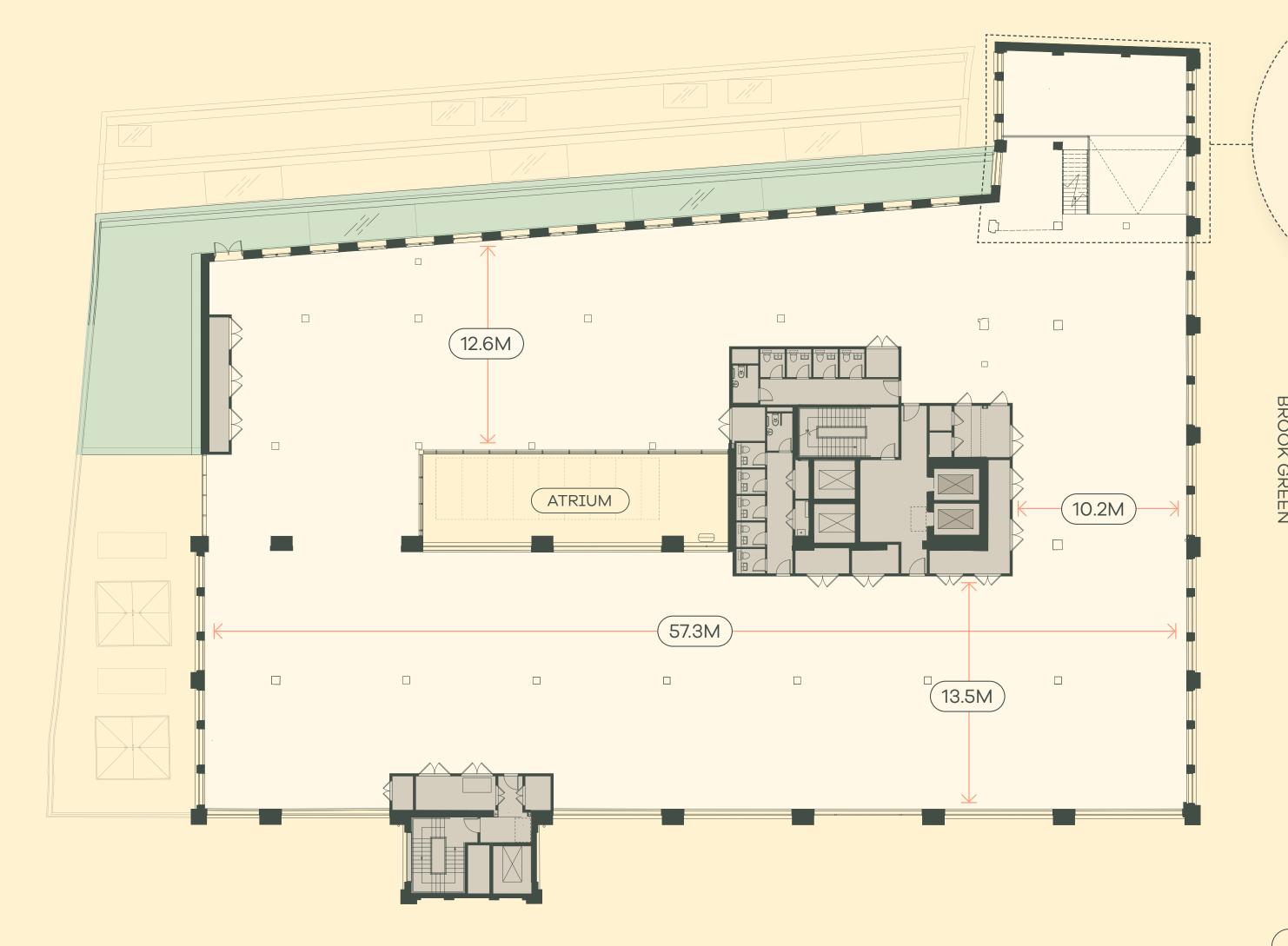
Key

Office

■ Green roof

Core

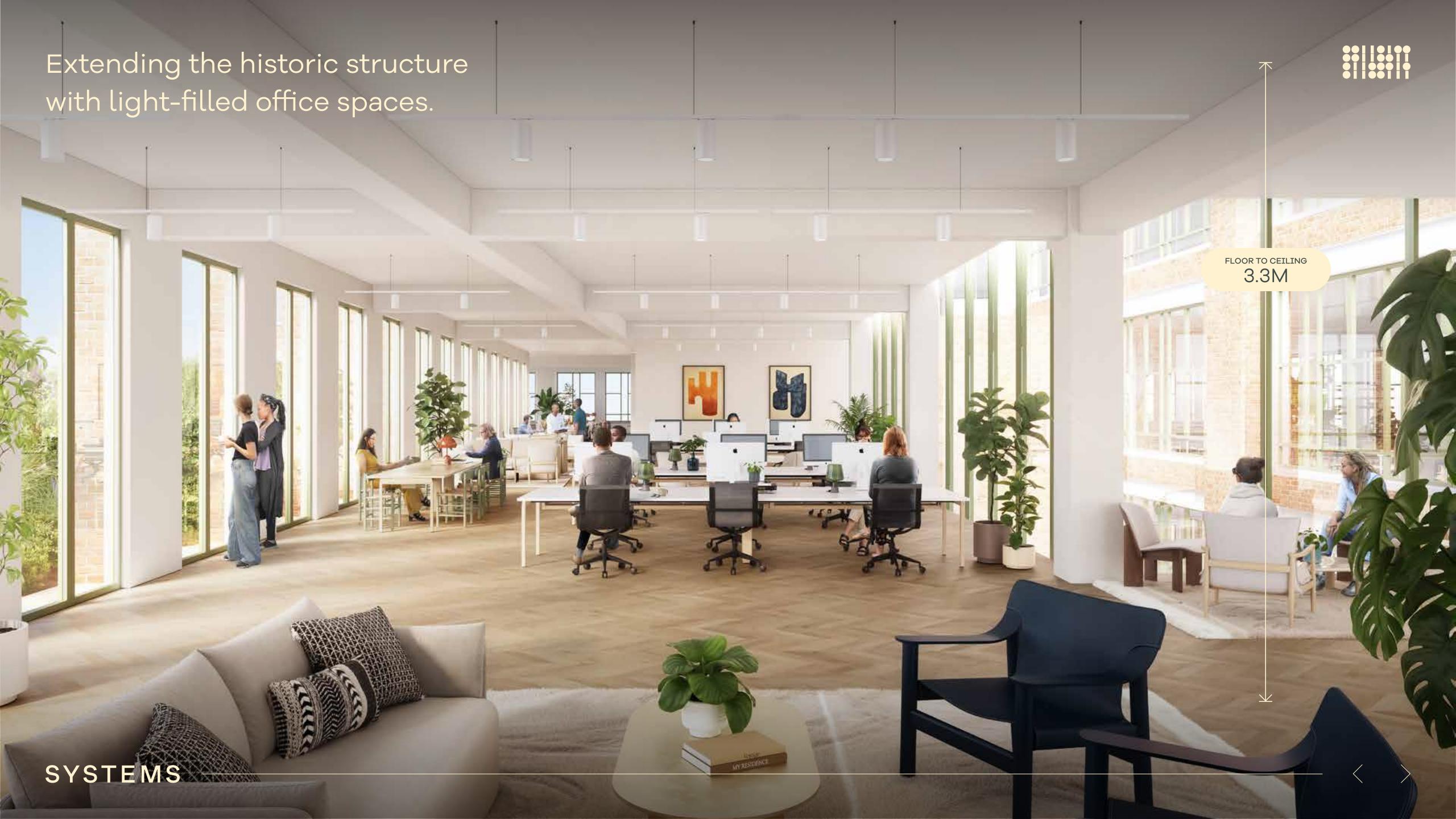
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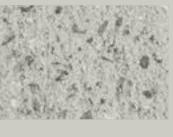


BACK TO ELEVATION

MEZZANINE









SPACE PLAN

THIRD

(WITH MEZZANINE)

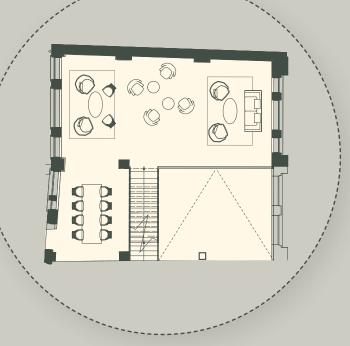
18,267 SQ FT 1,697.1 SQ M

Key

- Office
- ☐ Green roof
- Core

Plan not to scale.
For indicative purposes only.





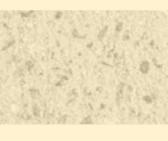
MEZZANINE

ROOK GREET

(BACK TO ELEVATION









FOURTH

16,885 SQ FT 1,568.7 SQ M

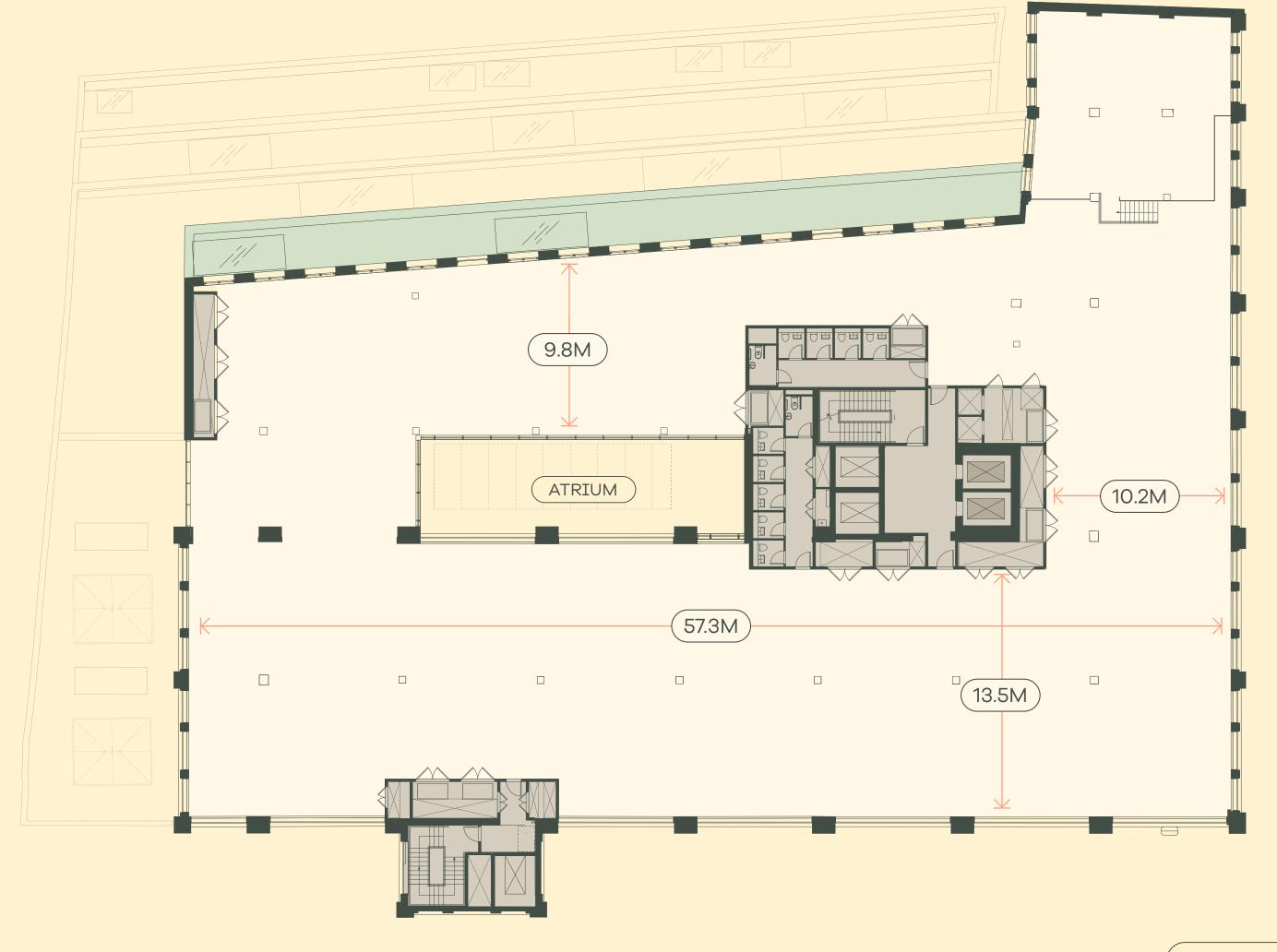
Key

Office

■ Green roof

Core

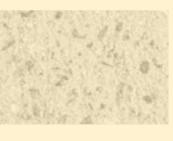
Plan not to scale. For indicative purposes only.



BACK TO ELEVATION









FIFTH

12,108 SQ FT 1,124.9 SQ M

Terrace



Key

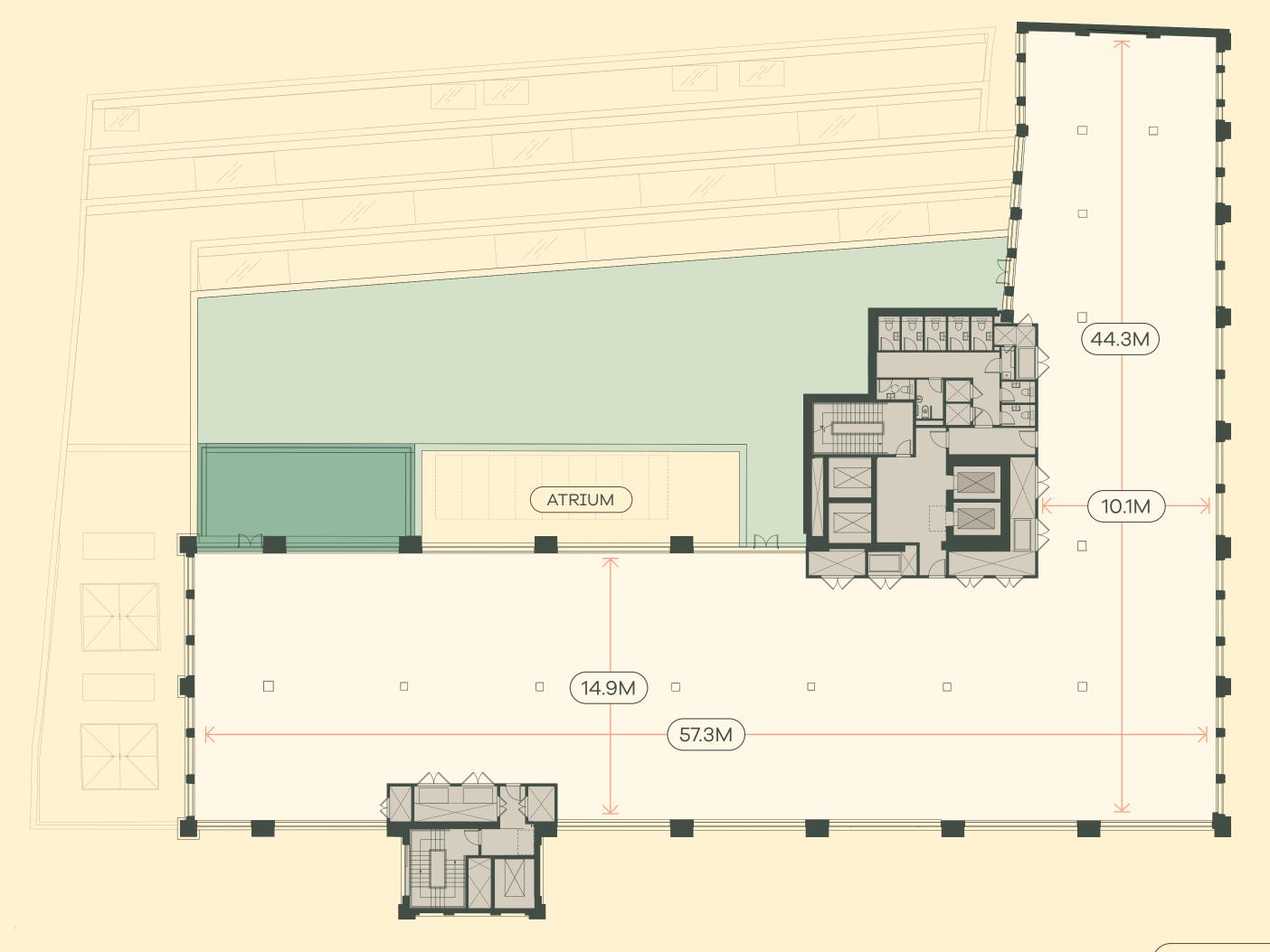
Office

Terrace

☐ Green roof

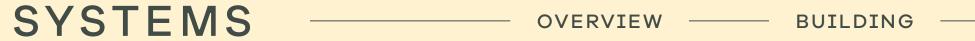
Core

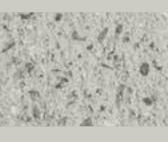
Plan not to scale. For indicative purposes only.













SPACE PLAN

FIFTH

12,108 SQ FT 1,124.9 SQ M

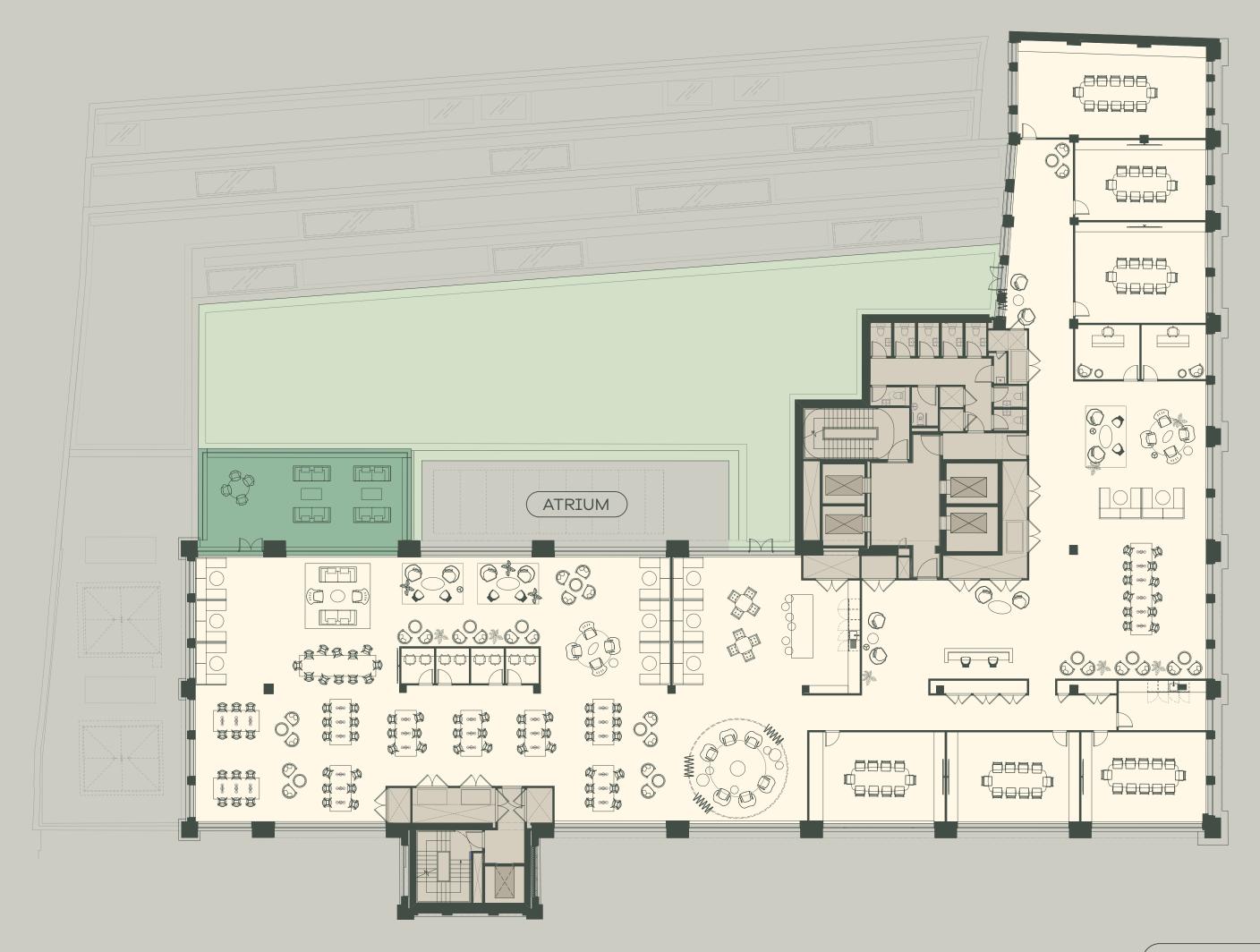
Terrace



Key

- Office
- Roof terrace
- ☐ Green roof
- Core

Plan not to scale.
For indicative purposes only.

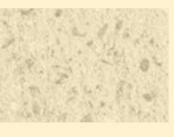














SIXTH

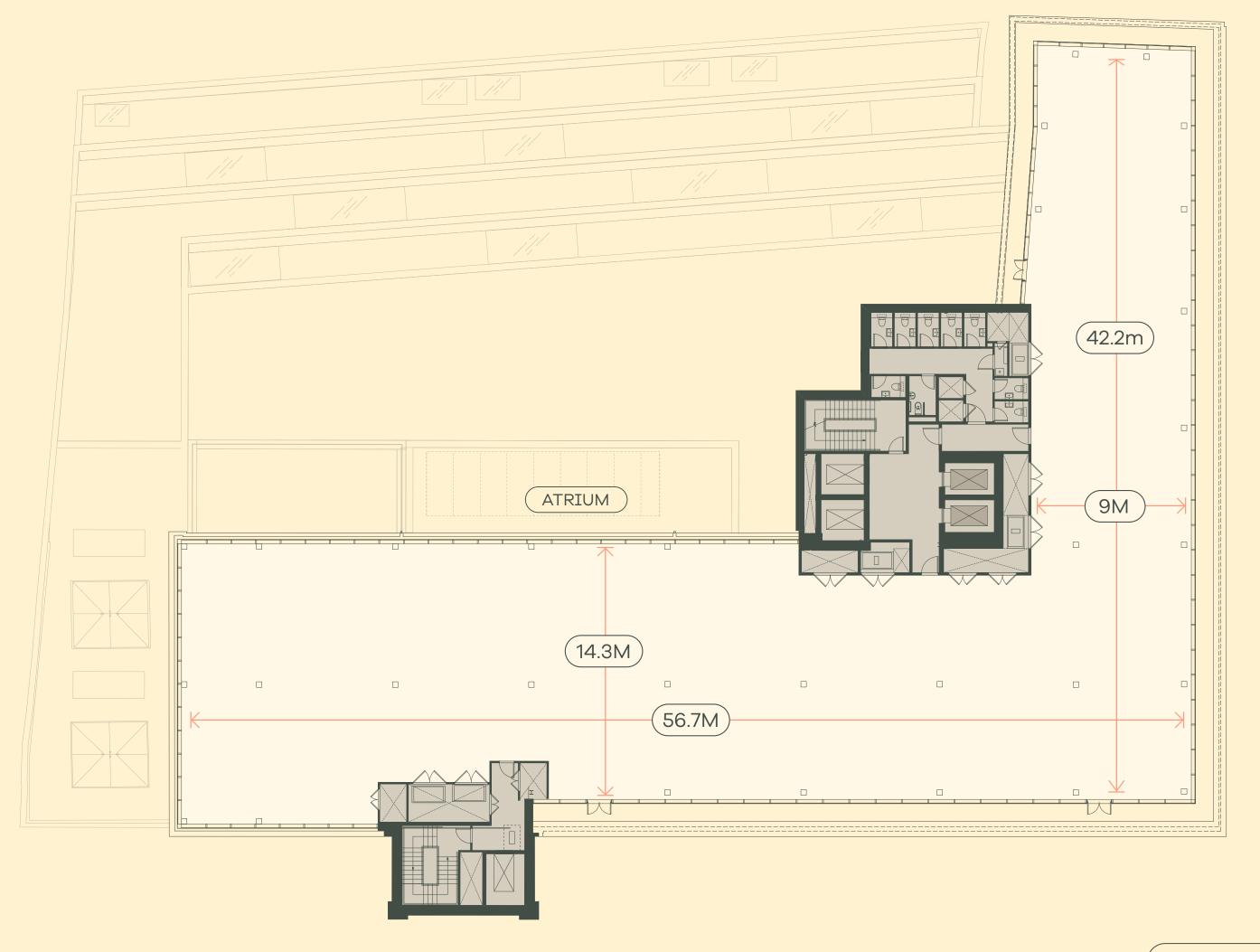
11,115 SQ FT 1,032.6 SQ M

Key

Office

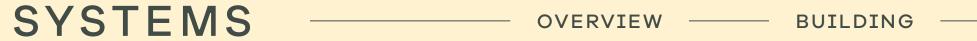
Core

Plan not to scale. For indicative purposes only.

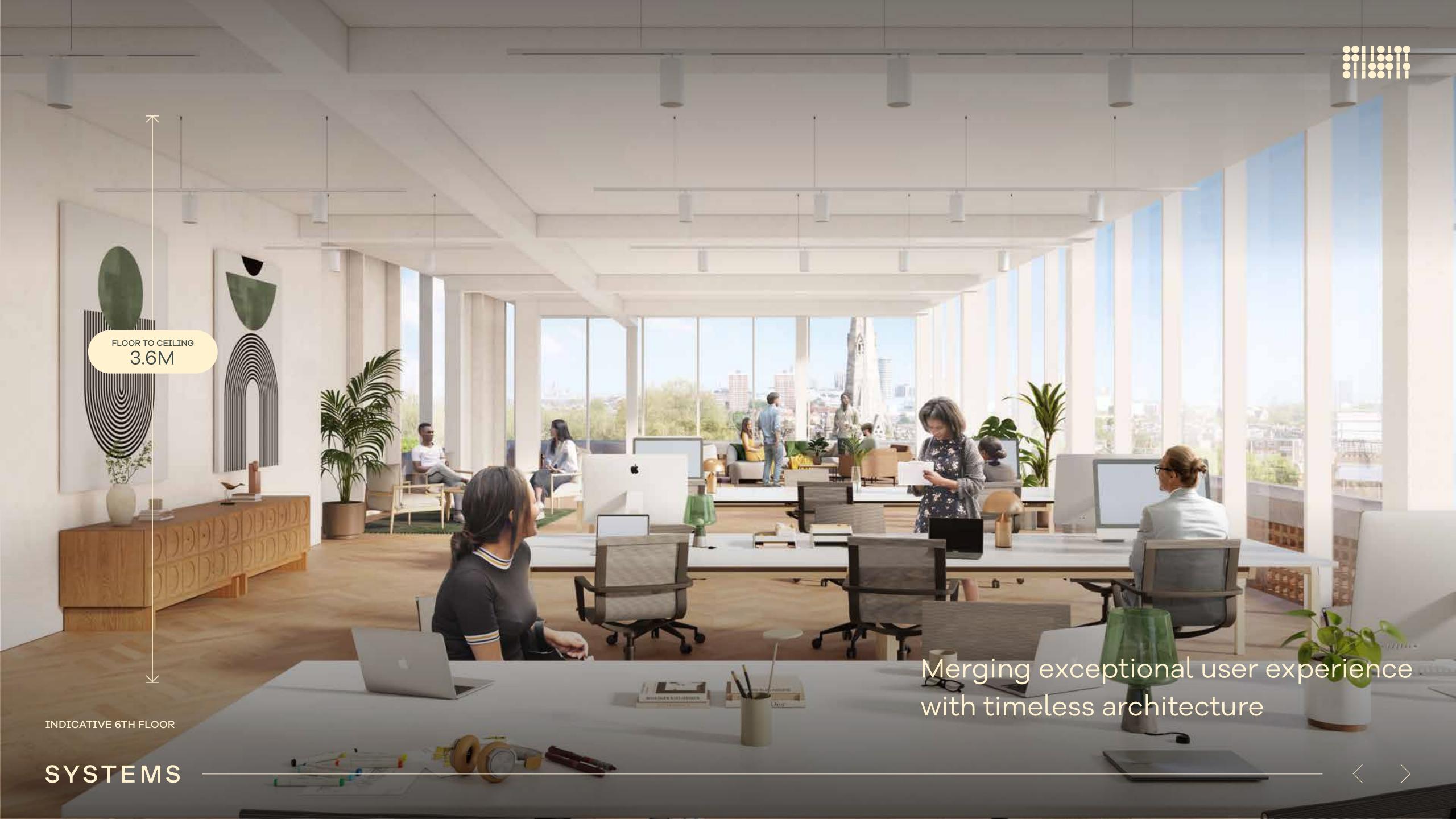


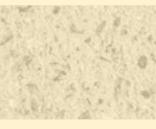
BACK TO ELEVATION





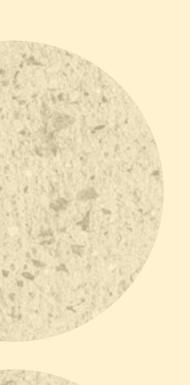
PLANS











PAVILION

(SEVENTH)

1,525 SQ FT 141.7 SQ M

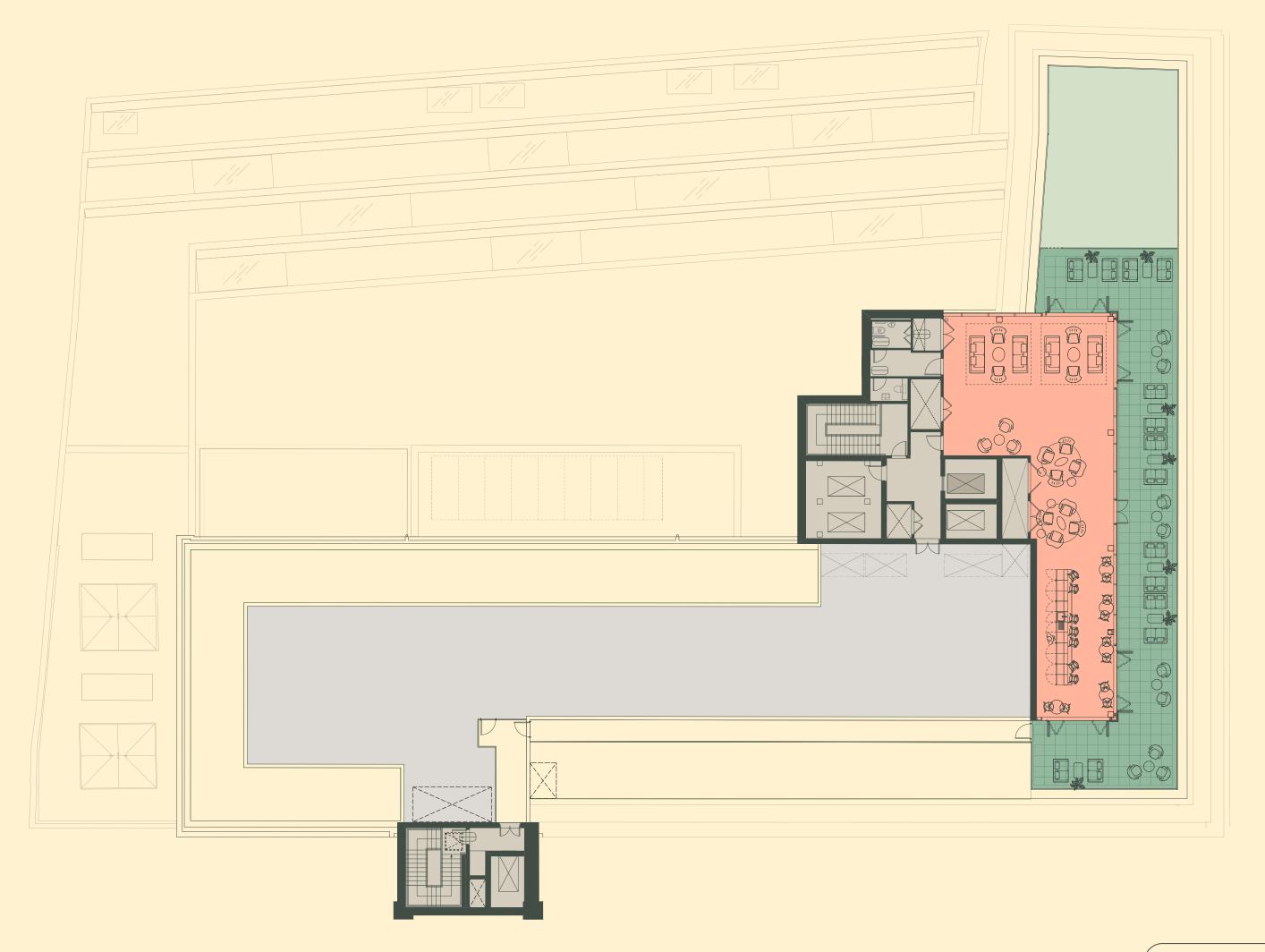
Terrace



Key

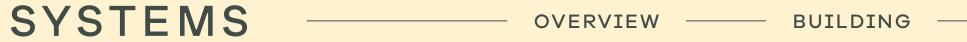
- Pavilion (amenity space)
- Shared terrace
- ☐ Green roof
- Core Plant

Plan not to scale. For indicative purposes only.



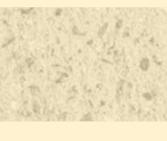






-(PLANS





LOWER GROUND



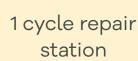






220 Cycle stands







2 drying rooms

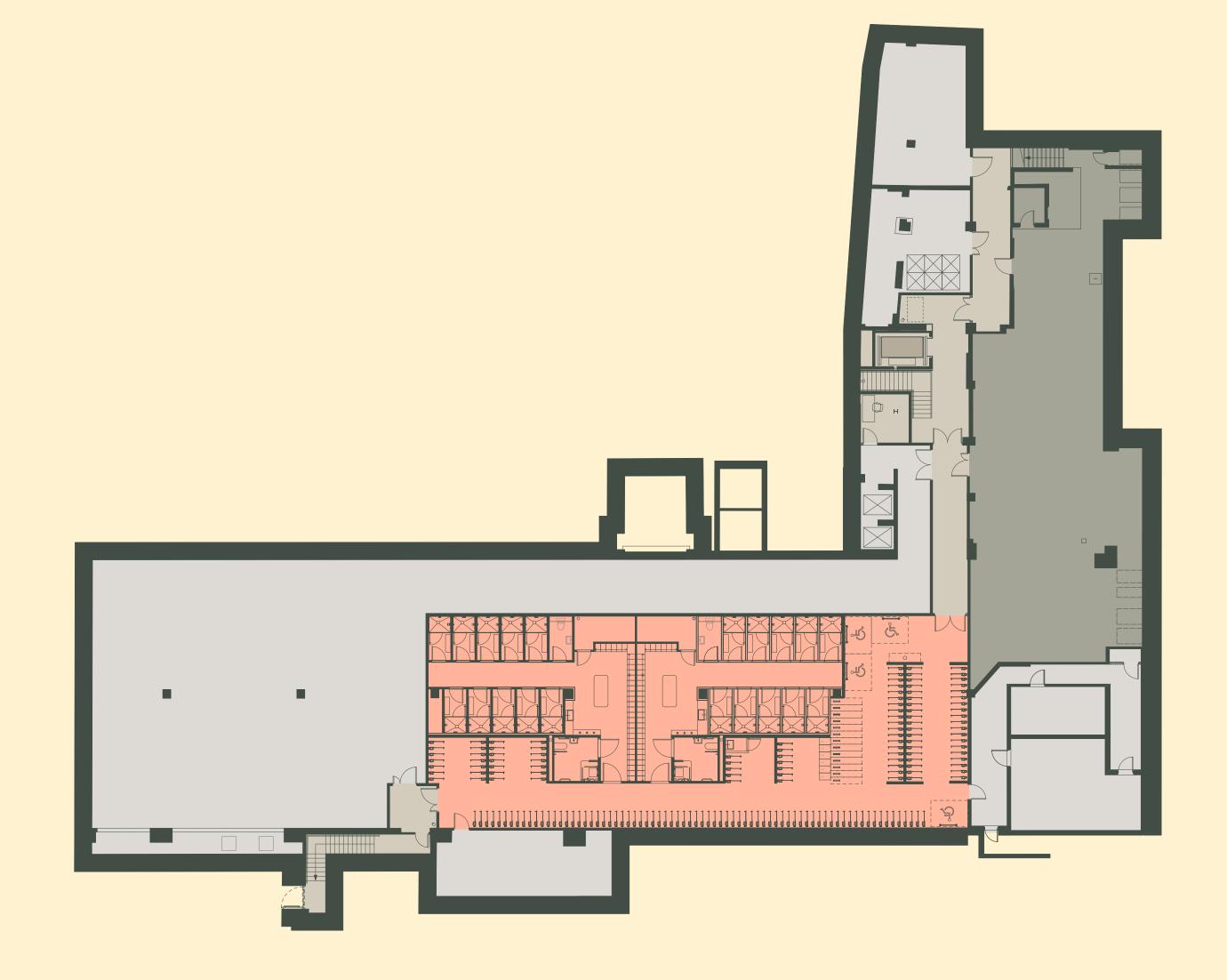
Key

End-of-trip amenity

Serviced offices Core

Plant

Plan not to scale. For indicative purposes only.



BACK TO ELEVATION





BUILDING SPECIFICATION



SMART SYSTEM

Ground floor office with dedicated entrance

Fully automated building with best in class end of trip facilities

222 cycle spaces & cycle repair station

Large open plan floorplates

Floor to ceiling heights of 3.3m - 4.3m

4 x passenger lifts and 1 x goods lift

ECO SYSTEM

BREEAM 'Excellent' and EPC Rating 'A'

Openable windows

Fully electric building

Reuse of characterful building

12,917 sq ft of green roofs

Self generated energy via PV panels

SOCIAL SYSTEM

Welcoming remodelled reception with café

Communal rooftop pavilion with farreaching views & 1,493 sq ft external terrace

Characterful, unique and people-centric workspace throughout

565 sq ft of terrace space on 5th floor

Excellent transport connections



SYSTEMS















TRANQUIL

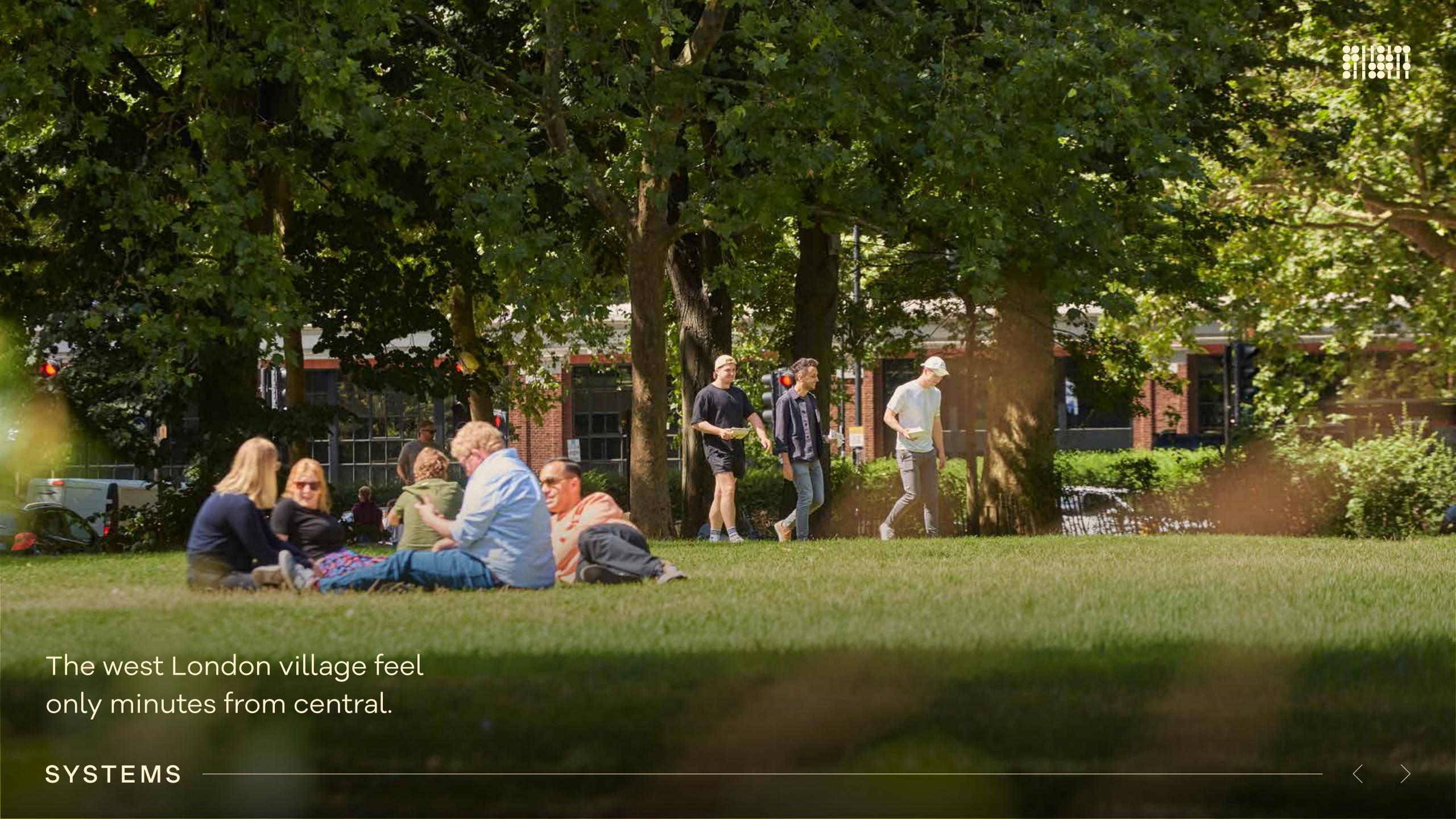


THRIVING

Well known for its green spaces, locally-owned shops and artisanal cafés, Brook Green has a bit of something for everyone.



















BOLD BUSTLING

Surrounded by vibrant eateries and street food, entertainment hubs and boutique hotels, there is something for every day of the week.

LOCATION

THE NEIGHBOURS

FOOD

- 1. Bird in Hand
- 2. Pentolina
- 3. Los Molinos
- 4. The Havelock Tavern
- 5. Zia Lucia
- 6. Le Petit Citron
- 7. The Popeseye
- 8. Faber
- 9. Kampai
- 10. Flat Iron
- 11. The Dove
- 12. The River Café
- 13. Crisp Pizza
- 14. The Melody
- 15. Turtle Bay

PUBS/BARS

- 1. The Queen's Head
- 2. Brook Green Hotel
- 3. L'ami Jac
- 4. The Blue Anchor
- 5. The Cumberland Arms
- 6. Latymers

SHOPPING

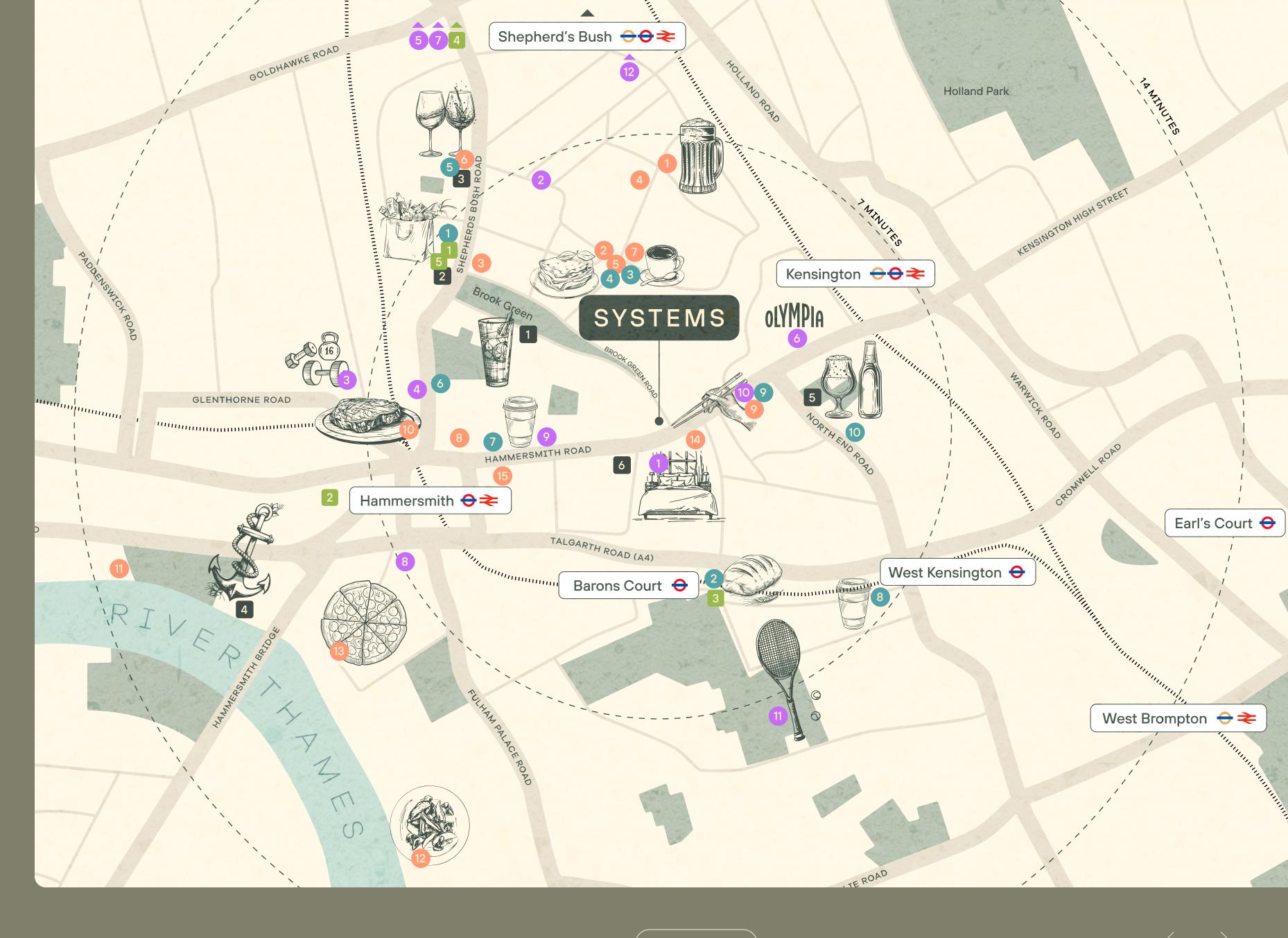
- 1. Brook Green Wholefoods
- 2. M&S
- 3. HG Walter
- 4. Westfield
- 5. Holloways of Ludlow

COFFEE

- 1. Farina & More
- 2. Gail's
- 3. Debbie Jo
- 4. Awaken
- 5. Another Brother
- 6. Deluxe Coffeeworks
- 7. Starbucks
- 8. Popin
- 9. Pret A Manger
- 10. Bite Café

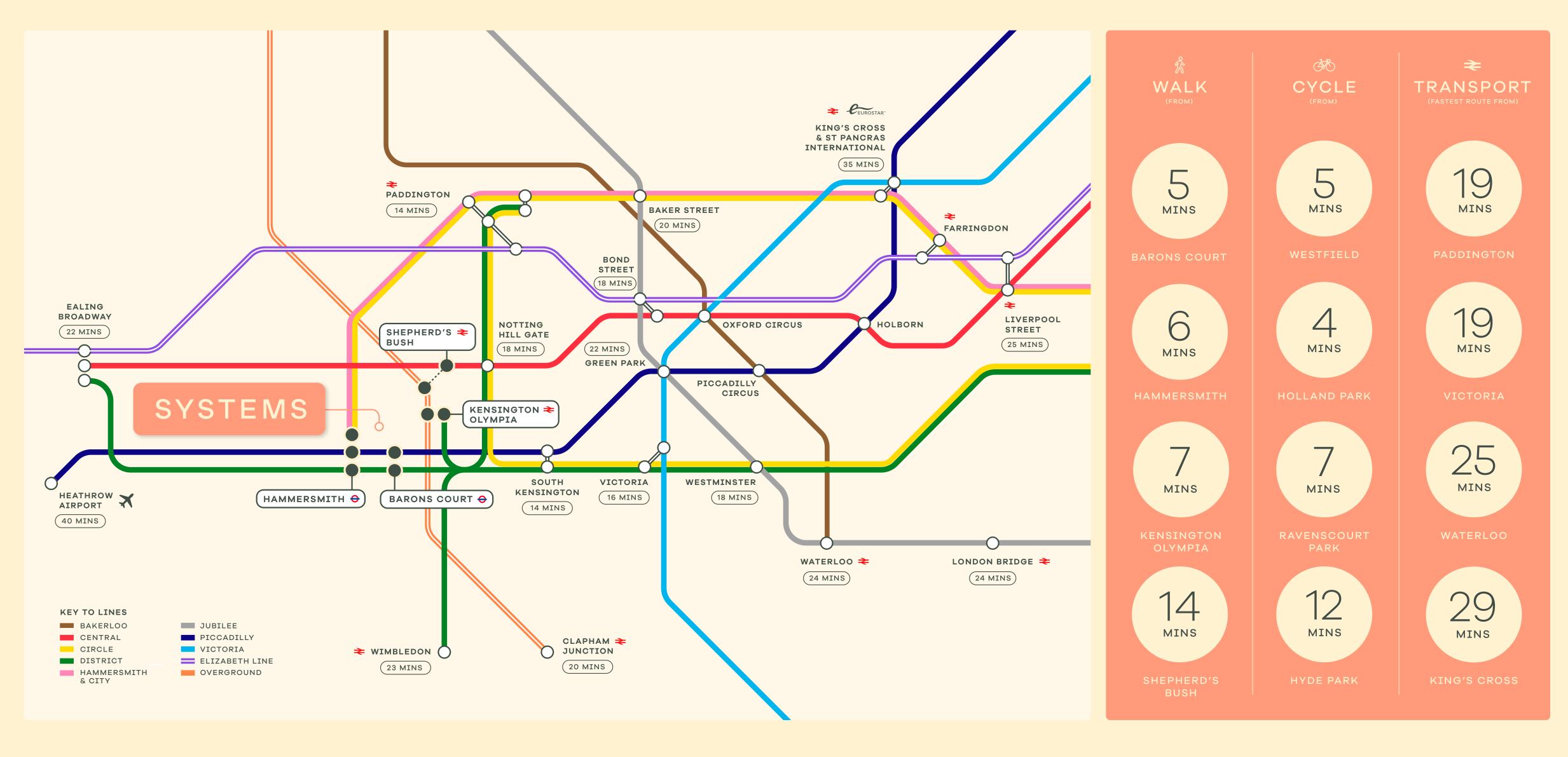
LIFESTYLE

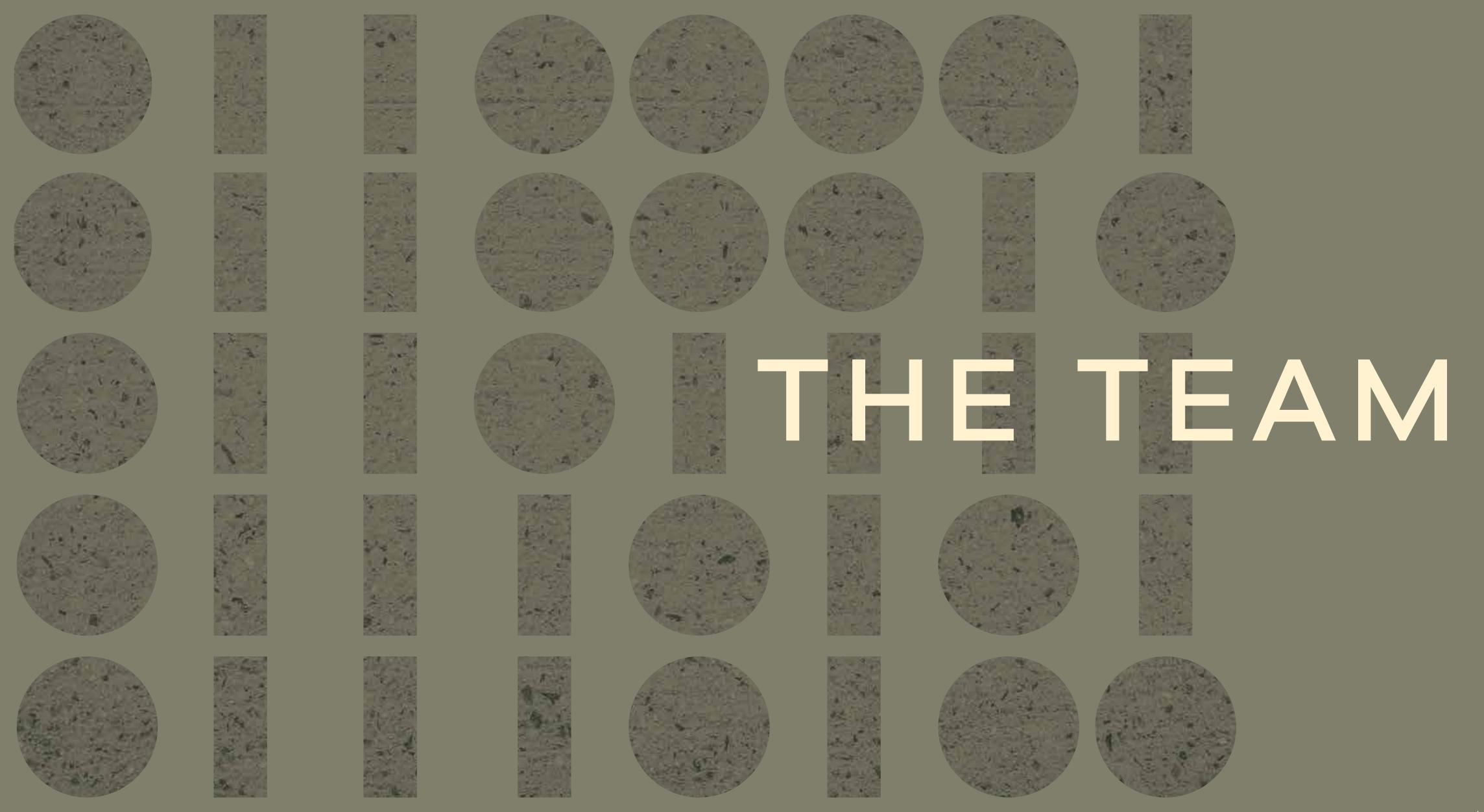
- 1. St Paul's Hotel
- 2. The Spa by Kaajal
- 3. Fitness First
- 4. Puregym
- 5. The Hoxton
- 6. Kensington Olympia
- 7. O2 Empire
- 8. Hammersmith Apollo
- 9. KAFIT GLobal
- 10. F45
- 11. Queen's Club
- 12. K West Hotel



CONNECTED







THE TEAM



DEVELOPER

GENERAL PROJECTS

At General Projects, we believe that our collective future relies upon the reinvention of what already exists into genuinely valuable assets for society.

GENERALPROJECTS.COM





ARCHITECT

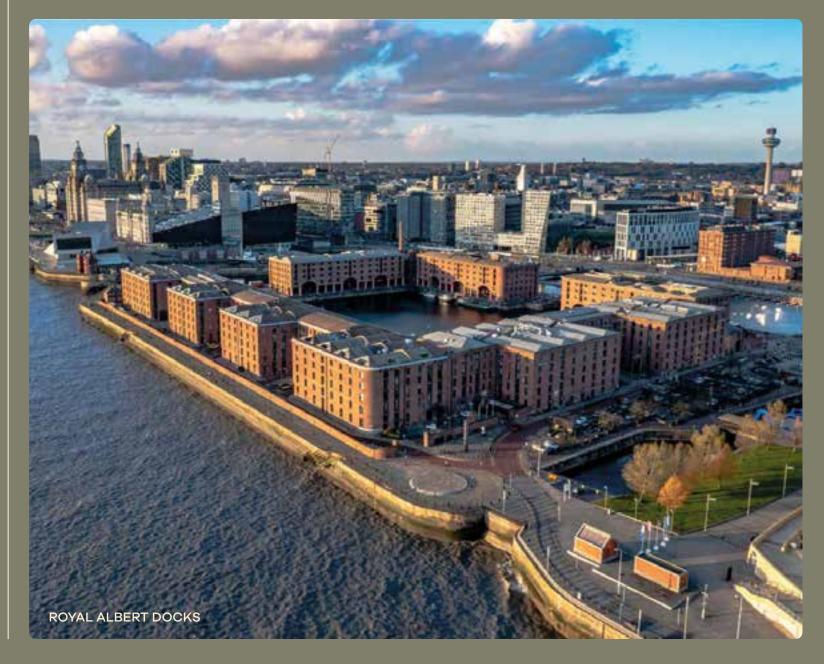
BGY

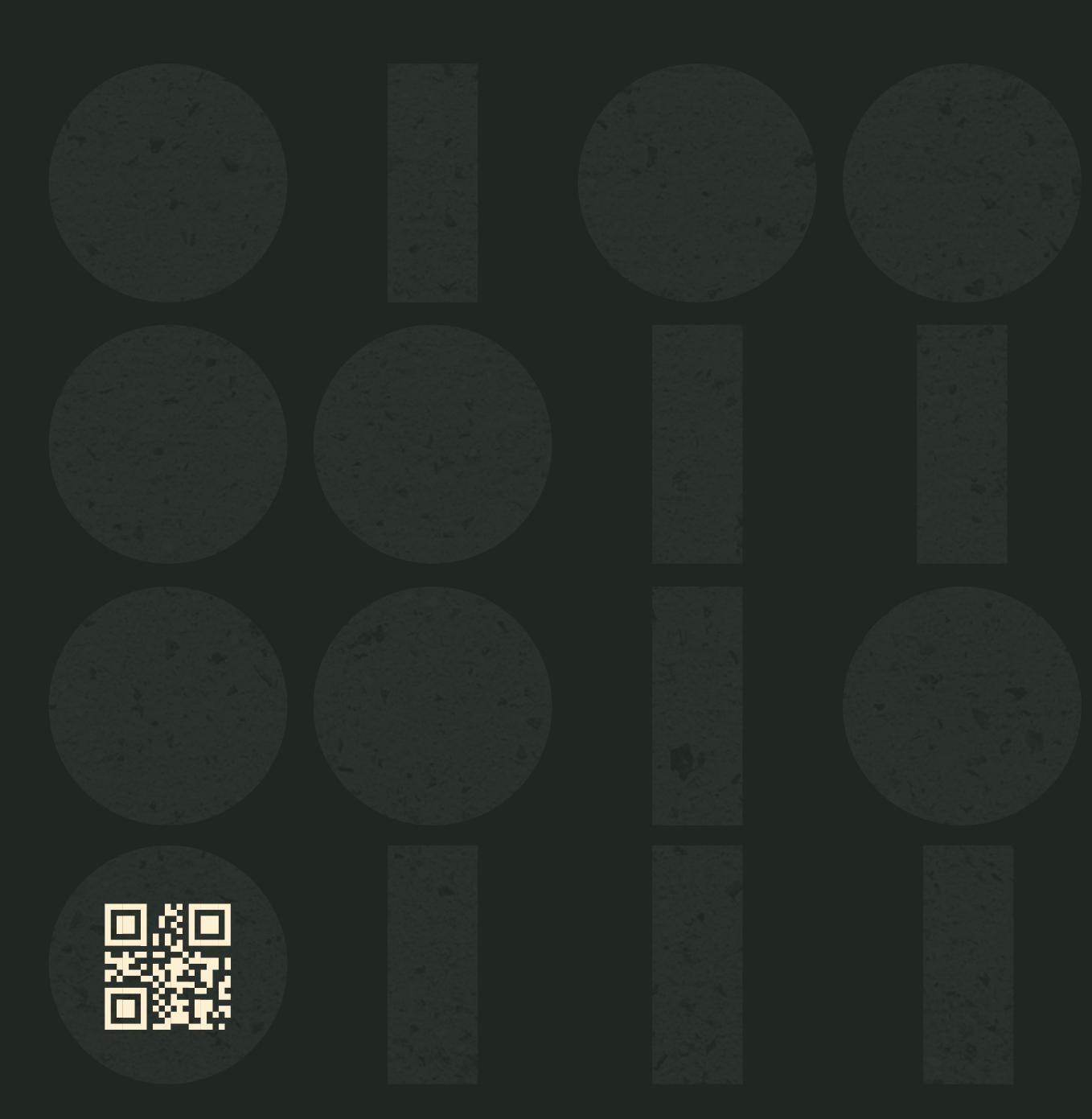
Buckley Gray Yeoman are agents of opportunity. They take what we find – on the ground and in the brief – and uncover unanticipated possibilities.

INVESTOR

Neo Capital invest in high-conviction real estate opportunities & create long term partnerships

NEOCAPITAL.CO





SYSTEMS

SYSTEMS.LONDON

FOR MORE INFORMATION, GET IN TOUCH



Daniel Brownlee daniel.brownlee@knightfrank.com 07971 061119

Jonny Lee jonny.lee@knightfrank.com 07885 389426

Roddy Abram roddy.abram@knightfrank.com 07899 001028



Angus Tullberg angus.tullberg@savills.com 07976 256487

Hunter Booth hunter.booth@savills.com 07710 965693







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November 2024

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