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BAFTA 195 Piccadilly Case Study



Equipping BAFTA with an integrated & connected AV solution to maximise the creative potential of its future focused building.

The Project:

The redevelopment of BAFTA's 195 Piccadilly headquarters enabled the world-renowned charity to double the building's capacity, install state-of-the-art technology throughout and create an entire floor devoted to BAFTA's learning and new talent programmes.

To deliver this ambitious project, BAFTA engaged technical solutions specialist White Light (WL) to manage the installation of its new technological infrastructure. Officially reopened in 2022, 195 Piccadilly is a creative centre for film, games and television and the central hub for BAFTA's UK-wide, and global, learning and talent development programme. It also offers a truly world-class venue hire space, providing innovative facilities for all event needs, whether live, virtual or hybrid.



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The Brief

WL was involved with the development of the complex project since its inception back in 2016. The scope included equipping BAFTA with an integrated and connected AV solution to maximise the creative potential of its future focused building. Based on a system designed by consultancy Charcoalblue, WL was appointed to design an integrated technical solution for the overriding system control, as well as fully manage the installation process.

The Solution

To reflect BAFTA's world-class status and leading manufacturer relationships, including Christie, Dolby, ETC and QSC, 195 Piccadilly has been equipped with around £3m worth of the most cutting-edge technology on the market. The very latest Christie projection system installed in the Ray Dolby Room allows the space to become a fully projection-mapped environment. This offers clients a 360° digital canvas which they can personalise and has the potential to bring the space to life with dynamic content for both in-person and digital events. At the heart of the system, central control processing - focusing on infrastructure, encourages flexibility in the way spaces can be used and rises to the challenges presented by event designers, as well as promoting efficient operation of the venue.

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195 Piccadilly is a centre of excellence for the creative industries and a flagship showroom for global brands to showcase their latest technology. This project spanned the breadth of expertise and services that WL as a company is uniquely placed to offer. Beyond coordinating the installation of the integrated system and all third-party AV technology throughout the building, we partnered with BAFTA to provide ongoing technical service and venue support for events. We are proud to have supported the full scope of this project over many years of progression and are excited for the next stage of our burgeoning relationship with BAFTA.

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**Jason Larcombe -
WL's Senior Project Manager**





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We truly appreciate the dedication and input White Light has shown to the redevelopment of 195 Piccadilly. With the addition of state-of-the-art technology, BAFTA's home and headquarters will continue to celebrate the film, games and television industries, and be a centre of excellence for future generations to come. Their coordination and installation of a very complex design encompassing many partners and preserving a listed building showcases exactly the troubleshooting skills which left us in no doubt that they were the right company for the job and we look forward to developing our partnership over the years to enable us to fulfil our charitable mission.

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***Pauline Campbell -
BAFTA's Former Head of Property***





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Project Summary

Client: BAFTA

Venue: 195 Piccadilly

Key Partners:
Charcoalblue, Christie, Dolby, ETC & QSC

Contact us

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