The Brunswick is a Grade II mixed use development incorporating retail units, a cinema and social housing located in Bloomsbury, near Russell Square in Central London. Formally known as the ‘Brunswick Centre’ this radical 1960’s building, with its stepped ranks of apartments and modern aesthetic, was never fully finished. Despite achieving Grade II status in 2000, by this time many of the shop premises were unoccupied and the Centre was widely disliked by the public, having fallen into disrepair.

In 2002 the Brunswick underwent a much needed £20m redevelopment, to unlock the site’s potential within this prime central London location. The revival included a new enlarged supermarket, extended shop fronts, various types of street furniture and extensive repairs to the building envelope. This included the redecoration of each concrete and rendered masonry surface (50,000m² in total).

The client’s aim was to finally achieve the architect’s original vision of a stylish residence and shopping area, 34 years after the original scheme’s completion.

BuroHappold Engineering was appointed to conduct a detailed on site condition survey and desk top analysis in order to comprehensively record the concrete and rendered masonry defects and predict the number of repairs required. A diagnosis was prepared along with a detailed repair methodology and specification. On site supervision of the appointed contractor was provided to ensure adequate quantity and quality control. This work determined the scope of the facade repair contractors’ work, thus reducing cost uncertainty for the client and mitigating unnecessary repair work.

The structural works to the centre involved significant amounts of demolition with specialist demolition techniques employed. The existing reinforced concrete structure was modified and, wherever appropriate, concrete was crunched up to reduce noise.

BuroHappold novated to the contractor, ISG InteriorExterior, for the detailed design and site supervision phases of the works.

CLIENT
Allied London Properties

ARCHITECT
Levitt Bernstein

PROJECT VALUE
£20 million

SERVICES PROVIDED BY BuroHappold
Structural engineering, facade engineering

THE BRUNSWICK, BLOOMSBURY
LONDON, UK

AWARDS

CIVIC TRUST AWARD
Winner 2008

REGENERATION & RENEWAL AWARDS
Best Heritage Led Project 2007

BRITISH COUNCIL OF SHOPPING CENTRES
Gold Award 2007

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