

# Shaping West London

An Illustrated Guide to the History  
of Earls Court

879

1797

1888

1906



# A History of Change at Earls Court

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As part of our work on the Earls Court masterplan we have carefully studied the area's history in order to come to terms with this complex and fascinating part of London. We have found the way in which changes in the metropolis are reflected at local level of particular interest and been inspired by the many innovative and talented people who have shaped its fortunes.

Counter's Creek, one of London's 'lost rivers', has been a constant feature in the history of Earls Court. Over the ages it has changed out of all recognition from a tributary in a rural backwater to the alignment of the Kensington Canal and arterial train routes. Today it has become a 'Valley of the Giants', with large scale uses that include Lots Road Power Station, Stamford Bridge Football Stadium, Earls Court, Olympia, Westfield Shopping Centre, the BBC complex and the hospital and prison complex on Old Oak Common. It is territory that has changed much in recent decades, and more change is planned.

In this document you will see how Earls Court changed from an area of grand houses, market gardens and nurseries, to a place of major infrastructure with large single use buildings and rail lines running through some of the most vibrant and diverse parts of West London. There are times, particularly towards the end of the Victorian period, where change was extraordinarily rapid.

We now have a wonderful opportunity to transform Earls Court into a vibrant and integrated part of London, and understanding its past is helping us to shape this part of West London's future.

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**Sir Terry Farrell**  
Masterplanner

Earls Court has been designated an Opportunity Area in the Mayor's London Plan signalling an exciting new chapter in its history. The area has evolved and been re-invented several times over the years and now we have the responsibility of creating a sustainable future for this important part of London.

With our partners Transport for London and the London Borough of Hammersmith and Fulham, our ambition is to create a wonderful new part of the city that's inspired by the best of London and is delightful, progressive and sustainable. With Sir Terry Farrell we are developing this vision and I know that we can produce a world-class masterplan for the site which will excite and inspire.

This is not a part of London that needs wholesale regeneration. Our interventions must embrace the local communities and the heritage of the area. Understanding the rich and varied history illustrated in this book will ensure we create a special place.

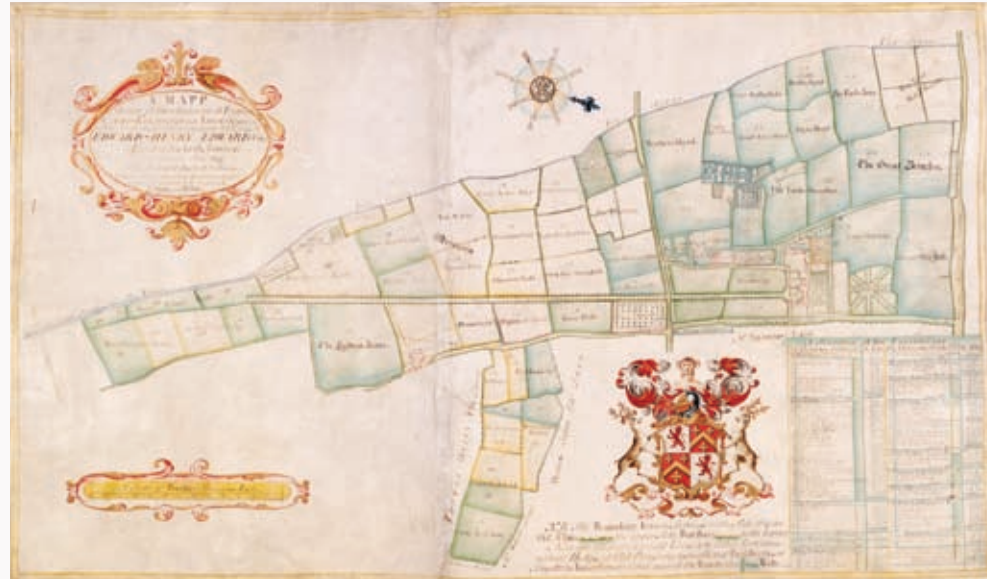
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**Ian Hawksworth**  
Chief Executive  
Capital & Counties Properties PLC

# Rural Beginnings

The De Vere family was one of the longest and most illustrious lines of nobles that England had ever seen. Although the De Veres owned the 771 acres estate that now includes Earls Court for some 500 years spanning 15 generations, it is doubtful if any family member ever visited the area. In their absence the estate was governed from a manorial courthouse, hence the name Earls Court.

At the beginning of the 17th century, Sir Walter Cope, a royal favourite and one of the richest entrepreneurs in the country, purchased the manor and built Cope's Castle, better known today as Holland House. After Cope's death the estate passed to the Rich family, the Earls of Warwick and Holland and then in 1721 to the Edwardes family, by which time the area had become famous for its market gardens and nurseries. Shortly after William Edwardes was created the first Lord Kensington in 1776 Earls Court's transformation from isolated rural backwater to built-up urban suburb a century later began.



A 1694 survey of the estate of the Earl of Warwick and Holland. Earls Court Manor consisted of a small cluster of buildings (drawn in pink to the left of the crease on the map) in a field called the Three Little Pighlets. It was dwarfed by the magnificent Holland House to the west with its long avenue of elm trees.



Local justice and issues surrounding land ownership on the estate were administered from Earls Court which was run by a bailiff or steward on the owner's behalf. Proceedings were recorded on rolls of parchment like the ones pictured which cover the period 1554 – 1856.

**879**

*Viking invaders, sailing up the Thames, winter at Fulham.*

**1086**

*The Domesday Book lists the manor of Kensington as held by Geoffrey Montbray, bishop of Coutances. By about 1095 his tenure is held independently of the crown.*

**1141**

*Aubrey de Vere I is knighted the Earl of Oxford by Empress Matilda.*

**1604**

*Sir Walter Cope buys the manor of Kensington from Anne, the Countess of Argyll, sister of the 4th Earl of Oxford.*

**1614**

*Henry Rich, Earl of Warwick and Holland, inherits the estate from William Cope, his father-in-law.*

**1738**

*After the death of the 4th Earl of Holland, Earls Court Manor passes on to William Edwardes who is created the first Lord Kensington in 1776.*





Map dating from 1830 showing the Kensington canal running along the border between the parishes of Fulham and Kensington. The villages of Earls Court, Brompton and North End can also be seen.

## 1750s

Capability Brown visits the Vineyard Nursery owned by James Lee who introduced American plants to England. Olympia Exhibition Centre now stands on the site.

## 1765

John Hunter purchases Earls Court House.

## 1784

One of the first balloon ascents in the country is launched from Lochee's Military Academy on what is now Hollywood Road.

## 1797

James Gunter buys Earls Court Lodge.



# The Kensington Canal

The Edwardes were not astute businessmen, and none more so than the unfortunate second Lord Kensington who inherited the estate at the beginning of the 19th century. He borrowed against Earls Court land to invest in disastrous speculative enterprises. The most unsuccessful was the ill-fated Kensington Canal which he built along the existing river Counters Creek to ferry goods to and from the Thames. By the time the canal was completed it was already obsolete as the train had become the preferred mode of transport for freight.



Earls Court Farm accounted for 190 acres of the Edwardes estate when the second Lord Kensington succeeded in 1801. It was demolished in 1878 to make way for Earls Court Underground station.

The enterprising Gunter family had considerably more success with their investments in the area. Their hugely successful confectionery business in Berkley Square created Queen Victoria's wedding cake and supplied all the best tables in town with exotic pineapples, fruit-flavoured jellies and ice-cream. After purchasing Earls Court Lodge, they built a string of villas along Old Brompton Road, but soon recognised the potential of the area and gradually amassed a huge estate which was at the forefront of the massive development at the end of the 19th century.



Earls Court House was the home of John Hunter until his death in 1793. Subsequent inhabitants included John Hanson, Lord Byron's family solicitor and a mistress of the Duke of Richmond. From 1832-78 it served as a private mad-house for ladies of the affluent classes and was demolished in 1886 to make way for Barkston Gardens.



Normand House was built on what is now Lillie Road in 1649. It was bombed heavily during World War II, demolished and Normand Park was created on the site.



Fulham Pottery was founded in 1672 by John Dwight. It was the first in England to successfully undertake the large-scale manufacture of salt-glaze stoneware, producing drinking vessels, bottles, storage containers, water filters and decorative items for the home and garden.



John Hunter pioneered the treatment of gunshot wounds and venereal diseases. He built cloisters leading to his laboratory which contained his collection of 13,600 stuffed animals and the skeleton of the Irish giant, Byrne O'Brien all of which now belong to the collection of the Royal College of Surgeons. The grounds of his country retreat were devoted to a large menagerie which included sheep from Turkey, shawl goats from the East Indies, two leopards, a jackal, zebra, ostrich and eagles chained to rocks.

**1801**

*The second Lord Kensington inherits the Earls Court estate.*

**1810**

*The Gunter family build a string of modest villas along Old Brompton Road.*

**1828**

*Kensington Canal opens.*

**1829**

*The Gunter family purchases Earls Court House.*



Map dated 1841 showing the Kensington Canal, West London Railway and proposed line extensions. Earls Court is still little more than a village and Brompton Cemetery has been completed.

## 1836

*The Kensington Canal is sold to Birmingham, Bristol and Thames Junction Railway who begin to construct a new line along its course.*

## 1840

*Brompton Cemetery consecrated.*

# The Victorian Age

The success of the railways in the 1830s gave rise to the Railway Mania of the 1840s when interest in railway shares reached absurd levels. Lord Kensington had no choice but to sell his defunct canal to the new wave of rail entrepreneurs and with new lines came prosperity and people, transforming his estate

from market gardens to an accessible suburb within thirty years. These new routes have continued to evolve and improve until today and have always been key to the evolution of the area.



Watercolour by William Cowen painted in 1844 depicting the Kensington Canal with Brompton Cemetery in the distance. Train lines have run along its banks from that year until the present day.

## 1844

*The new rail line opens after a long delay and is re-named the West London Railway. It closes due to low passenger numbers after only six months.*



Swedish opera star Jenny Lind's vocal range and dexterity were so extraordinary that Verdi wrote roles specifically for her. She was known as the 'Swedish nightingale' following her wildly successful London debut in 1847 when she was living at Clareville Cottage on Old Brompton Road. In a letter to her mother she wrote "we live most delightfully, rather far from the city, where all is still and restful; the air is splendid, and there is a garden in which the birds are singing the whole day long and the trees are so fresh and green.

## 1845

*The West London Railway re-opens to transport only coal.*





Local maps dated 1852 and 1863 show the Gunters' creation of their new residential estate The Boltons with St Mary's Church as its centrepiece.

## 1851

*The Great Exhibition is opened on 1st May. When it ends in October, Joseph Paxton's Crystal Palace is dismantled and transferred to Sydenham.*

## 1851–60

*The Boltons built.*

## 1855

*Cromwell Road laid out.*



# The Building Boom



Prince Albert's Great Exhibition of 1851 in Hyde Park was a triumphant success and the £186,000 profit was used to buy some 90 acres of land stretching southwards from Kensington Gore. This was to become Albertopolis, a complex of museums, colleges and institutions that celebrated the interplay of arts and sciences and their application to the world of work which the Exhibition itself had represented. A decade later its sequel. The International Exhibition was built on the newly-constructed Cromwell Road. Both attracted six million visitors (equivalent to a third of the country's population) and triggered the building boom which transformed the area from a rural landscape of farms, nurseries and market gardens into a prosperous metropolitan area of bricks and mortar.

The same area in 1879 shows the seismic scale of development.

## 1859

*The Kensington Canal is finally filled in for the West London Extension Joint Railway which connects the Kensington Basin with Clapham Junction south of the river.*

## 1862

*The International Exhibition opens from 1st May until 1st November. Despite predictions that its massive structure would become permanent, it was demolished in 1864. Shortly afterwards the site was redeveloped as the new home of The Natural History Museum.*

## 1864-1878

*The Redcliffe Estate which includes 750 houses is constructed next to The Boltons.*



The corner of West Cromwell Road and Cromwell Crescent at the turn of the century. The row of houses to the left of the picture were demolished in the 1960s when West Cromwell Road was widened.

**1866**

*West Brompton Station opens.*

**1866**

*Lillie Bridge Athletic Grounds opens and hosts the first ever amateur boxing matches and the second FA Cup Final in 1873. It closed in 1888 following a riot and now serves as the Earls Court car park on Seagrave Road.*

**1869**

*The District line starts operating between Gloucester Road and West Brompton and from Earls Court to High Street Kensington and Olympia the following year.*

**1871**

*Earls Court station opens but burns down in 1875. It is re-built on the opposite side of Earls Court Road (its present site) in 1878.*

**1873**

*Earls Court Square and Longridge Road built.*

**1874**

*Fulham North End station opens and is re-named West Kensington station three years later.*

**1876**

*Trebovir Road and Philbeach Gardens built.*



# A New London Neighbourhood

Between the mid-1860s and the mid-1890s, James and Robert Gunter developed sixty acres around Earls Court, causing the westbound tide of development from Kensington to spread further into Fulham. Much of the building was speculative and not all of it successful. Many large family houses with mews were built to cater to the 'carriage classes', but this market in London was already saturated. Some stood empty for years before being carved up into smaller flats for lower-income clerks who worked in the City. The first mansion flats in the country were also constructed but initially proved unpopular as the city's upper-middle classes expected front and back gardens and abhorred the thought of neighbours above and below them.

The exploding population caused the railways to turn from transporting freight to passengers, and a new infrastructure of schools, hospitals and shops emerged which was to evolve and change dramatically over the next century.



Fulham was still largely undeveloped until the turn of the century. The junction of Lillie Road and Fulham Palace Road was still London's western frontier when this photo was taken in 1893 with only fields and hamlets beyond.



Market traders migrated from King's Road in the 1880s to found North End Road market which thrived for almost a century before descending into comparative decline.



Soon after Earls Court Road was developed, it became a bustling thoroughfare of upmarket shops.

**1877**

*The Western Fever Hospital opens on Seagrave Road to quarantine patients suffering from smallpox, cholera and scarlet fever. With the invention of vaccines it fell into disuse and was eventually demolished.*

**1884**

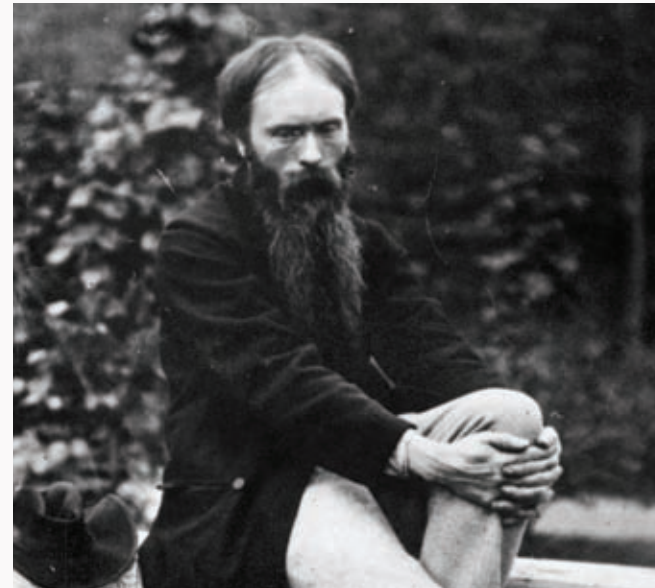
*St Paul's School moves from its original premises by the cathedral to a new location just off Talgarth Road in Fulham. It moved again across the Thames to Barnes in 1968 following the widening of Talgarth Road.*

**1886**

*Olympia, the largest roofed arena in England, is constructed on a former vineyard and nursery. Its inaugural event, the Paris Hippodrome includes cycling elephants, a romantic pantomime and Roman chariot racing.*

**1889**

*The London County Council is formed, the city limits expand and Earls Court officially becomes part of the county of London.*



This page clockwise from left: Beatrix Potter, Edward Burne-Jones, William Gilbert and Henry Cole. Opposite page clockwise from left: Gandhi, Edward Elgar, John Gielgud and Ellen Terry.

## 1866

Beatrix Potter was born at 2, Bolton Gardens and lived there until her marriage in 1913. She penned *The Tale of Peter Rabbit*, *The Tailor of Gloucester* and *Squirrel Nutkin* in the house.

## 1867

Pre-Raphaelite painter and stained glass designer Edward Burne-Jones moves into a grand, 18th-century house called *The Grange* on North End Road in Fulham.

## 1880

Self-styled 'Civil Servant Superannuated' Henry Cole moves into 106 Philbeach Gardens. He designed the first stamp, the *Penny Black*, commissioned the first ever Christmas card and was the first director of the Victoria & Albert Museum.

## 1883

William Gilbert ( of Gilbert and Sullivan fame) takes up residence in purpose-built, palatial splendour at 39 Harrington Gardens.



# Famous Faces

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The first residents of Earls Court consisted mainly of retired military men, medical professionals and businessmen from the City, but the area also attracted actors, writers, artists, musicians and some of the brightest political minds of the time.



**1888**

19 year old Mahatma Gandhi lodges at 20 Barons Court Road whilst studying to become a barrister at University College London.



**1889**

Leading Shakespearean actress Ellen Terry moves from 33 Longridge Road to Barkston Gardens at the height of her fame.

**1889**

Self-taught composer Sir Edward Elgar moves into 51 Avonmore Road for 18 months during which time he writes *Froissart* his first published work to gain national recognition.



**1896**

Stockbroker Frank Gielgud, nephew of Ellen Terry, moves into 36 Earls Court Square. Eight years later he moves on to 7 Gledhow Gardens where his son John, the world-famous Shakespearean actor, was born.



Whitely's inaugural exhibition Buffalo Bill's Wild West Show included 110 Indians and their families, 150 cowboys, 8 steers, 16 buffaloes and the Deadwood stagecoach. It attracted 15,000 visitors every day for 5 months, including the Queen and Mr. Gladstone.



**1887**

*John Whitely's American Exhibition starring Buffalo Bill opens to great acclaim.*

**1894**

*Imre Kiralfy demolishes Whitely's temporary halls and rebuilds them, adding the Empress Hall and Empress Theatre.*

**1901**

*Kensington is given Royal Borough status at the expressed wish of Queen Victoria.*

**1904–05**

*Mr Rolls met Mr Royce at the London Road Car Company depot on Seagrave Road.*



# A Window on the World

As developers created new homes for London's increasingly affluent and expanding middle class, entrepreneurs John Whitely and Imre Kiralfy combined mass entertainment with mass enlightenment, bringing the wonders of the world to Earls Court in a time before mass tourism. Whitely leased a triangle of waste ground between the railway tracks at Earls Court and transformed it from what he described as 'a cabbage-field and a sea-kale swamp' into a wonderland that showcased fan-painters from Japan, cowboys from the Wild West and the canals of Venice. The arrival of electricity added a new dimension to his annual exhibitions and The Brompton and Kensington Electricity Company, one of London's first generators, was built between West Brompton station and Brompton Cemetery, supplying power to the whole area. Less than a decade later the Hungarian 'King of Spectacle' Imre Kiralfy took over the reigns and demolished then rebuilt the existing Earls Court Exhibition Halls to house ever more extravagant shows.

But by 1910 Earls Court's initial heyday as an entertainment mecca and global cultural showcase were already in decline and the local electricity company was struggling to meet demand. The latter stopped generating in the 1920s and has remained a sub-station ever since. A planning application has been submitted recently to build a hotel on the site.



Kiralfy's Empire of India Exhibition in 1895 was so popular that it was repeated the following year with rickshaw rides and additional features from Ceylon, Borneo and Burma.



Queens Club Gardens were built in 1893 around a private square with tennis courts to attract the wealthy middle classes to Fulham. Many other streets around Fulham were designed to house railway workers and lower income families.



The Gunters bought Coleherne House in 1863 for development to make way for Coleherne Court, an upmarket mansion block where the then Lady Diana Spencer lived in the early 1980s.



Sir Hiram Maxim's Flying Machines from the Balkan States Exhibition in 1907. Every year a different country or region was chosen for Earls Court's extravaganza until the exhibitions went into decline in 1909 and remained abandoned for two decades.



The Earls Court Gigantic Wheel was erected in 1895. At 300 feet high it was almost as big as the London Eye and its 40 wooden cabins carried 1,200 passengers at a time. Although wildly popular, it was demolished twelve years later.

**1906**

*Imre Kiralfy leaves Earls Court to build a rival exhibition centre in White City.*

**1906**

*The Piccadilly Line opens between Finsbury Park and Hammersmith, stopping at Earls Court and expands rapidly in the 1930s.*

**1908**

*Mrs Pankhurst and the Suffragettes stage a rally at the Hungarian Exhibition.*

**1910**

*No events held at the Earls Court Exhibition Grounds which fall into decline.*





This photo of Cromwell Place from 1908 shows both a horse-drawn bus and its replacement, the motorised version.

## 1904

The Rawlings Brothers open an office on Ashburn Mews and patent the rawplug in 1911 which is still widely used in the construction industry.

## 1906

Lillie Road replaces Star Road and Greyhound Road as the main thoroughfare across Fulham following the introduction of motorised buses.



In 1911 the lifts at Earls Court underground station were supplemented by escalators, the first in London on a railway.

## 1912

The London General Omnibus Company was bought by the Underground Group and evolves into the London Passenger Transport Board in 1933.



# Post-War Change

The outbreak of World War I signalled seismic changes for the exhibition halls. Earls Court Ltd surrendered its lease and went into liquidation and the triangular site was used by the London General Omnibus Company to scrap old wooden horse-drawn buses which were being replaced by new diesel-powered ones. Hoardings concealed the ruinous gardens and decaying buildings for twenty years until a group of industrialists proposed a new exhibition and event centre, and in 1937 they unveiled the massive, concrete, steel-reinforced structure that stands today.

The end of the war also brought dramatic social change. Young women turned to clerical jobs for the first time and as the wealthy found it impossible to find domestic help, they began to let out bedrooms and floors in their large houses, which became known as 'bedsits'. Councillors in Kensington including Henry Dickens, grandson of Charles Dickens, ordered the construction of 2,500 new homes for the under-privileged and renovated a further 1,800. Fulham Borough Council declared that 150

properties in Heckfield Place were unfit for human habitation and ordered that they should be compulsorily purchased, demolished and the 1,415 people living there be re-housed either in the new development or nearby. Proposals included a much-needed social centre, day nursery and clinic and an extension to the police station, but the plans did not come to fruition until several years after the Second World War.



Marcus Garvey penned his philosophical musings which inspired the Pan-African movement from his office at 2 Beaumont Crescent in Fulham. He also lived at 53, Talgarth Road from 1935 until his death in 1940.



When Howard Carter discovered the tomb of Tutankhamun in the Valley of the Kings at Luxor, 19 Collingham Gardens was his London address.



The Empress Theatre was used as a dormitory for Belgian refugees from 1914-1918.



Architect A.F. Holden built Fulham's first council housing on Wyfold Road in 1926.



Empress Hall lay empty during the First World War, but was revived in the early 1930s as a popular boxing venue and later as an ice hockey stadium and skating rink.



The slums of Heckfield Place, also known as The Avenues, were earmarked for demolition in 1937 and eventually rebuilt after the Second World War.

## 1937

The new Earls Court Exhibition centre is unveiled. Designed by American architect Charles Howard Crane, it was Europe's biggest structure by volume spanning 250 feet.

## 1938

The West Kensington Court development provides what was considered at the time luxury flats for young professionals and families wishing to get away from older style properties.



Talgarth Road in 1954 and 1958 after it was widened. The playing fields of St Pauls School were included in the development and it moved to its current location in Barnes.



**1947**

*Sadlers Wells Theatre moves to Colet Gardens. (now part of Talgarth Road).*

**1952**

*Normand Park in Fulham opens on the site of Normand House which was bombed in the Second World War.*

**1954**

*The Troubadour opens on Old Brompton Road and becomes one of London's alternative musical and cultural meccas.*



# The Gateway to London

After the decimation of the Second World War, the local councils set about building social housing on the bomb sites that surrounded Earls Court. Another pressing problem was congestion as car ownership became increasingly commonplace. Planning permission for the West Cromwell Road Bridge which would link West Cromwell Road in Kensington to Talgarth Road in Fulham had first been submitted (and turned down) in 1897. Forty years later traffic moving westwards was choking Warwick Road, Addison Bridge and Kensington High Street and permission was finally granted. But this natural gateway in and out of London needed a far more arterial route so Talgarth Road and West Cromwell Road were widened, swallowing up a handful of Victorian streets to meet the capital's desperate need for expansion.

The fall-out from the war also brought Earls Court's first wave of immigrants. The Polish government in exile was stationed here and brought with it a whole community which settled in the area.



Prime Minister Earsltee opened the first blocks of Clem Attlee Court housing estate in September 1957. Recently the three Y-shaped blocks were demolished and new low-rise housing erected in its place.



Kensington bomb map detailing all the major bomb sites in the area.



Following the Clean Air Act in 1956, Fulham Council decided to make the whole borough a smoke-controlled area. It hosted an exhibition displaying a range of storage heaters, cookers and water heaters at Fulham Town Hall in 1957.



Comedienne Hattie Jacques, well-loved stalwart of fourteen Carry On films, moved into 65 Eardley Crescent in 1946 with her husband John le Mesurier, best known as Sergeant Wilson in Dad's Army.



Screen idol and confirmed anglophile Douglas Fairbanks Junior lived in discreet opulence at 28 The Boltons in the 1950s where he conducted a clandestine affair with the Duchess of Argyll.

## 1954–56

Bousfield Primary School is built on the bombed-out site of Beatrix Potter's former home.

## 1956

The Coleherne becomes known as a gay pub at a time when homosexuality was illegal.

## 1957

West Cromwell Road Bridge is built linking a widened Talgarth Road with West Cromwell Road.



The Empress State building was originally designed as a hotel and was intended to look like a bow of a warship.

**1961**

*Empress State Building completed.*



The Hammersmith Flyover in the final stages of construction in 1960.

**1961**

*The Hammersmith Flyover links London to the A4 and Heathrow Airport.*

**1965**

*Royal Borough of Kensington & Chelsea is formed when the two boroughs merge.*



# The Urban Motorway Arrives

The route from the heart of the capital to its principal airport was further relieved at the beginning of the 1960s with the opening of the Hammersmith Flyover linking Talgarth Road to the start of the Great West Road. Its elegant cantilevered design supported by a central column was critically acclaimed, but its construction destroyed the tranquil setting of St Paul's Church Hammersmith.

The decade's social, political and cultural renaissance were felt across the area. Whilst David Bowie wrote *Space Oddity* from his attic bedsit at 22 Clareville Grove and prog rock band Yes created their eponymous debut album in Drayton Gardens, MI6 took up residence in the brand new Empress State building and Australians on the backpacker trail flooded into the hostels that sprang up across Earls Court.



The Hammersmith Flyover under construction in 1960, cutting across the grounds of St Pauls Church.



Many of the streets surrounding the Hammersmith Flyover were developed in the decades following its inauguration in 1961.



Andrew Lloyd Webber wrote *Jesus Christ, Superstar* whilst living in Flat 1, 10 Gledhow Gardens in 1964.

**1965**

*Hammersmith and Fulham boroughs are merged.*

**1971**

*Every London authority is required to establish a Social Services Department.*

**1971**

*The Fulham Society is founded.*



Charing Cross Hospital shortly after it was opened by the Queen at its new location on Fulham Palace Road in 1973.

**1985**

*Greater London Council abolished.*

**1991**

*Earls Court Two built.*

**1993**

*Chelsea & Westminster hospital opens, taking over the functions of five local hospitals.*



# The 'Valley of the Giants'

London has established itself as a global capital over the last forty years. In order to maintain its status as new superpowers emerge from the East, and to accommodate a burgeoning population, it has had to update its infrastructure. Hospitals have been merged, many institutions have moved out from the centre of the city and investment has been poured into its transport system. Counters Creek started out as a natural border in medieval times and a string of significant developments has emerged along its ancient alignment, making it a 'valley of the giants'.

Stamford Bridge Stadium to the south of Earls Court was rebuilt in phases throughout the 1990s and there are plans to redevelop the former power station on Lots Road. To the north, the BBC's White City One opened in 1990 and its second phase, the BBC Media Village, in 2004. Farther North still Old Oak Common between Harlesden and Acton has been earmarked as a prime site for a high-speed super station connecting Heathrow with the rest of Britain. Earls Court is the

fulcrum of this string of developments and once again its exhibition space is threatened by the shifts of change. An upgraded Olympia will meet the modern expectations of the general public, although many exhibitions and conferences have moved to the east with the opening of Excel and the O2.

Earls Court has been designated an Opportunity Area in the Mayor's London Plan, heralding a new chapter in its history and a unique opportunity to satisfy the huge demand for homes and jobs in this corner of the capital. Sir Terry Farrell's vision for the area is to create a new urban neighbourhood consisting of four villages and a high street that knits into existing local communities, referencing its unique heritage and taking Earls Court forward into this new millennium.



Lady Diana Spencer outside Coleherne Court where she lived with three friends from 1979 until her marriage to Prince Charles in 1981.



An illustration of Mayor Boris Johnson promoting his Cycle Hire Scheme in 2010.



Transport for London's Ashfield House following its completion in 1989. It will be included in the Earls Court Project Area.



Sir Terry Farrell's concept which includes four villages and a high street.

**2000**

Greater London Authority established.

**2003**

Empress State building is renovated, adding three floors and 17.3 metres to its height.

**2005**

LAMDA, the London Academy of Music and Dramatic Art, moves to Talgarth Road.

**2008**

The Queen approves Crossrail.

**2010**

Boris Johnson launches London's Cycle Superhighways and the Cycle Hire Scheme.

**Edited by Jeroen Bergmans**

*Special thanks to local historians*

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Design – AllofUs

1937

1961

1973

2010