

byron harford & associates  
architectural broadcast consultants  
bh+a international



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profile

byron harford & associates was established in 1994 and has developed considerable experience in delivering substantial Corporate and Broadcast Facilities both in Australia and overseas. bh+a international and more recently, architectural broadcast consultants have built on this Australian experience and exported expertise for clients around the world.

Through the collective experience of committed staff and the guidance of Principal, Byron Harford, they have secured the successful delivery of projects in Australia, England, Italy, Turkey, Bulgaria and Germany.

The practice has developed a high profile and unparalleled experience in the design and delivery within the broadcast industry, completing consecutive corporate headquarters and production facilities for Foxtel in Sydney and The International Broadcasting Centre for the Sydney 2000 Olympics and the production and corporate facility for Sky Australia.

Internationally, they have been responsible for the design and delivery of the the Sky Italia Headquarters in Milan and for the integration of Broadcast Facilities into new Headquarters for Fox Turkey in Istanbul and for Sky Deutschland in Munich.

bh+a international and architectural broadcast consultants are currently orchestrating the integration of Broadcast capability into the newsrooms of the traditional broadsheet newspaper industry and are helping to effect the generational change necessary to the survival of this media form.



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principles

Each of the three companies are under the direction of their principal, Byron Harford are committed to the pursuit of excellence, the principles of modern architecture, the use of the latest advances in building technology and systems, and the delivery of creative and environmentally responsible user friendly buildings.

We have advanced expertise in the provision of sustainable and cost effective design solutions to meet our client's budget and programmatic needs.

Our skill base to deliver innovative fast track projects is complimented by our ability to understand complex yet fundamental work processes to ensure successful planning and appropriate design solutions across a broad range of building types.



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selected works

Sky Headquarters, Milan

The new corporate headquarters rationalised and merged the staff and technology previously accommodated across 6 different locations in Milan to bring them together in a first phase facility of 70 000 m<sup>2</sup>. The building accommodates 2 200 staff members, 8 broadcast studios and state of the art pre and post production facilities.

The arrival sequence for visitors is to pass through a security pavilion—to a central foyer lounge that incorporates a 24-hour cafe. Primary meeting rooms are provided at mezzaine level overlooking the central foyer and visitors wishing to proceed further into the technology or administrative wings of the building are received here.

We are currently engaged delivering the third and final building in this facility that will increase the overall area to 90 000 m<sup>2</sup> and allow capacity for over 3000 contractors and employees.



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selected works



sky headquarters, milan  
exterior

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selected works



sky headquarters, milan  
exterior

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sky headquarters, milan



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selected works



sky headquarters, milan  
reception foyer

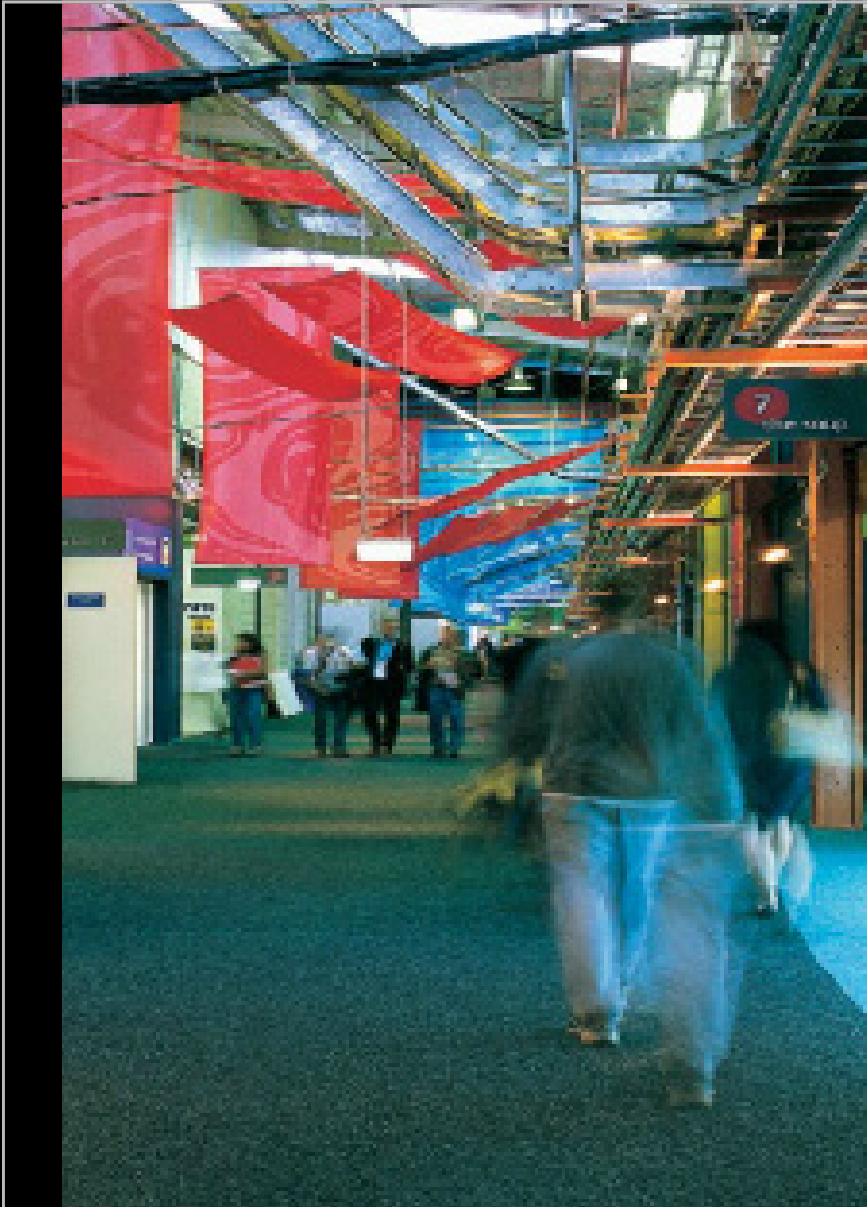


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selected works



sky headquarters, milan  
model



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International Broadcast Centre, Sydney

This 65 000 m<sup>2</sup> temporary facility was the largest broadcast facility then built, accommodating almost 300 broadcastes in a rate card fit out of the adapted Grace- Myer store next to the Olympic Stadium at Homebush. The centre operated for 3 months in the lead up, duration and wind down of the Sydney 2000 Olympic and Paralympic Games.

The main building was over 300m long and 80m wide, and was organised using a central and side street model with break areas activating the intersections. The building housed between 7000 and 12000 journalists daily and incorporated two food halls at either end of the main street.

The modular technical plant for temporary power and the air conditioning that utilised inflatable ductwork were plugged into the existing building along the perimeter and the sanitary accommodation that included toilets and shower facilities were located at the ends of each side street adjacent to the building.

Fire control for this temporary use was provided by a highly mobilised fire brigade in golf carts throughout the life of the facility.

The Broadcast Centre overcame the tyranny of distance in supplying signal and content to the rest of the world and made a significant contribution to the overall success of the Sydney Olympics as ‘the best games ever’.

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international broadcast centre  
sydney 2000 olympic games



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international broadcast centre  
sydney 2000 olympic games



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Foxtel Headquarters, Pyrmont, Sydney

Within an exceptionally short timeframe of six months this project progressed from conception and brief development to finished broadcast and corporate facility providing Foxtel's first national Headquarters in Australia.

Located on Sydney Harbour in a disused warehouse building that was initially stripped out and re-clad, the facility was originally designed for a 3 year lifespan but actually lasted for 10 years accommodating continual change and expansion as the business developed. It was a stimulating and enriching space in which to work, built for a quarter of the usual cost of a commercial fit out.

After designing the project, Byron became a director of the relaunched Melbourne based firm Bates Smart and headed their Sydney office with which he documented and supervised the delivery of the project before leaving to start his own practice.

The project became a significant catalyst for the urban renewal of this neglected part of Sydney's foreshore. Reusing the utilitarian structure and integrating a creative office space along a two level 'main street' circulation spine allowed the mingling of the traditional separated 'technology' and titles with their journalists and administration. This street was activated with break areas and the utilities hubs, and allowed each department/title/brand to have their own street address. There were multiple points along the 'street' that allowed transitions between the two levels, and the staff cafeteria was located at the far end of the 'street' to promote circulation and staff interaction between the administrative and technical staff.



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foxtel headquarters, pyrmont



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foxtel headquarters, pyrmont



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Foxtel Headquarters, North Ryde, Sydney

The brief for the new and current headquarters for Foxtel in Australia entailed the refurbishment of three buildings and the construction of new administrative and production facilities incorporating the staff amenities to 'glue' the disparate parts together.

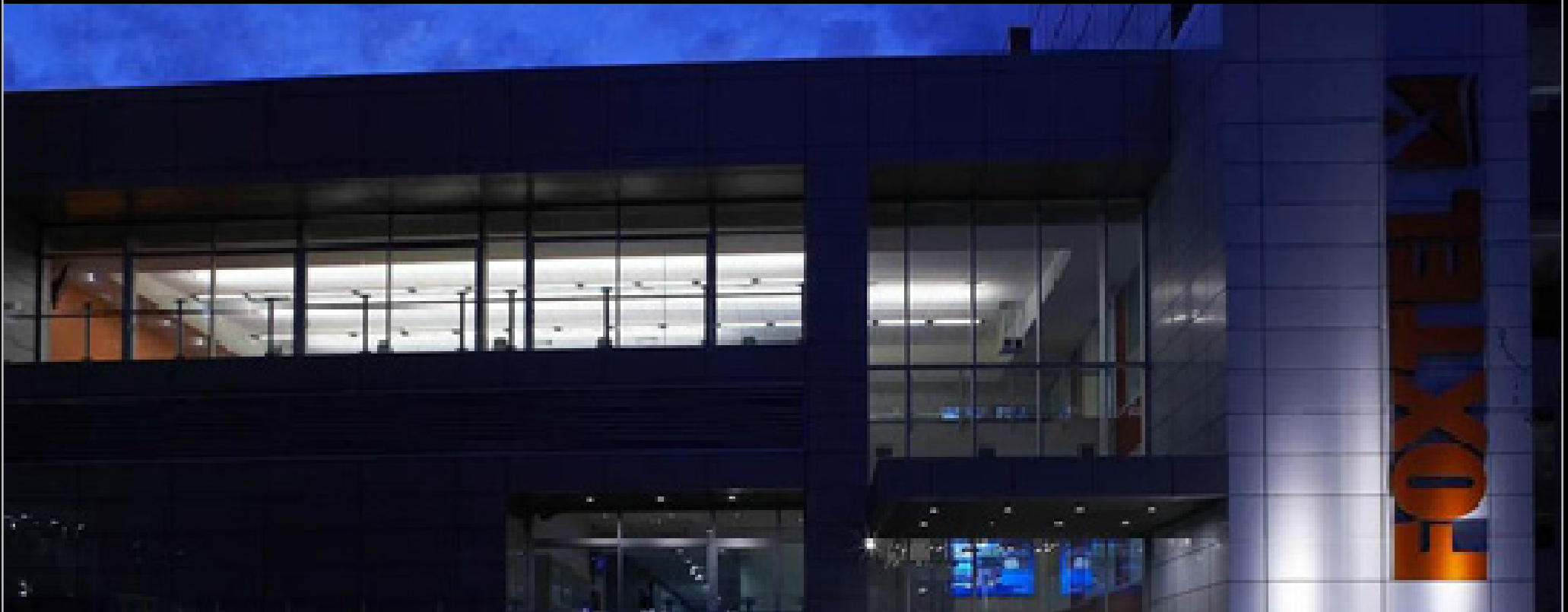
In relocating Foxtel to North Ryde from their previous location in Pyrmont and combining their new facilities with those for Sky News Australia, we created a new multi-level entry hub sandwiched between the refurbished existing office administration building and the new production facilities in a severely constrained space, providing entry, security, reception, and a cafe.

This vertical space provided a focal point for the core business of broadcast production by placing Sky Australia's Newsroom Studio as a centerpiece of the new complex, and provided a transition to the staff amenities and catering facilities.

Foxtel at North Ryde brings together the latest television production and digital broadcasting technologies in a campus-style facility that is a centre for innovation and leadership in digital broadcasting. It is the nations most advanced digital television centre and incorporates studios, one of which has an 120 person audience capacity, comprehensive edit, audio and pre production suites as well as full post production facilities.

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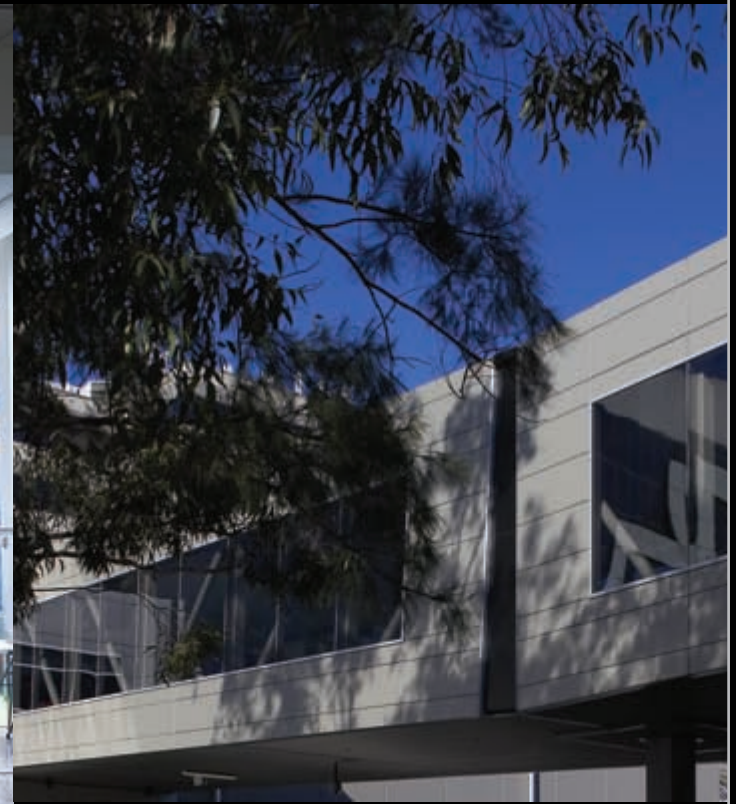


foxtel headquarters, north ryde  
exterior



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foxtel headquarters, north ryde



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Parking Buildings, Milano Santa Giulia

These interlinked multi-storey car parks feature large LED active screens that promote the products and signature retail of the commercial area they support.

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commercial retail development  
milan



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commercial retail development  
milan



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Sky News Australia, Sydney

On May 1st 2006, Sky News Australia went through an extensive relaunch with a new facility that included new studios and production facilities to support their 24 hour News channel that was initially only available on cable and satellite television, but now available for smart phone and tablet PC's as well as online.

Incorporated with the relocated Foxtel Headquarters at North Ryde, Sky News became Australia's first fully integrated digital newsroom.

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sky headquarters, sydney



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sky headquarters, sydney



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Sky Deutschland, Munich

bh+a international were engaged to adapt, during construction, a lease-back building and provide the design and fit out for the new corporate HQ for Sky in Munich. This entailed opening up the plan and assisting with the staff acceptance of the cultural change required in migrating to a transparent open plan with minimal offices from the cellular room model still prevalent in Bavaria at the time.

We created break areas and flexible, 'tuneable' work spaces. Offices and meeting rooms were supplied for 2000 personnel based on a purpose designed reconfigurable modular storage and work point system that we tendered to the leading workspace and partitioning providers in Europe.

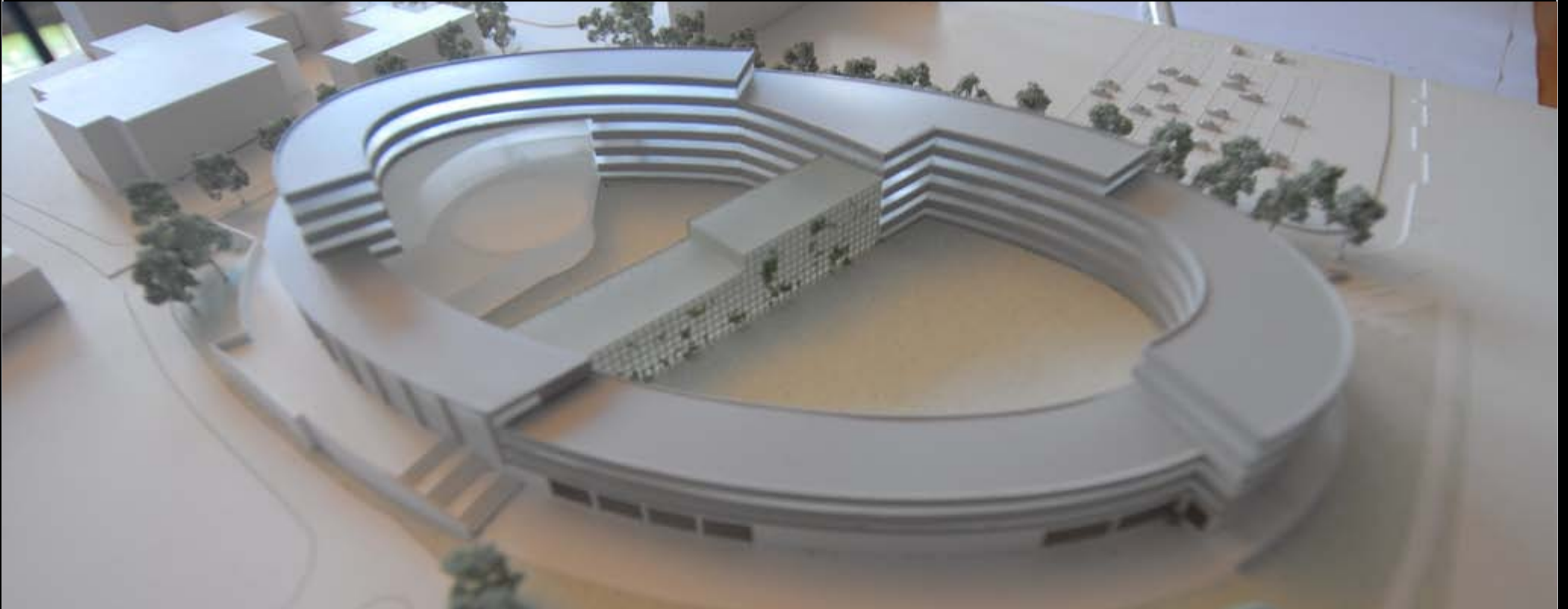
Into the project we grafted a new entrance/security/cafe through to staff canteen pathway that has since become the catalyst for far greater staff interaction than what would have otherwise been the case.

Recently we have added the production centerpiece for the project with a centrally located Live 24-hour Sports News Channel.



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selected works



sky deutschland, munich  
model

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sky deutschland, munich  
model



sky deutschland, munich  
24 hour sports news



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Fox Turkey, Istanbul

The Newsroom Studios and administration for Fox in Istanbul were fitted into a historic building that was once the sultan's boarshed. A meandering path over each of three levels is linked with vertical circulation stairs and lifts at key points within the building. There are 3 separate studio areas, 2 cafes, and a staff cafeteria.

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selected works



foxtel turkey, instambul  
interior



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foxtel turkey, instambul  
interior

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foxtel turkey, instanbul  
interior

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foxtel turkey, instanbul  
interior



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foxtel turkey, instanbul  
studio

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foxtel turkey, instanbul  
interior



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The Sun, London

For this pilot project, we were engaged to provide the facilities necessary to effect the transition from traditional print based to a multi-platform newsroom. The Sun newspaper was chosen for the first phase of this project and appropriate broadcast facilities have been provided on the newsroom floor to assist with the fundamental generational change to integrated digital journalism.

We have also been asked to provide a solution to overcome the disadvantages inherent in splitting this masthead title over two distinct floors in the building at Thomas More Square.

Our proposal suspends a glazed stair within the existing atrium to facilitate movement between the two levels of the one title. The intention is to use this first phase as a prototype for similar solutions for The Times and The Sunday Times.







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resume

Byron has established an international reputation as an architect specialising in the design and delivery of broadcast facilities for the television industry. He was educated in New Zealand at Scots College, Victoria & Auckland Universities and completed studies in Humanities and Philosophy before immigrating to Australia to study Architecture.

His initial experience with the NSW Government Architects Branch included significant Sport & Recreation facilities and Bicentennial Projects: the restoration of the Mint & Hyde Park Barracks as a public museum, the Mount Tomah Visitor Centre, a cold climate annexe for the Royal Botanic Gardens in the Blue Mountains near Sydney and the Parramatta Cultural Centre/Riverside Theatres Complex which won him peer recognition and a number of Architectural awards.

He then joined boutique firm Tonkin Zulaikha Harford, and completed a number of award winning projects including headquarters for the Royal Blind Society, Memorials for the Vietnam War and for the Unknown Soldier in Canberra and the refurbishment of the Hyde Park Barracks, Australia's first public building for the Historic Houses Trust. This project won the Francis Greenway and Lachlan Macquarie medalions, the regional and national awards for conservation and the integration of new facilities into Historic Buildings.

Byron headed the joint venture team designing the Sydney Casino project for Kerry Packer's CPI & Circus Circus consortium that introduced him to the Television industry. He set up his own company and completed the world's first Digital Television production facility for Foxtel in Sydney before designing the International Broadcast Centre for the Sydney Olympic Games in 2000.

He completed the relocation of Foxtel in Sydney and then proceeded to complete projects in Italy, Turkey, Germany, Bulgaria and the UK.



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resume

#### Experience - Key Projects

##### Sky TV, Milan Italy

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project value €350 million.

##### Foxtel Broadcast Centre, Sydney Australia 2005

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project Value \$58 million.

##### Foxtel Playout Centre, Sydney, Australia 1995-1996

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project Value \$12 million.

##### Sky Deutschland & Sky Sports 24 HD Germany

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project Value €80 million.

##### Fox Turkey, Istanbul

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project Value €60 million.

##### Sky Sports 24 HD Germany

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project Value €6 million.

##### The Sun Newspaper GUK

Role: Architect & Broadcast Design, Documentation, Supervision and Client liaison.  
Project Value €3 million.

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