

CASE STUDY

Brent Cross Town 1

Setting the Benchmark for Net-Zero Workspaces

Brent Cross 1 is the flagship commercial building in the £8 billion Brent Cross Town redevelopment, setting benchmarks for Net-Zero and sustainable design. Led by BAM and Related Argent, the project required low-carbon, smart lighting controls to meet ambitious BREEAM certifications and Net-Zero goals.





4.25
KWH/M² ENERGY SAVINGS

13 floors
SMART-ENABLED

2030
NET-ZERO TARGETS



Key facts

Project Name	Brent Cross Town 1
Location	London
Client	BAM
Opened	2026

The solution

Having previously partnered with both firms at King's Cross, Whitecroft was chosen to deliver intelligent lighting across all 13 floors. Whitecroft specified Organic Response, a plug-and-play smart system using integrated sensor nodes to detect occupancy and blend natural and artificial light. This provided out-of-the-box functionality, quick installation, and remote management of emergency testing, alarms, and even bathroom water flow to reduce waste.

Paired with Whitecroft's Selene 2 suspended LED luminaires, the system delivered ultra-efficient lighting at just 4.25 kWh/m² (well within BREEAM targets). The result is a future-proofed, smart commercial space perfectly aligned with Brent Cross Town's 2030 Net-Zero ambitions.

Key products



Avenue Metro Direct



Selene 2 Suspended



Mirage 3 C110



Spectre WX