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IoE Number: 478142  
 Location: VICTORIA HOUSE AND ATTACHED RAILINGS, 37-63 SOUTHAMPTON ROW (west side) CAMDEN TOWN, CAMDEN, GREATER LONDON  
 Photographer: Mr David South  
 Date Photographed: 05 September 2004  
 Date listed: 04 December 1990  
 Date of last amendment: 11 January 1999  
 Grade: II

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CAMDEN TQ3081NW SOUTHAMPTON ROW [798-1/100/1481](#) (West side) 04/12/90 Nos.37-63 (Odd) Victoria House and attached railings (Formerly Listed as: SOUTHAMPTON ROW Nos.37-67 Victoria House and attached railings) GV II Commercial building with ground floor shops on east side. c1926-32. By Charles William Long. For the Liverpool Victoria Insurance Company as their headquarters. Sculpture by Herbert William Palliser. Ornamental brasswork by the Bromsgrove Guild. Steel frame clad with Portland stone, bronze infill panels and copperlite glazing surrounds. Green slate mansard roof with dormers. EXTERIOR: 8 storeys, sub-basement and basement on a rectangular island site with facades to Bloomsbury Square, Bloomsbury Place, Vernon Place and Southampton Row. Long sides, 15-window bays; returns 5-window bays. West facade to Bloomsbury Square with tall channelled ground floor, central distyle-in-antis Ionic (Erechtheion) portico through 1st to 4th (attic) floors. Attached columns as far as projecting end bays with paired pilasters. Ground floor to 3rd floor windows tripartite with small panes; 2nd floor with relief pediments. Attic windows, with small panes in plain rectangular recesses, grouped in trios in the frieze (corresponding to window beneath). Tympanum with sculpture of central robed figure with arms outstretched flanked by other figures expressing the bounty of the natural world. To either side, cornice surmounted by parapet with panels of open ornamental brasswork behind which a further attic storey with trios of windows slightly offset from parapet openings. Mansard dormers slightly offset again; all echoing shape of triangular pediment. Central 2 storey feature above mansard. East facade similar but with shops at ground floor level (originally recessed but now with projecting C20 shopfronts) and tympanum sculpture on the theme of navigation and new forms of industry. Returns similar in style with distyle-in-antis centres, paired pilasters and no tympana. Entrance doors on all sides of panelled bronze. INTERIORS: virtually unaltered. Entrance lobbies on all 4 sides faced in Subiaco marble with Greek style decoration and much decorative brasswork. Central ground floor public area, open through 3 floors to elaborate coffered suspended ceiling. Basement meeting/dance hall with coloured glass light fittings, door furniture and surrounds in polished steel and radiator grilles embossed with VH monogram. Extensive mahogany panelling to 3rd floor offices. Some rooms with C18 fireplaces from houses previously on the site.