

LOFTS · APARTMENTS · PENTHOUSES



Long  
w&terson  
MADE IN SHOREDITCH





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## Welcome to Long & Waterson

**W**e are very excited to be starting a new chapter for these unique and perfectly located homes in Shoreditch. Not only is the scheme going to offer something truly differentiated to our residents, but we also believe this thriving location will really shape the atmosphere and feeling of Long & Waterson as a place to live. We are delighted to be bringing our global expertise to London's new city centre, and we hope that this real care and commitment to delivering a scheme of outstanding quality and originality is evident throughout. By retaining many of the building's original elements, designing splendid amenities, commissioning some of the world's most exciting architects and landscape architects, we've ensured Long & Waterson is a sensitively developed yet truly striking scheme. We invite you to read all about it in the pages that follow.



# From New York to London & beyond

## DEVELOPER

IGI Group is a long established real estate developer committed to creating and delivering developments people are proud to call home.



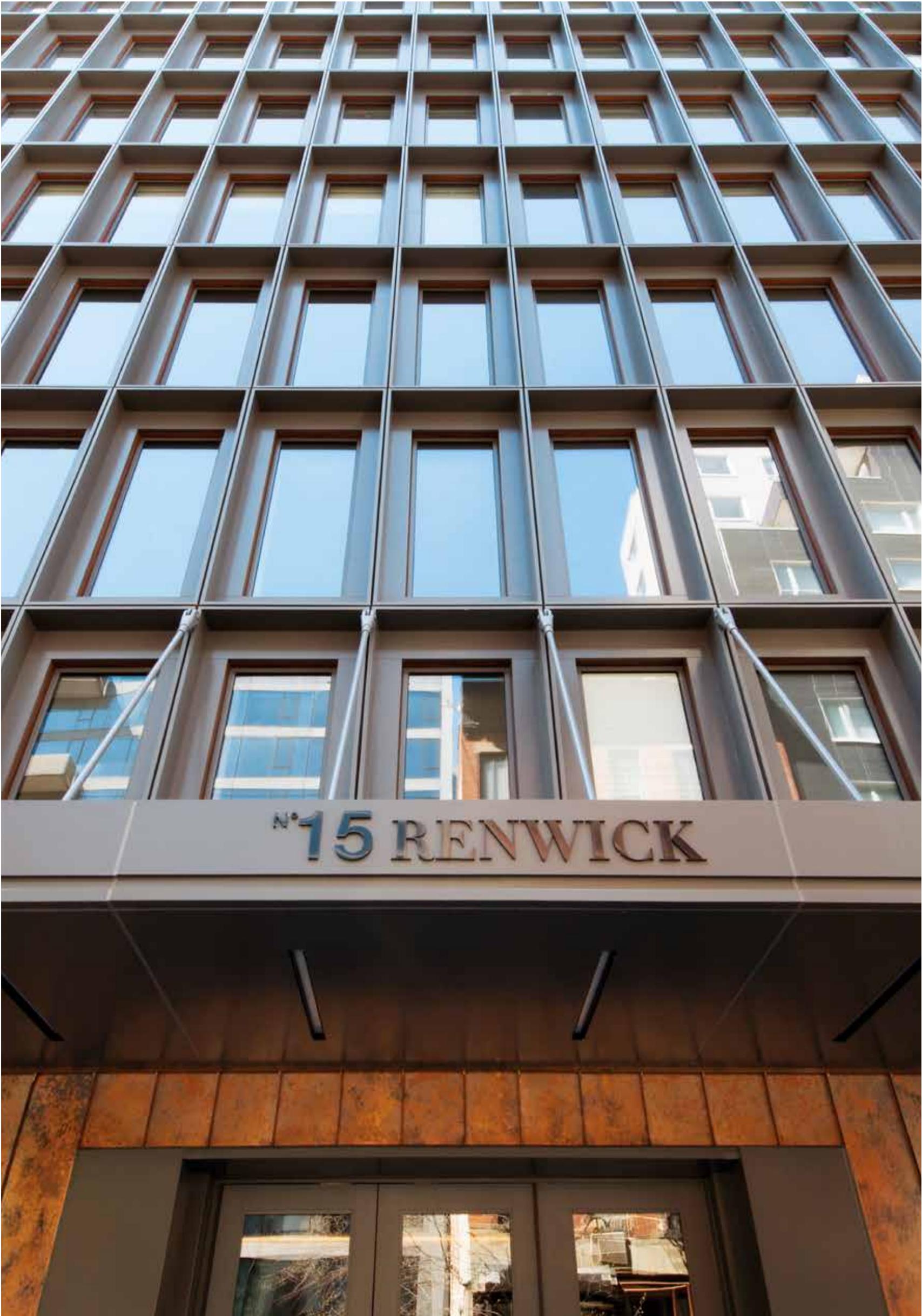
LEFT TO RIGHT:  
– 90 West, New York  
– Courtyard at 15 Renwick, New York  
– 15 Renwick, New York

IGI Group have made their mark on the real estate development arena over the last 60 years. With a presence in four major markets including London and New York, the group have carefully selected projects that will have a lasting influence on people and places. From buildings with iconic status in London's most prestigious postcodes to some of the coolest apartments Manhattan has to offer.

IGI Group's ethos is to create developments that are well designed; complementing and enhancing their surroundings. Developments include 90 West, which saw the renovation and conversion of the historic office building, moments from the World Trade Center, into luxury rental apartments, to 15 Renwick in Soho, New York. Inspired by its dynamic

location 15 Renwick drew on the history of the site to influence the design of the building, while allowing today's Soho to come through in the unconventional, modern interiors – perfectly reflecting the individualistic persona of its location.

This same approach has been taken at Long & Waterson where the site's heritage is clear to see. Workshops and artisan studios have been reimagined into lofts and apartments, while The Waterson Building provides another new element to the ever changing face of Shoreditch. In tune with its surroundings and with design at its core, Long & Waterson is further testament of IGI Group's commitment to creating and delivering developments that people are proud to call home. ®



—  
Indicative CGI of Long & Waterson looking north west







SHOREDITCH

*It was perhaps  
written in the stars  
that Shoreditch  
would become the  
place for revellers,  
creatives, designers  
and the like  
to congregate*

*This is Shoreditch*

BY LAUREN COCHRANE, PAGE 08

RIGHT: Great Eastern Street





LET'S  
ADDORE An  
gac



# *This is Shoreditch*

WRITTEN BY

*Lauren Cochrane*

—  
London-based Lauren Cochrane is currently Assistant Fashion Editor at *The Guardian* and has written for *Vogue*, *The Financial Times* and *Wallpaper\** and was previously Deputy Editor at *i-D*.



**Shoreditch has long been a rich melting pot of artisans, designers, fun-seekers and East London grit.**

**F**rom the Huguenots settling near Brick Lane in the 1600s making the East End a centre of fashion’s finest crafts, to the music hall scene of the nineteenth century, eclectic vibrancy has a long history in E2.

The Shoreditch we recognise today started in the late eighties – when cheap rents drew impoverished artists to the area. The likes of Tracey Emin, Sarah Lucas and Gavin Turk moved in, and if there wasn’t quite a scene for them to slot into, they soon made one. By the nineties it was established, and once

again, it was all about that mix. In pubs like the Bricklayers’ Arms and The Barley Mow, artists, musicians and designers happily partied by night, but made sure to collaborate the next day. The likes of Katie Grand, Luella Bartley, Tracey Emin, Tim Noble and Sue Webster, and Jarvis Cocker were regulars in this creative swirl. Johnny Woo, the drag artist who dedicated a play to Shoreditch in 2014, described it as “a kind of mishmash – fashion graduates, cycle couriers, older locals and the tail end of the art crowd.”

LEFT TO RIGHT:  
– Broadway Market  
– Campania, off Columbia Road

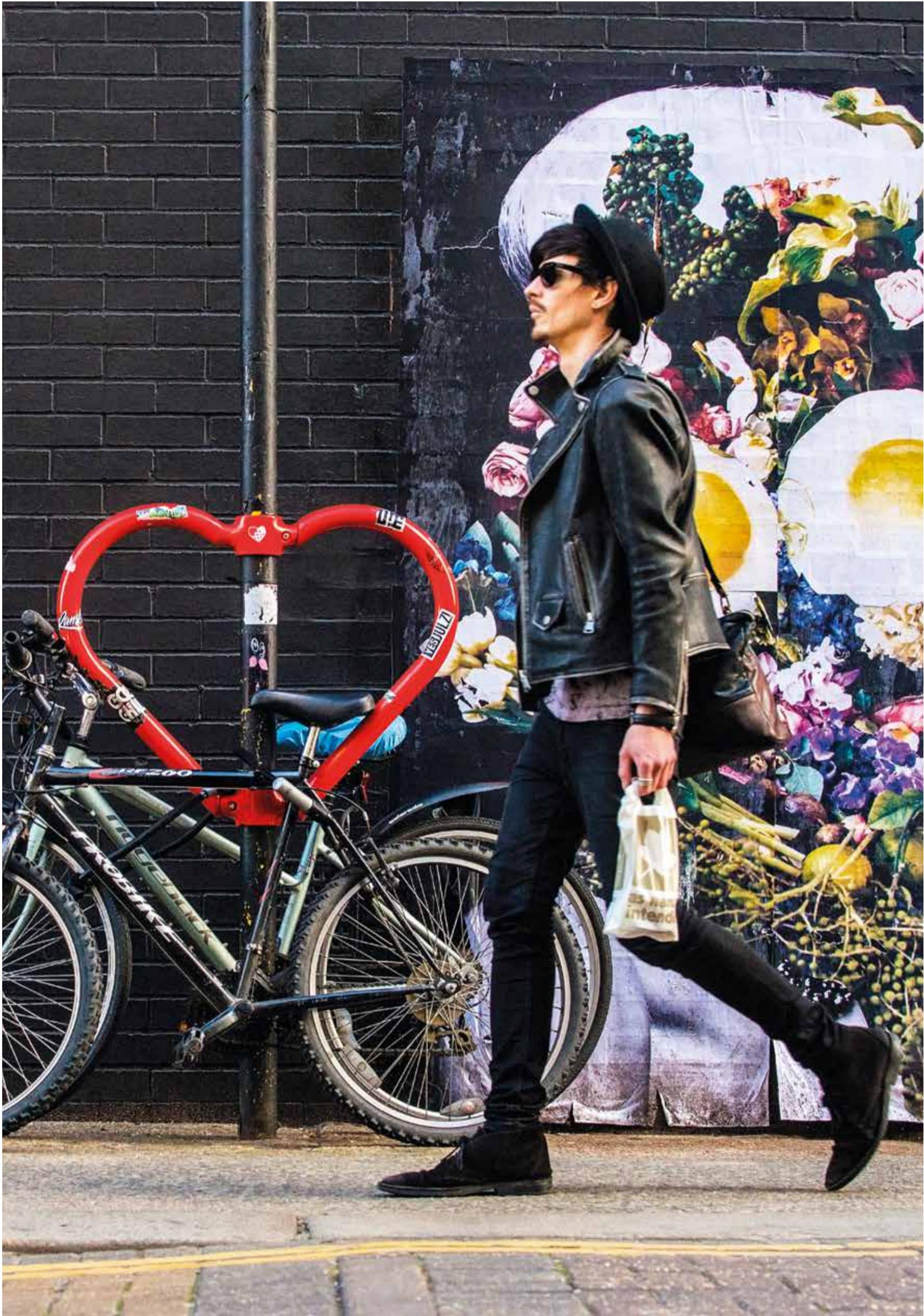


PRINTERS & STATIONERS

S. JONES

CAMPANIA

CLOSED  
Please Call Again





By the early noughties, style magazines moved in – *i-D*, *Vice* and *Sleazenation* included. Designers set up their studios in the area, and Hussein Chalayan to Giles Deacon and Alexander McQueen staged shows in and around the area. The glossy crew from W1 began to venture east to see what the fuss was about.

*Shoreditch in 2016, like Williamsburg in Brooklyn or Mitte in Berlin, is gold-plated cool*

These days, some of those creatives remain, but they share their space with the latest influx of energy – from the tech community. The ultimate endorsement of Shoreditch as a creative and commercial centre going forward is the location of Amazon’s new HQ, right in

downtown Shoreditch. Appropriately given the creative history, a 46,000 square foot photography studio opened last year. Sergio Bucher, Vice President of Amazon Fashion EU, emphasised the importance of the area to their plans: “the creation of this new studio illustrates both our ambitions... and our dedication to providing a first-class customer experience.”

Away from industry, Shoreditch now is just a really fun place to hang out. A quick stroll down Redchurch Street – A.P.C., Aesop, Sunspel – and nearby Boxpark (Gap, Nike, Kiehl’s) shows the shopping potential, while places like Hoi Polloi, the Albion and Shoreditch House provide aspirational post-retail eating and drinking options. While the whole of East London has been regenerated over the last 10 years – Dalston, Leyton and Hackney Wick are all on the creative map these days – Shoreditch in 2016, like Williamsburg in Brooklyn or Mitte in Berlin, is gold-plated cool. It doesn’t even have to try. ®

CLOCKWISE FROM LEFT:  
 – Redchurch Street  
 – Broadway Market  
 – Redchurch Street  
 – Redchurch Street  
 – Club Row

# *Future (im)perfect*

WRITTEN BY

*Justin Quirk*

Justin Quirk is a two-time winner of the EMAP Features Writer of The Year and writes for *The Guardian*, *Esquire*, *Shortlist*, *Stylist*, *Grazia* and *The Sunday Telegraph*.

**With the arrival of Crossrail and a vibrant social scene, this neighbourhood is evolving in exciting new ways.**

**I**n the 15 years since I first moved here – to a disused pub immediately opposite Long Street Studios – Shoreditch has continued to evolve, both physically and symbolically. What was once a rundown hinterland between the city and ‘proper’ East London has in turn transformed itself from a hub of underground nightlife to the key location for everything from galleries to private members’ clubs.

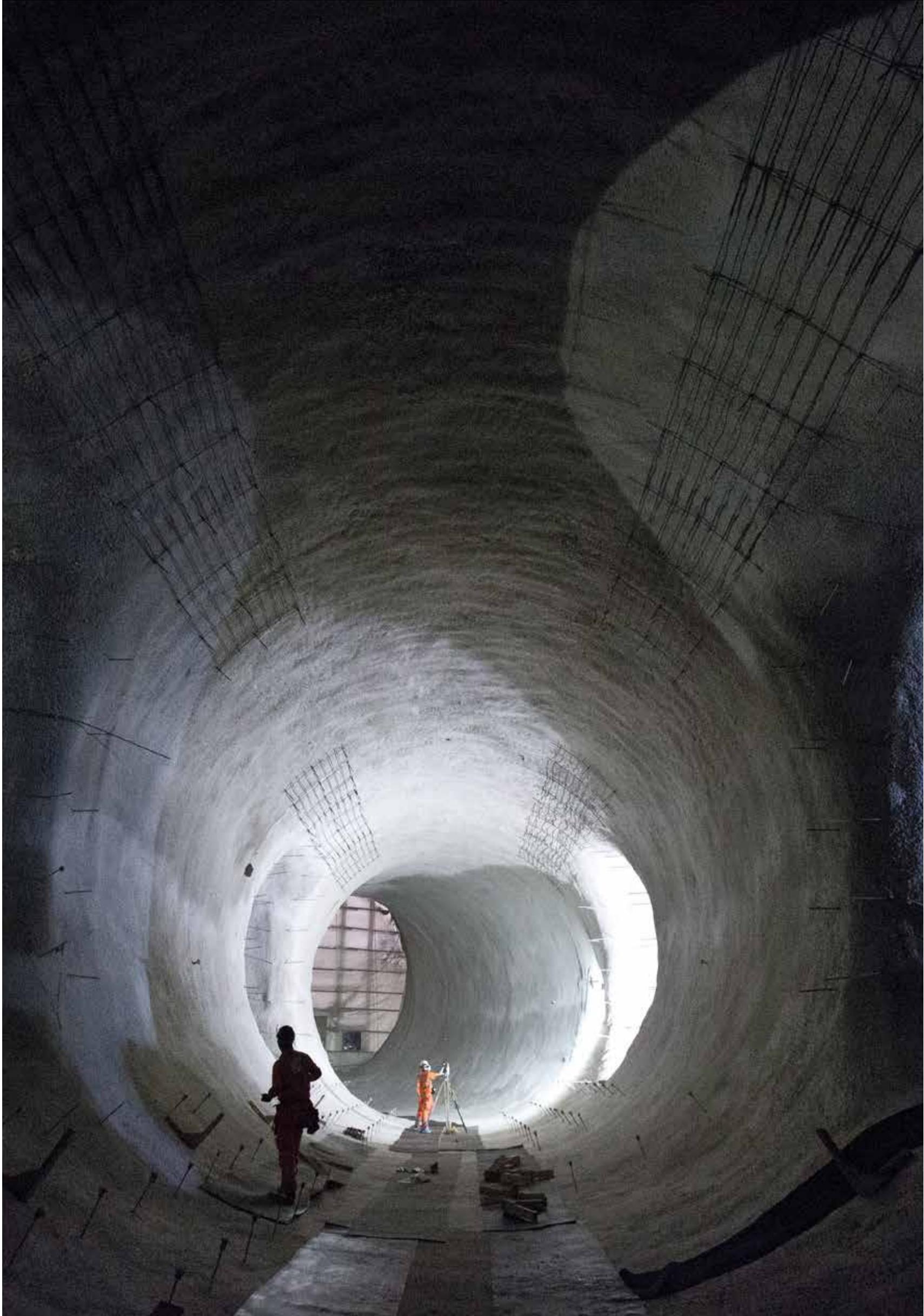
Today, the evolution of this neighbourhood continues, with Shoreditch’s new establishments blending work and pleasure in ever-more imaginative ways: from the co-working offices of Forge & Co and Soho Works to Second Home and the digital businesses focused around the Old Street roundabout and the Tea Building. Indeed, with more technology firms per square kilometre than anywhere else in Europe, the area is thrillingly looking to the future.

Meanwhile, as a living neighbourhood, Shoreditch continues to thrive. More key additions are on the way: the prestigious Highgate Shoreditch hotel is due for completion in late 2018, while New York’s Gansevoort Hotel Group will open the Curtain Hotel and Members Club in late 2016.

But undoubtedly the most significant future development for Shoreditch will be the arrival of Crossrail, the £15.7 billion high-frequency railway that will see Shoreditch perfectly poised between the central hubs of Liverpool Street and Whitechapel. Alongside massively-reduced travel times to Heathrow, these new transport links will contribute to a predicted uplift in house prices for the City fringe area.

Cementing the city’s eastward shift and making this vibrant neighbourhood more connected than ever before, here is a place to live, work and enjoy. ☺

RIGHT: Crossrail tunnel under construction







# *East End promise*

With a location built on craft and creativity, Long & Waterson thoughtfully balances the past, present and future.



WRITTEN BY

*Glenn Waldron*

—  
Shoreditch resident Glenn Waldron is a respected international journalist and editor contributing to publications including *The New York Times*, *W*, *Vogue*, *AnOther* and *Wallpaper\**.

CLOCKWISE FROM TOP LEFT:

- Long Street workshops in 1958
- Workshops under construction
- Intersection of Long Street and Waterson Street
- Long Street workshops interior

**F**or over half a century, the site of Long & Waterson has reflected the dynamic, ever-changing story of Shoreditch. Originally built in 1958 to house a series of bespoke workshops, the buildings initially focused on traditional London crafts – from carpentry and furniture-making to handmade leather goods. Throughout the following decades, the site has continued to progress and adapt. From tailors and textile makers to fashion designers, artists and photographers, successive generations of creatives have made the studios their own – drawn to Long Street’s light-filled spaces and raw industrial detail. Today, the site’s latest incarnation reflects a thoughtful balance of past, present and

future. The distinctive 1950s window settings and raw brick walls of the original buildings invoke its strong industrial history, while the light-filled spaces of the newly-designed Waterson Building speak of a bold architectural heritage. Echoing the city greenery of Columbia Road Flower Market and nearby Victoria Park, imaginatively-landscaped communal spaces offer unexpected pockets of nature in an unashamedly urban setting. Meanwhile, the master craftsmen have returned, as a hand-picked collection of artists and designers create thoughtful, imaginative touches of luxury and craft. With a rich heritage and unique, ever-evolving personality, the Long & Waterson story continues. ®



# *The bright lights of Shoreditch*

William Kim explains why Shoreditch will always be home to global fashion empire AllSaints.



WRITTEN BY

*William Kim*

—  
William Kim is the CEO of contemporary fashion label *AllSaints*, a £250 million global business whose headquarters have been based in Shoreditch for the past 10 years.

LEFT TO RIGHT:

- AllSaints store interior, Shoreditch
- A selection of images from in and around Shoreditch including selected interiors of AllSaints' Shoreditch store

**F**or me, Shoreditch is the hub of global digital innovation and at AllSaints, we're keen to build a business that can withstand the dynamic changes that our fast-paced futures will bring. Within a one mile radius of AllSaints' offices are some of the world's leading digital firms blended with the creatives, the stylists, the photographers, the strategists, the City – it's an amazing juxtaposition that makes Shoreditch truly unique. Knowing this means that we as an organisation are committed to the area. We are part of its story and it feels good to be a step ahead of the zeitgeist.

The ongoing evolution of Shoreditch is something that also appeals – as this is happening not only in the digital and fashion worlds, but also in food, the arts, music, retail and nightlife. The area's rich melting pot of talent, skills and pure drive give it a strong sense of identity. It's the place where things are really happening.

In my opinion, the West End no longer truly represents London in the same way that Shoreditch now does. Shoreditch is 'True Britannia', thanks to the area's metamorphosis that has created a societal shift in Shoreditch. This has in turn encouraged an incredible amount of investment, giving the area its unique energy and pace.

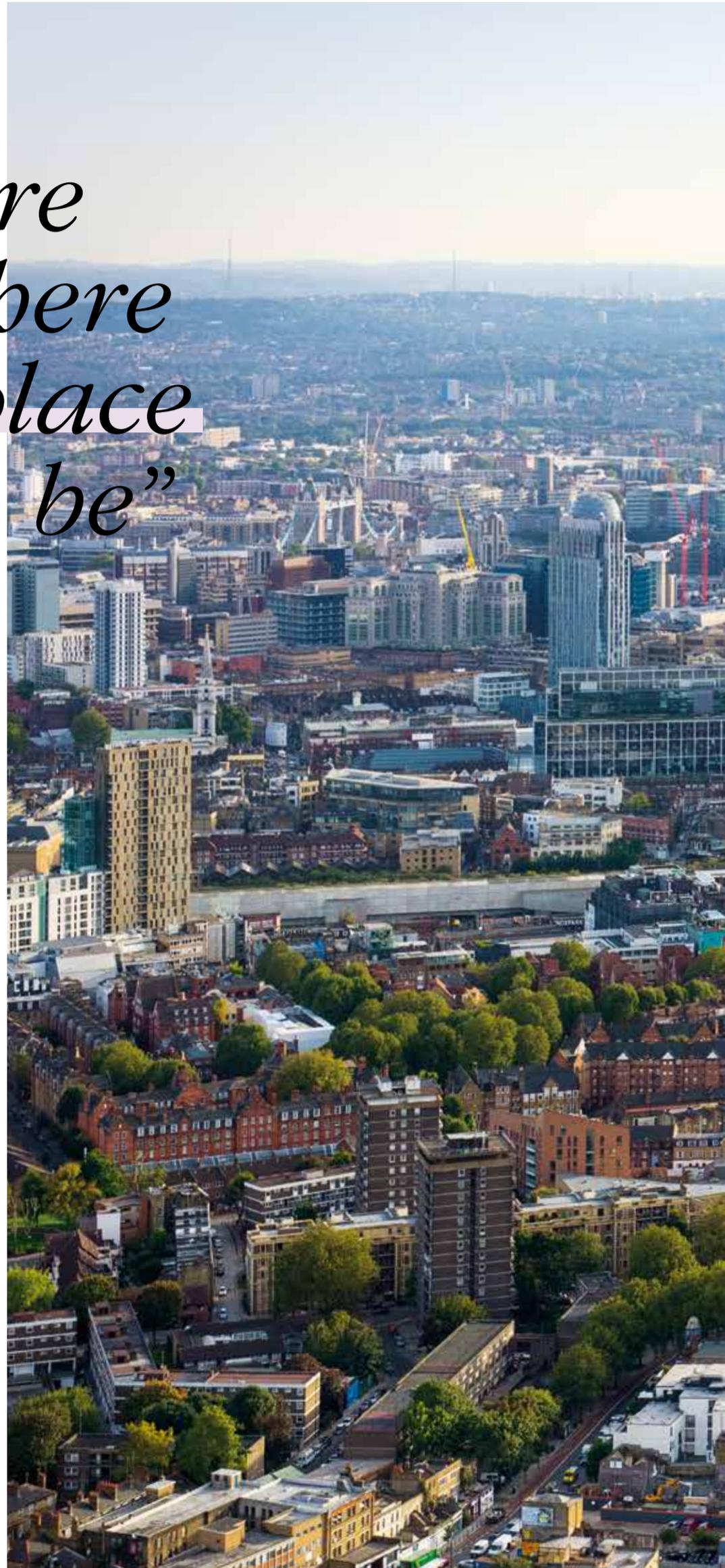
What really appeals, however, is the fact that Shoreditch will keep on moving and changing, gentrifying and developing, and drawing in London's most interesting people, making it as inspiring as it is diverse. We've been based in Shoreditch for over a decade and we're set to stay for another and beyond, because as far as we're concerned, there is no better place in London to be. <sup>®</sup>



LONG & WATERSON

*“As far as we’re  
concerned, there  
is no better place  
in London to be”*

WILLIAM KIM



RIGHT: Aerial view of Long & Waterson  
looking south towards the City

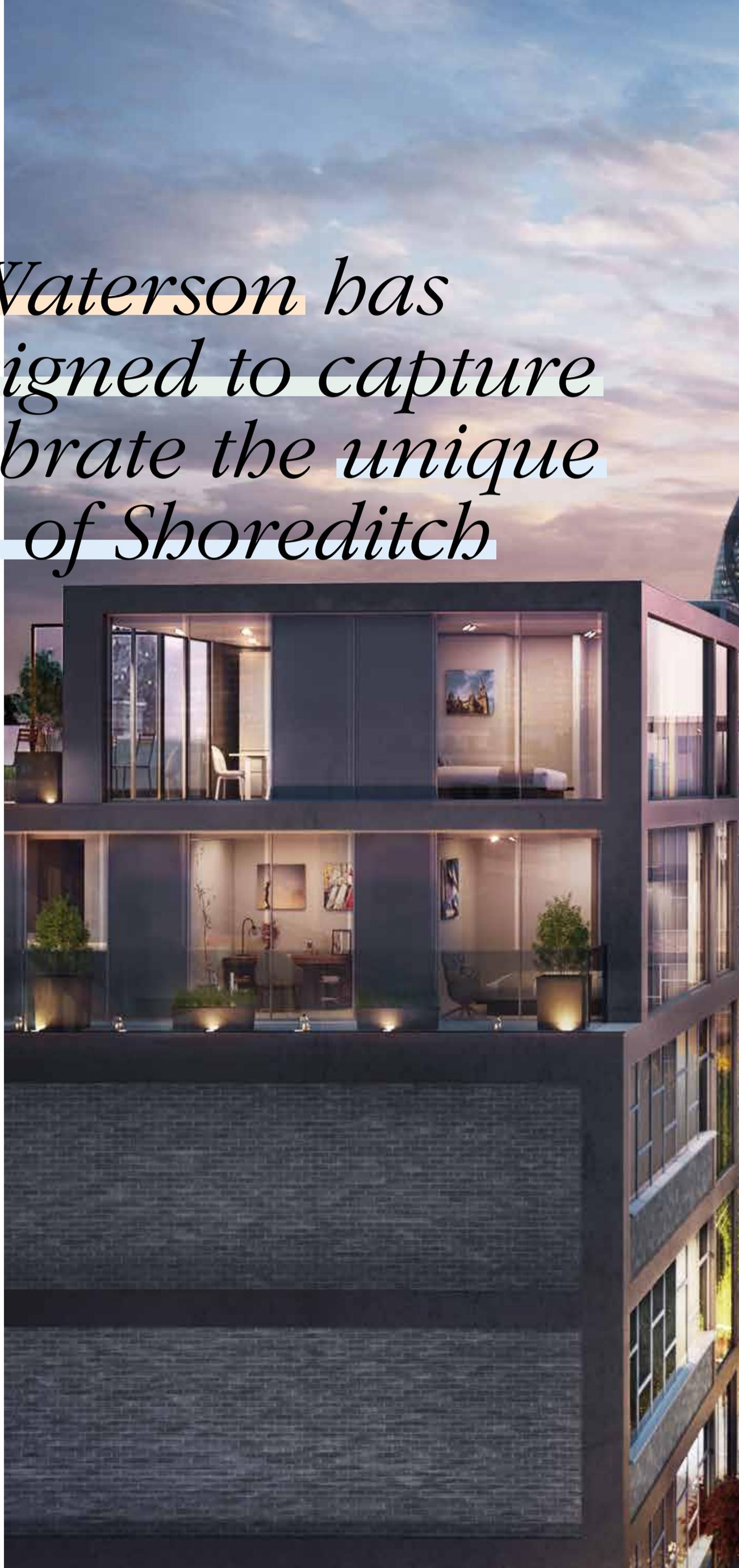




# *Long & Waterson has been designed to capture and celebrate the unique aesthetic of Shoreditch*

*Complex simplicity*

BY MATT YEOMAN, ED WILLIAMS  
AND SARA L'ESPERANCE, PAGE 24



RIGHT: Indicative CGI of Long & Waterson looking south, showing views towards the City



Waterson Street

1-3 LONG STREET

Private gardens

Sunken garden

Courtyard

Main entrance

Gym & saunas

Cinema room

Lobby

*Indicative  
birds-eye view  
CGI of the site*

THE WATERSON BUILDING

Podium

Sundeck

Private  
gardens

5-9 LONG STREET

# Complex simplicity

## CONTRIBUTORS

*Matt Yeoman*

—

Co-founder of BuckleyGrayYeoman (BGY)

*Ed Williams &*

*Sara L'Esperance*

—

Partner and Project Architect  
at Fletcher Priest

**The design embraces East London and the original intent of the buildings yet creates little moments of luxury amongst its raw quality.**

**M**att Yeoman, founding partner of BuckleyGrayYeoman (BGY), a Shoreditch-based UK Top 50 architectural practice, has been involved in the architecture and master planning of Long & Waterson from the very start. Having taken the scheme through planning, BGY's design ethos is now being realised as construction at Long & Waterson begins in earnest.

The design of the new Waterson Building was heavily influenced by the ethos of the modern architectural movement as seen in the existing two former workshop buildings. Internally the apartments have clean, simple lines and the penthouses have floor-to-ceiling windows. Externally, the brick work and windows, which are the trademark of the existing scheme, are expressed in the façade of the new building and so old and new sit elegantly side by side. Matt's way of describing the overall concept is 'complex simplicity'. He says, "we wanted to get the

basics right; the orientation of the new build, a complimentary façade – the simplicity – but yet we still wanted to add something special. That's where the complexity comes in. In the small attention to detail and the thoughtfulness of the design."

This is evident throughout; the creation of a raised podium has provided an elevated usable space (see article by Alexandra Steed on page 28) that will be light and bright; a moment of calm in this urban location. The amenities are all situated over the ground and lower ground floors of The Waterson Building. As you enter, you're greeted by a 24-hour concierge in the welcoming lobby and library – a comfortable nook to wait for your guests or to chill out in. On the lower ground floor, you'll find a spacious gym with state-of-the-art equipment and masses of natural light, with floor-to-ceiling glass providing views out into a sunken garden. Alongside the gym are both wet and dry

RIGHT: Indicative CGI of lobby and entrance in The Waterson Building



saunas and a bookable treatment room. The cinema room is an intimate space – you will be able to rent a film through a pay-per-view service or use your Sky card. Have friends over or meet up with your neighbours and kick back in this great setting.

Fletcher Priest, a cosmopolitan, award-winning architectural practice has carefully developed the design post planning. Once again with the ethos of the 1950s modernist architecture and the heritage of the site in mind – workmanship in leather, wood carving and turning and tailoring. The original architecture of 1-3 Long Street and 5-9 Long Street very much lent itself to use as workshops, the original brickwork and window settings have been retained. Sara L'Esperance, of Fletcher Priest says,

“we have taken the original intent of raw and serviceable cores through into the apartment design. This means that within the refurbished apartments there are functional elements – kitchens, bathrooms and storage – in one zone, and living spaces falling into the other zones. These zones act as objects within the apartments, separating private and public spaces for functional yet beautiful living.”

Furthermore, the finishes pay homage to the original workshops. Working in parallel with ODA (see article on page 32) and very closely with IGI Group, Sara says, “we have captured the raw quality of the buildings in the finishes – less is more – enhancing old features and re-inserting newer ones, taking our cue from cabinet makers and metal craftsmen.” To this end, new ‘glass boxes’ will sit atop the

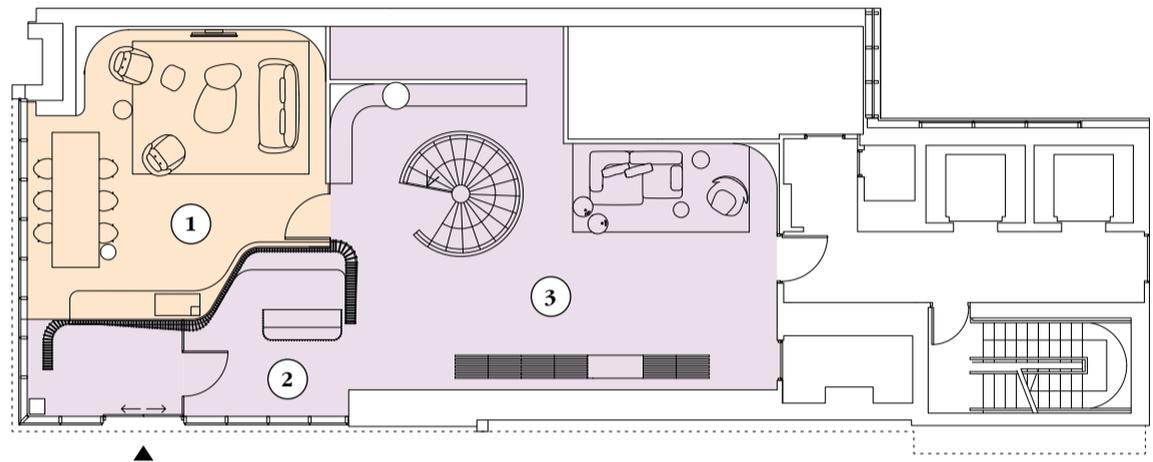
existing buildings and will create an entirely new architectural piece, crowning the strong workshops with delicate gems providing spacious terraces and enviable views.

The careful master planning and design will ensure the scheme has personality, offers choice and will be an integrated and interesting place to live. <sup>48</sup>

# THE WATERSON BUILDING GROUND FLOOR

## FEATURES

- ① Lobby library
- ② Concierge
- ③ Lobby
- ④ Gym
- ⑤ Dry sauna
- ⑥ Wet sauna
- ⑦ Cinema room
- ⑧ Treatment room
- ⑨ Female changing room
- ⑩ Male changing room
- ⑪ Sunken garden

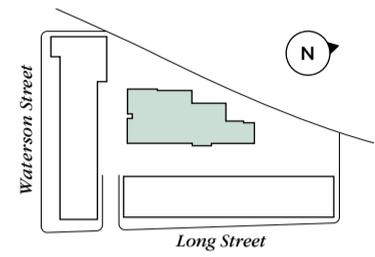
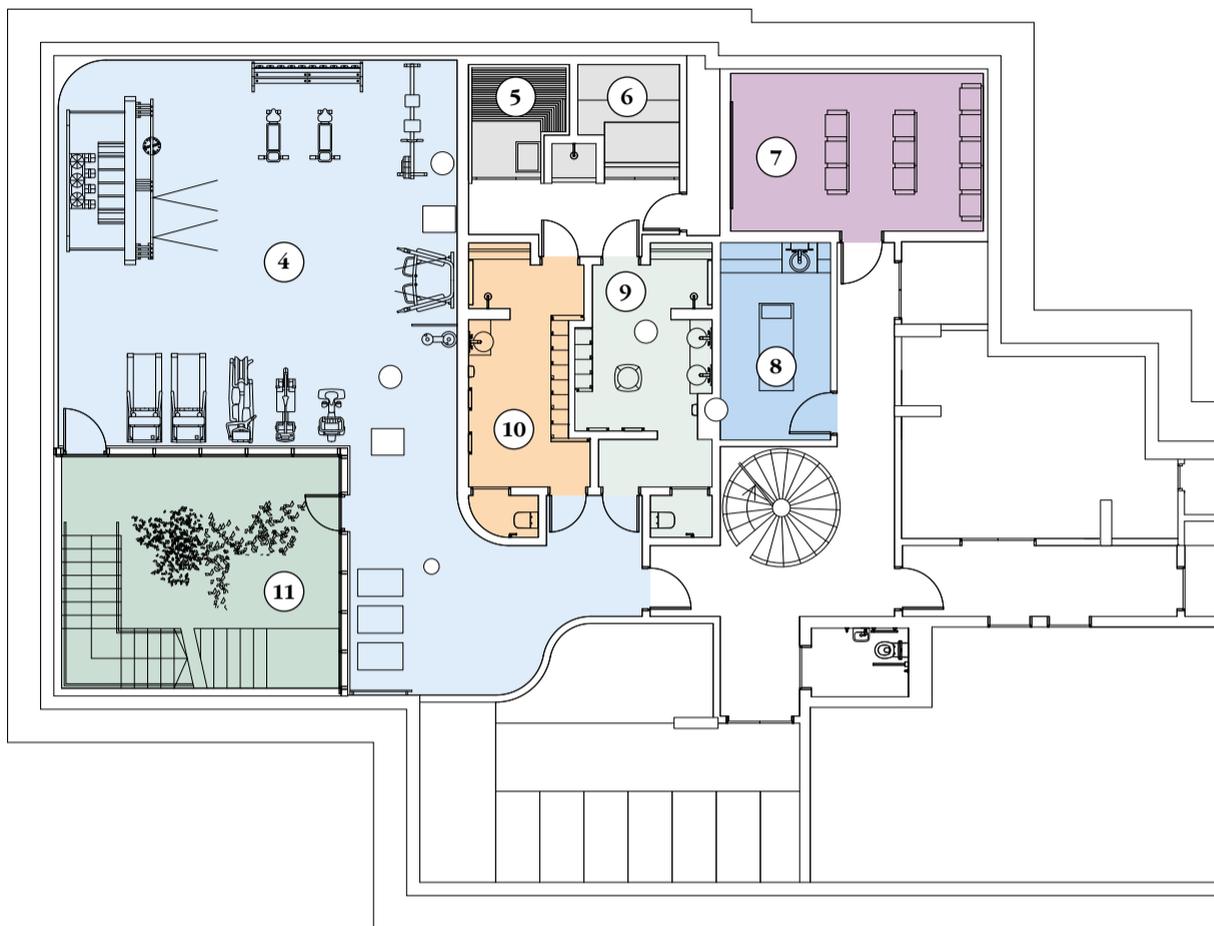


## LEFT TO RIGHT:

- Indicative CGI of the lobby in The Waterson Building
- Indicative CGI of the gym in The Waterson Building



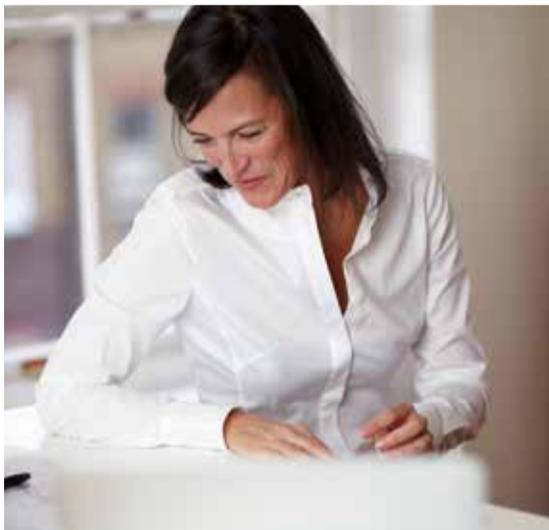
# THE WATERSON BUILDING LOWER GROUND FLOOR





# Effortlessly cool, quintessentially urban design

LANDSCAPE ARCHITECT



London-based  
*Alexandra Steed*  
**URBAN** have a vision  
to build better  
places for people.

CLOCKWISE FROM LEFT:

- Alexandra Steed at work in her studio
- Concept visuals for the sundeck
- Concept visuals for the courtyard and gardens
- Original sketch of the amphitheatre steps

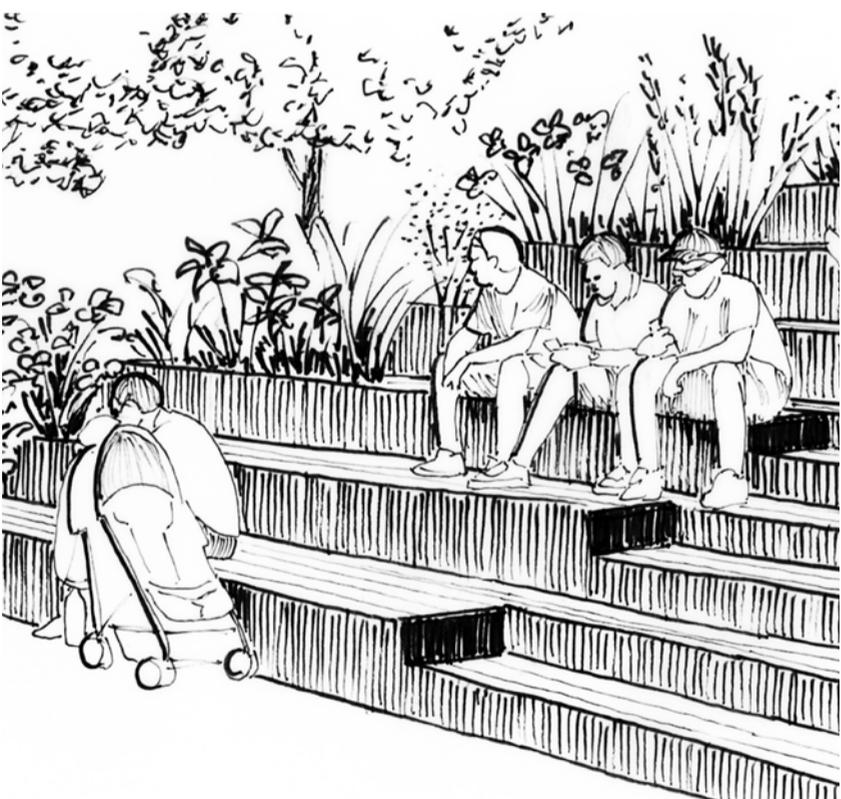


**L**ong Street is situated in a great location: nestled within the key intersection of Hackney Road and Old Street in Shoreditch. London Overground rail runs along the west side of the site. It is completely urban, yet due to the network of routes surrounding it, the location is surprisingly calm and quiet, providing a place of tranquillity in this inner-city location.

The design is one of contrasts, juxtaposing hard with soft, dark with light, and natural with industrial. This concept of juxtaposition is strongly rooted in the aesthetic of Shoreditch, where plants cling to brick façades, artists paint bold geometric patterns on blank walls and people's dress sense embraces the weird, the wonderful and the unconventional. Revealing Shoreditch's unique inner-city character, the design is inspired by the industrial past and a renewed residential chic.

Comfortable yet edgy, the design is effortlessly cool, quintessentially urban. The landscape takes shape on four levels, including ground, sunken garden, podium deck and upper sundeck. The main entry provides a dynamic gateway experience. Lush planting greets residents and visitors, while a wall of climbers ascends the building wall leading towards the lobby.

Within the courtyard, soft and feathery planting breaks geometric lines of the paving and provides a buffer to residents living at ground level. Upon arrival at the lobby entrance, people can choose to climb the timber amphitheatre steps that lead to podium level. Alternately, on the south side of the lobby entrance, a set of stairs lead to a sunken garden along a green wall, towards the gym. In the back room, timber fences and bamboo create a secret garden, while also providing a barrier to adjacent private gardens. ®



**DESIGN CONCEPT**

The Long & Waterson design is based on the following principles:

**1. WARM & WELCOMING**

A secret garden emerging from this gritty urban environment will create an inviting, comfortable and welcoming oasis for residents and visitors. The green space will offer residents an inspiring sanctuary from the concrete jungle.

**2. COOL & CONTEXTUAL**

Strongly rooted in Shoreditch's rough triangle the design embraces the cool, gritty urban edge characteristic of the neighbourhood's industrial history.

**3. DIVERSE & DYNAMIC**

A vibrant landscape that creeps into the hard urban environment. A green and refreshing destination that provides a place for everyone to relax, work, meet others or hang out.





—  
Indicative CGI of the Alexandra Steed  
URBAN-designed upper sundeck



# *Influential & innovative architecture*

ARCHITECT



**Eran Chen is the Founder and Executive Director of ODA, a boutique architectural firm based in New York.**

CLOCKWISE FROM LEFT:  
– Eran Chen  
– Merchants' Wharf, Toronto  
– 15 Renwick, New York  
– 10 Hubert Street, New York



**E**ran Chen is known for creating buildings that are radically innovative as well as fiscally and ecologically responsible. Since its inception in 2007, ODA has quickly become one of the most prolific and influential firms of its kind.

*Q: How did you first get involved in this project?*

Eran Chen: I've known IGI Group for some time now – they asked me what I thought of the site, which they had owned for quite a while at that point. They wanted my opinion as to whether these units could be converted to condos, and I confirmed that they would make a great condo conversion.

*Q: What were your first thoughts about the building when you saw it?*

EC: The way the existing building had been designed showed enormous potential to tempt occupiers beyond the building frontage, which

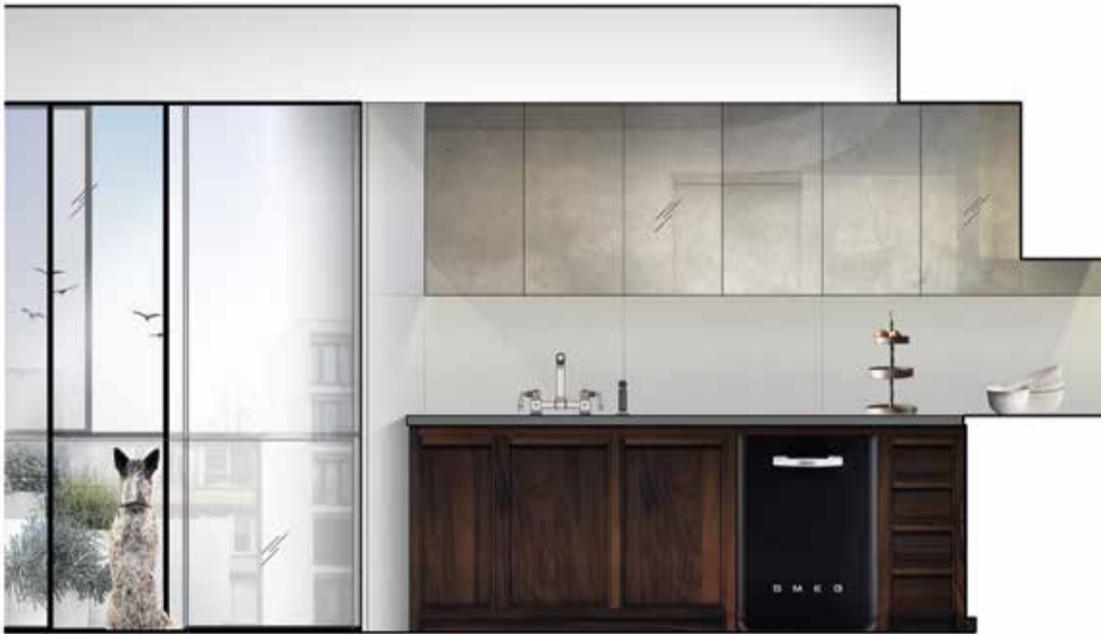
was a huge advantage over other schemes in the area. I really believe that millennials will change city structures, bringing different needs to those traditionally served by cities. Usually, you have your apartment then you have the street – a private space and public space. Here at Long & Waterson we have interstitial spaces – interesting communal spaces for transitioning, gathering and creating a sense of community. It's like a semi-public space. I see this as an essential differentiator of this scheme.

*Q: Is this a concept that you carried throughout the design?*

EC: Yes, this initial concept carried through to inform the inner garden, the lobby and the amenities, as well as the approach to the interior design. Alexandra Steed articulated it well in her work on the courtyard garden too, creating a place which encourages people to sit down, hang out, and mix with each other in a communal space.







*“The interior scheme is a reaction to the use of materials in both the site’s history and in its current context”*

ERAN CHEN



*Q: The interiors are very stylish and don’t have the typical look that a lot of other places have. How did you arrive at that approach?*

EC: Shoreditch has an obvious character – it’s young, artistic and eclectic. The site itself has an interesting history too – there have been a lot of small carpentry shops here through the years. The interior scheme is a reaction to the use of materials in both the site’s history and in its current context – a vibrant artistic area. We filtered and refined all of this towards what we think this aesthetic will become in years to come.

*Q: The overall scheme feels very different from other new developments in the area. Why do you think this is?*

EC: I think we’ve kept the scheme very organic, with curves, white surfaces, and a richly landscaped inner garden. We also worked hard to ensure that we stayed grounded within the neighbourhood and encouraged congregation,

interaction with nature and a sense of community – none of which you necessarily get in a modern tower block.

*Q: This building has some pretty special amenities.*

EC: Yes, it does! We come from New York where we’ve been redefining the amenity experience in new buildings. We wanted to bring this to London.

*Q: Tell us about working with IGI Group as a developer.*

EC: We’ve been working with IGI Group for a long time in both New York and London, so we have a huge amount of mutual respect, acceptance and acknowledgment for each other. They are very involved as a developer, and have some great ideas, so we have a great relationship. When a developer is as engaged as IGI Group, the process might be a bit more challenging because there are more voices – but ultimately the outcome is better as a result.

*Q: Finally, what do you think of Shoreditch, as a New Yorker?*

EC: I’ve really enjoyed Shoreditch every time I’ve visited. We work in similar areas here in New York so there’s synergy there. I love these types of neighbourhoods: they are a true expression of our ever-changing cities. ®

CLOCKWISE FROM TOP LEFT:  
 – 15 USW, New York  
 – 51 Jay, New York  
 – Initial kitchen concepts for Long & Waterson  
 – Madison Avenue Penthouse, New York



THE LOCAL AREA

*As London's  
centre moves east,  
Shoreditch continues  
to thrive with raw  
creativity, boundless  
energy and feverish  
innovation, defining  
as it always has  
London's ever-  
changing zeitgeist*

*Shoreditch guide*

BY KATIE DAILEY, PAGE 38

RIGHT: The Clove Club, Shoreditch Town Hall





# Shoreditch guide

WRITTEN BY

*Katie Dailey*

Katie Dailey is the Lifestyle Editor of *Time Out* in London. She has also written about style and design for the likes of *Grazia*, *Elle* and *The Sunday Times Style*.

If the centre of London is moving east, it's largely due to the soaring popularity of Shoreditch and the rich culinary, lifestyle and retail offerings that have made it such a buzzy place to be by day and night.

Creative start-ups, media agencies and innovative restaurateurs are drawn here as much by the upbeat attitude of the place as its convenient location – tucked between the City and the nightspots of Hackney and Dalston. But while Shoreditch has long

since trumped Soho as the king of London's nightlife, it's also now a daytripper's dream – with a breed of independent shops and coffee houses that set it apart from the rest of the city and its many chains.

Refer to map on page 44 for Shoreditch guide locations



## Retail

### 3 ARTICLE

If you're wandering around Shoreditch and take a fancy to someone's bomber jacket, chances are they bought it in here. Article is the first retail outlet of popular online streetwear purveyor Urban Excess, and it has a very cool edit of the vast array of denim and sneaker brands featured onsite. The store serves up the low key local uniform of limited edition Vans, Sandqvist rucksacks and Carhartt parkas as well as niche sunglasses brands and lifestyle essentials like headphones.

96 Kingsland Road, E2 8DP  
urbanexcess.com

### 5 GOODHOOD

In 2014, Goodhood shut its separate Hoxton fashion and homewares stores, and opened up this handsome flagship. Inside, there's something to please everyone with an appreciation of modern, fine design – be that in fashion, homewares or weighty coffee table books. The store is the only place in the area you'll find designs by the likes of Comme des Garçons – but you can also buy a pair of trainers or a quirky designed desk lamp. The only thing you can't buy is boring – product here tends to come with a twist.

151 Curtain Road, EC2A 3QE  
goodhoodstore.com

### 7 HOUSE OF HACKNEY

The first retail outlet from husband and wife design team Frieda Gormley and Javvi Royle is a fabulous place – decked out in the lavish, maximalist wallpapers and upholstery that made the interiors brand's name, and complete with a cute florist whose designs co-ordinate with the product within. A great place for gifting, the store sells everything from mugs to three-piece suites, all in your choice of palm, monkey or Dalston Rose print.

131-132 Shoreditch High Street, E1 6JE  
houseofhackney.com

### 9 MONOLOGUE

On Redchurch Street, home to indie offerings from the likes of Aimé, A.P.C. and Sessùn, Monologue fills the gap for a cool non-fashion destination. This small but densely filled store focuses on beautiful design for the desk and home, and all objects are hand-picked by owner Pavel Klimczak, a sought-after interior designer. Occasional tables, textiles and lamps come in monochrome, marble or pops of bright colour – never greige. The clean, non-chintzy design with just a smattering of graphic print is a perfect fit for the Shoreditch demographic.

93 Redchurch Street, E2 7DJ  
monologuelondon.com

### 10 O'DELL'S

This pocket-sized store is full of gentlemanly delights – the perfect little leather wallet, say, a sturdily bristled clothes brush, or a shiny pair of Northampton-made boots. Owner Tom O'Dell worked in menswear for many years, and has made use of global business travels to source his beautifully designed objects. Some of the best come from close to home though – look out for the cool monochrome rugs hand-made in Pimlico on an old fashioned loom. You'll also find O'Dell's at the Town Hall Hotel in Bethnal Green, where they sell an even more micro-edit of the store's finest.

24 Calvert Avenue, E2 7JP  
odellsstore.com

### 11 SCP

Long before Shoreditch became a go-to design destination, SCP had its impeccable homewares store on Curtain Road – housed in a former mattress factory. The shop recently celebrated its thirtieth anniversary, and founder Sheridan Coakley is still renowned as an industry tastemaker and influencer – this store, set over two floors, was the first to stock designs by James Irvine, Jasper Morrison and Terence Woodgate. It now has its own little café, so you can choose your next Eames chair while sipping an Americano.

135-139 Curtain Road, EC2A 3BX  
scp.co.uk



## Bars

### 44 ACE HOTEL BAR

You might not have a room booked in the first UK outpost of the hipster hotelier, but that doesn't mean you can't have a cocktail here – alongside whichever Brooklynites or touring bands have checked in for the night. On Friday and Saturday nights, basement club Miranda provides a good late night bolt hole for those looking to carry on the party.

100 Shoreditch High Street, E1 6JQ  
acehotel.com/london

### 13 BOUNDARY ROOFTOP

For those that aren't members of neighbouring Shoreditch House, with its exclusive access to an open air pool and deckchairs, this is the next best thing – a beautiful Conran-owned rooftop bar with a panoramic backdrop of the city and a menu of cocktails and seafood. A pergola and patio heaters mean rain shouldn't stop play.

2-4 Boundary Street, E2 7DD  
theboundary.co.uk

### 14 HAPPINESS FORGETS

There are cocktails, and then there are Happiness Forgets' cocktails – crafted to perfection in a teensy basement bar you'd never find if you weren't looking for it. You'll normally need to reserve a table in advance to drink here, but the effort is worth it – the drinks menu changes regularly, and is designed to surprise and intoxicate. A great place to start a date in style.

8-9 Hoxton Square, N1 6NU  
happinessforgets.com

## Restaurants

### 19 ANDINA

The second outpost of Soho's popular Ceviche is a lesson in how not to cook your food – in a good way. Fish is served raw – 'cooked' in lime juice, Peruvian style, and served cold. The drinks menu is as much of a draw as the food, with pisco sours the perfect complement to the zesty main courses. If you're out breakfasting and bored of scrambled eggs, Andina also serves up imaginative brunches with superlative smoothies.

1 Redchurch Street, E2 7DJ  
andinalondon.com

### 22 THE CLOVE CLUB

Tucked in a handsomely restored chunk of the old Shoreditch Town Hall, this Michelin-starred restaurant should be your first port of call if you're in the market for a blow-out. Its five-course taster menu offers some of the finest dining in the area, and indeed the capital. While you've got a table at this sought after dining spot, you might as well throw in wine pairing and a post-dinner cocktail or three.

380 Old Street, EC1V 9LT  
thecloveclub.com

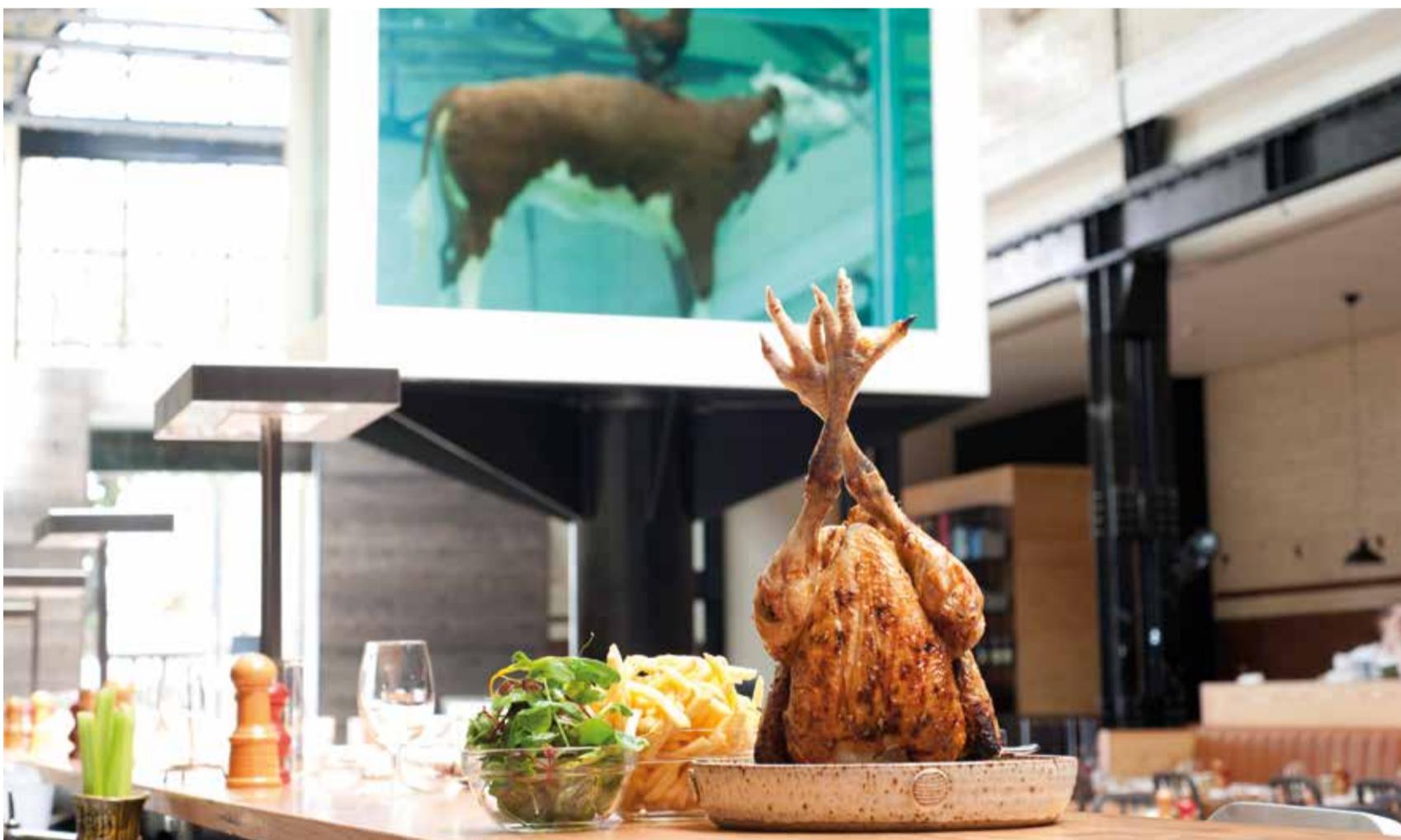


ROCHELLE CANTEEN

*You can share a whole chicken all while seated beneath an imposing Damien Hirst cow suspended in formaldehyde*

ANDINA





### 30 PIZZA EAST

The ground floor and basement of the Tea Building have had the Soho House treatment – except you don't need a membership to grab a pizza from the wood-fired oven, and a carafe of prosecco. This easy-going eatery has now popped up in Portobello, Kentish Town and even Istanbul, but this industrial looking space is the first, and best, of its kind.

56 Shoreditch High Street, E1 6JJ  
[pizzaeast.com/shoreditch](http://pizzaeast.com/shoreditch)

### 31 ROCHELLE CANTEEN

A secret lunch spot for locals in the know, Rochelle Canteen is tucked inside the private premises of this former school – now a network of studios housing fashion designers including Mr Hare and Katie Hillier. Bring your own bottle (the restaurant is unlicensed) and expect modern European food served in a relaxed fashion, in a very tranquil little corner of Shoreditch – the canteen overlooks a little walled garden.

Rochelle School, Arnold Circus, E2 7ES  
[arnoldandhenderson.com](http://arnoldandhenderson.com)

### 34 TRAMSHED

The premise is simple – choose your beast (chicken or cow?) and gobble accordingly. The menu at Mark Hix's Tramshed can't go wrong – you can share a whole chicken, served upright, or tuck into a hunk of steak, both cooked to juice-dripping perfection – all while seated beneath an imposing Damien Hirst cow suspended in formaldehyde. There is also a small veggie menu – but, really, lentils are missing the point.

32 Rivington Street, EC2A 3LX  
[hixrestaurants.co.uk](http://hixrestaurants.co.uk)



BROADWAY MARKET

## Markets

### 37 BROADWAY MARKET

No East London Saturday is complete without a wander down Broadway Market. A bustling scene with artisan street food, hand-made textiles, jewellery, vintage records and clothes, the market runs the length of this pretty street of shops, bars and restaurants every Saturday.

Broadway Market, E8 4QJ  
[broadwaymarket.co.uk](http://broadwaymarket.co.uk)

### 38 COLUMBIA ROAD FLOWER MARKET

A riot of colour, noise and people, Columbia Road Flower Market is a Shoreditch Sunday institution and an Instagrammer's dream. Get there early for the pick of the bunch, or take your time and drink in the colourful atmosphere, street musicians and perhaps a pint and a Sunday roast at the hugely popular Royal Oak pub.

Columbia Road, E2 7RG  
[columbiaroad.info](http://columbiaroad.info)



TEA BUILDING

## Private members' clubs

*Columbia Road Flower Market is a Shoreditch Sunday institution and an Instagrammer's dream*

### 42 THE CURTAIN HOTEL

The Curtain Hotel and Members Club will be situated on Curtain Road. Rivalling Shoreditch House with a rooftop pool and nine storeys of amenity and club space, the club will also have a multi-Michelin-starred chef at the helm of the kitchens. From the Gansevoort Hotel's creator Michael Achenbaum, The Curtain Club is set to shake up the club scene in Shoreditch.

45 Curtain Road, EC2A 4PJ  
thecurtain.com

### 43 SHOREDITCH HOUSE

Occupying the top floors of the iconic Tea Building is Shoreditch House, the East London outpost of global private members' club Soho House. With a Cowshed spa at street level and two floors of bars and restaurants, Shoreditch House's rooftop pool and bar area afford expansive city views and fabulous people watching.

1 Ebor Street, E1 6AW  
shoreditchhouse.com



BROADWAY MARKET

# The local area

Whether you already live in the area or are just embarking on a journey of discovery, this collection of personal favourites, hidden haunts and outstanding eateries are on the doorstep.

## Locations

### RETAIL

- 1 A.P.C.
- 2 Aesop
- 3 Article
- 4 Boxpark
- 5 Goodhood
- 6 The Grocery
- 7 House of Hackney
- 8 Labour and Wait
- 9 Monologue
- 10 O'Dell's
- 11 SCP

### BARs

- 12 The Book Club
- 13 Boundary Rooftop
- 14 Happiness Forgets
- 15 Hoi Polloi
- 16 The Princess of Shoreditch
- 17 Sager & Wilde

### RESTAURANTS & CAFÉS

- 18 Albion
- 19 Andina
- 20 Beagle
- 21 Brawn
- 22 The Clove Club
- 23 Dinerama
- 24 Eyre Brothers
- 25 L'Anima
- 26 Lyle's
- 27 Merchants Tavern
- 28 Morito
- 29 OZONE Coffee Roasters
- 30 Pizza East
- 31 Rochelle Canteen
- 32 RÖK Smokehouse
- 33 Song Que
- 34 Tramshed
- 35 Viet Hoa

### MARKETS

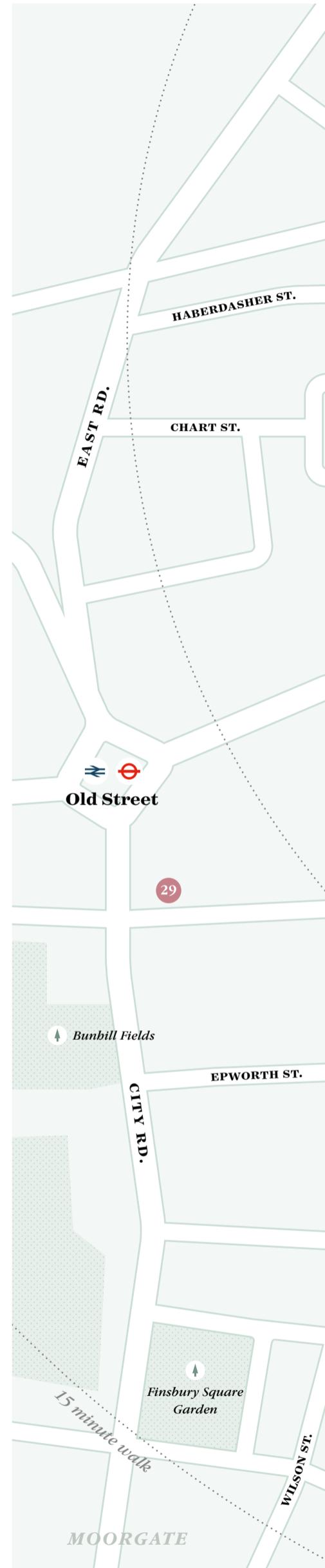
- 36 Brick Lane Market
- 37 Broadway Market
- 38 Columbia Road Flower Market
- 39 Old Spitalfields Market
- 40 The Old Truman Brewery
- 41 Red Market

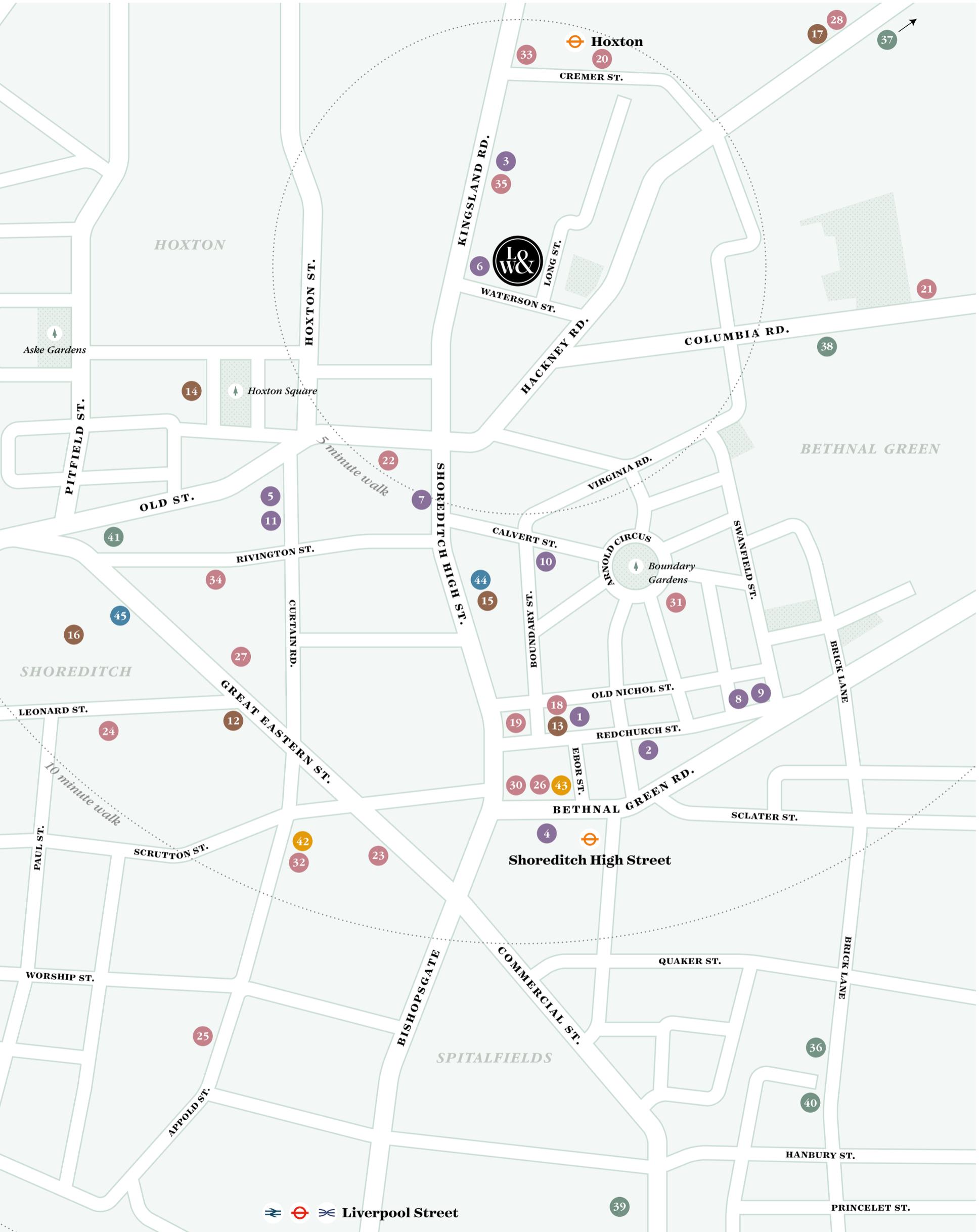
### PRIVATE MEMBERS' CLUBS

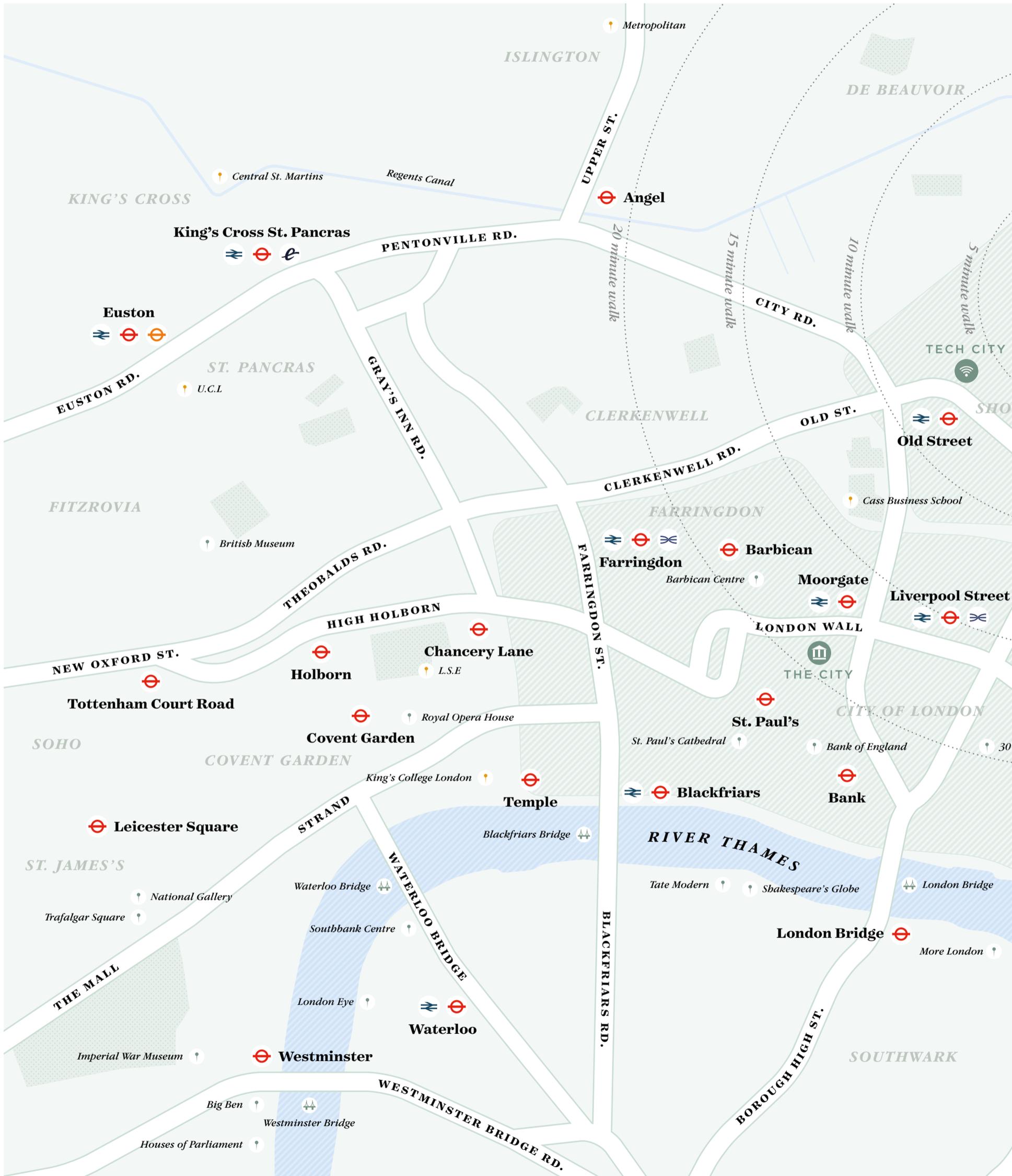
- 42 The Curtain Hotel and Members Club
- 43 Shoreditch House

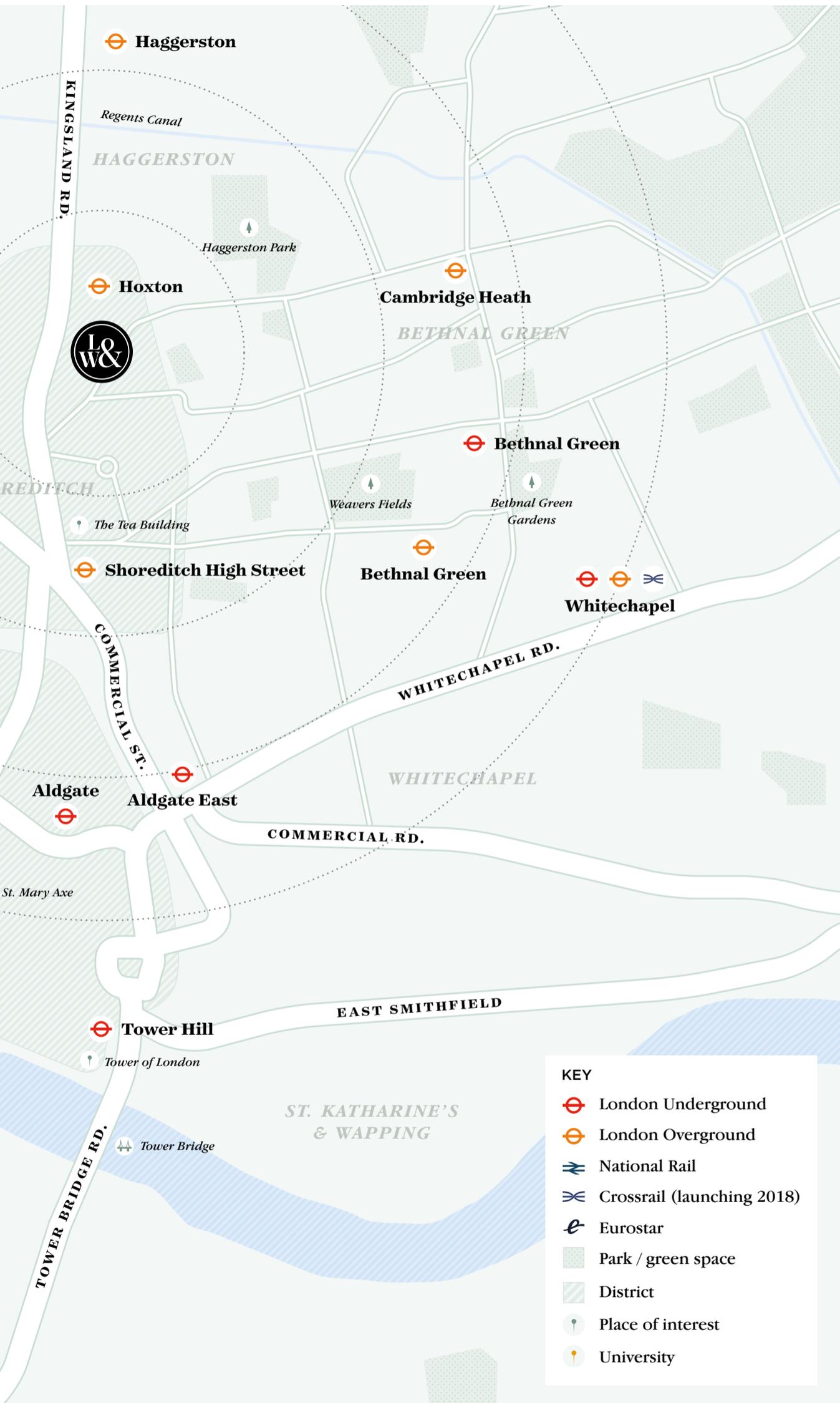
### HOTELS

- 44 Ace Hotel
- 45 The Hoxton, Shoreditch









**KEY**

-  London Underground
-  London Overground
-  National Rail
-  Crossrail (launching 2018)
-  Eurostar
-  Park / green space
-  District
-  Place of interest
-  University

## Connections

### STATION WALKING TIMES

Hoxton	2 mins
Shoreditch High Street	7 mins
Old Street	9 mins
Liverpool Street	15 mins

### UNDERGROUND FROM HOXTON

Whitechapel	5 mins
Highbury & Islington	8 mins
Surrey Quays	13 mins
Stratford	18 mins

### UNDERGROUND FROM LIVERPOOL STREET

Bank	1 min
Farringdon	4 mins
King's Cross St. Pancras	7 mins
Oxford Circus	9 mins
London Bridge	10 mins
Waterloo	13 mins
Victoria	18 mins

### CROSSRAIL FROM LIVERPOOL STREET

Farringdon	2 mins
Tottenham Court Road	4 mins
Canary Wharf	6 mins
Bond Street	7 mins
Stratford	8 mins
Paddington	10 mins
Heathrow	35 mins

### AIRPORTS

City from Hoxton Station	31 mins
Heathrow from Old Street Station	44 mins
Stansted from Liverpool Street Station	50 mins
Gatwick from Old Street Station	59 mins

### GLOBAL NEIGHBOURS

Noord, Amsterdam, Netherlands	2 hrs 10 mins
Mitte, Berlin, Germany	2 hrs 55 mins
Sant Antoni, Barcelona, Spain	3 hrs 5 mins
Williamsburg, New York, USA	9 hrs 10 mins

Source: TfL and Google maps  
 All travel times from the development are estimated and will vary depending on route, day of travel and are subject to change.

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