



PRINCIPAL TOWER

LONDON EC2



OUR EXCITING LONDON LAUNCH EDITION

AUTUMN NEWSLETTER 2017

www.principaltower.com



AUTUMN 2017 – PRINCIPAL TOWER

Information about the building,
the local area and more

PRINCIPAL TOWER MARKETING PAVILION NOW OPEN!



Launch Event of Marketing Pavilion

Principal Tower Marketing Pavilion
4 Principal Place
1 Worship Street
EC2A 2FA

On Wednesday 4th October, to celebrate the official UK launch, which included the unveiling of the development's sleek Marketing Pavilion, the property industry's elite gathered to raise a glass to Principal Tower.



Interior of Marketing Pavilion

The Marketing Pavilion is offering buyers a first glance at the specification featured throughout the elegant homes. Virtual reality headsets are available allowing future and existing clients to enjoy a virtual stroll around a completed apartment.

Email info@principaltower.com to arrange an appointment.



Virtual reality headsets



Interior of Marketing Pavilion



Champagne kitchen palette

NEW OPENINGS IN PRINCIPAL PLACE

With Amazon moving into the office space, exciting new retail offerings are taking residence in the Principal Place piazza. Black Sheep Coffee, The Allegory and Camino are open now and soon to be followed by Blok Gym and Yoga Studio, Little Farm and Polú Poké.

The Allegory

drakeandmorgan.co.uk/the-allegory

Located on the ground floor of Principal Place, the venue includes a large bar and separate dining area, plus an al-fresco terrace. This offering is from bar and restaurant group Drake & Morgan and is open seven days a week for breakfast, lunch and dinner.



Black Sheep Coffee

leavetheherdbehind.com

Black Sheep was started by a group of friends at uni, who quit their jobs to “leave the herd behind” and embark on a coffee journey together. The founders, who still run the business today, travel to origin each year and buy the beans direct from the plantations, looking after the picking, drying and washing process to strict guidelines.



Camino

camino.uk.com/location/shoreditch

Inspired by the Castile y León region of Northern Spain, the new restaurant and bar designed by B3 Designers (Lyle's, Gymkhana, Roka) will be vibrant yet relaxed, opening onto a beautiful heated terrace for outdoor drinking and dining all year round.

Camino Shoreditch is now open seven days a week, for lunch, dinner and everything in between. A variety of beautiful, flexible spaces will be available to hire for office parties, business meetings and private dining.



Blok Gym & Yoga Studio

bloklondon.com

Designed by Day Trip Studio, Blok will be delivering the best classes in London in the most beautiful boutique gym.

There will be a café, three studios and fully equipped changing rooms. There will be around 200 classes a week, including circuit training, boxing, dance, yoga, barre and pilates.



Polú Poké

polupoke.co.uk

A new concept from pop-up stall Eat Poké has secured a site at Principal Place and will be opening in early November. It will offer “build your own bowl” option alongside Celia Ferrar’s signature poké bowls and grab’n’go menu of pokerito rolls, hot breakfast pots and more, available to eat in or go.

Ferrar previously ran the concept KERB and Street Feast and operated a two-month pop-up in Selfridges Food Hall.



Little Farm

littlefarm.london

Little Farm is a bakery, butcher, fruit and veg store serving fresh and healthy food prepared in an open kitchen. They will be serving lovely breakfasts and lunches and then in the evening it will transform to RED, a cosy restaurant serving mainly red meats. Customers can also buy fresh products to take home.



CONSTRUCTION UPDATE

Works Update

Both concrete works and façade installation are now maintaining their planned install cycle time and progressing well. Basement works have been completed and handed over as planned, to commence mechanical and electrical (M&E) plant installation for the social housing buildings. The tower fit-out has started, with partitioning and ductwork complete up to level 5 and fire-stopping complete up to level 6. Kitchens and wood flooring installation has now started on Level 2.



Considerate Constructors

Principal Place Residential were recently nominated for a Considerate Constructors Award. A few of the team members attended the awards ceremony where we picked up a Silver for demonstrating high levels of consideration towards the public, our workforce and the environment. Whilst this was an improvement on last year's bronze we are still hoping to bag the gold next year.

Environment

We continue to monitor and minimise our energy and water consumption and we are on target for diverting waste from landfill. Noise, dust and vibration are continuously monitored on site and we remain within the limits set by London Borough of Hackney Council.

We celebrated World Environment Day on 5th June and took part in the [#WithNature](#) initiative. The Principal Place Residential team assembled a nature album along with ideas on how to improve environmental sustainability in the construction industry. See here for more information about the day: worldenvironmentday.global

SOCIAL MEDIA

Receive our latest updates from our social media accounts:



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