



# PRINCIPAL TOWER

LONDON EC2



AUTUMN NEWSLETTER 2015

[www.principaltower.com](http://www.principaltower.com)



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# WELCOME TO OUR FIRST PRINCIPAL TOWER NEWSLETTER

Information about the building, sales updates and more

## INTERNATIONAL PROPERTY AWARDS 2015

We are excited and delighted to announce that Principal Tower has won four categories in the International Property Awards 2015.

W1 Developments Ltd, Brookfield Property Partners and Concord Pacific have won an award in:

- Apartment category for Principal Tower, London
- Development Marketing category for Principal Tower, London
- Residential Development category for Principal Tower, London
- Residential High-rise Development category for Principal Tower, London

Representatives from each company will be attending the Awards Dinner on 9th October 2015.

## SOCIAL MEDIA

Receive our latest updates on our Twitter feed



## SALES AND MARKETING UPDATE

We are pleased to announce that to date we have exchanged on 150 apartments and have a further 5 on reserve. Our Upper House Collection and Penthouses have been achieving positive traction alongside the first phase of the City House releases.

## CONSTRUCTION UPDATE FROM BROOKFIELD MULTIPLEX

### Principal Tower

Over the coming months leading to Christmas, the Principal Place Residential project will be focused on main bearing piles installation, with reinforced concrete substructure following in October. Piling will require us to mobilise a BG40 piling rig, two other smaller rigs and mobiles - commencing from 17th August 2015. You will be able to see them working above hoarding lines.



● Amazon HQ ● Principal Tower

## WHAT'S HAPPENING IN THE AREA

### New Openings

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#### Flight Club

Alphabeta Building, 2A Worship Street, London EC2A 2AH  
Darts has slowly become a very big thing indeed with obsessions growing over various championships. But it's not something that makes much of an appearance in modern bars – and now Flight Club is a whole bar based around the game. It's launching in the same Alphateca building that Modern Pantry just opened in.

The bar itself is being designed by Russell Sage Studios – behind The Zetter, Dishoom and more – and the game is being given a technical overhaul.



There will be food and cocktails, and the people behind it have also brought in the man behind the very successful All Star Lanes and Bounce too.

Opening: 26th October 2015

#### Darbaar

Ex Cinnamon Club chef does banquets.

1 Snowden Street, Broadgate West, London, EC2A 2DQ  
Abdul Yaseen, who worked at the Cinnamon Club and Cinnamon Café for a decade is going it alone with this new restaurant based on the Indian Royal Court banquets.

Opening: November 2015

#### Soho House City Hotel

Soho House do a bank job.

Poultry, EC1

The old Midland Bank on Poultry, where Goldfinger was once filmed, is becoming a new hotel with restaurants and bars (including one in the vault and one on the roof) planned. This is from the people behind Soho House. A second London Cecconi's has been rumoured for the building as one of eight new restaurants.

Opening: 2015

#### Nobu Hotel Willow Street

10-50 Willow Street, EC2



This new development from Nobu will have 143 bedrooms and a massive 5 metre high basement restaurant. The design, by industrial designer turned architect Ron Arad, looks frankly astonishing, with a sort of metal exoskeleton protruding out on one side.

Opening: 2016

#### Gansevoort Hotel, Curtain Road

Michael Achenbaum's new hotel in the heart of Shoreditch is due for completion in 2016. The development on Curtain Road is a three minute walk from Shoreditch High Street and will feature 120 guest rooms with 7 luxury suites, a restaurant, bi-level bar, rooftop pool and lounge. Plus a 24-hour fitness centre and over 6,000 sq ft of meeting and event space.

Opening: 2016

### Events

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#### London Cocktail Week (5-11 October)

This October the nation's biggest cocktail festival returns for a sixth year to banish those post-summer blues – stretching across the capital to celebrate our award-winning bars and restaurants who will be throwing open their doors for the biggest party of its kind.

For one joyous week Old Spitalfields Market will play host to a cocktail village with all manner of pop-up bars, trucks, vehicles and other creations serving specially created cocktails at just £5 for wristband wearers. There'll be a tasty array of food to ensure you can keep up with the party, and a line-up of music to get you up dancing.

You can contact us with any further queries at  
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SALES REPRESENTATION



JOINT VENTURE MANAGED BY

**Brookfield**

**CONCORD**  
PACIFIC



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Our next newsletter is being circulated December 2015