

## PRINCIPAL TOWER

LONDON EC2



WINTER NEWSLETTER 2015

www.principaltower.com



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# NEWSLETTER CONTENT DECEMBER 2015 – PRINCIPAL TOWER

Information about the building, sales updates and more

#### WHAT'S HAPPENING IN THE AREA

#### **Events**

#### Winterville

Winterville returns to Victoria Park this yuletide and it's bigger, better and warmer! Here's what to expect from our little town:



- An alternative festive experience... Winterville is the antithesis of Christmas theme parks; intimate, engaging and above all creative, we welcome all like-minded visitors to our town. Expect a different festive experience altogether.
- Entry to the town of Winterville is free.
- A magical town... We may be based in Victoria Park, but Winterville is a pop-up town with all the amenities and entertainment you can imagine, as well as some surprises. Now which way is Downtown?
- A family-friendly environment... We have a wide range of entertainment on offer for children and this year's pantomime is the evergreen Snow White. We have also added a cinema on site which will often be screening family classics and an all age's circus!

- Last year's Bizarre Bazaar and Pop Shop market return but we've added over 20 Christmas market stalls so you can get your Christmas shopping out of the way at Winterville!
- High-quality food and drink... We have Street Food traders scattered all over site, a variety of craft ales in the bars and a food market serving great food and fresh produce you can take away.
- We've combined fun, alternative club nights to create the best kind of party scene. Bugged Out and Guilty Pleasures head up the weekend's entertainment.

26th November 2015 - 23rd December 2015 winterville.co.uk

## **New Openings**

#### Swingers

This time it's even bigger than before, taking up a huge space between Bank and Liverpool Street and we can only wonder how they managed to get such a big area of prime real estate.



They're certainly focused on making the best of the space though, as the new Swingers has:

- TWO new 9 hole crazy golf courses
- Three street vendors including Plzza Pilgrims (with pizzas exclusive to Swingers). Patty&Bun who have a "new concept" on the way and a third as-yet unnamed partner.
- Four cocktails bars plus a gin terrace on their two storey club house plus there's a big partnership with Freixenet, so expect lots of fizz too.
- A pivate room the President's Committee Room which overlooks the course

There's no charge to get in so you can just swing by (excuse the pun) to check things out before playing a game.

Swinger Will be at Brown's Buildings – between St Mary Axe and Bury Street, London EC3A 4AF  $\,$ 

For more information, follow them on Twitter @SwingersLDN

#### Shoreditch House Hotel

Opening: April 2016.

The Shoreditch House Hotel is now open and taking room bookings with rates for members. Guests have access to a rooftop pool and a gym offering a wide range of classes. Plus there are two restaurants to choose from on the fifth floor or rooftop (pictured below).



Ebor Street, E1 sohohouse.com/houses/shoreditch-house

## Sponsorship

## Shakespeare in Shoreditch Festival

Brookfield, Concord and W1 are pleased to announce we will be sponsoring the Shakespeare in Shoreditch festival. This is "A festival celebrating Shakespeare's historic connection to Shoreditch. Radical reinvention; playful experimentation; new perspectives."

The festival is a celebration of the Bard's Death Day in 2016.



from 20th April – 30th April 2016. www.shakespeareinshoreditch.in

## **CONSTRUCTION UPDATE FOR Q1 2016**

## **Principal Tower**

Piling works are progressing on site as planned, with 2 piling rigs installing the main foundations for the development. These foundations extend to depths of up to 55 metres below the current pavement level to support the 50 storey tower. The piling works will continue through to mid 2016, with construction of the main core for the tower to follow thereafter. Construction of the adjacent office building is also progressing well, with completion planned for end 2016. The newly created 0.5 acre piazza and surrounding retail will open to the public in 2017 to coincide with Amazon's occupation.



## SOCIAL MEDIA

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Brookfield CONCORD



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Our next newsletter is being circulated December 2015