



PRINCIPAL TOWER

LONDON EC2



SPRING NEWSLETTER 2016

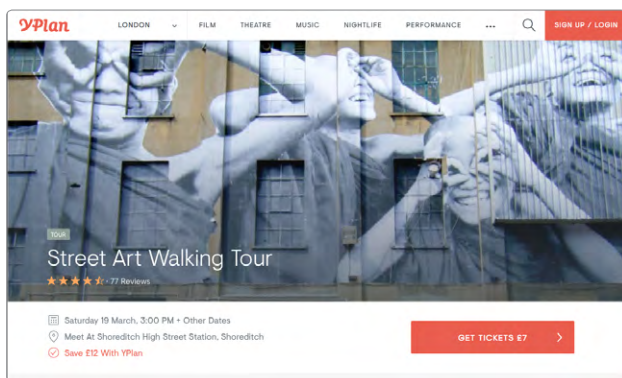
www.principaltower.com



MARCH 2016 – PRINCIPAL TOWER

Information about the building, sales updates and more

WHAT'S HAPPENING IN THE AREA



Explore London's Best Street Art

Unlike many other areas of London, where the art scene is still located in galleries and museums, the best place to look for visual inspiration in Shoreditch is directly on its streets. We recommend walking up to Shoreditch from Brick Lane to get a dose of its brilliant graffiti, then at the end of Brick Lane walking upwards to Redchurch street, where you will see some of the best street art in the area. For further exploration, cross Shoreditch High Street to enter the Shoreditch triangle where you can let your curiosity lead you on your personalized Shoreditch street art tour. For the less curious, but equally interested, we recommend the Shoreditch Street Art Tour offered on Yplan where a knowledgeable persona leads you through the best street art of the area.

<https://yplanapp.com/london/street-art-walking-tour-36414>

Old Street Roundabout – Improvements

Old Street roundabout is being transformed into a more user friendly and pleasant place. The works have already commenced and will be a welcome improvement to road users and pedestrians.

New Openings

Pitt Cue Co

www.pittcue.co.uk

1, The Avenue, Devonshire Square, London, EC2M

Having outgrown the tiny premises off Carnaby Street, this new opening has a section of seating for pre-booked diners and a section for those who just want to rock up. Unlike the previous venue, it ensures you a table without having to queue. The menu is all things porky, with some offal additions.



Osteria

www.osterialondon.co.uk

Barbican Centre, Silk Street, London, EC2Y

A new bistro opened in February by Anthony Demetre from Arbutus which brings Italian bistro style cooking with adventurous Italian cocktails.



Sponsorship

Shakespeare in Shoreditch festival

“A festival celebrating Shakespeare’s historic connection to Shoreditch. Radical reinvention; playful experimentation; new perspectives.”



Brookfield, Concord and W1 are pleased to announce we will be sponsoring the Shakespeare in Shoreditch festival. The festival is a celebration of the Bard’s Death Day in 2016 and runs from 20th April – 30th April 2016.

For more information visit:

www.shakespeareinshoreditch.in

CONSTRUCTION UPDATE FOR 2016

The Residential project continues to progress well in 2016. We are nearing completion of our foundation piling works and reinforced concrete capping beams have begun. The next visible difference will be the erection of our first tower crane in March. During April we are planning to erect our footpath protection, vehicle off-loading, gantry on Shoreditch High Street – in-line with the former Light Bar. Further details will be circulated closure to the time.



Sustainability Week

The Principal Place Project Teams are excited to announce that we will be holding our very first Sustainability Week between 14th and 18th March! We will run various activities with the workforce to increase awareness of sustainability and wellbeing in construction, as well as to promote local charities, organisations and employment opportunities. Our community is to be a big part of Principal Place's Sustainability Week, so we would like to invite you all to "A History of Shoreditch and Principal Place", an insight into times gone by given by the experts themselves The Museum of London Archaeology. Join us for this event on Thursday 17th March from 6.30pm to 8pm, at the Principal Place Commercial Project Office, 233 Shoreditch High Street. Nibbles and refreshments will be provided.

Second Deposit Payment

You will be receiving a letter from Howard Kennedy solicitors advising all purchasers that the second deposit payment is likely to be due in August when the superstructure works commence.

SOCIAL MEDIA

Receive our latest updates on our Twitter feed



You can contact us with any further queries at
info@W1developments.com

SALES REPRESENTATION



JOINT VENTURE MANAGED BY

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www.principaltower.com

Our next newsletter is being circulated June 2016