



PRINCIPAL TOWER

LONDON EC2



AUTUMN NEWSLETTER 2016

www.principaltower.com



AUTUMN 2016 – PRINCIPAL TOWER

Information about the building, sales updates and more

WHAT'S HAPPENING IN THE AREA



Attribute London - Pop Up Shop

Open now

42 Redchurch Street, London, E2 7DP

New Footwear and accessories brand from design collective ATTRIBUTE London, are hosting a pop-up store in Redchurch Street in Shoreditch to celebrate the launch of their first collection.

The e-commerce platform, with supermodel Erin Wasson as the face of the collection will be taking over the Shoreditch space until mid September, featuring the 'Let us Dream' collection inspired by the old school glamour of the pop icons and supermodels of the 80's and 90's.

From glam rock platforms and vibrant metallics to painted crocodile with punk stud detailing, the collection features classic Italian craftsmanship with a fashion-forward edge.

www.attribute.london



London Cocktail Week

3 - 9 October 2016

Horner Square, Spitalfields, London, E1 6EW

The London Cocktail Week village, based at Old Spitalfields Market, is a celebration of the capital's cocktail culture – and a chance to taste and try drinks from London's best bars. There will be pop-up bars, trucks, vans, even bicycles serving up bespoke £5 drinks, alongside street food, music and a festival atmosphere.

WHAT'S HAPPENING IN THE AREA



#CANITBEMOREAWKWARD – Art Exhibition

30 September – 10 October 2016

BEERS London, 1 Baldwin Street, London, EC1V 9NU

BEERS London gallery is excited to present #canitbemoreawkward, the first solo exhibition by American artist Ruth Freeman in the UK.

With a background in architecture, Freeman's paintings are informed by the language of architecture and the use of digital design tools as a preliminary means to explore the action of painting and the painted surface itself. Most of Freeman's paintings begin as sketches made on a computer screen or tablet.

"The resulting works are bright and eye-catching, with striking use of bold colour, shape and line. Purposefully awkward and imperfect, to view one of Freeman's paintings is like peering through a window that looks onto a world where the digital and the physical amalgamate. It is hard not to be reminded of the influence of the digital realm upon our everyday lives, and to ponder the future impact of these technologies, and to consider the ever encroaching ubiquity of technology upon art, society, and our lives."

beerslondon.com/exhibitions/canitbemoreawkward



Griffin Art Prize 2016 – Howard Griffin Gallery

24 November – 23 December 2016

189 Shoreditch High St, London E1 6HU

Designed to have a meaningful impact on the career of one emerging artist, Griffin Art Prize 2016 offers one outstanding candidate a three month residency, a large well-lit studio, materials of choice, a mentoring programme and accommodation.

The exhibition will feature work by the shortlist of six artists. The winner will be announced at the private view and prize giving on Wednesday 23rd November. Definitely worth a visit!

howardgriffingallery.com

New Openings

Smokestack

smokestack.co.uk

11 Sclater Street, London, E1 6HZ

The street food favourite Smokestack is setting up shop in Shoreditch to open its first permanent restaurant. Expect dishes such as smoked gironles and beef dripping toast, crispy beef shin and anchovy mayo, brisket buns with pickled red chilli and pork ribs with pickled cucumber.

Opening early November 2016.



Vita Mojo

vitamojo.com

5 Steward St, London, E1 6FQ

Vita Mojo, is a restaurant where diners choose the exact weight of ingredients and calculate the nutritional value, using in-store iPads, or from home, using the restaurant's app. Founders Nick Popovici and Stefan Catoiu have teamed up with chef Paul Davies, previously of Ham Yard Hotel in Soho, and nutritionist Helene Patounas to make it happen.



Dirty Bones

dirty-bones.com

1 Club Row, London, E1 6JX

The third outpost of the New-York-inspired comfort food and cocktails joint, opened on Wednesday 7th of September.

In addition to the original house of bones in West London, and their sister house in Carnaby's Kingly Court, Dirty Bones is situated in the heart of Shoreditch, housed in a stunning grade 2 listed heritage building.

Dirty Bones will be serving creative New York inspired comfort foods & cocktails, but will also be the first Dirty Bones to introduce a new breakfast menu developed just for East London.



CONSTRUCTION UPDATE:

At Principal Place Residential, we are pleased to report that the central concrete core construction, for the main tower, is underway. You may have seen the black metal cube of formwork rising. This is expected to continue at a rate of one floor per week and reach level 10 before Christmas.

The formwork system we are using is an inventive first for the UK, used successfully in Dubai. We are especially pleased with the safer working environment for the workforce and impressive quality and tolerances being achieved. Our tower crane has been raised to its tallest free standing height and will not rise any higher until early 2017.



Cover photo taken at Columbia Road Flower Market. Open since 1869, it is open on Sundays only, from 8am to 2pm

SOCIAL MEDIA

Receive our latest updates from our social media accounts:



[@W1developments](#)
CLICK TO VIEW



[@w1_developments](#)
CLICK TO VIEW



[@w1_developments](#)
CLICK TO VIEW

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

SALES REPRESENTATION



JOINT VENTURE MANAGED BY

Brookfield

CONCØRD
PACIFIC



www.principaltower.com