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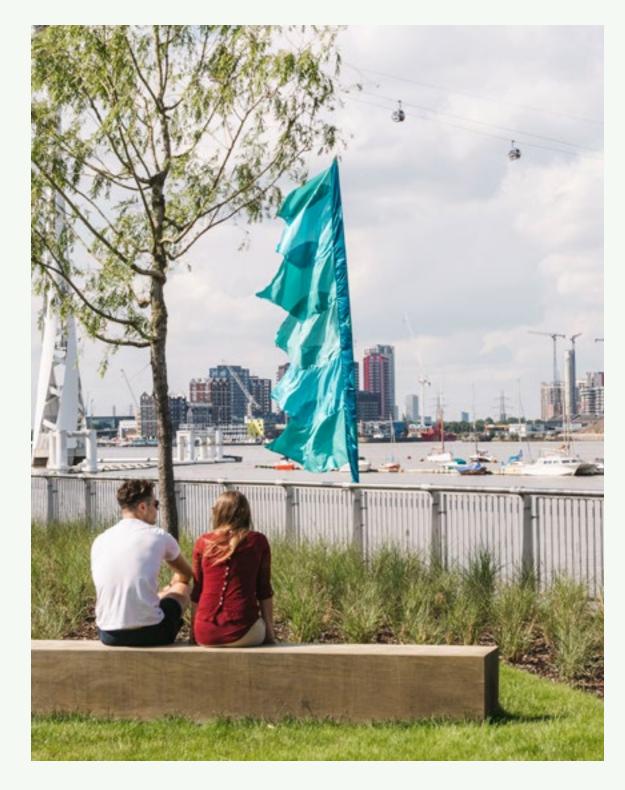
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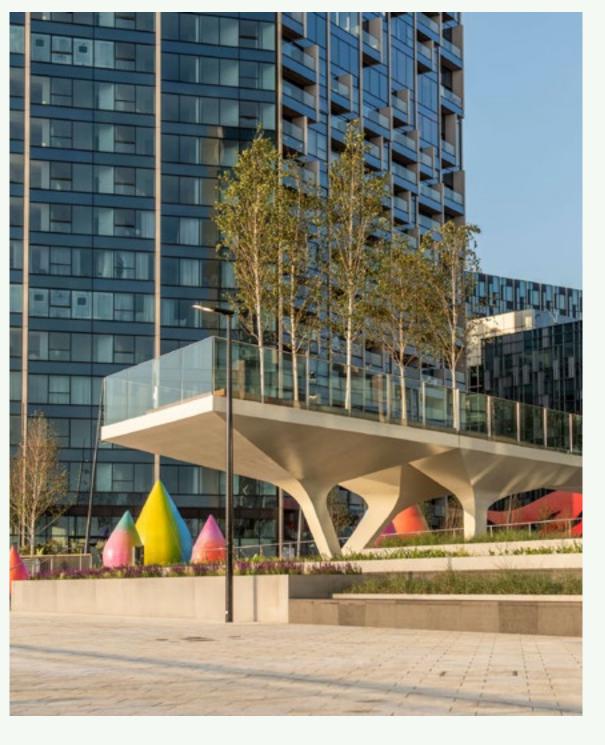
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GETTING HERE







WATERSIDE BUZZ

HOW DO WE DETERMINE THE FUTURE OF A CITY?

On Greenwich Peninsula, a uniquely modern area of London is emerging that harnesses an inventive spirit to create a truly forward-thinking neighbourhood. The £8.4 billion investment in the Peninsula is forging an entirely new community and a creative blueprint for the London of the future.

Combining cutting edge design with a vibrant creativity and relaxation at its heart. Wrapped by tion will inspire a new concept for urban living.

the majesty of the Thames and only one stop from Canary Wharf, Upper Riverside is one of seven integrated and distinctive neighbourhoods that are rising up across the Peninsula.

From the entrepreneurial creativity of the Design District bordering the green swathes of Parkside, to the buzz of Peninsula Central with its boutiques and renowned restaurants, to the cultural scene in a setting of wide-open skies and elevated garden walkway known as The Tide that sweeping river views, it's a community with both connects it all - this progressive London destina-

GREENWICH PENINSULA IS A DYNAMIC NEW AREA OF LONDON, BRINGING CITY BUZZ TO A WATER SIDE SETTING, FUELLED BY A CREATIVE SPIRIT.



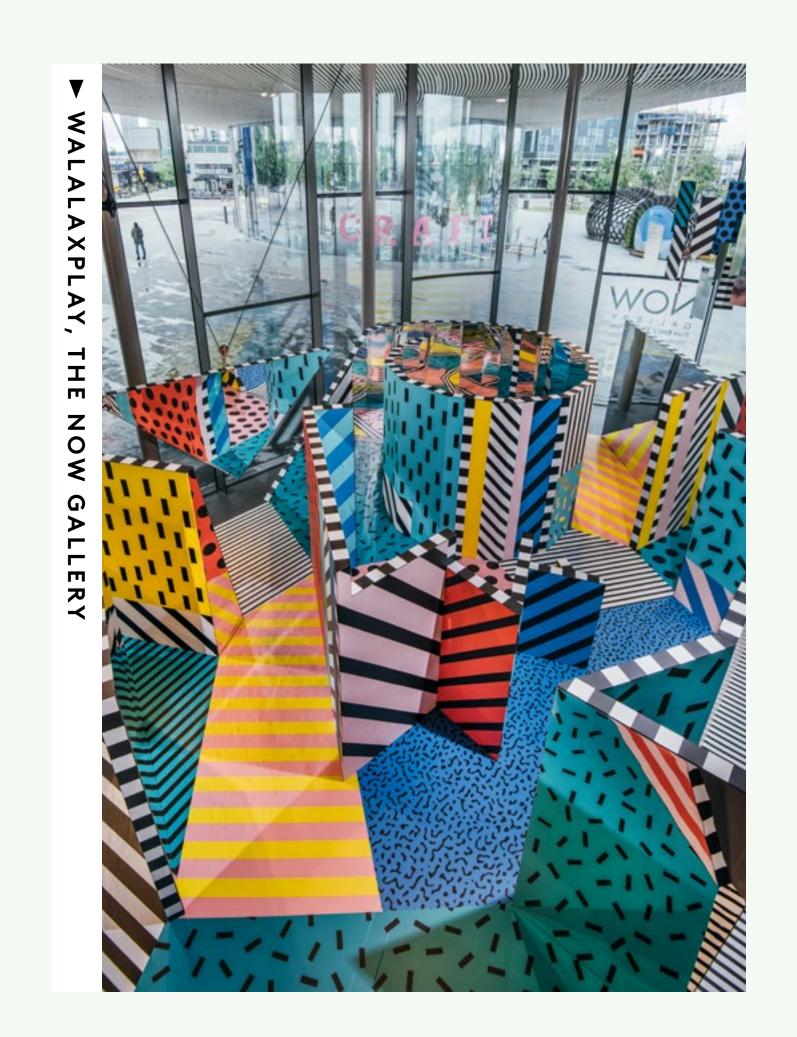




AGAINST THE FLOW

While Hackney and Peckham continue their ascent as London's über cool hotspots, Greenwich Peninsula has quietly laid the foundations for an ever-evolving creative scene. Born from a fierce independence, it's a community that thrives on the unknown and on its people being that little bit different.





LONDON REIMAGINED



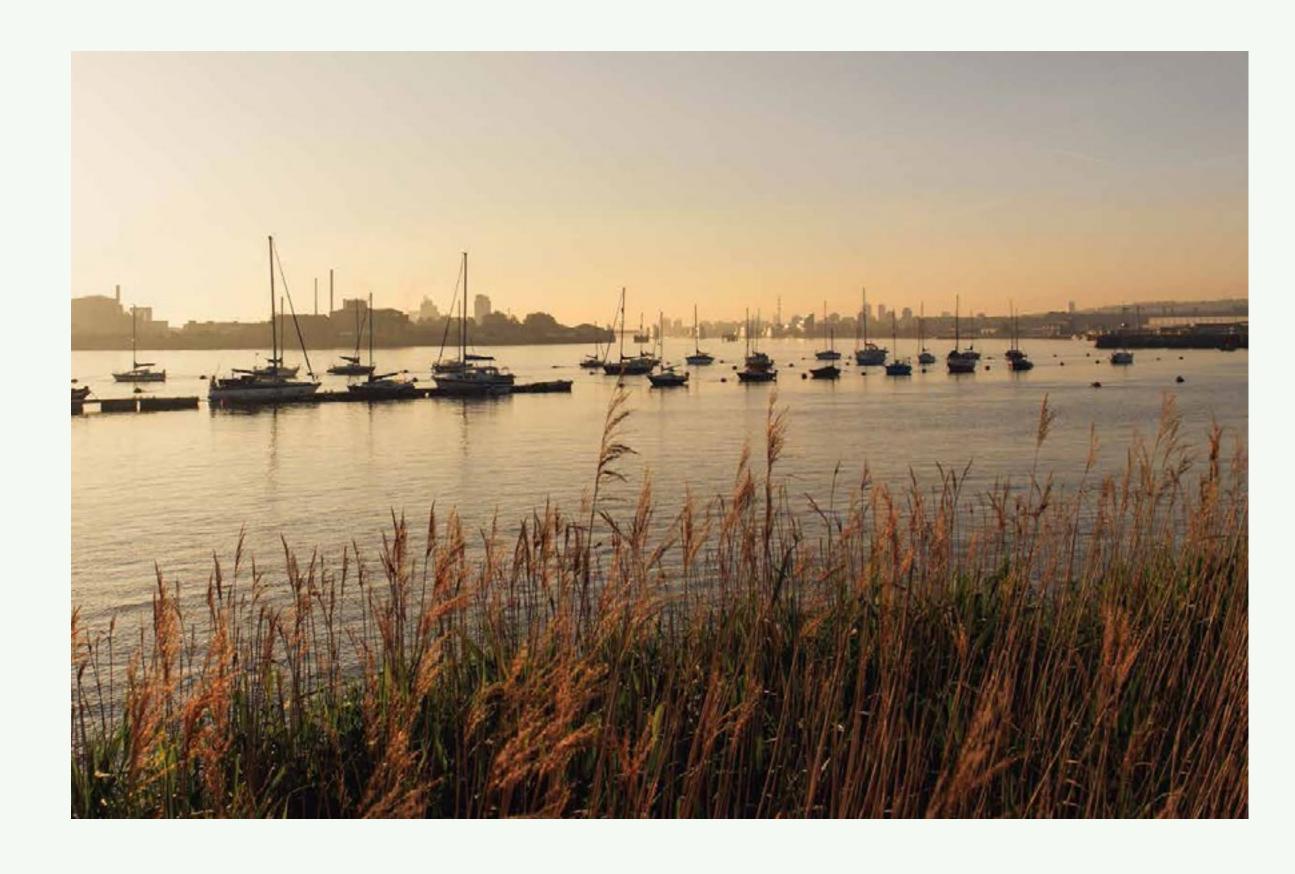
in opposition but in possibility. This is Upper Riverside, the angles that nod to the shifting surfaces of the River Thames. The tallest of the family of buildings at Upper Riverside, No.5 sits at its North Eastern edge with dramatic views down river line through their use of colour, shape and texture.

Five shimmering glass towers look over the water not towards the gleaming steel of the Thames Barrier.

While the family of five buildings share an architeclatest striking addition to London's skyline, designed by tural relationship inspired by the proximity to the water, globally renowned architects SOM, with elegant, undulating the interiors have each been envisaged by a different design practice. Designed by Knight Dragon, No. 5 takes direct reference from The Thames and its shifting shore-

STEP OUTSIDE

WHERE CITY AND RIVERSIDE LIVING MEET



The five sleek towers are intersected by roof by The Tide, a garden walkway designed by space for this new community.

The whole neighbourhood is intersected

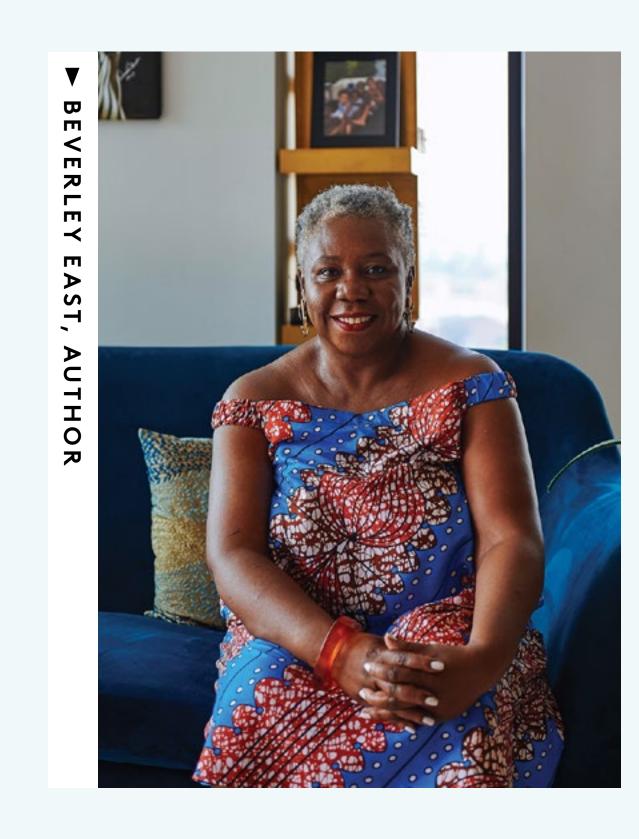
terraces cascading down to the water's edge. New York High Line's creators Diller Scofidio Here, landscape gardens provide seated terraces + Renfro in partnership with award-winning amongst reeds and mature trees. Around the landscape architects GROSS.MAX. Walk sunken garden, designed in collaboration with along timber decked-bridges onto planted London architects Neiheiser Argyros, pavement stepping-stones, through native trees and cafes and restaurants provide a buzzing social giant sculptures while contemplating on the surrounds at one of the mediation points designed by BeBox.





WHERE MINDS MEET





Home to a burgeoning collective of pioneering individuals united through creativity, Greenwich Peninsula has emerged as one of London's
distinctive new riverside districts. Helping map
out the future in this progressive neighbourhood
is an interwoven eclectic mix of original thinkers-from designers and architects to artists and
crafts people.

TIME OUT

AN ATMOSPHERE OF EXPRESSION AND EXCHANGE TRAVELS THROUGHOUT GREENWICH PENINSULA'S SEVEN NEIGHBOURHOODS.

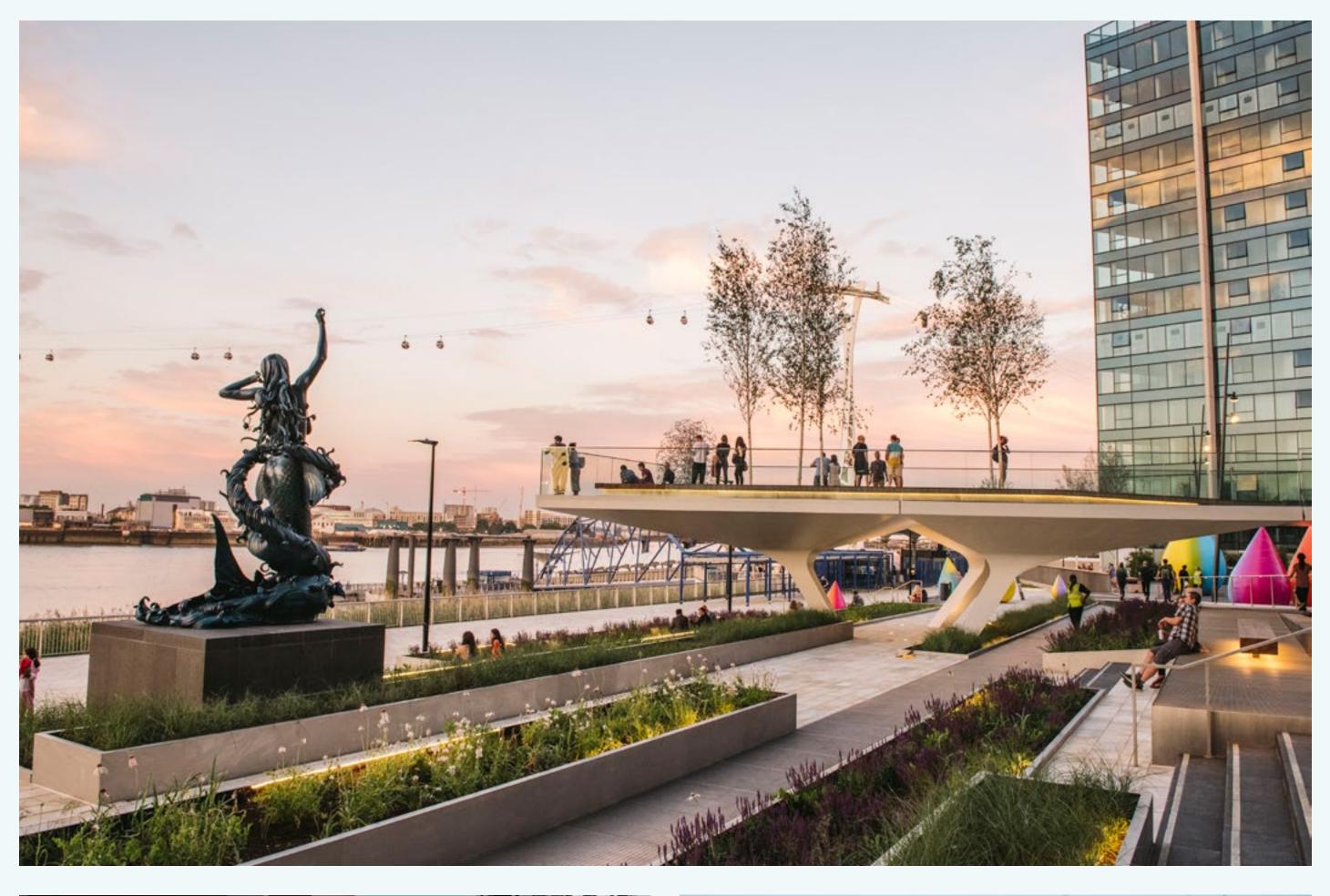
Around this vibrant riverside quarter a new London is emerging. Surrounded by vast skies and open waters, the Peninsula is a place with creativity at its heart – a community that encourages individuality rather than predictability.

Each of the neighbourhoods on the 150-acre Peninsula is distinct yet complementary. A short walk from the Marks Barfield designed NOW Gallery is the heart of the community, a new Design District where workshops, studios and labs for over 1,800 London creatives are housed in avant-garde buildings. Here on the edge of the Central Park, ble workspaces.

nearby Ravensbourne University that specialin the footsteps of other artists who have been pioneers BeBox.

inspired by the unique waterside urban setting. Damien Hirst lived on the Peninsula in a rented cottage near the Pilot pub where he made his first medicine cabinet. His two towering brass sculptures Hydra & Kali and Mermaid stand overlooking the Thames alongside other works including Allen Jones' Head In The Wind. Joining them are artworks of The Line, London's first contemporary art walk featuring Gary Hume's Liberty Grip.

Hume's impressive brass sculpture is one of many artistic riverside landmarks along The Tide, the artistic garden walkway and popular cycling/ you'll find a collective of artists, designers, crafts jogging route that will soon wrap the whole neighpeople and new technology pioneers united by bourhood. With its distinctive striped pattern a shared creative spirit and supported by afforda- emulating the ebb and flow of the Thames, the open terraces along the walkway are scattered This new community will connect with with grasses, wild flowers, and silver birch trees. Dotted along here are some of the OPO meditaises in design, fashion and media. It continues tion portals designed by neuro-sonic soundscape

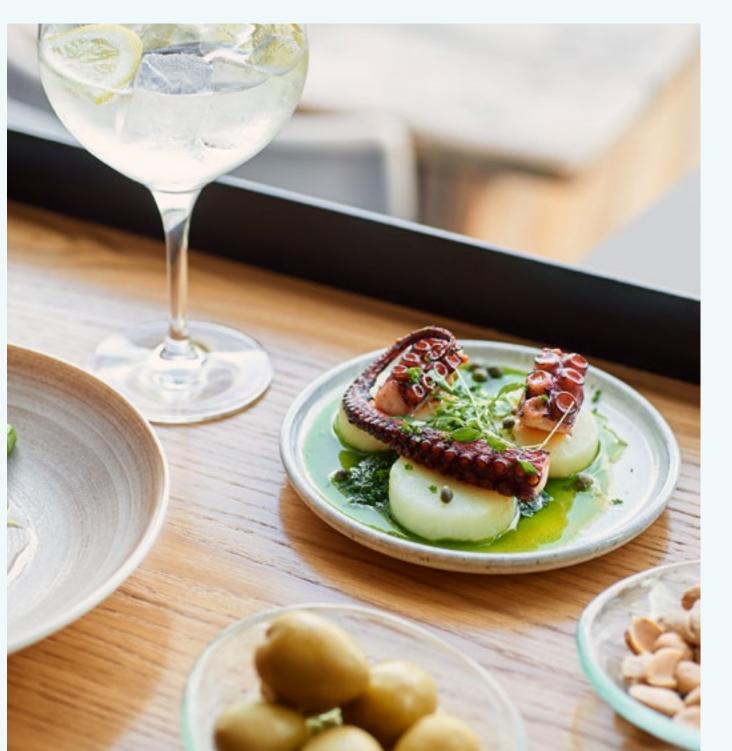






Walk east past Antony Gormley's huge abstract sculpture Quantum Cloud, another of The Line's attractions, and you'll find The Jetty. This floating community garden/greenhouse is home to HEJ Coffee Roastery and a great little cafe with the sounds of boats chiming in the breeze adding to the relaxed vibe. Further along the riverside are the wetlands and hides of Greenwich Peninsula Ecology Park one of London's most tranquil spots.





The botanical hub of creativity and wellbeing of The Jetty contrasts with some of the Peninsula's more refined eating options. Next to each other on the ground floor of Upper Riverside you'll find Ardoa, the latest concept from the Vinothec Compass team, offering small plates from the Basque region and The Market Table, a new dining room and deli ran by John Barton. Founded and helmed by Chef Stevie Parle and designed by Tom Dixon, Craft's rooftop bar with 360-degree views and a lovely terrace continues the seasonal theme of the restaurant with classic cocktails using natural ingredients.



HYDRA & KALI, MERMAID BY DAMIEN HIRST

Freeze, was staged a little to the west of the Peninsula, in Surrey Docks. His works that appear around the story of an ancient shipwreck, the Unbelievable installed here.

Damien Hirst's seminal 1988 group exhibition, presenting the works as its salvaged cargo.

The first two works to be installed from this exhibition are Hydra & Kali, a 17-foot-high sculpthe Peninsula formed part of his Treasures from ture depicting the Hindu goddess fighting a manythe Wreck of the Unbelievable exhibition, which headed serpent and Mermaid, a bronze of a more was staged in Venice in 2017. For this exhibition he familiar mythical figure. Over the coming months created the mythical, nautical sculptures that told several other works from Hirst's 2017 show will be

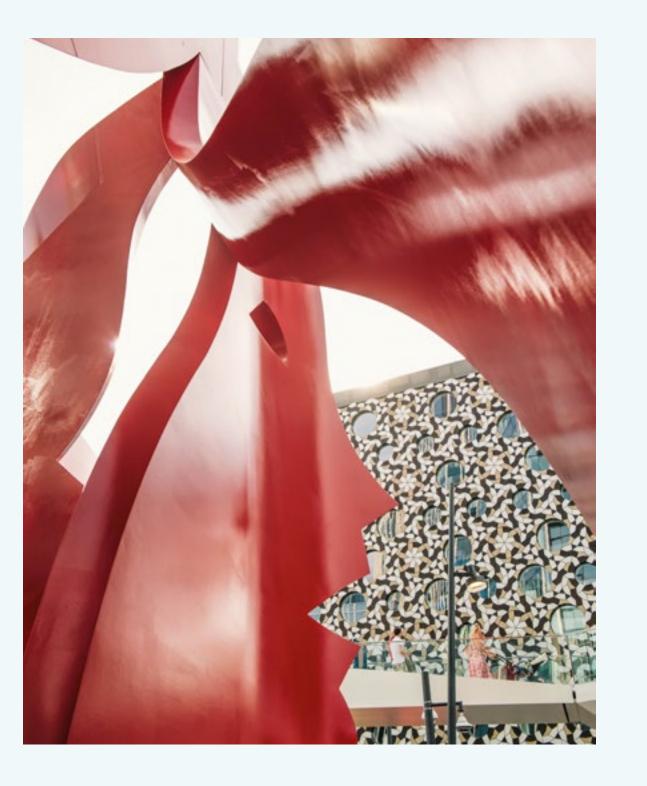
ARTON

A NEW, RIVERSIDE LINEAR PARK ON GREENWICH PENINSULA WOULDN'T BE COMPLETE WITHOUT SOME GREAT NEW WORKS OF ART. LOOK OUT FOR GIANT MERMAIDS, SERPENTS, A SCULPTED RED HEAD AND MORE.

HEAD IN THE WIND BY ALLEN JONES

The 81-year-old artist is best known for his highly sexualised pop-art sculptures, which have inspired such luminaries as director Stanley Kubrick and the Japanese fashion designer Issey Miyake.

Head in the Wind is a site-specific work commissioned for and inspired by The Tide. It takes its name from a much earlier piece by Jones made in 1959 years when he was a student in London. Visitors and residents are invited to both observe and interact with the vibrant, painted-steel piece from above and below for a different perspective on this huge artwork.

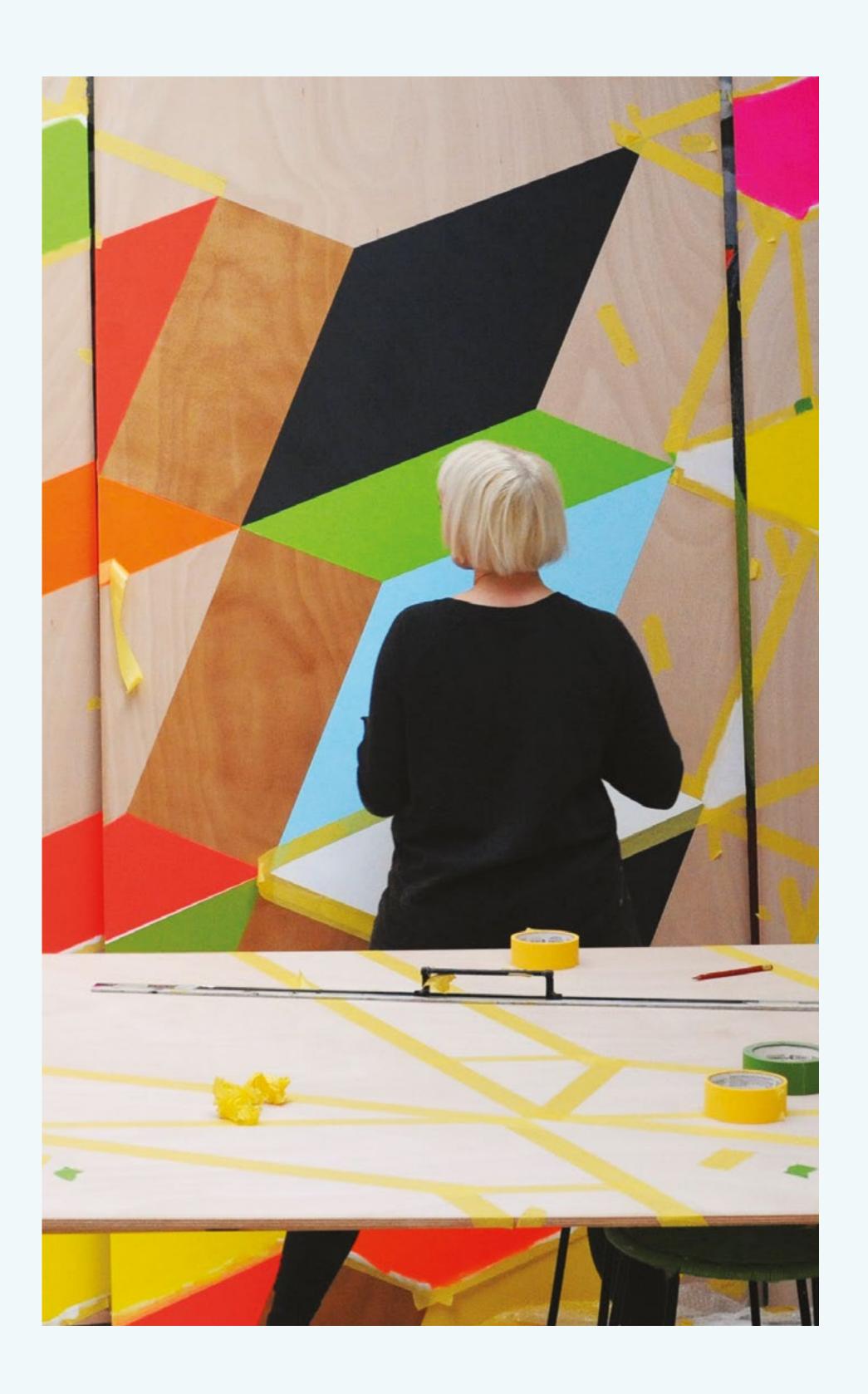


MORAG'S STUDIO MYERSCOUGH CREATED THE COLOURBLOCK CRANES, THAT USED TO FRAME THE CONSTRUCTION OF THE UPPER RIVERSIDE NEIGHBOURHOOD.

SIBLINGS BY MORAG MYERSCOUGH

The award-winning designer and artist Morag Myerscough's has always lived in London and is fascinated by how colour, pattern and words can change urban environments. She has transformed public spaces such as schools and hospitals as well as town centres by creating engaging experiences for the community.

Visitors to the Peninsula might recognise her work as Morag's Studio Myerscough created the Colourblock Cranes, used to frame the construction of the Upper Riverside neighbourhood. Now Morag and her team have turned their attention to The Tide's arches on either side of the walkway, bringing warmth and illumination through her signature super graphics.



SEAFOOD DISCO BY STUDIO MORISON

about finding ways that we can meaningfully reconnect with our nation's wild-places.

Back in the spring of 2019, Heather and Ivan charmed Peninsula visitors and resipop up events.

Heather Peak and Ivan Morison of dents with their NOW Gallery show, The Studio Morison create public works to Mouse and his Child, which was inspired by improve the environments where people the cult children's book of the same name. live and work. Whether it's a new library The studio's whimsical, artisanal, all-inor a landscape for a school their work is all clusive fun continues, with the installation of a 27m long picnic table, which will sit along the riverside inviting the community to come together through public BBQs and



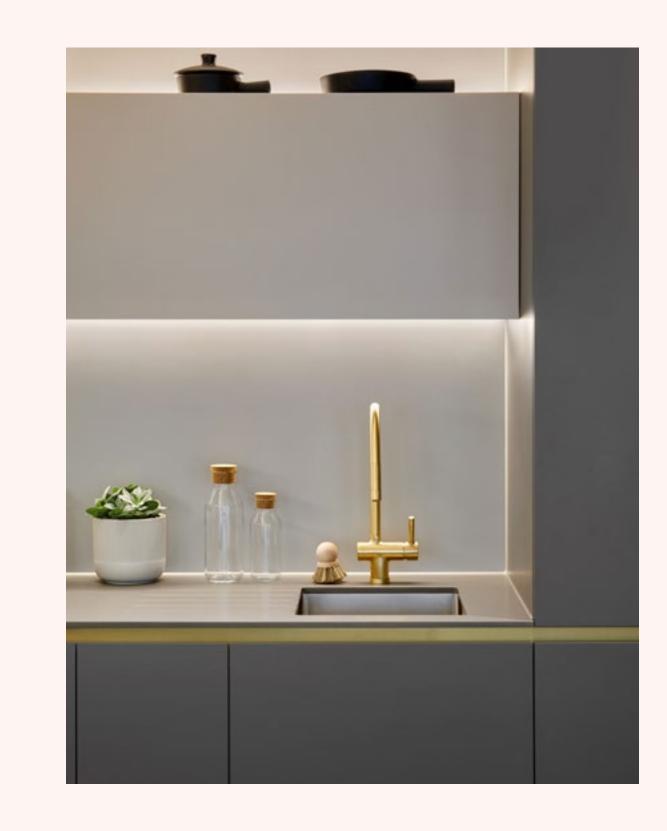
INTERIORS



INNOVATIVE AND BESPOKE DESIGN IS AT THE HEART OF THE PENINSULA'S AESTHETIC. THIS EXTENDS TO THE INTERIORS OF EACH OF THE FIVE UPPER RIVERSIDE TOWERS THAT HAVE THEIR OWN DESIGN. AT NO.5 KNIGHT DRAGON HAVE DRAWN ON THE ELEMENTAL RIVER AND ITS SURROUNDING URBAN LANDSCAPE.

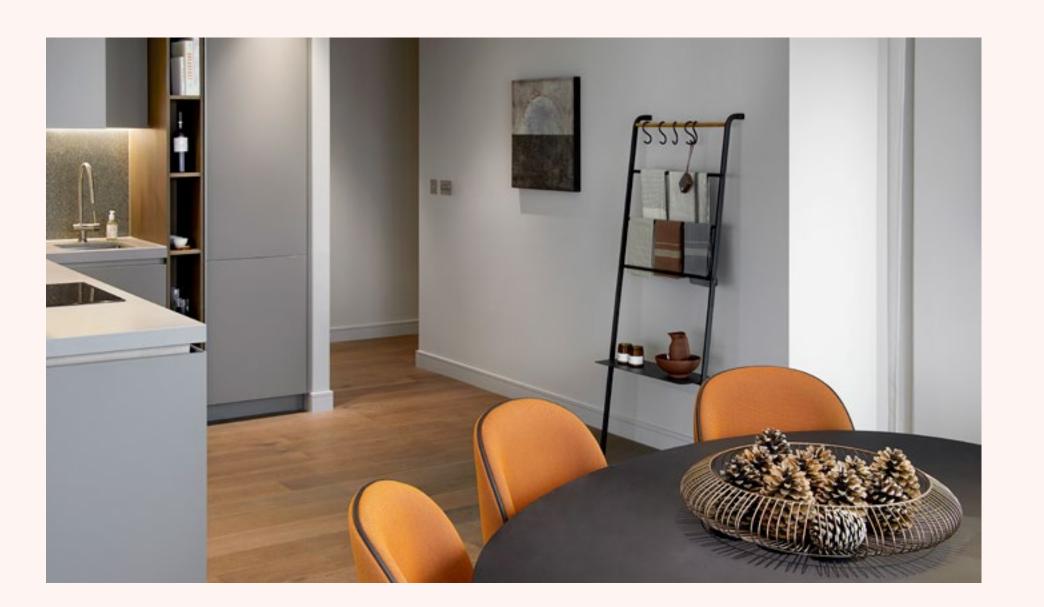






ALL READY NOW





With these apartments ready to move into now they will soon take on their own personality as this creative neighbourhood continues to grow.



MIXING SOPHISTICATION WITH FUNCTIONALITY.

DARK AND MID TONED PALETTES OFFSET THE BROWN OAK
FLOORING WHILE DARK WOOD UNITS AND CABINETS ADD
TO THE CONTRAST THROUGHOUT THE ROOM.

THE OPEN PLAN LIVING AREAS IMPRESS WITH THEIR MOODY TONAL COLOUR SCHEME AND DARK STAINED OAK FLOORING A NATURAL BACKDROP FOR CONTEMPORARY FURNISHINGS.





THE LARGE SCALE TERRAZZO

AGGREGATE STONE TILES USED
IN THE BATHROOM REFLECT
THE STRATA OF THE THAMES
SHORELINE AND THE WATER
ITSELF. ACCENTS OF DARK SATIN
NICKEL ADD AN EXTRA LAYER
OF REFINEMENT.





BATHROOM SPLASHBACK



► The Thames is an imposing ever-changing confluence, expansive and dynamic with ever changing colours and a shoreline that reveals new materials at each tide. In their concept for the interiors at No 5, our designers have taken inspiration from this in their use of both colour and texture.

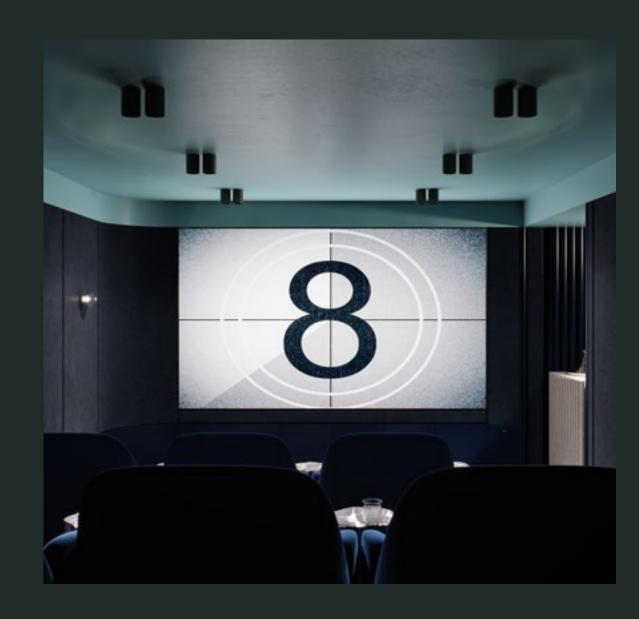
► The river's influence can be seen throughout the interiors of No.5 with light and dark gravel like textured tiles bringing to mind the shore as it is revealed. Tonally darker in design than the other family of buildings at Upper Riverside, No.5 uses muddy tones to further evoke the might of the Thames.



THE CLUB

A relaxed and welcoming members' club, without the chore of having to get in.





Bringing together some of London's most celebrated designers, Tom Dixon's Design Research Studio, State of Craft and Studio Ashby, The Club is an eclectic mix.

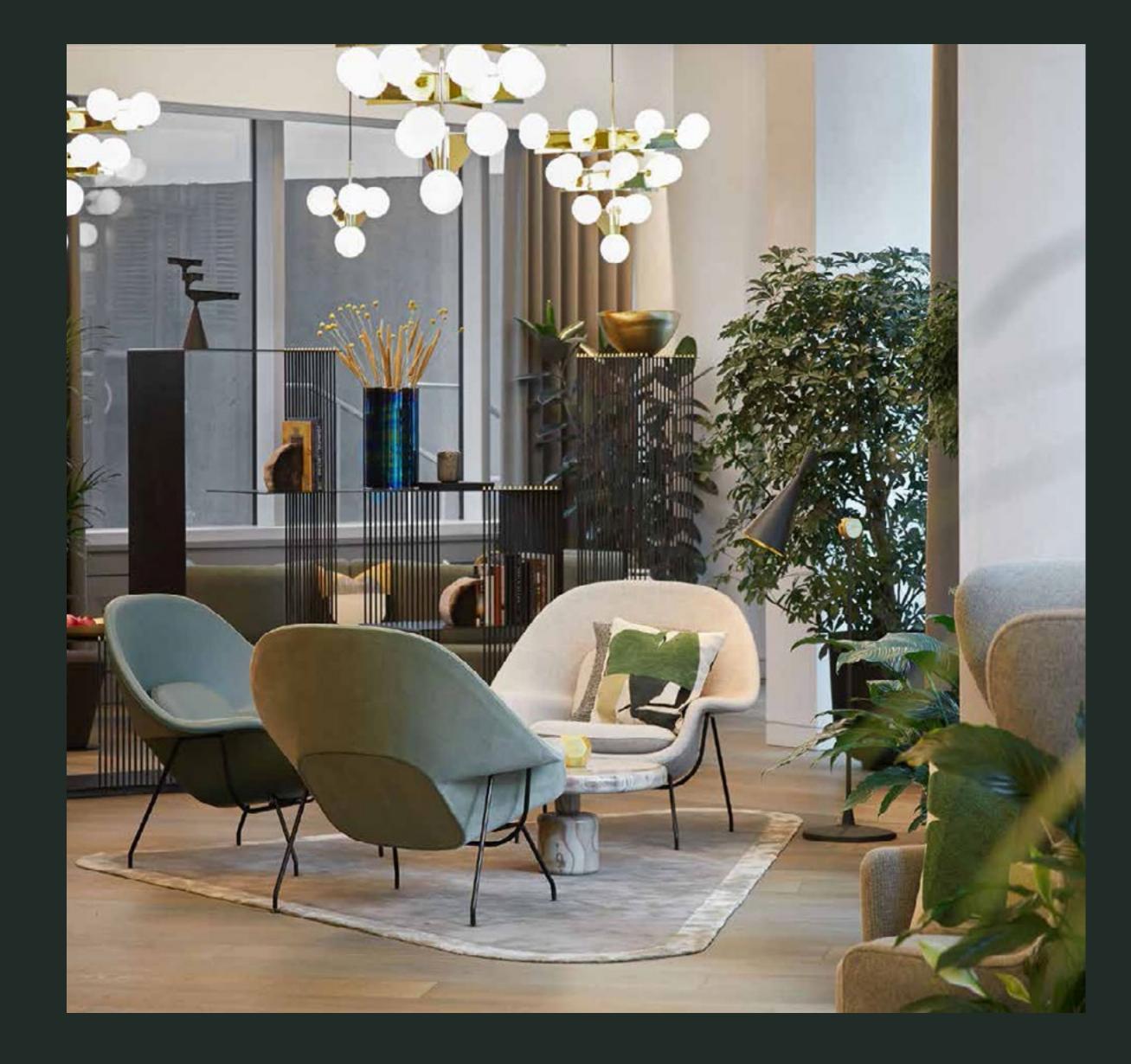


On Level 15 of No.2 is Renew, a temple to wellness designed by Tom Dixon that includes a state of the art exercise studio overlooking the river, private spa, and one of London's highest indoor pools with the City skyline as a backdrop. With terraces for lounging after a workout or steam bath, Renew also has showers, towels and lockers for runners and cyclists on their return from around the Peninsula.





THE CLUB IS WHERE ALL THE RESIDENTS COME TOGETHER, WHETHER AT FILM SCREENINGS IN THE CINEMA AT NO.5, AN OUTDOOR YOGA CLASS ON THE CASCADING OUTDOOR TERRACES OR AT WORK IN THE CO-WORKING SPACE.



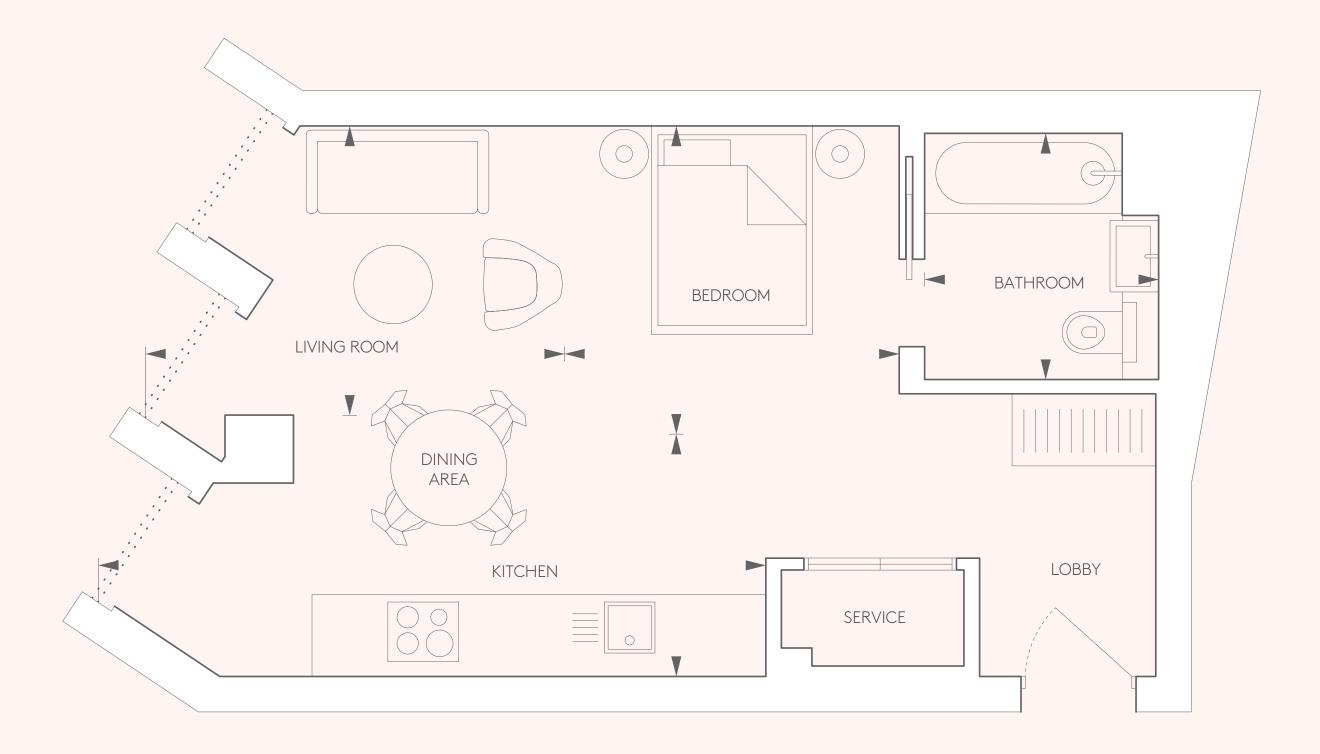
A coffee lounging on the modish furniture on the sun deck or a Manhattan in the residents lounge, The Club lets you wind down as well as work up a sweat. Neighbours meet in the sleekly designed lobbies to plan the day ahead or get creative in the co-working spaces where ideas become reality.



A striking feature of the architecture of Upper Riverside, the cascading terraces offer much more than commanding river views. Once part of the community you'll find yourself using the expansive terraces for everything from lunchtime meetings to outdoor Yoga classes and impromptu BBQ parties with new friends.

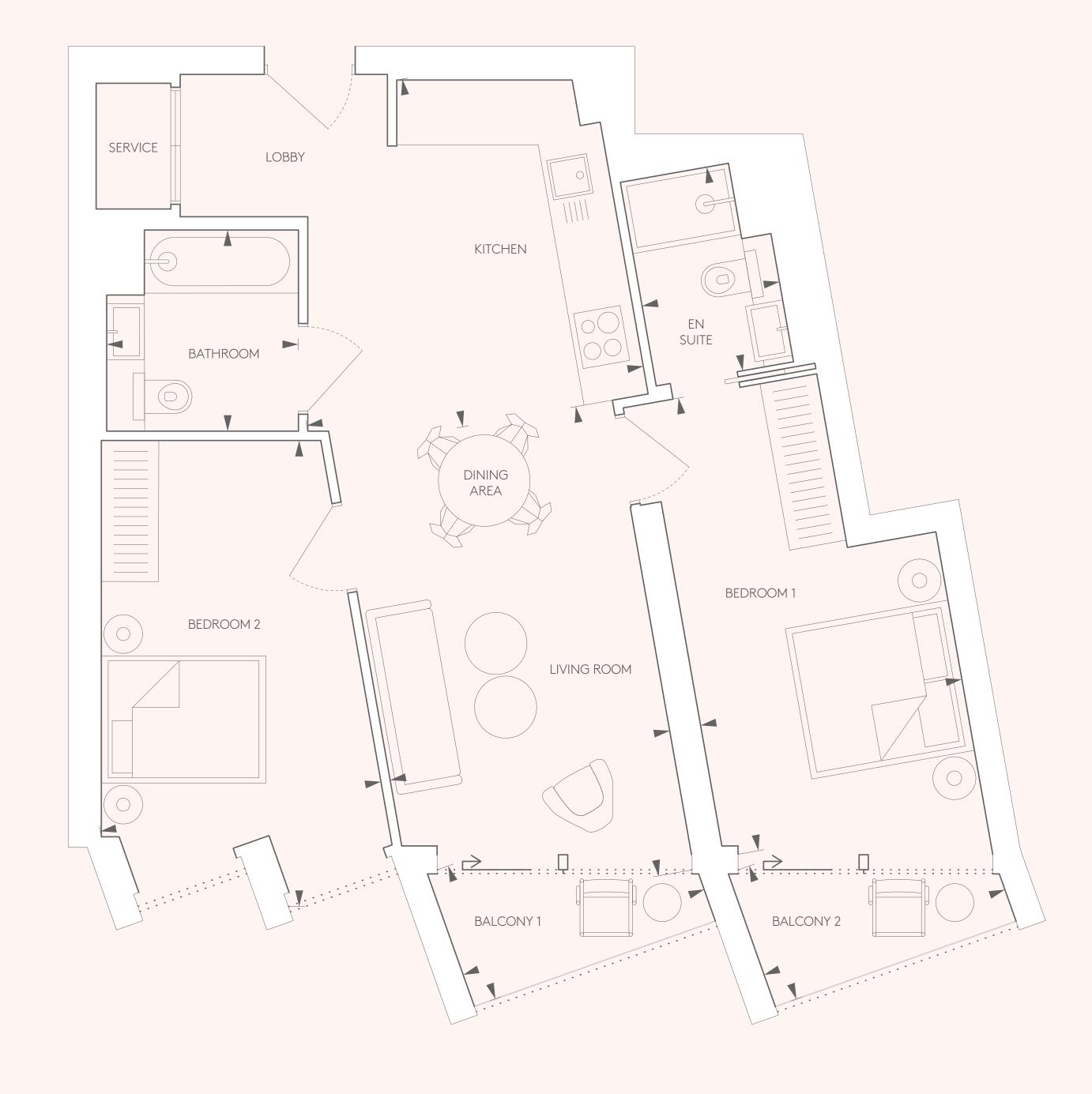


FLOORPLANS



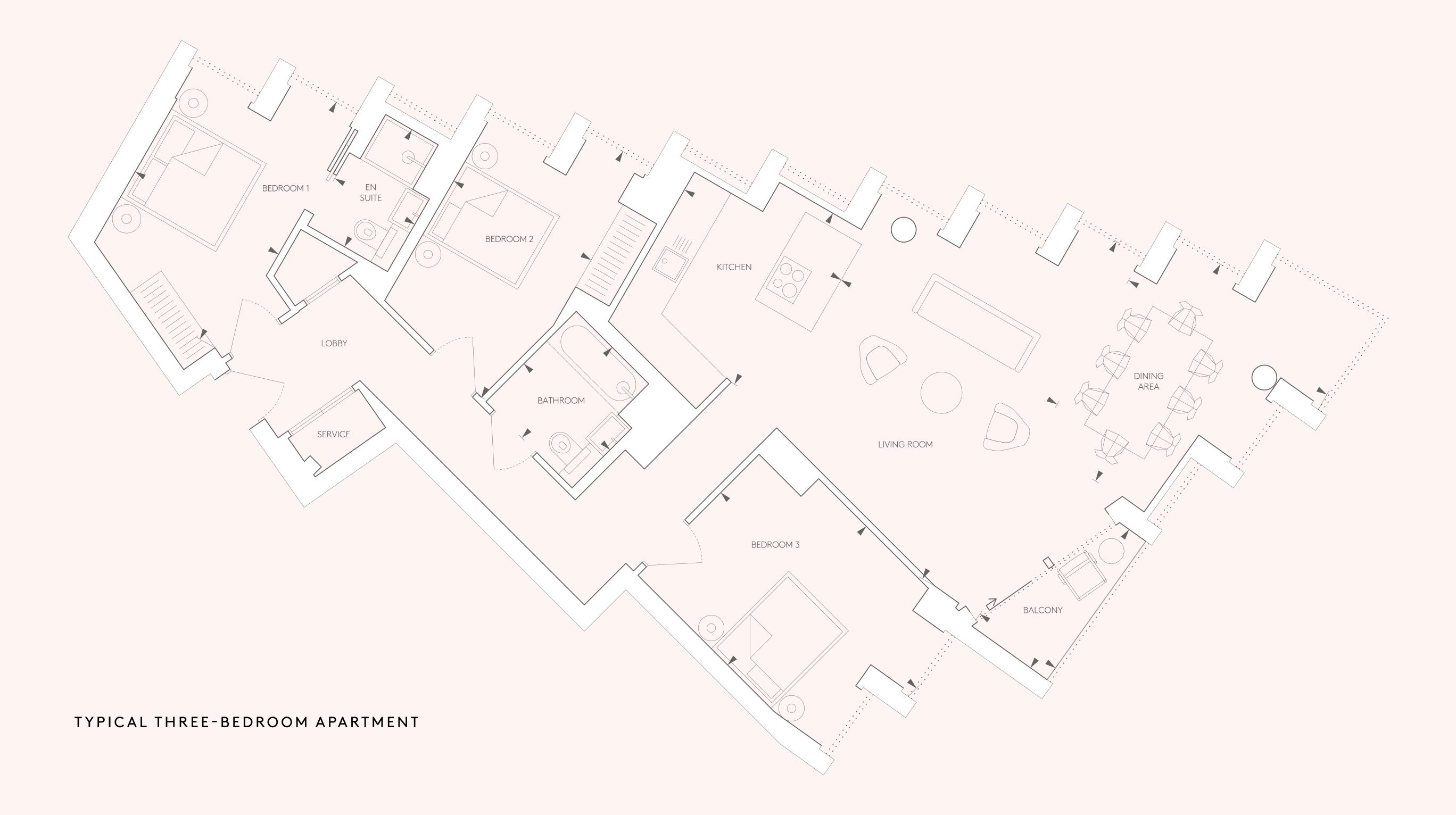
TYPICAL STUDIO APARTMENT



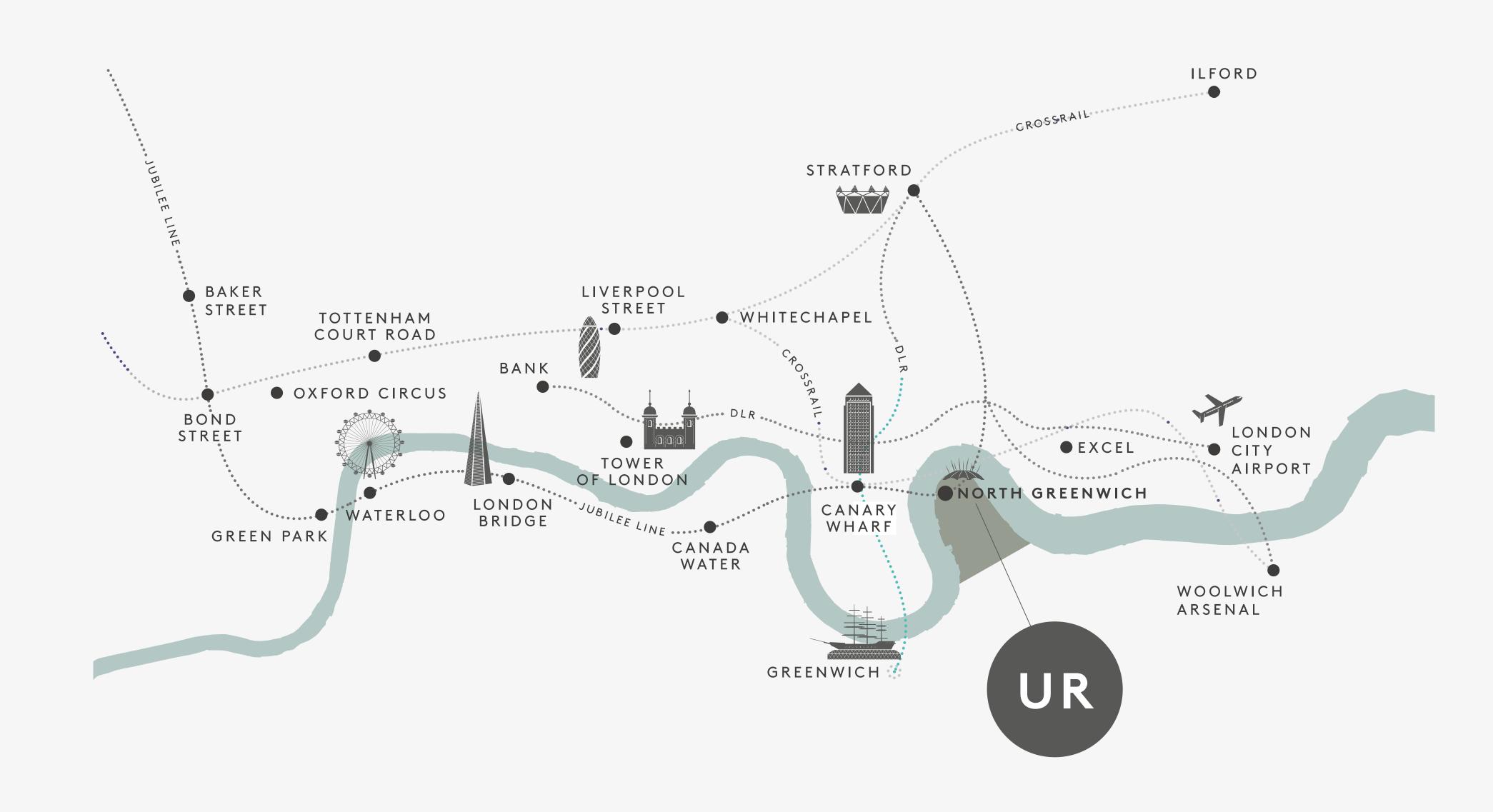


TYPICAL ONE-BEDROOM APARTMENT

TYPICAL TWO-BEDROOM APARTMENT



GETTING HERE



O JUBILEE LINE

▼ NORTH GREENWICH	
CANARY WHARF	2 MINS
LONDON BRIDGE	8 MINS
• STRATFORD	8 MINS
• SOUTHWARK	10 MINS
• WATERLOO	11 MINS
• WESTMINSTER	13 MINS
• GREEN PARK	15 MINS
• BOND STREET	17 MINS

O DLR

•	CANARY WHARF		
•	BANK	10	MIN
•	STRATFORD	13	MIN
•	CUSTOM HOUSE	14	MIN
•	LONDON CITY AIRPORT	17	MIN

THAMES CLIPPER

▼ NORTH GREENWICH PIER	
GREENWICH	8 MINS
TOWER HILL	30 MIN
• LONDON BRIDGE	34 MIN

CATCH A RIVERBUS FROM YOUR FRONT DOOR, OR TAKE THE TUBE.

THE JUBILEE LINE RUNS A 24-HOUR SERVICE AT WEEKENDS.

SURROUNDED BY 1.6 MILES OF RIVER ON THREE SIDES, WITH TUBE,
BUS, BOAT, AND CABLE CAR LINKS.



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