

# The City Scene

NO.5 | WINTER 2018



THE CITY

SHOREDITCH

OLD STREET



INTERVIEWS

## Q&A with East London locals

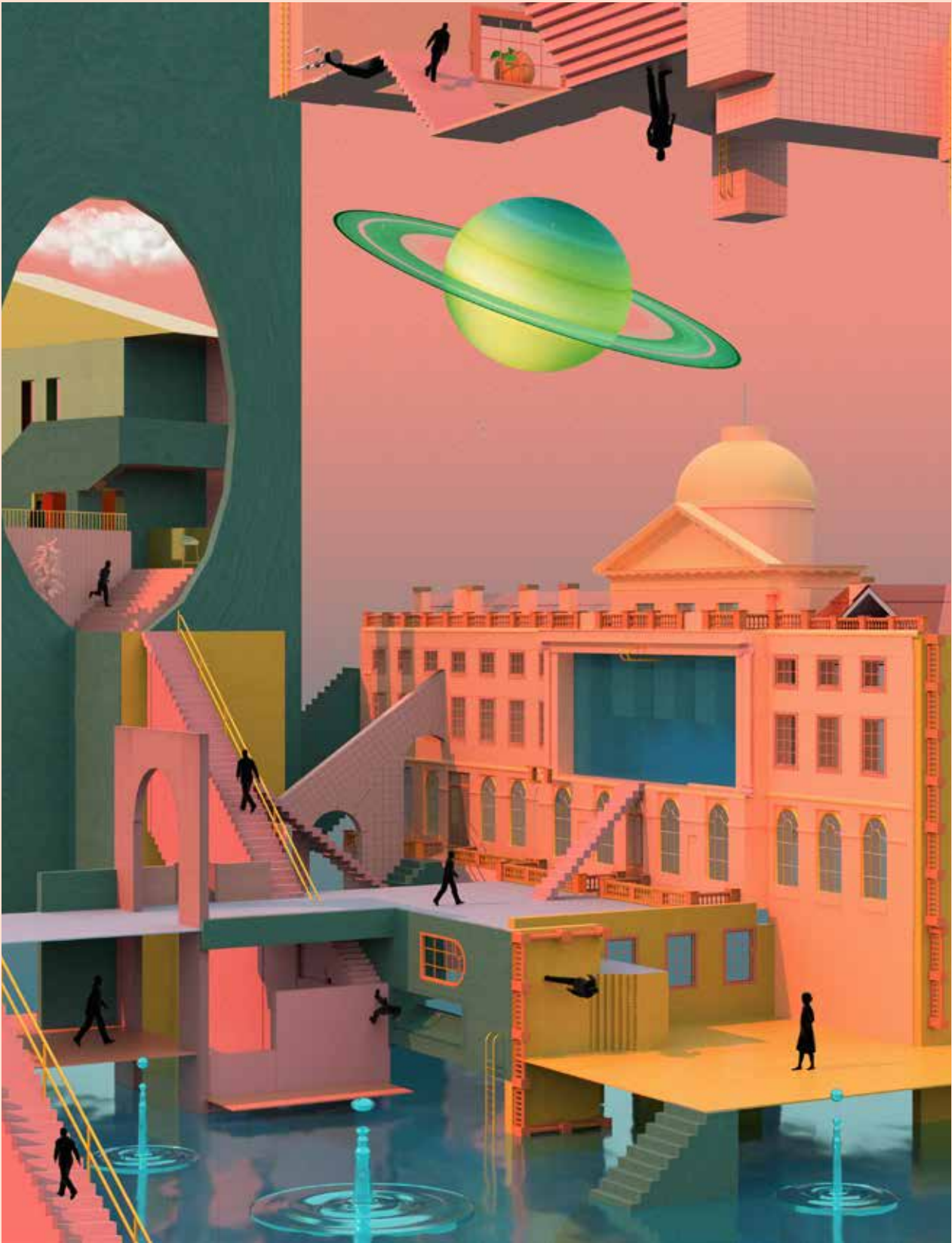
Meet 10 East Londoners and find out what the area means to them.



THE NEWBIES

## New places to look out for

The pop-ups, restaurants and bars causing a stir.



FEATURE

## Future living by Georgina Graham

Discover what the future of food, work, health, love and technology may mean for us.

A LIFE IN LUXURY

9 BEST HOME SERVICES

FULL OF GOODNESS

## ONE CROWN PLACE

EC2 RESIDENCES | OFFICES | RETAIL | HOTEL



SPECIAL GUEST EDITOR

*Georgina Graham*

We're delighted to introduce Georgina Graham as our Special Guest Editor for this edition of the City Scene. Georgina is an artist working predominantly in fashion, editorial, beauty, celebrity and advertising. She quickly gained a reputation as a respected international makeup artist before going on to advise, consult and design for skincare and beauty brands. She's worked with clients such as Givenchy, Chanel and Louis Vuitton, talent from Alexa Chung to Kiera Knightley and on editorial collaborations with Vogue, Dazed & Confused and Self Service.

"I'm so thrilled to be part of this really fantastic wellness and luxury issue of The City Scene filled with insightful interviews with some of the most fascinating people living in East London. I relished writing the articles on luxury living and how we may live in the near future, not to mention the objects of desire that will hopefully make you drool as much as I did researching them. Lastly, a round up of some of the best people to come to your home and make your life easier, better, healthier and happier. Because, ultimately, isn't that what we all strive for now these services are there for the taking? I hope you look after yourself and remember that self-care is important because you deserve it."

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RECENTLY OPENED

# The newbies

The new players that are changing the City's social scene.



## Blacklock Shoreditch

Following the success of its Soho and City restaurants, chop and steak house Blacklock has recently opened its highly anticipated third restaurant on Shoreditch's Rivington Street. Blacklock Shoreditch opens for lunch and dinner and, for the first time, is introducing a dedicated bar area which serves a bespoke cocktail, created in collaboration with renowned New York cocktail bar Slowly Shirley.

28-30 Rivington Street, EC2A 3DZ 9 minutes walk  
[theblacklock.com](http://theblacklock.com)



## KERB Meatless Market

September saw the arrival of KERB's first meatless market in Devonshire Square. London's tenth KERB market, the team behind the weekly meat-free lunchtimes will be developing future vegan and vegetarian offers with their 'inKERBator' programme. Expect to see a lot more meat-free vendors hitting the KERB circuit soon.

Devonshire Square, EC2M 4YF 10 minutes walk  
[kerbfood.com](http://kerbfood.com)

## Kym's by Andrew Wong

Celebrated chef Andrew Wong has joined Bloomberg Arcade this autumn, opening his long-awaited second restaurant after winning a Michelin star for A. Wong in Victoria. Kym's will offer a premium casual all day dining menu based on Andrew's creative interpretation of classic Chinese dishes.

19 Bloomberg Arcade, EC4N 8AR 17 minutes walk  
[bloombergarcade.com](http://bloombergarcade.com)



## Lino Restaurant

Soon to open in Smithfield, Lino is a new bar and all day restaurant from the team behind Kitty Hawk. A former linoleum warehouse, the exterior is still clad in original glazed tiles. Inside, however, it's been reimaged with a beautiful clover-shaped, waxed tulipwood bar standing at the centre of the space. Headed up in the kitchen by the former Head Chef of The Dairy in Clapham, expect Montgomery Cheddar croquettes, rib of beef with oxtail and potato tart and the intriguing croissant ice cream.

92 Bartholomew Close, EC1A 7BN 15 minutes walk  
[linolondon.co.uk](http://linolondon.co.uk)



## Crispin

Located next to Old Spitalfields Market, Crispin is from the team behind Scotchtails, the cult Borough Market based scotch egg company, and Lundenwic, a speciality coffee shop on Aldwych. It has both an indoor pavilion and outdoor terrace, and serves up a range of seasonal dishes using local produce such as Clapton Park honey and Dalston's Dusty Knuckle bread. Bar snacks and cocktails are added to the menu by night.

Pavilion, White's Row, E1 7NF 12 minutes walk  
[crispinlondon.com](http://crispinlondon.com)



## BOTTLES

The Italian wine bar is a joint venture between the co-founders of Bottles & Battles (a wine-tasting marketplace in Mercato Metropolitano) and pop-up Italian restaurant concept SOOD Family. Split over two floors and with a terrace, BOTTLES focuses on Italian wine and food pairings. It features large communal tables, an open kitchen, a bespoke Mozzarella bar and space for larger groups, tasting dinners and masterclasses.

Old Spitalfields Market, 67 Brushfield Street, E1 6AA 12 minutes walk  
[bottleswine.bar](http://bottleswine.bar)



## Two Lights

The team behind Michelin-starred The Clove Club have recently opened a new neighbourhood restaurant in Shoreditch. Following his work at Jean-Georges and Momofuku Ko, Two Lights marks Chase Lovecky's solo debut and will provide a menu with modern American influences.

32 Kingsland Road, E2 8DA 15 minutes walk  
[twolights.restaurant](http://twolights.restaurant)





CELESTE CONSOLE by LARA BOHINC STUDIO

£13,998  
bohincstudio.com  
59 Kensington Gardens Square, W2 4BA



MAH JONG COMPOSITION HIRU by  
KENZO TAKADA FOR ROCHE BOBOIS

£11,000 – £14,000  
roche-bobois.com  
Harrods, 87-135 Brompton Road



OVERSEAS DUAL TIME WATCH by  
VACHERON CONSTANTIN

£21,200  
vacheron-constantin.com  
37 Old Bond Street, W1S 4AB



ANCEPS DIAMOND EARCUFF by RACHEL BOSTON

£850  
rachelboston.co.uk  
24 Cheshire Street, E2 6EH

# Objects of desire

BY  
*Georgina Graham*

Beauty is in the eye of the beholder.  
Here are the apples of mine.



ELECTRIC MOTORBIKE by eROCKIT

£10,457  
erockit.de



MULTI-LITE by LOUIS WEISDORF FOR GUBI

£1,089  
shop.gubi.com  
18C River Street, EC1R 1XN



SWING BELLS FREE WEIGHTS by NOHRD

£649  
nohrd.com  
55 Marylebone High Street, W1U 5HS



WALL FARM INDOOR GARDEN by CLICK & GROW

£1,147  
eu.clickandgrow.com



FEATURE

# A life in luxury

BY *Georgina Graham*



Image Credits: Howard Arkley estate

Your home will probably be the largest investment of your lifetime. Maybe you worked for it, maybe you inherited it, or perhaps you won it in a raffle. Talking Heads may have asked us “how did I get here?” and once we’ve worked that out, what’s next? The question is, is there a correlation between housing and happiness? The psychologist Abraham Maslow argued that life satisfaction depended on meeting needs. Housing was the prime focus of Maslow’s theory with the primary physiological needs for warmth and rest. But housing could also help in meeting needs which were less urgent, but more important to a truly satisfied life: the needs for safety; for love and belonging; self-esteem; self-actualisation; aesthetics.

Aesthetically speaking, imagine you’ve furnished your home or paid someone with taste that is incredible, but understated enough that you might be able to pass it off as your own. We live in increasingly more introverted times and I am not presenting you with a lonely impression of the near future as portrayed by Joaquin Phoenix in Her. Nor am I suggesting that the only option of time at home involves a virtual ‘do not disturb’ sign so that one can stay up the entire weekend playing Fortnite Battle Royale (apologies if you are a millennial and that is your actual thing).

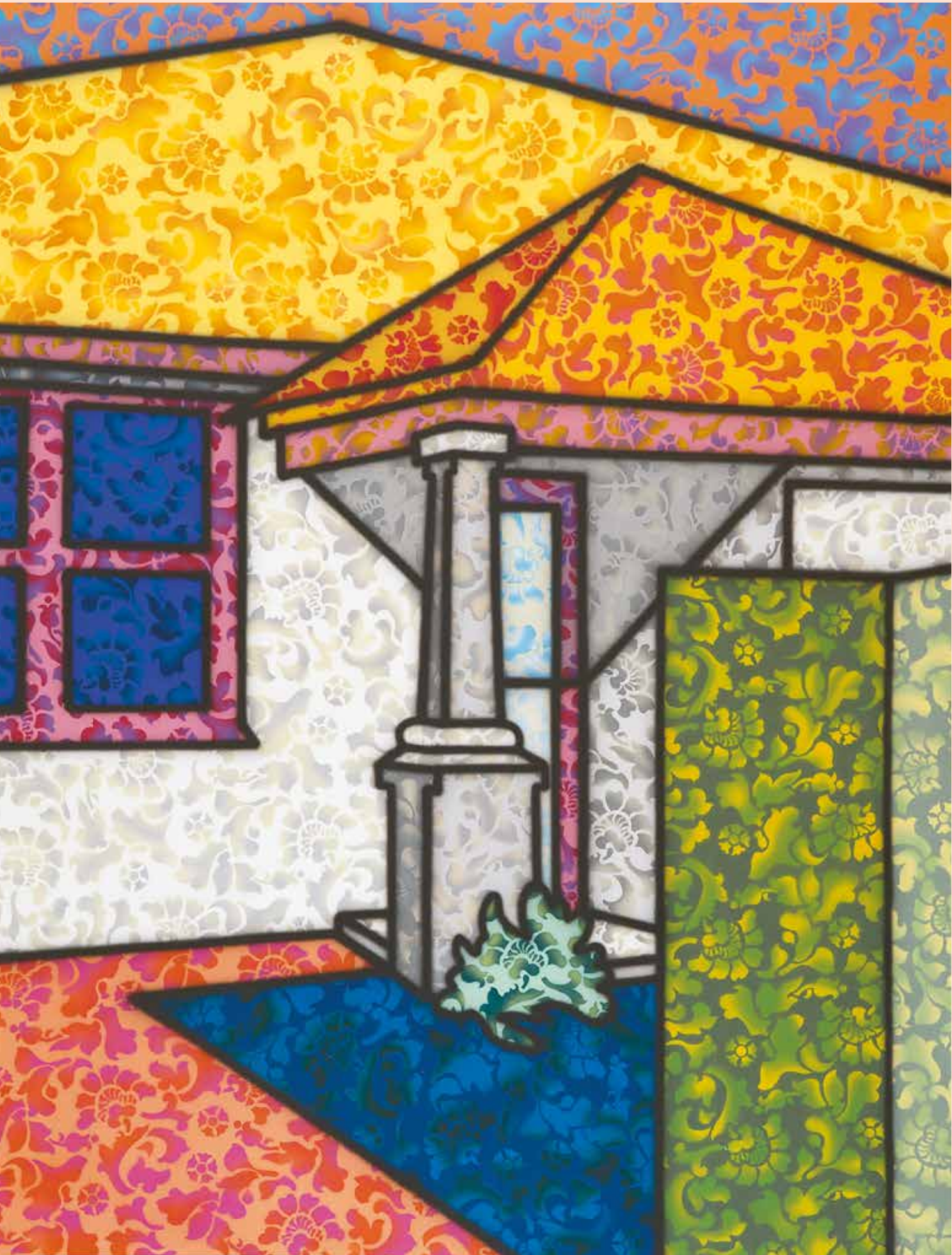
So what is home luxury now? Is it what you buy or is it what you do to make you happy and can the two be combined? Research from the 2018 World Happiness report, a ranking compiled by an international team of economists, neuroscientists, and statisticians to measure global well-being, suggests that keeping the brain happy relies on four main factors: staying positive, recovering from negative feelings, spending time with loved ones, and being mindful. I mean, to be honest, when you think about it it’s a no brainer. It’s about thinking yourself happy, getting treatment if that isn’t always possible, making smart decisions and being with those you love – be that family or friends. These days our friends are our family too.

So, how about we look inwards and apply the thought that people are now also searching for ways to spend on self-fulfilment over material possessions? How we go about what we do for ourselves in our home could have a profound effect on our well-being. An interesting book came out earlier this year by Randy Zuckerberg (yup she’s got a famous brother) called Pick Three: You Can Have it All (Just Not Every Day) which is an interesting idea that you can decide to do exactly what you want in the work, sleep, family, fitness and friend categories with useful tips for improving and economising all five to suit modern life.

The list below offers a buying guideline for modern luxury, whether product or service. With this new healthier attitude there is no reason why we shouldn’t spend happily.

1. Authentic Narrative. Relate to what you purchase. If it means something to you buy it, if it doesn’t don’t.
2. The Craft. The beauty of luxury is quality and how a product is made. You want to know that story or you should do.
3. The Experience. No this is not what you did on your ‘Gap Yah’, this is about the personalised service and not necessarily the product alone.
4. Provenance. Where was it made? By who? What condition? How did it get to you? What impact does it have on rampant globalisation?

In this issue we share with you some of the best services to keep you mentally, physically and spiritually happy in your home. We also ask some of the most exciting and influential East London residents about their take on luxury, as well as top tips, recommendations and items that we consider to be the new luxury iconic pieces to tempt you and make your dreams a little richer and sweeter.



You may ask yourself, “What is that beautiful house?  
“You may ask yourself, “Where does that highway go to?  
“And you may ask yourself, “Am I right? Am I wrong?  
“And you may say to yourself, “My God! What have I done?”

Once in a lifetime, Talking Heads.



FEATURE

# 9 best home services

BY  
*Georgina Graham*

The new services delivered to your door for a convenient happy life.



Image Credit: Ruuby

## Holistic Emma Lucy Knowles

Emmy Lucy Knowles is the person to turn to for all your healing, clairvoyant and spiritual needs. When you need alternative support and guidance, hers is the positive, kind voice to guide you.

[youremmylou.com](http://youremmylou.com)

## Cloths Garde Robe

This is the ultimate wardrobe overhaul and valet that gives your wardrobe the A-list treatment. Their services range from storage, to seasonal, wardrobe inventory and photography, appraisals, closet organising, luggage packing, at home alterations and expert garment care.

[garderobeonline.com](http://garderobeonline.com)

## House keeping House keep

This is a service that benefits families, singles and couples who want a reliable cleaner/house keeper. You can choose to have one-off visits, or request the same person weekly or fortnightly – it's up to you. The beauty of this service is that everything is arranged online with a virtual notebook to make requests. Extras include: laundry, ironing, oven and fridge cleaning, window cleaning all by vetted and background checked cleaners.

[housekeep.com](http://housekeep.com)

## Medical Medelit

Medelit cover a wide range of instant medical needs from GP's to acupuncture, and physiotherapists to psychologists for when you need a reliable professional to come to you quickly.

[medelit.com/uk/](http://medelit.com/uk/)

## Personal trainer Vala Noren

Vala Noren is the personal trainer on everyone who's in the know's lips. She started out her career training Hollywood stars and now takes on private clients. She is a modern day Hip Hop loving, ice blonde Hitchcock heroine who knows how to pack a punch and get you in the best shape of your life fast. Alternatively, get her to stretch you after a flight to alleviate your jet-lagged body, or train you with her own personal method of ballet fit – there's something for everyone at all levels. She's also passionate about healthy lifestyle, focusing on long-term health and fitness and advising on nutrition and rest. Find her on Instagram and direct message or email her to see if she can squeeze you into her roster.

@Vala.PT or email her [valapersonaltrainer@gmail.com](mailto:valapersonaltrainer@gmail.com)

## Beauty Ruuby

The ultimate treatment, mobile personal styling, grooming and wellness consultancy, delivering the finest luxury treatments and beauty solutions in the comfort of your own home. A superior salon experience: from blow dries to body treatments, manicures to make up, a complete top to toe service is available. Their brilliant app lets you book immediately and this is who the fashion folk have on speed dial when in need of a wax/blowdry/mani/pedi. They also have Perfect Men who focus on male grooming needs and treatments.

[ruuby.com](http://ruuby.com)



Image Credit: La Belle Assiette

## Literary Heywood Hill

Book a home subscription from this discreet, chic literary bookshop. Fill in an online form and have a chat on the phone with one of their knowledgeable staff who will send you a book every other month to excite, inspire, entertain or educate you – and all wrapped up in beautiful paper and ribbon.

[heywoodhill.com/subscriptions](http://heywoodhill.com/subscriptions)

## Food La Belle Assiette

'At home dining' to make entertaining truly enjoyable and stress free. La Belle Assiette send chefs to your home to cook, serve and clean everything for you and your guests. Choose from menus that are grouped into 3 price categories. Bon Appetite!

[labelleassiette.co.uk](http://labelleassiette.co.uk)



SPOTLIGHT

# Shared experiences

Drawing on her love of antiques, colour, contemporary ‘world art’, modernist furniture, photography and her latest discoveries, Studio Ashby founder and creative director Sophie Ashby aims to deliver an eclectic richness to each interior she designs. Here we unveil the design vision for the amenity spaces at One Crown Place.



The seventh floor of One Crown Place will provide residents with a world-class suite of amenities, including a gymnasium, a private dining room, residential lounge, cinema room, treatment room, studio and communal terrace.

The amenities are a welcoming and interesting collection of fluid areas, designed as an extension of the residents' own apartments. Using the architectural footprint and working with the dynamic, angled geometry, Studio Ashby has applied an eclectic zoning approach to the layout of the areas, fully embracing the views across the London skyline whilst promoting a sense of community, alongside more private spaces for down-time.

As Sophie explains, “Art is central to my inspiration and so is place – the way we respond to, and are in turn shaped by it. We’ve curated pieces from Hackney’s

celebrated local emerging artists and galleries for the inviting communal spaces we’ve designed. I believe the things we surround ourselves with should make us feel alive and connect us to the spaces we inhabit; this is ultimately what I hope for the residents who will use these unique amenities.”

Along with craftsmanship, the emphasis is on the beauty of the natural materials and, in reference to the local area, a juxtaposition of the old alongside the new.

The seventh floor has been designed to encapsulate this ethos, with furniture in the central living room carefully chosen to promote the sharing of ideas and a sense of togetherness. In the gym you’ll find only state-of-the-art equipment, while the screening room takes cues from the golden age of cinema.



CGIs of amenities at One Crown Place





Studio Ashby has applied an eclectic zoning approach to the layout of the areas, fully embracing the views across the London skyline whilst promoting a sense of community, alongside more private spaces for down-time.

### The workhub

In addition to the central living room, a pocket of privacy has been created for the work hub, offering a quieter spot to focus, with dedicated individual desks, as well as larger spaces for communal work. Surrounded by a catalogue of books, the workstations are generous in size, well thought out and easy to personalise to promote a sense of wellbeing.



### The gym

Studio Ashby uses a series of vintage details set within a fresh, contemporary environment to create a timeless aesthetic. Referencing nostalgic sports hall features such as the climbing bars and applying them to the perimeter of the gym space provides a functional framework for a cascading display of plants – further enhancing a feeling of health and wellbeing.

### The screening room

Studio Ashby looked to create a warm, intimate and comfortable screening room with green velvet and green marble, satin and brass upholstered wall panelling. The collection of individually sourced furniture and low-task lighting has been chosen to create a unique domestic setting.



CGI of amenities at One Crown Place



FEATURE

# Future living

BY  
*Georgina Graham*

Technologically speaking, the leap from 2018 to 2038 will be enormous in some areas and almost undetectable in others. From the earliest of human societies, people have sought to enrich their lives with the comfort, convenience and quality of luxury. When we think what the vision of the future was back in the mid 90's, when people worked in cubicles trying to figure out Windows 95, could we have even imagined that 'Kindle', 'smart phone', 'tablet', 'Amazon' and 'Netflix' would all be common place words in our daily vocabulary?

Danish philosopher Soren Kierkegaard said that "Life can only be understood backwards; but it must be lived forwards." So, with that in mind, what can we say for certain? The world will probably be much like it is today, but smarter, faster and even more computerised for our online lifestyles.

The things that will, as ever, motivate us to function and progress are: food, work, health, love and technology.

## Food

Vertical farming, genetically modified (GM) crops and synthetic meat will be vital for greater food efficiency as populations continue to grow. Insects will become a snack, adopted from Asian street market television cooking shows, but flavoured and marketed to our taste. For those who would rather consume meal-replacement products than cook a meal, an alternative to the meal-replacement drink Soylent will soon be available. For those who'd prefer to eat their meal, Mealsquares are solid, whole-food meal-replacement products.



Image Credits: Tishk Barzanji/jellylondon.com

The Open Agriculture Lab (OAL) at the Massachusetts Institute of Technology (MIT) has recently suggested that as much as 40% of urban diets could eventually be produced domestically. According to an article on Circulate, OAL is actively working to develop domestic grow-boxes, which create controlled environments where unique combinations of temperature, humidity, and soil are created to grow specific types of food. Caleb Harper, OAL's director, believes urban farming will have to play a role in future diets, citing problems of freshness, storage, and transport costs.

## Work

It's a very real possibility that future experts will lose their jobs to artificial intelligence (AI). Professor Richard Susskin, an expert in law and AI, explores two possible futures: one where machines augment our current professions (a doctor using Skype to remotely connect with a patient, say), and one where the profession is directly replaced (the computer does the diagnosis, cutting out the middleman). Elements of this are, of course, already rearing their heads. "In one year, more people signed up to Harvard's online courses than attended the entire university since it began," Susskind says, while highlighting advancements in practically every sector. "Even in the clergy we found an app called Confession," he reports. "It has tools for tracking sin, and a dropdown menu with offers of contrition. It brings to mind an aphorism from the science-fiction writer William Gibson: 'The future has arrived, it's just not evenly distributed yet.'" However, on a positive note, future chief technology officer Simon Raik-Allen suggests we will see a return to more vibrant local communities as people work within walking distance of their homes, improving physical and mental health and creating more time for people to spend with their loved ones.

## Health

New and more sensitive monitoring devices, some wearable, some implanted and some built into the home, will be continuously measuring physiological and biochemical parameters, observing behaviours and tracking location. This will benefit the preventative direction that health care will need to take due to strained resources in hospitals and a population with longer life expectancies. Artificial intelligence will even analyse test results, causing a shift towards robotic pharmacists, and patients will have full electronic access to all their health records. Face-to-face consultation with a GP will remain the gold standard, but patients will also be able to video-consult from their home or work using smart phones. Genomic treatment will revolutionise patient care and whole genome sequencing to identify disease causing genes and risk profiling will be universally available. We will even be able to print our organs on 3D printers. The world's first 3D-printed, bioengineered trachea was transplanted in 2013, and between now and 2050 the NHS will become capable of designing and fitting increasingly complex structures, such as kidneys, livers and lungs.



## Love

The internet has forever changed the way we meet, date and fall in love. Online dating and location-based services such as Vine, Snapchat, and Grindr have allowed people to look beyond their immediate friends, friends of friends, and co-workers. We're becoming more independent and less constrained by the old social norms. This will have an impact on the relationships we form, with fewer people choosing traditional marriage, a rise in official (and unofficial) civil partnerships and more people remaining single for longer, if not forever. Companionship, sex and relationships will be explored in robotics, AI and VR. 2018 was the year that saw the opening of sex robot and sex doll brothels, with one closing down only nine days after opening – perhaps it's the human touch we need after all.

## Technology

All of the above fits under the umbrella of technology. What we do know for certain is that devices will get smarter, faster and smaller. We also know that the internet connects us all and that we'll see a rise in both wearable devices and implants and unlimited free data storage. When more sensors are deployed, a great shift in internet traffic will take place. More devices will be connected, including home appliances that will soon become automated.

For those of you who've had their interest in future global predictions piqued, please check out this timeline [www.futuretimeline.net](http://www.futuretimeline.net). For those who wish to take a more zen approach to the future let's look to Buddha who said, "Do not dwell in the past, do not dream of the future, concentrate the mind on the present moment".



IN THE AREA

# Full of goodness

Whether you're vegan, veggie or just verging towards a healthier lifestyle, there's been an explosion of green-fingered, vitamin-pumped places to tempt you away from your regular burger joint.



Instagram: hannah\_close\_photo

## Vegan Nights

Brick Lane's famous vegan night market. Get down to the Old Truman Brewery where the queue will no doubt be snaking its way out the door and down the road. Take your chance to gorge on some goodness before the onslaught of the festive season.

150 Brick Lane, E1 6QL 15 minutes walk  
[vegannights.uk](http://vegannights.uk)

## High Mood Foods

On a mission for nutrition, their Spitalfields stall sees them cross town from their native Marylebone. Championing 'intuitive eating' and boosting the capital's gut health, they're serving delicious veg-based, seed-topped dishes that keep your mouth watering.

Old Spitalfields Market, E1 6EW 11 minutes walk  
[highmoodfood.com](http://highmoodfood.com)



Instagram: highmoodfood



Kim Burrows Photography

## Biff's Jack Shack

The eponymous hero of this vegan paradise is the humble jackfruit, and it's incredible how many different ways they've found to fry, cook and slice it. Now with a permanent spot at Shoreditch Boxpark, they're bringing some serious bite with menu favourites such as the Samuel Hell Jackson chipotle burger.

Unit 49 Boxpark Shoreditch, 2-10 Bethnal Green Road, E1 6GY 11 minutes walk  
[biffsjackshack.com](http://biffsjackshack.com)



Instagram: essence\_cuisine

## Essence Cuisine

LA celebrity chef Matthew Kenney opened the restaurant on Leonard Street in 2017 and the meat, dairy, gluten, and refined sugar-free plant-based dishes proved an instant hit. They opened an express/takeaway café this year too.

94 Leonard Street, EC2A 4RH 8 minutes walk  
[essence-cuisine.com](http://essence-cuisine.com)



Instagram: klaraxk

## Lollipop

Amazingly, the capital's first ever fruit-based café, where over 80% of the menu contains fruit. Don't let this fool you though, they're pretty imaginative when it comes to their recipes. Take, for example, the oil-free, salt-free, buckwheat vegan waffles accompanied with chunks of banana doused in chocolate sauce. Sounds yummy.

10 Market Street, E1 6DT 10 minutes walk  
[lollipopldn.co.uk](http://lollipopldn.co.uk)



Instagram: emilie.jourden

## Redemption Bar and Restaurant

For some, sugar, wheat and alcohol are the key ingredients for a night out. But Redemption proves that socialising need not come at the expense of your health. The drinks are feed-worthy masterpieces, taste great and are all free from Dutch courage. A welcome antidote to traditional British drinking culture – say goodbye to that irksome Saturday morning hangover.

320 Old Street, EC1V 9DR 10 minutes walk  
[redemptionbar.co.uk](http://redemptionbar.co.uk)



INTERVIEWS

# Q&A with East London locals

BY  
*Georgina Graham*

Where we live shapes who we are. Meet true East London locals and find out what makes them, and their area, tick.

QUICK FIRE QUESTIONS

Where's your favourite place to go?

1. Bar or Pub 2. Restaurant 3. Clothes shop 4. Other shop 5. Gallery or Museum 6. Park 7. Market 8. Walk to 9. Get healthy at 10. Explore

**Do you see yourself living in East London for the long-term?**  
I can't imagine living outside of East. We sometimes play with the idea of moving, but it's hard to imagine where the next place could be.

**Do you do anything specific to contribute to your personal wellness?**  
I exercise most days, never in a gym, but outside and in most weather. It helps clear my head and focus my mind.

**If you need to escape city life where do you go to get away?**  
We go to Whitstable a lot as it's easy to get to from East London and my brother-in-law has a place there. I love running along the beach, the kids love going crabbing and we all love eating oysters.

**What does modern luxury mean to you?**  
Being able to surround myself by interesting, meaningful things, to travel and to have the time and space to entertain family and friends.

**Tell us something about yourself that you are proud of so we can be proud of you too?**  
I'm proud of what we've done with The Marksman; it has integrity. I've had Michelin-starred restaurants, but to have a public house that's non-elitist and serves great food and beer is what I've always wanted to do.

10 QUICKFIRE QUESTIONS

1. *The Marksman* 2. *Bright* 3. *You Must Create*  
4. *Donlon Books* 5. *The Barbican* 6. *Well Common*  
7. *Columbia Road* 8. *Broadway Market*  
9. *Victoria Park* 10. *Epping Forest*



## Rhonda Drakeford

Co-founder at Darkroom and founder of Studio Rhonda

**How long have you lived in East London and why do you love where you live?**  
Seven years, but my design studios have always been East. I currently live on a quiet street near Victoria Park which feeds me with a perfect diet of beautiful outdoor spaces and the buzz of very good local cafés, restaurants and bars.

**What or where are your favourite unexpected places to go to in East London?**  
I thrive off the visual and aural noise of Hackney – my favourite spot for a raucous night out is the pop-up restaurant Pale Blue Door, with alt-drag artist A Man To Pet hosting a table-side cabaret.

**Do you think that living in East London has had an impact on your taste and aesthetic approach?**  
Yes – whilst there's a new wave of restaurants and start-ups that take what they do very seriously, there's always the underground music scene and a massive queer culture that constantly take the piss and create a much-needed balance.

**Is there a sense of community where you live?**  
I think so yes – I know my immediate neighbours well enough to have a natter over the back wall, and also I live close to many friends. One neighbour died recently and the guys from the corner shop carried his coffin. Pretty special really.

**Do you do anything specific to contribute to your personal wellness?**  
I try to do a bit of yoga every day at home. I also cycle pretty much everywhere – I look for different routes to see what secrets East London can reveal.

**If money were no object how would you like to spend it?**  
I would like to design and build homes in all my favourite places around the world and take friends and family to enjoy them with me.

10 QUICKFIRE QUESTIONS

1. *The Gun* 2. *Hill & Szrok* 3. *Goodhood*  
4. *Donlon Books and its sister shop of curiosities*  
5. *Geffrye Museum* 6. *Victoria* 7. *Ridley Road*  
8. *Along the canal* 9. *Blok* 10. *Hackney Marshes*



## Richard Andrews

Architect

**How long have you lived in East London and why do you love where you live?**  
I've lived in various parts of East London, from Columbia Road to Victoria Park village, to now in Forest Gate. I love living East, everyone seems to be trying to carve out a lifestyle that revolves around community and activity.

**What or where are your favourite unexpected places to go to in East London?**  
Roof East in Stratford which sits on top of the old Stratford shopping centre carpark and also Crate Brewery. There's always something new going on, from battling cages to live gigs and an open-air cinemas.

**Do you think that living in East London has had an impact on your taste and aesthetic approach?**  
Absolutely. The huge range of activities available, cultures, experiences and varied levels of earnings, creates a higher expectation of craftsmanship. This is something that can be found across multiple design disciplines here.

**What does modern luxury mean to you?**  
An elegance and efficiency in design. Something doesn't have to cost a fortune to be luxurious. Craftsmanship, detail, proportion, composition and, most of all, experience are where people create my sense of modern luxury, regardless of their background.

**If money were no object how would you like to spend it?**  
A 1967 Ford Mustang Shelby GT500 Super Snake. I've wanted one since I was a little boy. After that, I'd build my own architecture and design studio, then sit back with a bottle of 12-Year-Old Japanese Whiskey to celebrate.

**Tell us something about yourself that you are proud of so we can be proud of you too.**  
I'm very proud of establishing my own architecture and design studio in 2017. I worked towards setting it up straight out of university. I enjoy being on the front line interacting with clients, chatting to press and designing interesting and engaging pieces of architecture for London and further afield.

10 QUICKFIRE QUESTIONS

1. *The Wanstead Tap* 2. *Pidgin* 3. *Grenson*  
4. *The Hummingbird Bakery* 5. *Barbican Centre*  
6. *Epping Forest* 7. *Victoria Park Food Market*  
8. *Crate Brewery & Pizzeria* 9. *London Aquatics Centre* 10. *East London and its Architecture*

## Namalee Bolle

Fashion Director and Psychotherapist in training

**What or where are your favourite unexpected places to go to in East London?**  
Green Street, E7 is amazing for the sari shops and the incredible bejazzled jewellery. I can spend hours there dazzled by the sparkles!

**Do you think that living in East London has had an impact on your taste and aesthetic approach?**  
It must have, yes. My first job was as fashion editor in Hoxton, so you get used to watching all the streetstyle and thinking 'that looks good' – especially when we used to go to clubs like 'Anti Social' and 'Boombox'. It's also super multicultural here – I love looking at fabrics and colours that remind me of my south Asian heritage and mixing them into my aesthetic.



**Is there a sense of community where you live, do you need that or like it if its there?**  
There certainly is in the building that I live in – it's quite old fashioned with people looking out for each other. I love that sense of humanity and kindness in the community amongst neighbours.

**Do you see yourself living in East London for the long-term?**  
It seems very likely. I feel very much at home here.

**Do you do anything specific to contribute to your personal wellness?**  
Yes, I go to the gym and various yoga classes. Yin yoga and restorative yoga at Yoga Place in Bethnal Green are my favourites. I also highly recommend Ashlins in Walthamstow which gives the best therapeutic massage I've ever had!

**If you need to escape city life where do you go to get away?**  
I go to my mum's house in the Surrey countryside, which is so beautiful and peaceful. When I go there I just relax on the sofa while she makes me delicious Sri Lankan food.

**What does modern luxury mean to you?**  
Authenticity, integrity, exquisite quality, uniqueness and specialness.

10 QUICKFIRE QUESTIONS

1. *The Duke of Richmond* 2. *Pidgin* 3. *Burberry factory outlet* 4. *House of Hackney* 5. *V&A*  
6. *St Mary's secret garden* 7. *Columbia Road Flower Market* 8. *Canary Wharf* 9. *Ashlins in Walthamstow* 10. *Spitalfields Market and Brick Lane*



# Hayley Reynolds McLean

Founder of betweenUs Creative Agency

How long have you lived in East London and why do you love where you live?

11 years. This is the only place I have ever lived in London and I can't imagine ever living anywhere else in the UK.

What or where are your favourite unexpected places to go to in East London?

I really enjoy Hackney Wick, something new is always happening and sitting next to the canal having a drink on a blue-sky day is the best.

Is there a sense of community where you live, do you need that or like it if it's there?

My community means everything to me – from the creatives I work with to the people living on my road. My street party is the highlight of my year – sharing plates of food and stories with neighbours of all ages, from all backgrounds.

Do you do anything specific to contribute to your personal wellness?

I love having massages at Cowshed. To totally relax I go to a Soundbath at Yoga on the Lane in Shacklewell.

What does modern luxury mean to you?

Streetwear.

Tell us something about yourself that you are proud of so we can be proud of you too.

I'm proud of betweenUs and the work that we do. We recently relaunched John Lewis womenswear (as part of the wider rebranding project with Pentagram). For me, it's about the journey of collaborating with people that you like and respect.



## 10 QUICKFIRE QUESTIONS

1. The Royal Oak
2. Hoi Polloi
3. northern-fells.com
4. Hub
5. V&A
6. Hackney Downs
7. Ridley Road Market
8. Victoria Park
9. Gergo at Body Studio
10. Columbia Road to Brick Lane

# Kerry Haynes

Creative Director at Haynes HQ

What or where are your favourite unexpected places to go to in East London?

Wanstead on the weekend, especially in summer – I only discovered it a couple of years ago. Feels like you could be two hours out of London but it's 20mins on the Central Line from Liverpool Street

Is there a sense of community where you live, do you need that or like it if it's there?

Definitely. It's full of places to meet up – Violet Cakes on Wilton Way is a fave. Under the arches is London Field's Fitness where the community goes for gritty work outs. I have a Frenchie called Brett and so the dog community is also big tick for us.

Do you see yourself living in East London for the long-term?

I currently feel the draw to a warmer climate, but that doesn't mean I won't be back. One of the things I love about here is proximity to Paris, various Italian cities and Ibiza. In seven hours you can be in NYC. For an Aussie that's life changing.

What does modern luxury mean to you?

"Modern luxury" should be founded on eco-friendly sensibilities. I love when sustainable projects and campaigns come up like those I've done with Vivienne Westwood and Vestiaire Collective.

If money were no object how would you like to spend it?

Chasing summers. I grew up in West Australia and have a love for the desert and sandy beaches. Creating images is my passion and I imagine I'd be doing that along my global journey.



## 10 QUICKFIRE QUESTIONS

1. Bistroteque
2. Cecconis
3. Browns East
4. Columbia Road Flower Market
5. The Barbican Centre
6. London Fields
7. Broadway Market
8. Epping Forest
9. Tri Yoga
10. The Barbican Centre

# Louis Ghewy

Fashion Hairstylist

Do you think that living in East London has had an impact on your taste and aesthetic approach?

Definitely. When I moved here from Belgium, East London was full of kids expressing themselves. There's always been "subcultures" here, but I feel like the East London hipsters were the first and last I experienced pre-instagram.



Is there a sense of community where you live, do you need that or like it if it's there?

Yes, lots of my friends and people I work with live within 10 minutes. My family doesn't live here and most of my friends are from all over the world. I think we all cherish bumping into each other unexpectedly.

Do you see yourself living in East London for the long-term?

If I stay in East London post Brexit, I wouldn't move further then Angel/Stoke Newington.

Do you do anything specific to contribute to your personal wellness?

I go to Blok Clapton 2-3 times a week for yoga and crossfit. If I really want to treat myself I go to Cowshed.

If you need to escape city life where do you go to get away?

I jump on the Eurostar to visit mum back in Belgium. She's a top notch beautician, so first thing I do is get a facial.

Tell us something about yourself that you are proud of so we can be proud of you too.

Moving to London, full stop. I've met such amazing people here, who've all became great friends along the way.

## 10 QUICKFIRE QUESTIONS

1. Spurestow Arms, The Hemmingway
2. Lardo
3. Blue Mountain School
4. Donlon Books
5. Whitechapel Gallery
6. Victoria Park
7. Broadway Market
9. Blok

# Dominic Jones

Jeweller



How long have you lived in East London and why do you love where you live?

Bethnal Green was my first home when I came to London in 2003. It's changed a lot in that time. I've lived in south, north and west before ending up back here. The central line is convenient and you have Victoria Park, Broadway Market, etc really close.

Do you do anything specific to contribute to your personal wellness?

I do two high intensity interval training sessions a week and meditate for at least 10 minutes a day – I recommended an app called '1 giant mind'.

If you need to escape city life where do you go to get away? What do you do when you get there?

My Grandma lives up in the Lake District so I try to get up there a few times a year. I love walks around Grasmere, rowing, hiking up the hills and mountains and just generally disconnecting from city life and reconnecting with nature.

What does modern luxury mean to you?

Care, refinement, craftsmanship and quality materials.

If money were no object how would you like to spend it?

I would build a beautiful grand designs-esque, self-contained eco lodge in northern Finland with an art studio wood work shop that I could retire to.

Tell us something about yourself that you are proud of so we can be proud of you too.

I helped the environmental charity World Land Trust raise money to connect the wildlife parks of India, allowing elephants to migrate across the continent again. It's been a big success, with elephants and other wildlife like tigers using them.

## 10 QUICKFIRE QUESTIONS

1. Royal Oak
2. Cook Daily
3. Browns
4. Conservatory archives
5. Whitechapel Gallery
6. Victoria Park
7. Broadway Market
8. Hackney Marshes
9. The Gallery Cafe
10. Ridley Road

# Cozette McCreery

DJ and Connector and Brand Ambassador at Iceberg

How long have you lived in East London and why do you love where you live?

I've been in Shoreditch now for nearly 20 years. Wow, I hadn't actually realised that until now. I moved here for work originally, but now my "friends family" keeps me here. That and varied night life options!

What or where are your favourite unexpected places to go to in East London?

I sometimes meet my friend Xavier at the Geffrye Museum and we do tarot, but really it's an excuse for a chat and a cuppa.

Do you think that living in East London has had an impact on your taste and aesthetic approach?

Yeah totally. I love the energy here, the diversity of the surrounding people and areas and the general feeling of "can do".

Do you see yourself living in East London for the long term?

I can't see why I'd move. My friends are here and they're important to me. I'd love to maybe live somewhere that was hot every summer, but I'd always keep a foothold here.

Do you do anything specific to contribute to your personal wellness?

I'm about to start a beginners boxing course at Paragon Gym. I went to Fightzone the other day and decided to start doing it properly.

If you need to escape city life where do you go to get away? What do you do when you get there?

I head to the Kent coast which is a quick train from St Pancras, or I go to Lake Geneva. Both are because I have friends there and I can swim or hike.

## 10 QUICKFIRE QUESTIONS

1. The Glory
2. Bistroteque
3. Sneakerstuff
4. Asashi Barber
5. Peer Gallery
6. Haggerston
7. Broadway Market
8. The Golden Heart
9. Hackney Fresh
10. Art Car Boot Fair



# Frieda & Javvy

Founders of House of Hackney

How long have you lived in East London and why do you love where you live?

We've lived in our house just off London Fields since 2007, but we were both in East London for a few years before that. Our house sits on a street off our favourite park and we love the diversity, creativity and rich community spirit.

Do you think that living in East London has had an impact on your taste and aesthetic approach?

We're constantly being inspired by our area, whether it's the history of Loddiges – the Victorian palm house that once stood close to where Hackney Town Hall is now – or a woman walking down the street in an incredible outfit.



Is there a sense of community where you live, do you need that or like it if it's there?

Yes, Hackney has a huge sense of a community that's so important to us.

If you need to escape city life where do you go to get away? What do you do when you get there?

A family day out in Epping Forest for a long walk and a pub lunch.

What does modern luxury mean to you?

It means investing in choice pieces that will stand the test of time. We believe in buying well-made, timeless homewares that will one day become family heirlooms. It's about having less 'stuff' and being mindful about what you consume.

If money were no object how would you like to spend it?

We would share it with worthy environmental causes.

## 10 QUICKFIRE QUESTIONS

1. Spurstowe Arms
2. Lardo
3. Retrouvé vintage
4. House of Hackney!
5. William Morris Gallery
6. London Fields
7. Ridley Road Market
8. Pavilion in Victoria Park
9. The Lido
10. Epping Forest



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## OPENING HOURS

Please drop in: Weekdays 10am–6pm  
Saturday 10am–3pm (by appointment only)

[ONECROWNPLACE.COM](http://ONECROWNPLACE.COM)

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