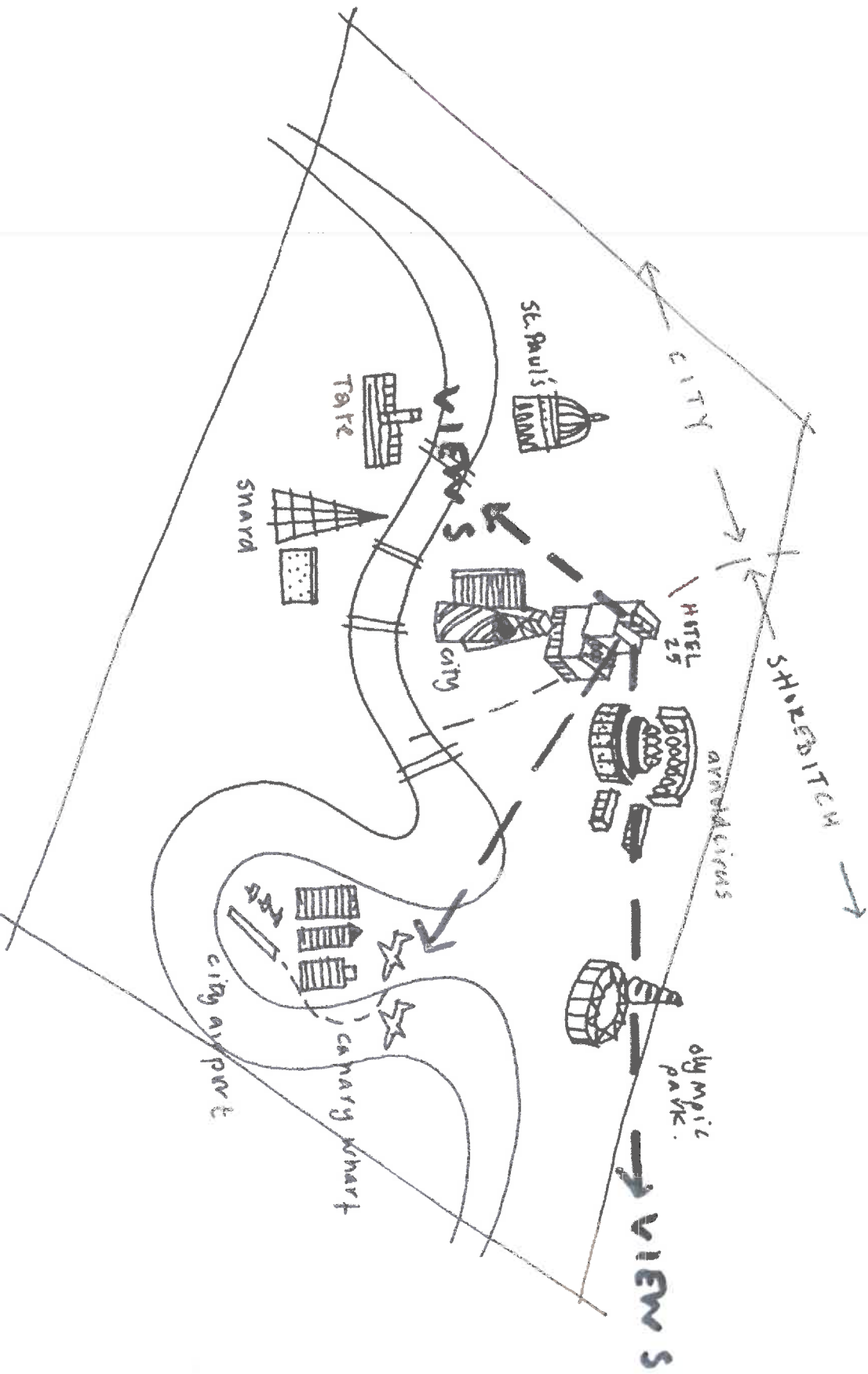


25hours Shoreditch

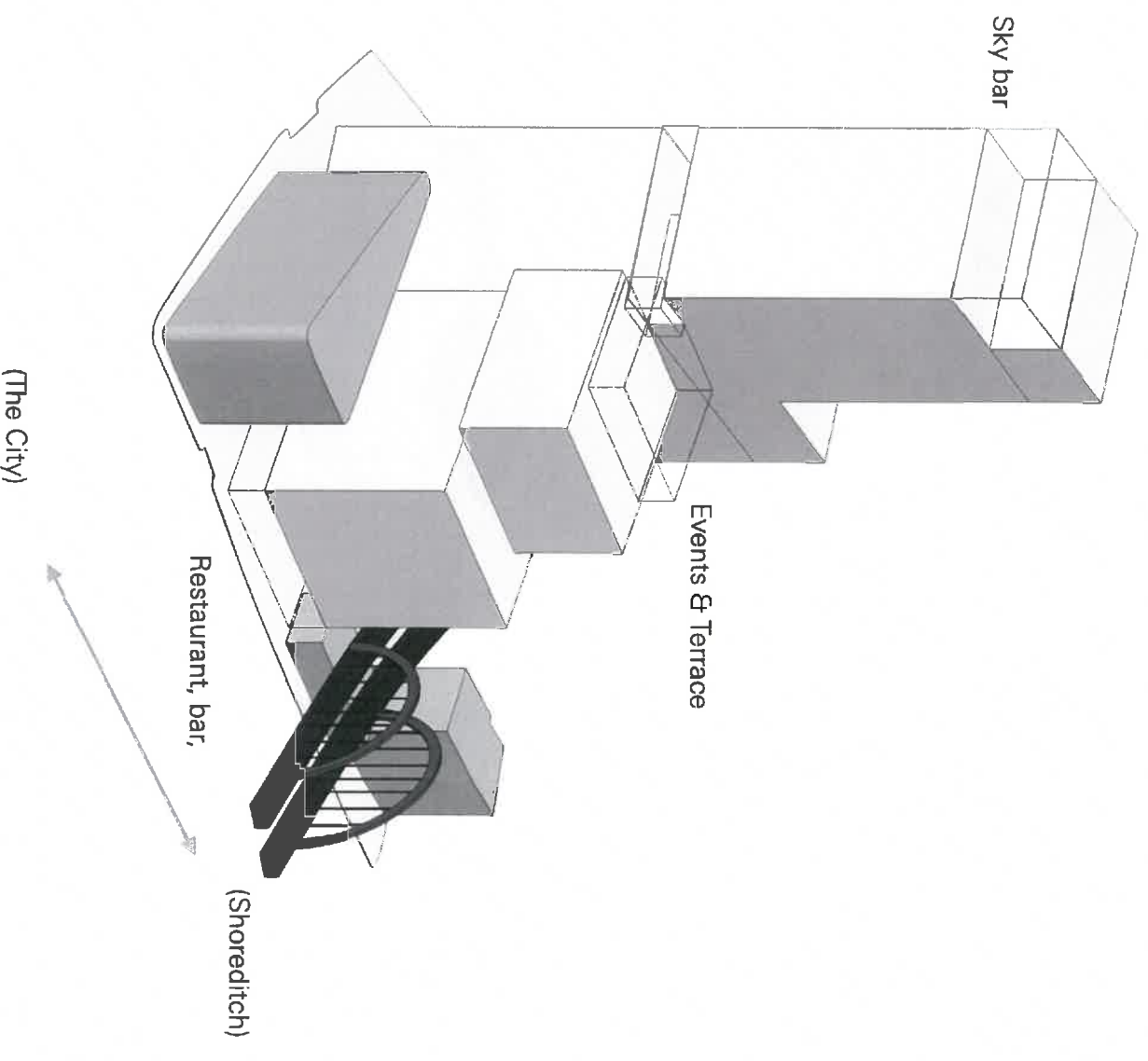
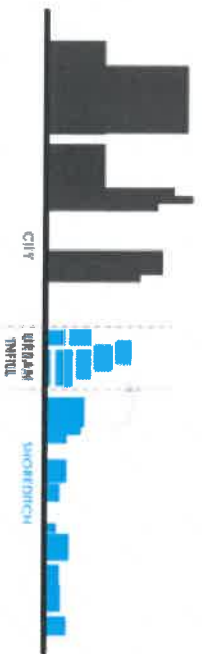
Introduction

Location



The Site

What are the new norms and how do we challenge them?



The Opportunities

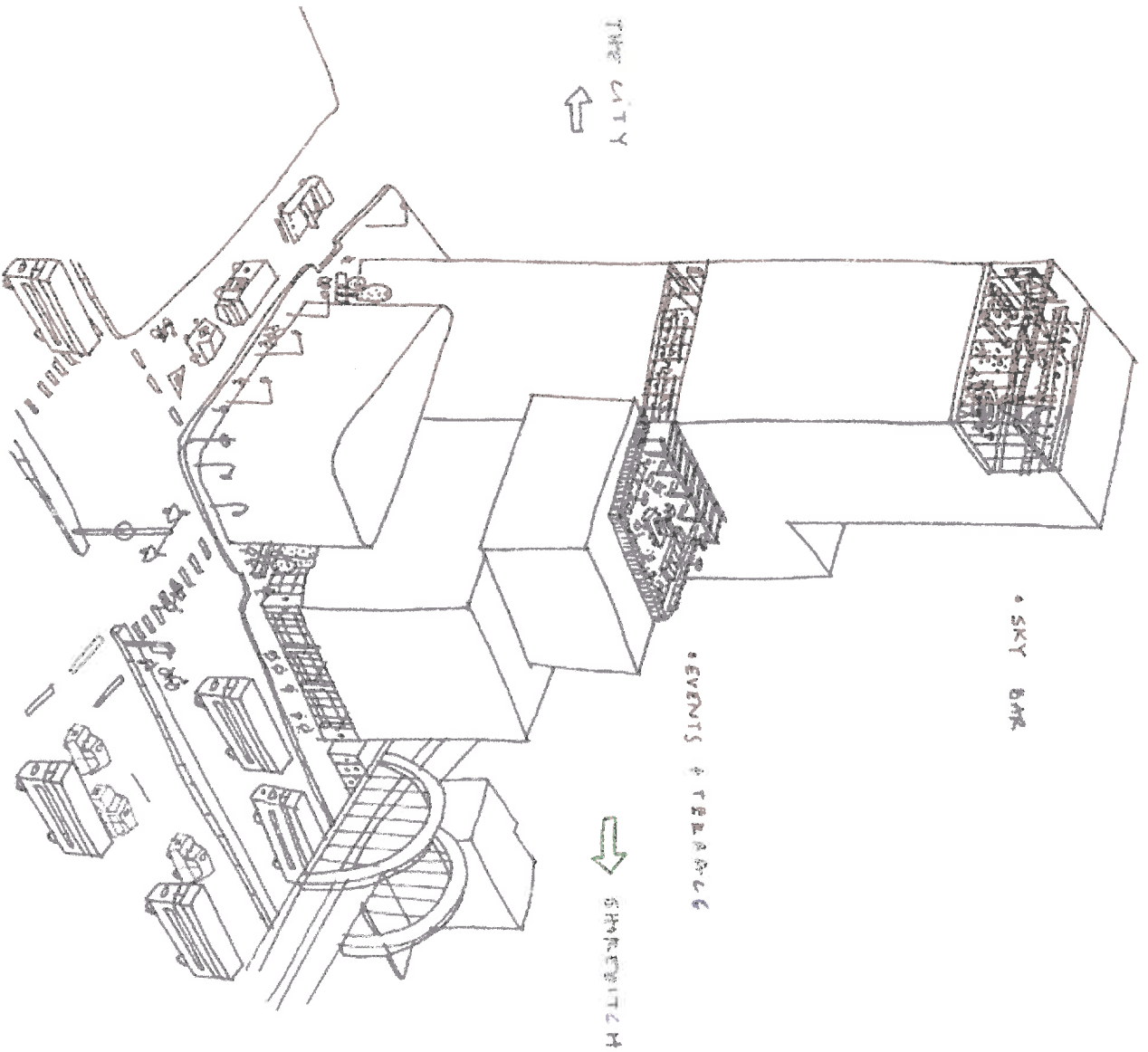
Street level:
Purposeful

- Hotel entrance
- F&B
- Retail

10th Floor:
Hotel on top of Shoreditch
Hi-rise street and external space

- External terrace and bar
- Flexible events space

Sky Bar:
Look out
Art space
Democratic social space



Ground Floor

Hotel entrance, External space, F&B, Retail

The Opportunity

Views towards the site



Ground Floor

Fairchild Street

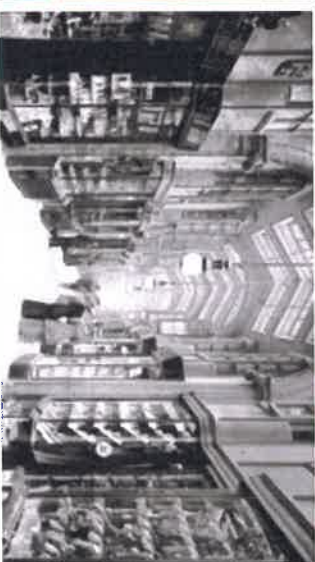
- Extend the entrance onto Fairchild Street
- Create places to dwell
- Slow down foot traffic
- Shelter from busy roads
- Create character and mood with planting and hard landscaping.



Ground Floor

Entrance arcade

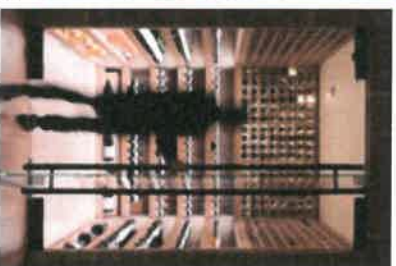
- Retail, F&B + project space
- Juxtaposition of experiences - art references like Tracey Emin & Sarah Lucas's 'The Shop' and Lucy Sparrow's Felt stitched corner shop (both East London installations) as inspiration for 'art kiosks'.
- Connected to the restaurant and small lounge bar.



Ground Floor

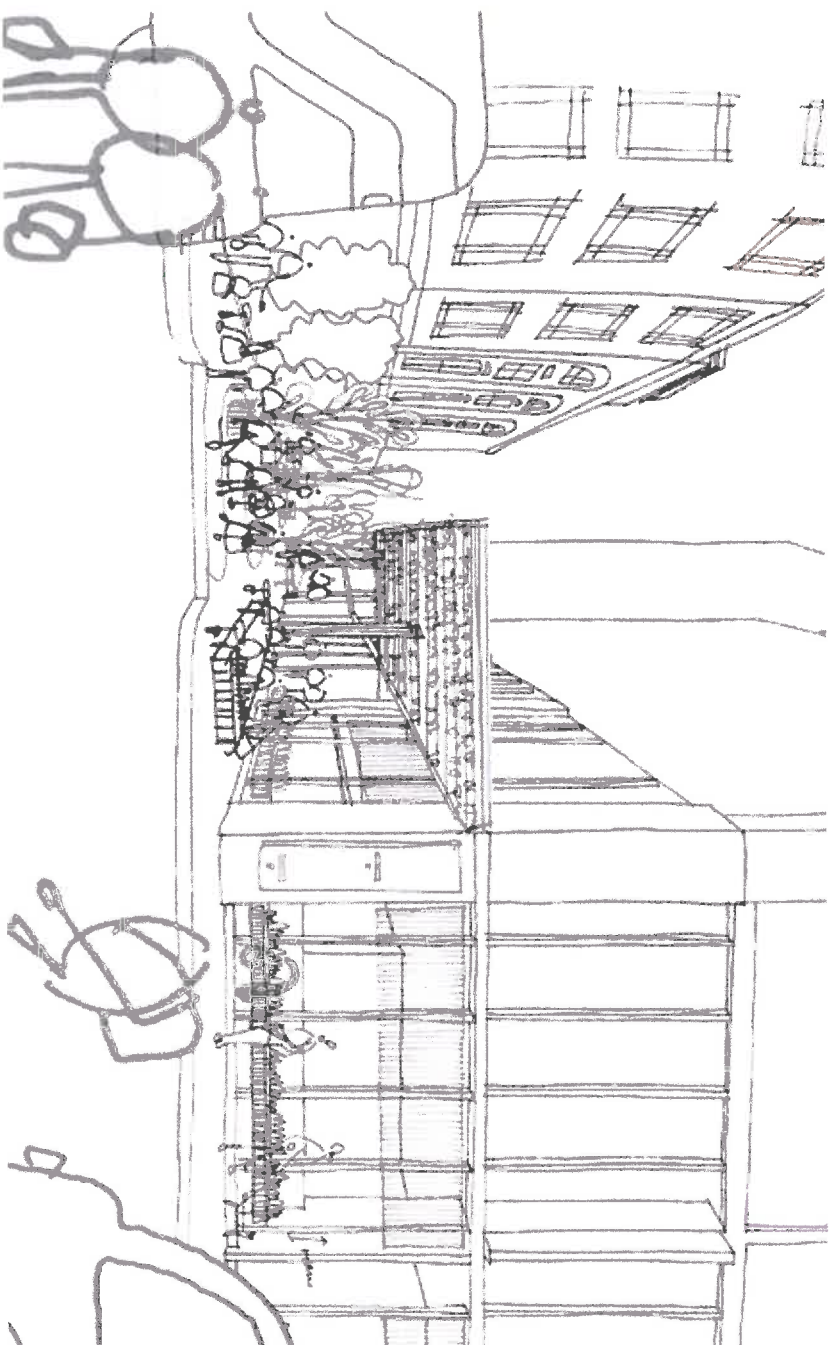
Entrance arcade

- Stuff that locals really want - a great bottle shop, bakery or take away deli
- Opportunity for local brand collaboration (E5, Noble, Mother Kelly, Pavillion)
- Connected to the restaurant



The Opportunity

Into Fairchild Street - human scale, slow down the pace



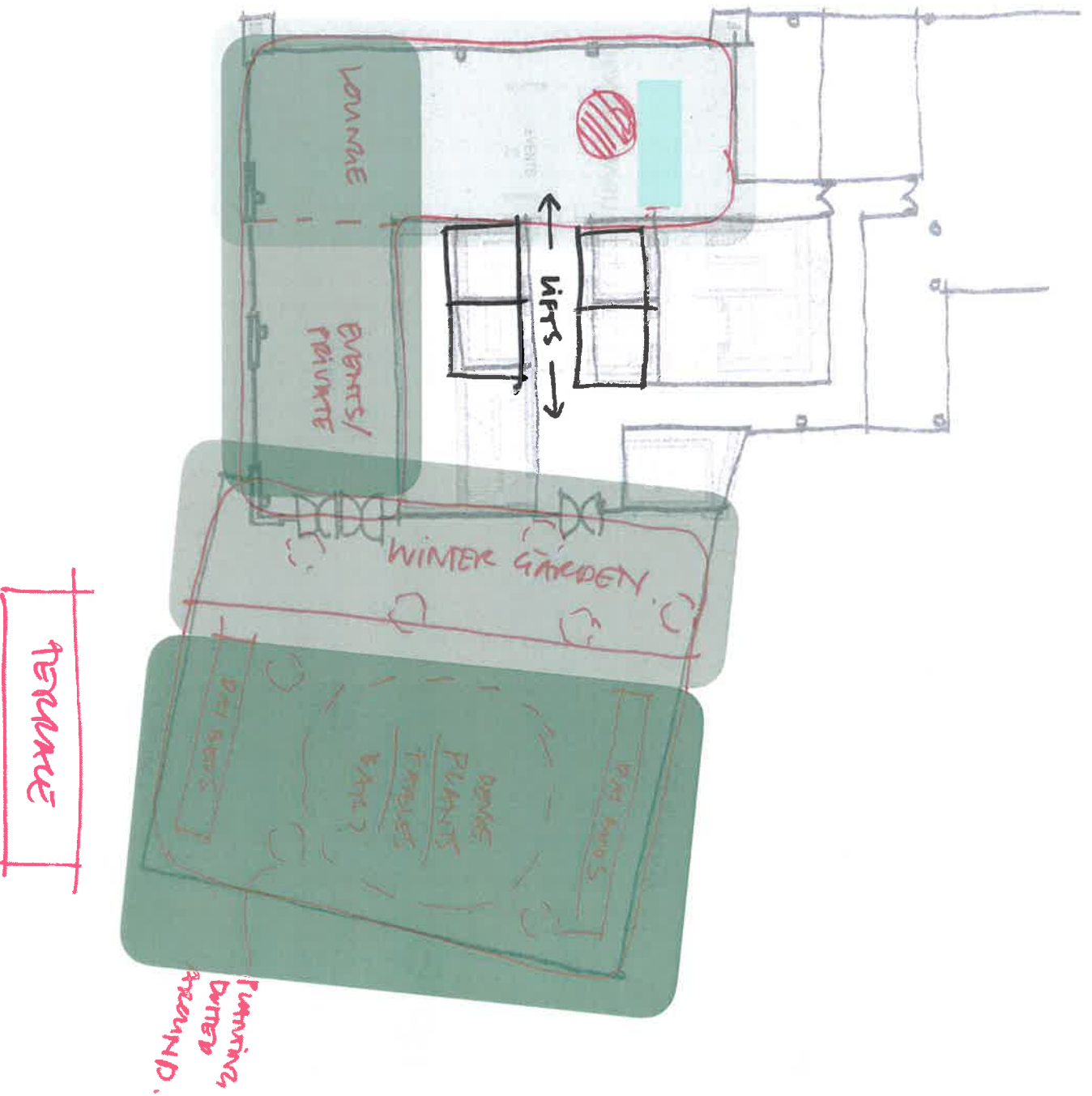
Level 10

Flexible events space, Terrace & bar

Level 10

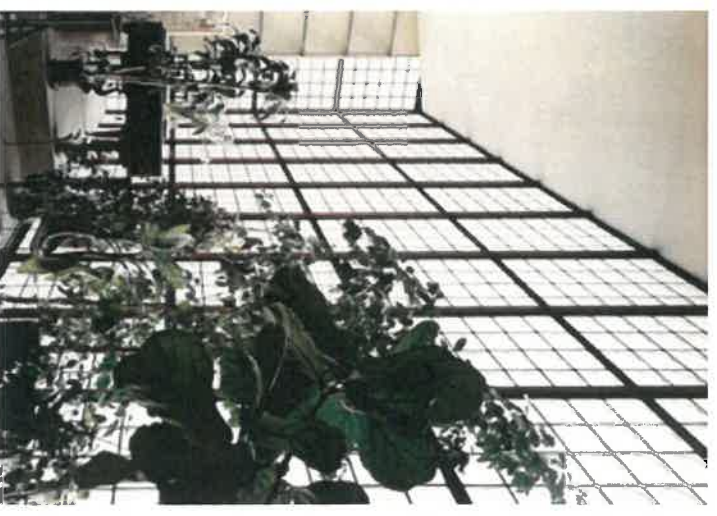
A hotel on top of Shoreditch

- Flow through, democratic space
- Winter garden and external terrace
- Privileged views for all
- Flexible events space



Level 10

- Drama and depth
- Colour and personality
- Unconventional
- Less 'pop', more conceptual
- Relaxed vibe - with an edge
- Embrace the altitude!



Level 10

Events space and private areas

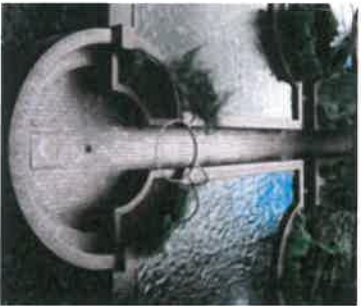
- Private dinners
- Smaller and more intimate lounge space
- Communal tables
- 365 garden with booths and cosy corners for winter.
- Artful approach to furniture and planting



Level 10

10th Floor Garden

- High-rise street-scape
- Pocket park
- Playful
- Foliage and hard landscaping
- Sculpture park
- Multi purpose, morning to evening, summer to winter
- Barbican landscaping and New York's Highline as references for green, raised public space.



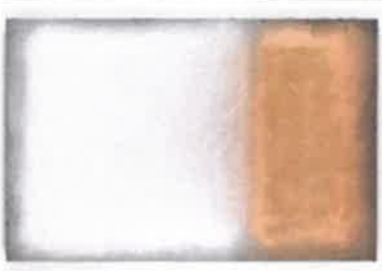
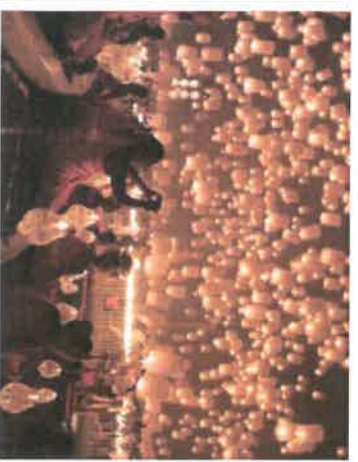
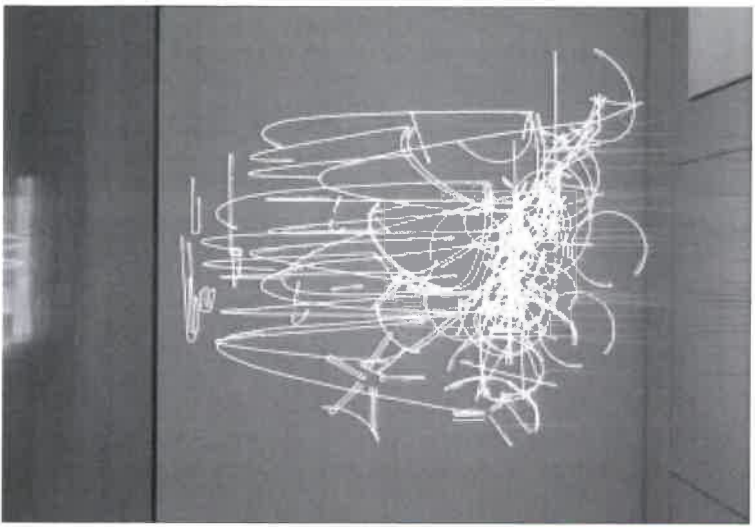
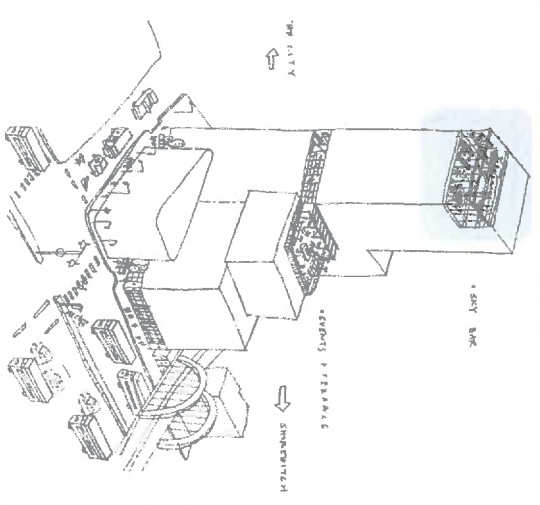
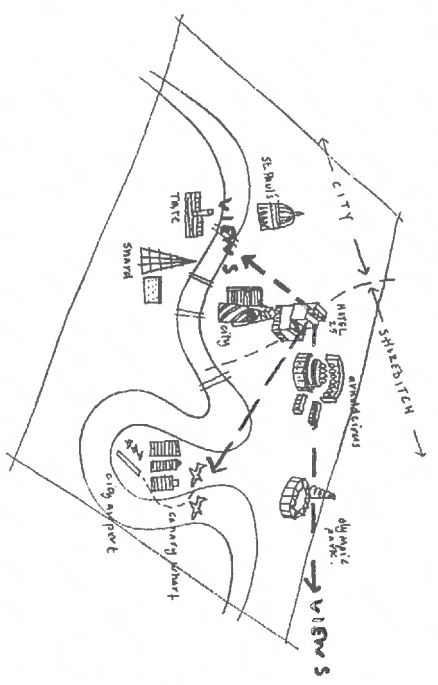
Level 28 & 29

Lookout, Art space, Bar

Levels 28 & 29

The Rooftop Bar

- Glass box, lookout in the clouds
- Pared back, striking yet informal & comfortable
- Blending into the London sky - silvery greys, light & dark, blurred reflections, pinpoint points of glow



Levels 28 & 29

The Rooftop Bar

- Focus is on the view through the glass box
- Objects within the box (stair & bar) act as anchors
- Shifts in floor level/mezzanine, viewing platforms stepping down towards the perimeter
- Varied furniture styles: booth seating, bar seats, lounge

