



“To live is the rarest thing in the world.  
Most people exist, that is all.”

Oscar Wilde





The homes we dream of living in say so much about us – the kind of lifestyle we want, the kind of communities we want to live in and where we are in our own particular journey. At Greenwich Peninsula, we're creating seven neighbourhoods and fifteen thousand homes that we believe offer all the elements for living well that people, that you, dream about. It's about great architecture and amazing interior design, but it's also about living close to water, watching light change through the seasons, having space and sharing all this with a community around you.

## A Whole New Swathe of London

Wrapped on three sides by a mile and a half of river, Greenwich Peninsula is a big, eclectic and original scene of contemporary architecture and communities as multiple neighbourhoods appear.

Our first settlers want to actively build communities and be part of something. They're excited about the variety in the area. Their spirit connects just as much with the huge, open skies above the Peninsula, as with the design and art threaded through it. They have a pioneering spirit and a cool relationship with the unknown, that's why they have the vision to be one of the founding residents of an entirely new part of our city.

We're building seven new neighbourhoods across the Peninsula. Each will have its own character. There'll be a unique industry buzz in the apartments around new purpose-built film studios. We'll have beautiful homes that connect to the tranquil riverside. There'll be spaces specifically created around lush city parks. We'll have neighbourhoods peppered with creators, designers and cultural businesses. And on the Jubilee Line you are just one stop away from Canary Wharf and 18 minutes from Bond Street. But for those who like the idea of hopping on a boat, there's the Thames Clipper, taking you all the way through central London.



Beyond each neighbourhood's particular vibe, all of our spaces will be designed to appeal not only to an appreciation of fine architecture and design, but also to a love of community and the natural surroundings of the Peninsula. Soul-filling scenes of the river, hearty open skies, the beauty of seasonal light glancing from architecture, space to play in and views across London to stir you.



## What is Great Architecture?

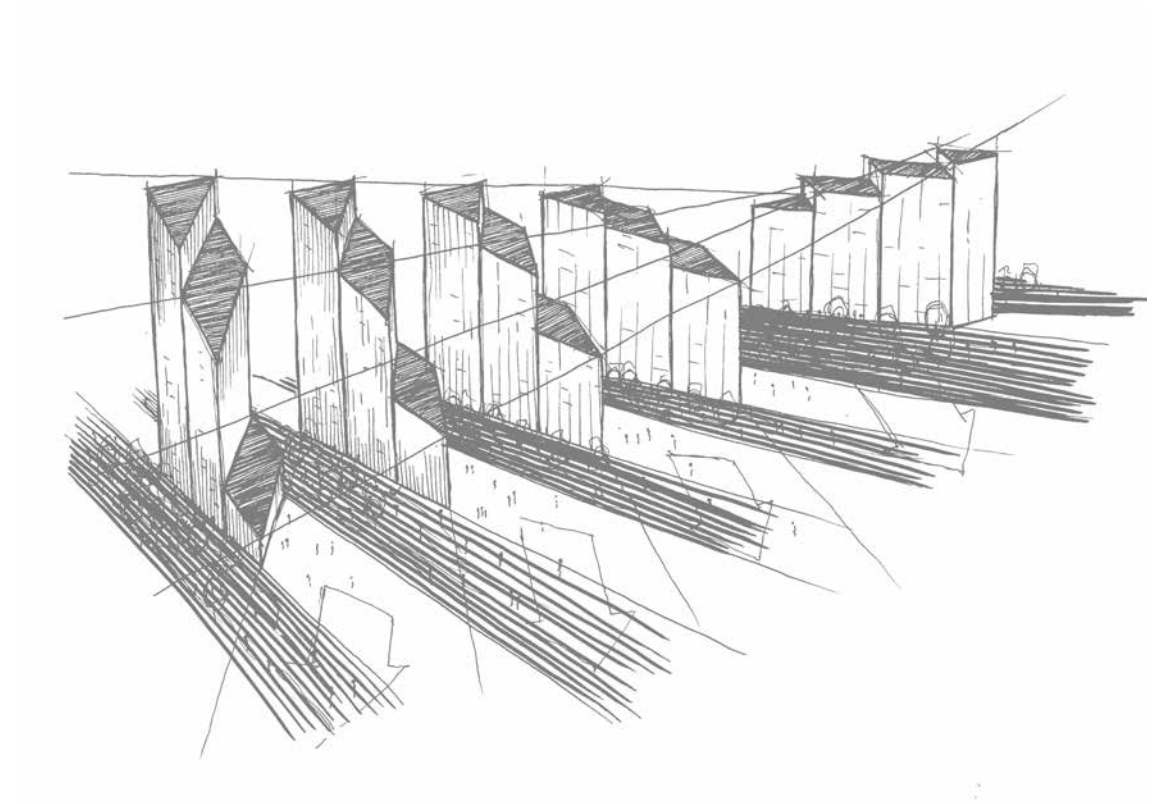
The design of buildings is always an amazing creative opportunity. It comes with responsibility though. A responsibility not only to the people who will live in and around the building, but also to the future and to the environment. Greenwich Peninsula believes a great piece of architecture is not just a stunning building that reflects the era in which it is built, but a building that makes people's lives better – now and for many years.

Everything has a context. The context of Greenwich Peninsula and Upper Riverside is an ever-rolling river, dramatic skies and a deep connection to natural elements. The shapes and contours, patterns and touches of light that these bring are all subtly reflected in these iconic buildings.

Add to this the way the architecture offers each resident a view you feel is your own and you have something very special.

Claude Debussy said 'music is the space between the notes', and this could easily be applied to great architecture as well. It's as much the space between the buildings that matters as the buildings themselves. For the Peninsula the consideration of space, its rhythm, the way it punctuates the architecture, is vital.

Finally, in every moment of great architecture there is a dash of beauty for beauty's sake. Those little touches that aren't completely necessary but can elevate a space beyond the ordinary.



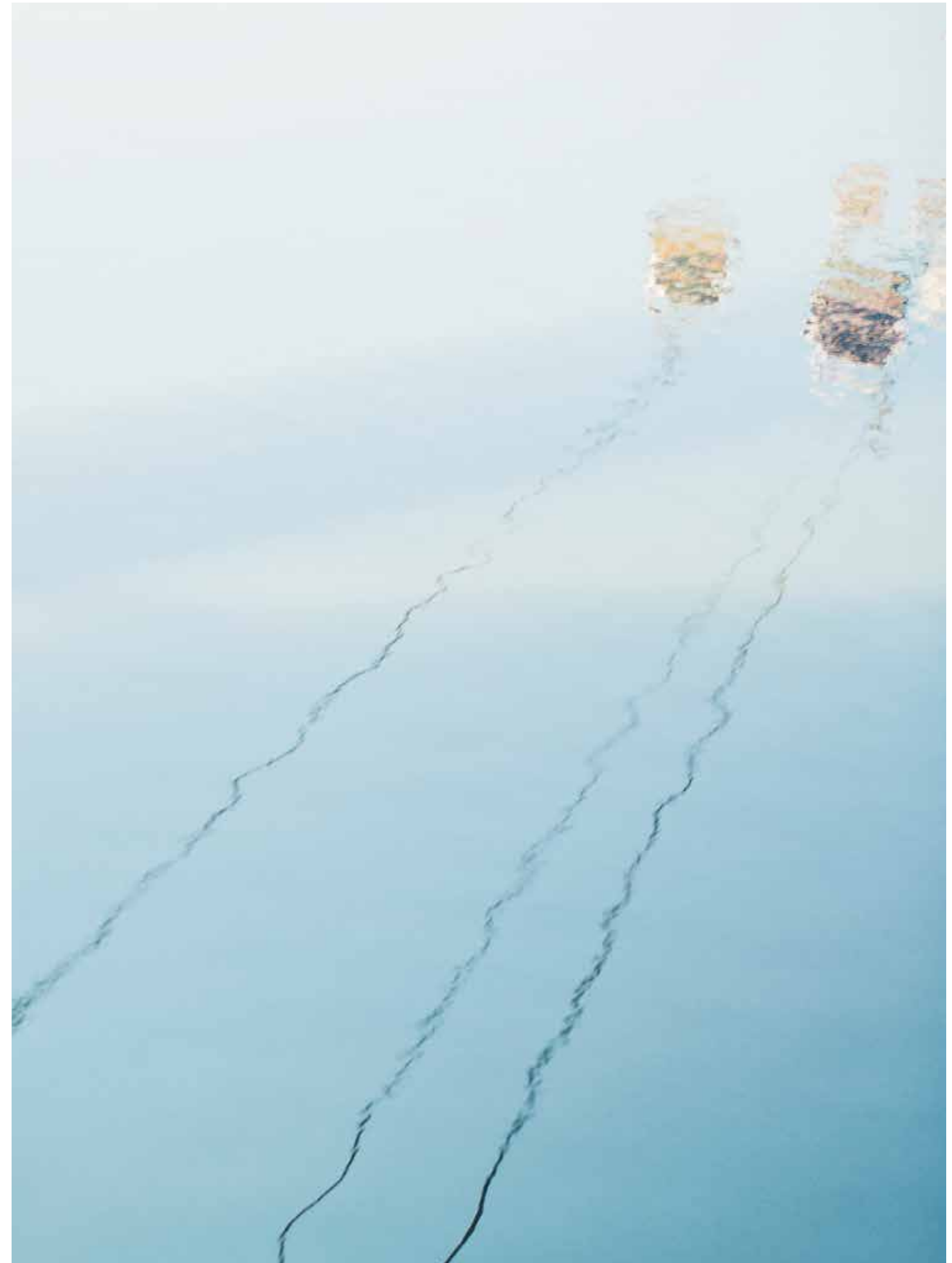
# Water

It just feels right to be close to water. There's something about its simultaneous sense of purposeful energy and peace that we respond to. Whether it's a sweeping smile of sea or a long, land-stitching river, to live within sight of water is a long-held dream of many people.

The Peninsula is surrounded on three sides by over one and a half miles of the ancient Thames. A river so full of character and washed in so much history that it plays an important role in almost all of London's most famous stories. It's known Queens and dark deeds, ice, pageant and progress. It's known pirates, invaders, Waterman and Lightermen.

Is it possible to step into the same river twice? Sometimes the essence of something remains present, even though it constantly changes. It makes absolute sense then that the Peninsula is bordered by such a powerful and ever-journeying body of water like the Thames – so much is growing and building and emerging here, yet the essence of what the Peninsula is remains the same.

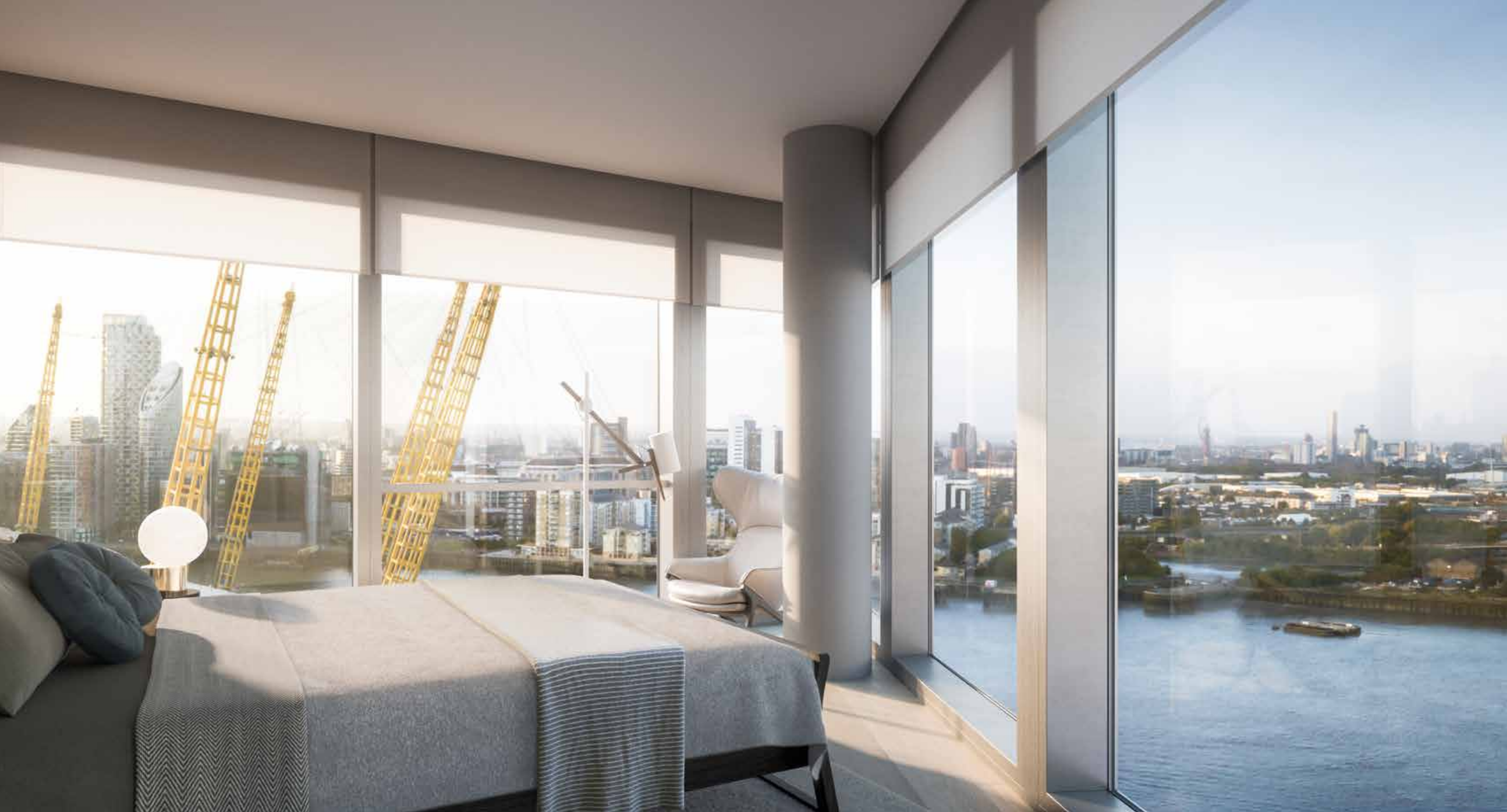
Where there's water, there's life. Like the sky, the river belongs to no-one. Around the Peninsula you'll find the ebbs and flows of river traffic, people strolling the banks and tranquil moments of wildlife that you don't normally associate with London.







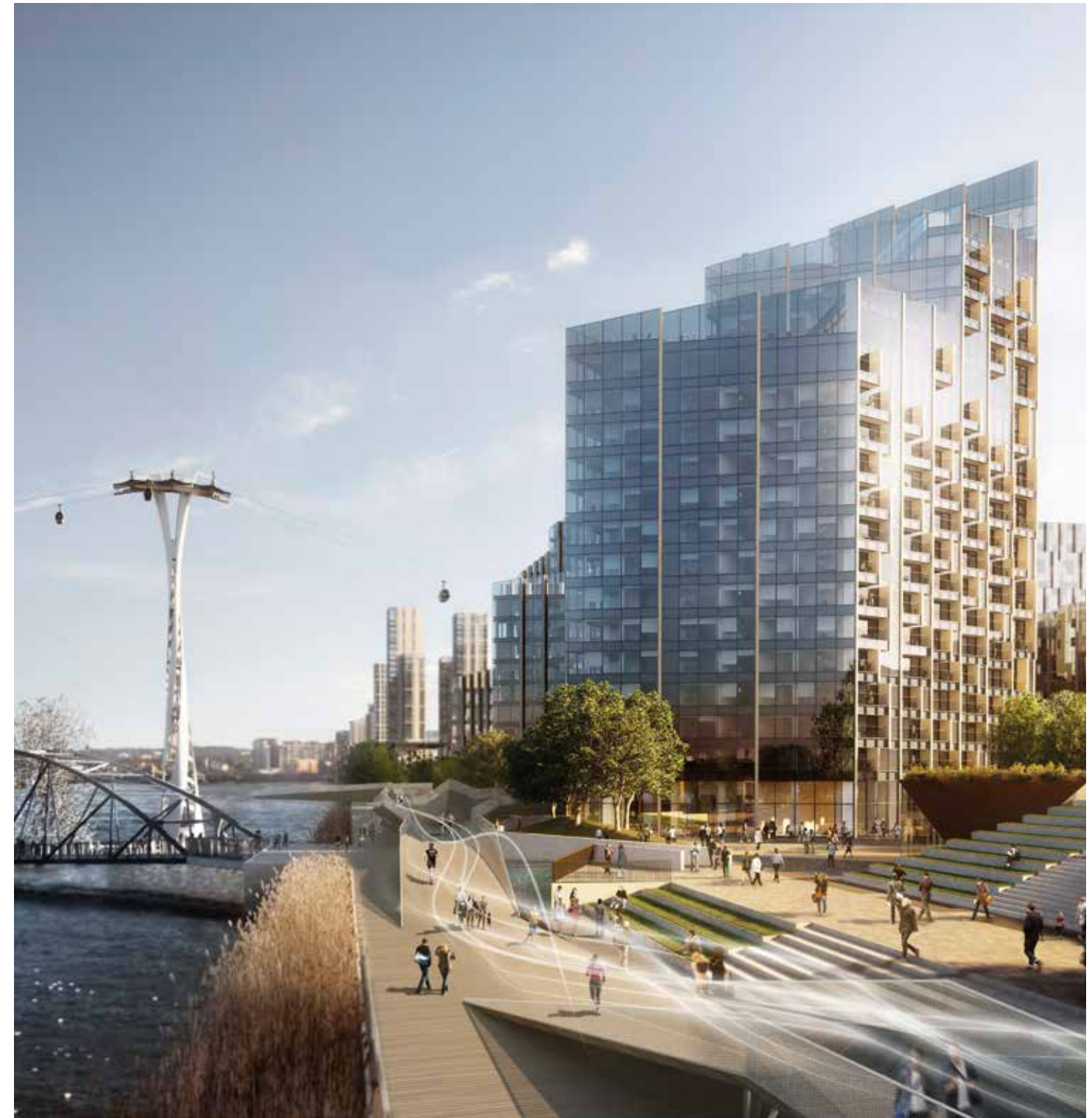




Living in Upper Riverside means having a daily communion with water. Designed so that every apartment has a river view, the dash of the Thames will become as much a part of your life as the friends you welcome to your home.



The site of Upper Riverside has been carefully chosen to make the most of glorious panoramic river views. For millennia, the Thames has been a source of London's vitality with constant trade, pleasure boats and wildlife rippling through its turns.



# Light

Light touches us in so many ways. As it changes throughout the day and throughout the year it subtly alters our mood – from fresh and energized to mellow and contemplative.

You'll always notice the light on the Peninsula. It's a little to do with the river that wraps us and how different lights reflect from it. It's a little to do with the big skies we're blessed with and it's a little to do with the eclecticism of architecture. Light 'plays' and on the Peninsula it has so much to play with. Skidding from the dome of the O2, snaking between the sculptures and quirks of buildings in Peninsula Square, and finding the undulating roofs of our five Upper Riverside towers.

You'll see the emerging light of morning, a gradual soft rubbing-out of night and colouring in of dawn orange. You'll see a midday sun falling everywhere warming the al fresco lunchers and bathing the Peninsula in warmth. You'll see the strolling afternoon light on its journey from accompanying four o'clock cups-of-tea in apartments across the Peninsula, to the romance of early evening as night falls once more.

And when darkness comes you'll see the light of the cafes and restaurants beckoning you inside, headlights on riverboats, and the people in their apartments beginning to escape the day.







Upper Riverside homes are designed to welcome in the Peninsula's beautiful and ever-changing light, with materials chosen carefully to enhance how the morning, afternoon and evening sun plays its part in your life.

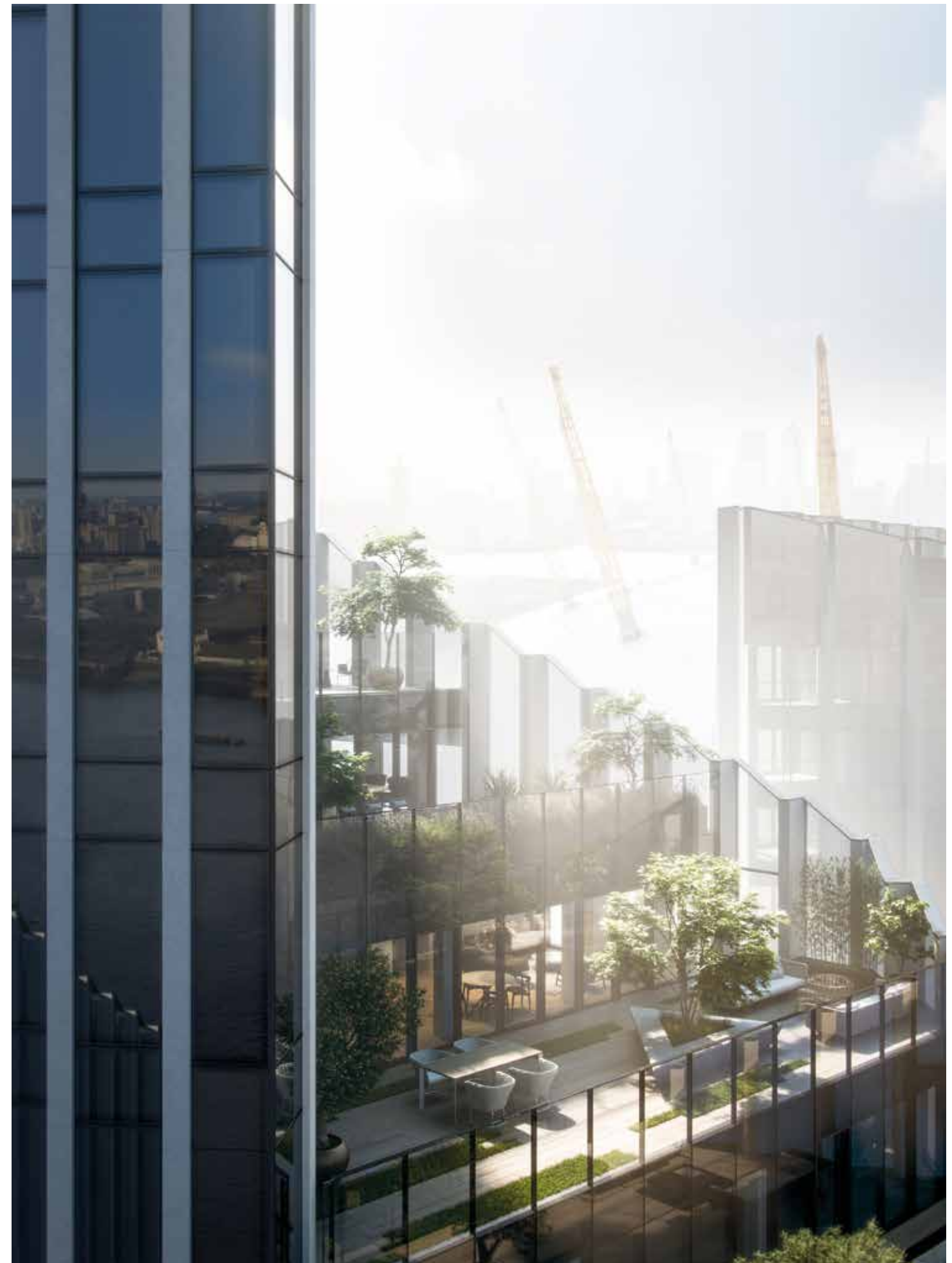
# Air

When you're dashing to a meeting, mired in the city, it's very unlikely that you ever pause for a moment to take a deep, life-affirming breath of air. The moment doesn't call for it and, surrounded by the hum of traffic and the murmur of other people, it's doubtful you'd want to anyway.

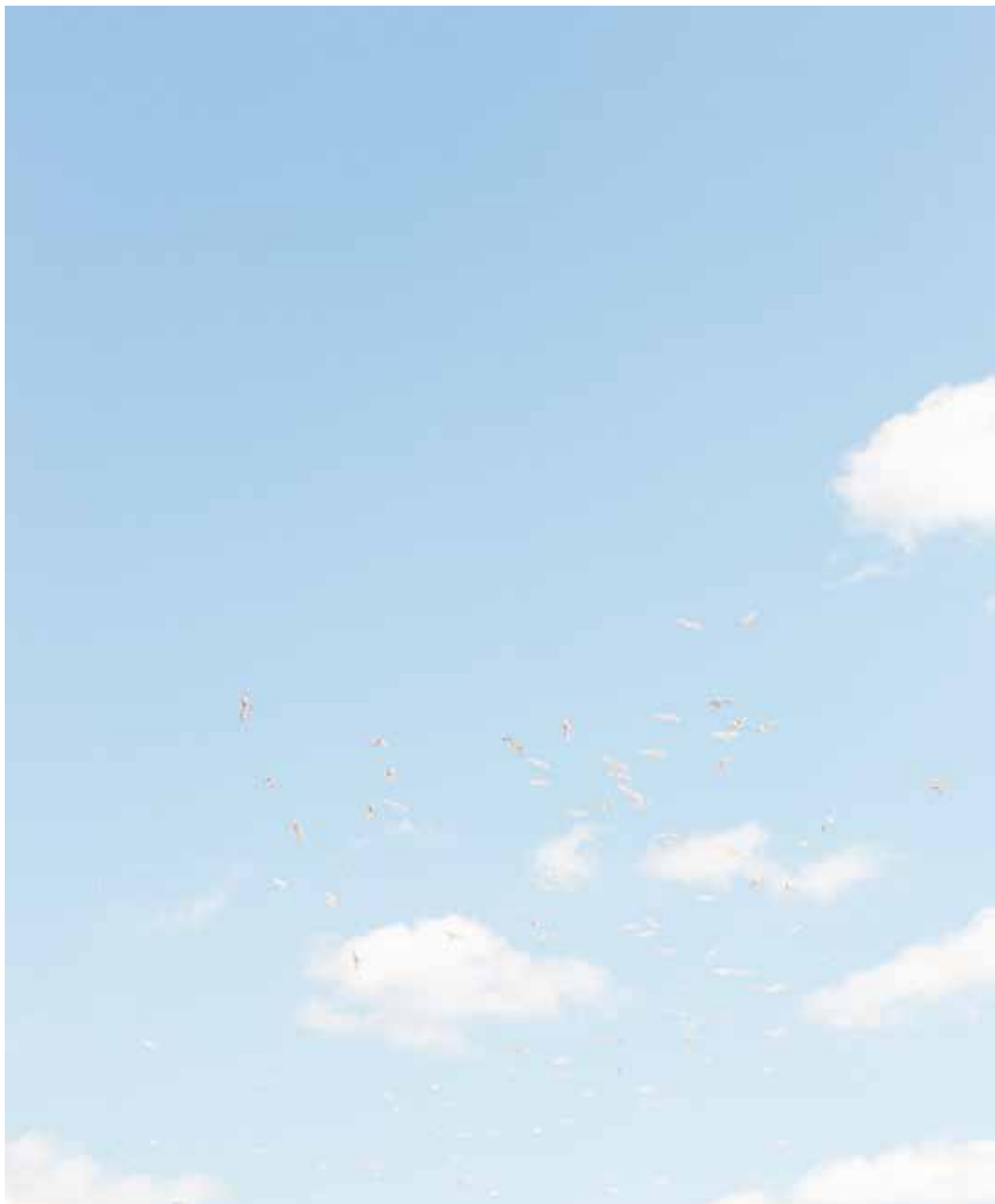
Being on the Peninsula is different. We're in London and we'll never pretend we're not, but there's something about being surrounded by water on three sides and the inspiring sunrises and sunsets we enjoy, that gives a flavour, a sense, of being connected to nature just as much as the city.

The design of Upper Riverside nurtures this feeling of nature wherever possible. And air – whether it's the skipping spring air, lazy summer air or the fresh and juddering winter air – is an important part of the thinking.

Upper Riverside reaches high with amazing rooftop spaces open to all residents. Wherever we can we've created moments and spaces for you to experience the elements. Some are private and some are shared. Above you only sky.









A feature of Upper Riverside that everyone remembers is the cascading roof terraces. They reach out to the vastness of the Peninsula air and connect you with the elements.



In the 18th century a tradition arose of elegant evening socialising in outdoor public spaces. To see and be seen. To take in the air and stroll. To meet friends and listen to orchestral music and enjoy al fresco dining.

These were most definitely 'city gardens' – beautiful, natural and evocative but also full of life and people and pleasure. And so to Upper Riverside and our city gardens.

Designed by Gross Max, we've created landscapes for you to relax in and be inspired by. To socialise in. To feel at home.

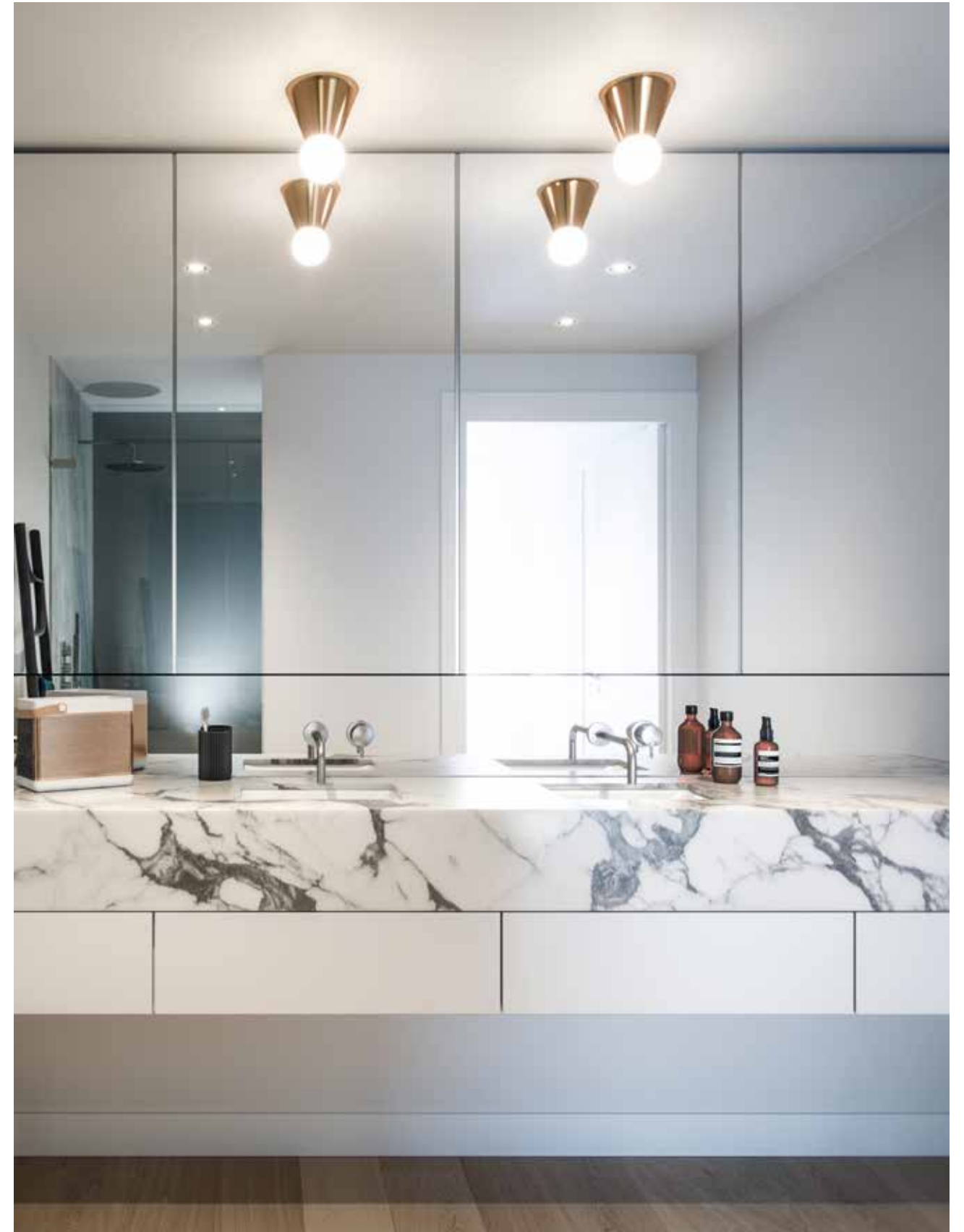
Like the Georgians, we know that enjoying outdoor space lifts the spirits. It takes you away from the city, out of your home and into a third space.

Landscaped to reflect both the abundant natural riches of the Peninsula – river, air and light – but also our urban setting, the Upper Riverside gardens are an eclectic mix of buzzy people, greenery, surrounded by great restaurants, cafes and bars.

# Beauty

Here are some things we think are beautiful. The curve of the Thames around the Peninsula. The morning sun inching its way across the square towards the station. Being 18 minutes to Bond Street. The yellow spikes that jut out of the O2 like it's some magnificent space crown. The sound of a plane passing overhead on a still summer's day. Riding the Emirates cable car for the first time. A duck fussing in the reeds. The people we've met so far at our villagey fairs. Upside down electricity pylons. The way the river sees everything but remembers nothing. The five towers of Upper Riverside, like brothers watching out for each other. The biggest sky in London

we've ever seen. Grins on the faces of a family emerging from the O2. Famous architects getting excited about the possibilities. Famous designers getting excited about the possibilities. The first pint in Craft London after a tough day. Tales of pirates, rogues and ne'er do wells on the Peninsula long before our time. Making sure every detail in every apartment is precise. Knowing our residents by name. Our residents knowing us by name. The setting sun's light getting everywhere like spilled honey. Lights coming on in apartments. People exploring the night. Being original. Being a Peninsula – not quite an island, but with an island vibe. Not being one thing. Being new.







## Light

Raucous evenings in with the people you love most need a good background – try light oak timber flooring, honed marble and white ceramic tiling with etched mirror and pale lacquered cabinetry. Go on, spill something.

## Dark

We know it's not really yours until you add mementoes from travels, sentimental knick-knacks and books you haven't read yet, but the bespoke grey timber flooring, slate, granite and leathered stone, etched mirror and grey lacquered cabinetry is a good start.

# Space

In a city you don't really think about space until you find somewhere that's got oodles of it. Then, with a rush, you remember the feeling of freedom that comes from seeing a horizon, watching a flock of birds arc over your head or being able to walk for a while without doing the intricate dance of crowds.

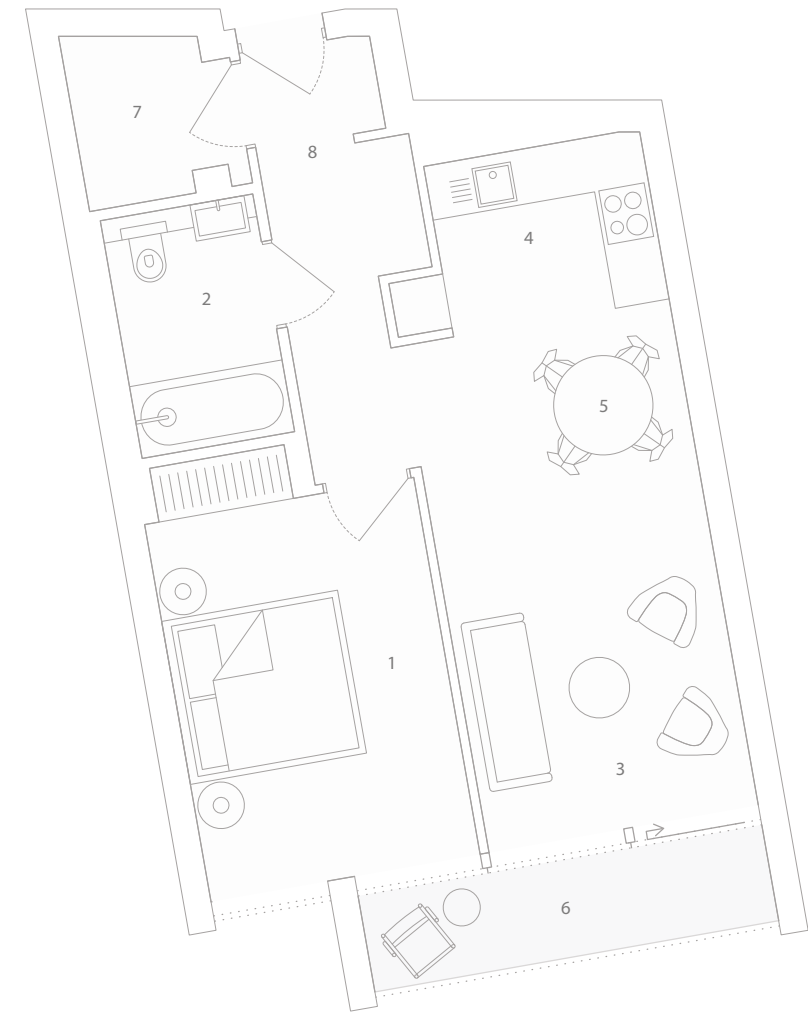
Greenwich Peninsula is that rarest of things – a new place to live in London that is rich in space. It's what we all seek – space to be ourselves, space to think, head space.

The seven neighbourhoods we're creating on the Peninsula are all being constructed with space in mind. We're inspired by Hong Kong, New York and London – vibrant spots to live in, each with a different character and spark of community, but with wide avenues, open parks, riverfronts and cool skies separating them. Ambitious but intimate.

We're thinking about your inner space as well. Making sure that your homes are well-planned with an open, uncrowded feel. We all live a little better when we have space.



# 1 bedroom

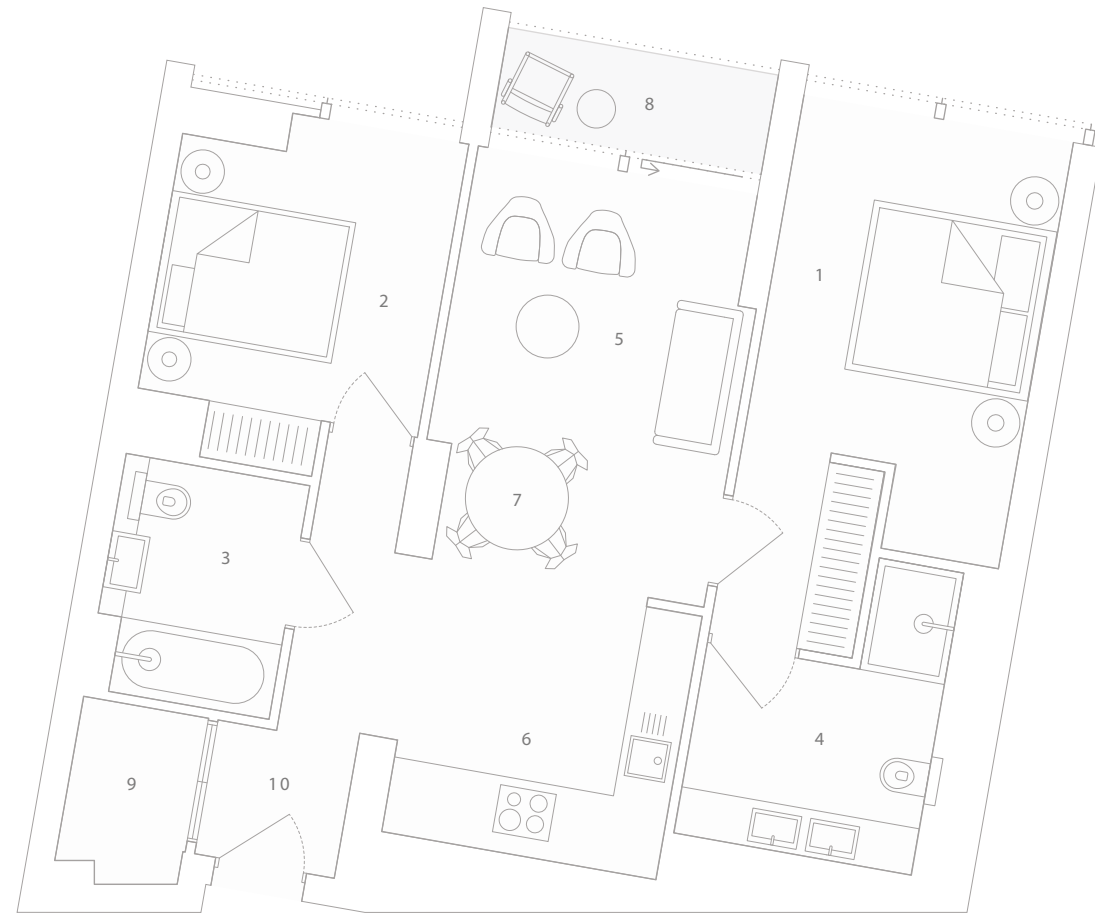


- |                  |                  |
|------------------|------------------|
| 1<br>BEDROOM     | 5<br>DINING AREA |
| 2<br>BATHROOM    | 6<br>BALCONY     |
| 3<br>LIVING ROOM | 7<br>UTILITY     |
| 4<br>KITCHEN     | 8<br>LOBBY       |



800 SQ FT / 74.3 SQ M

## 2 bedroom



- |                  |                  |
|------------------|------------------|
| 1<br>BEDROOM 1   | 6<br>KITCHEN     |
| 2<br>BEDROOM 2   | 7<br>DINING AREA |
| 3<br>BATHROOM    | 8<br>BALCONY     |
| 4<br>EN SUITE    | 9<br>UTILITY     |
| 5<br>LIVING ROOM | 10<br>LOBBY      |



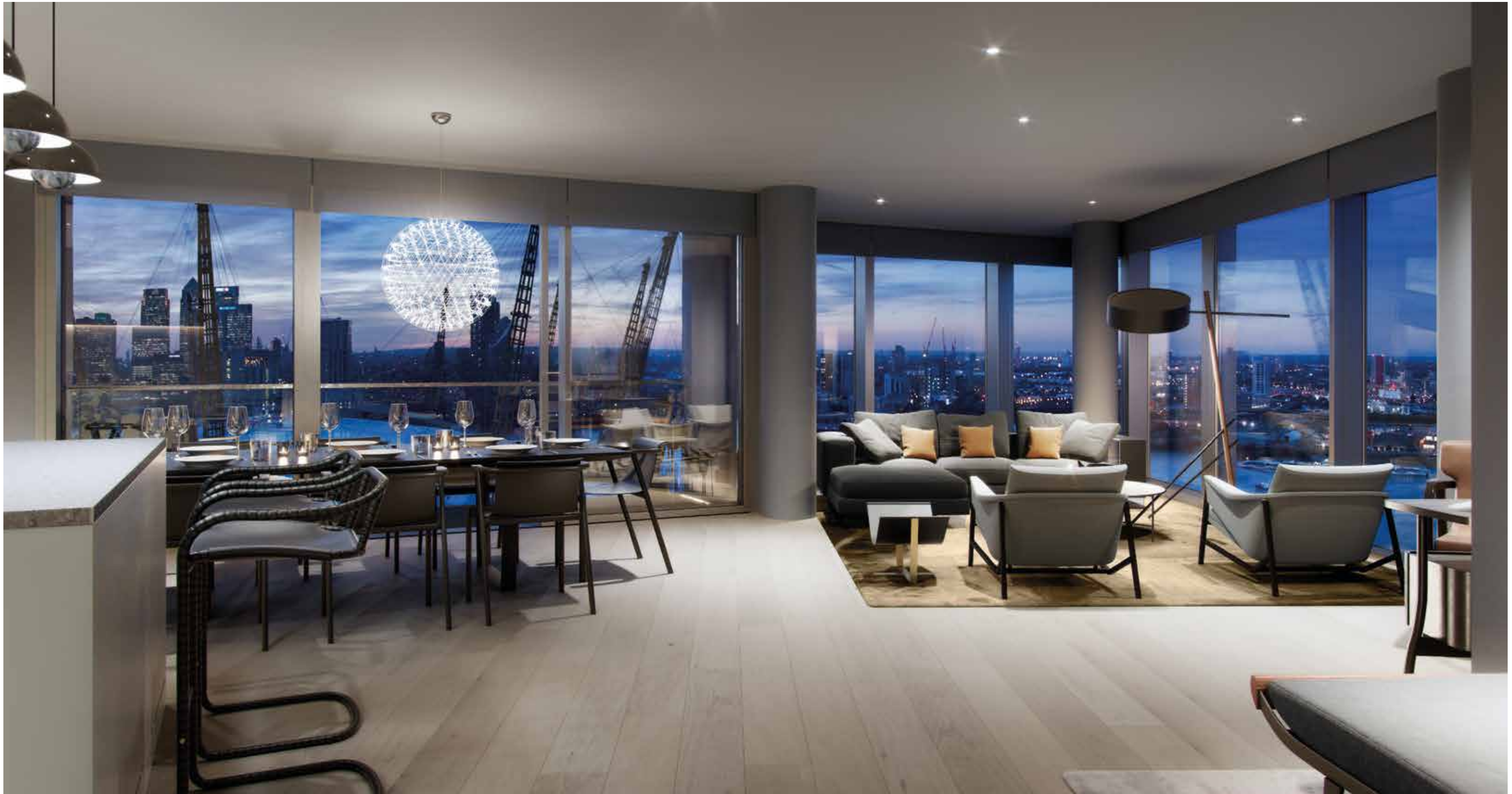


1176 SQ FT / 109.3 SQ M

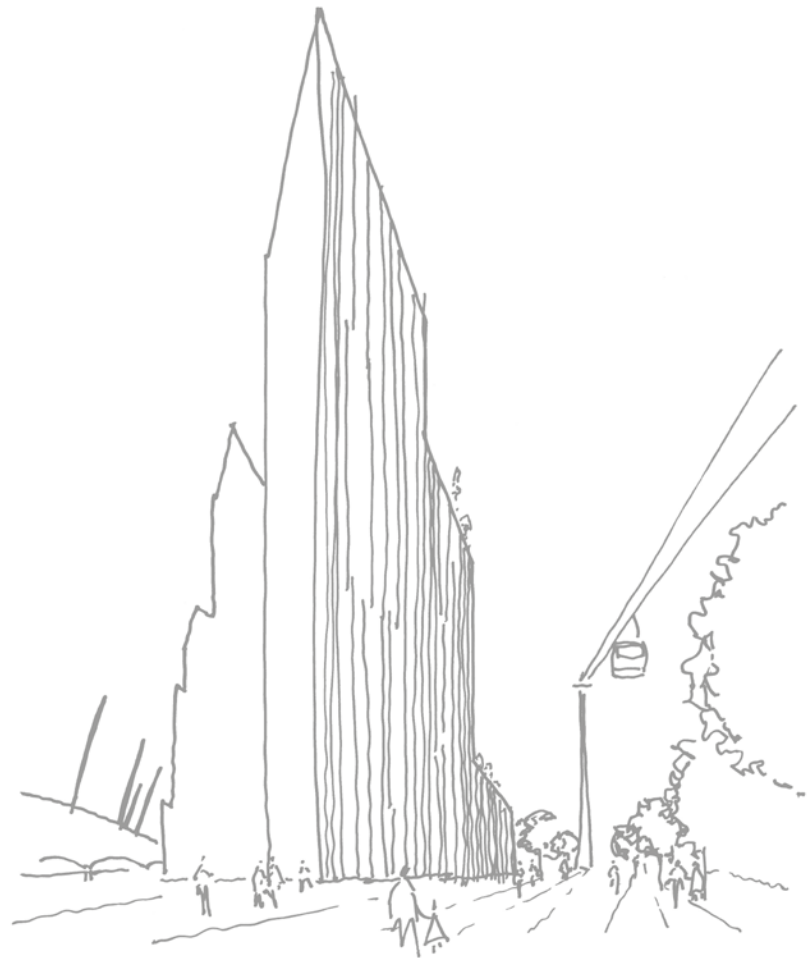
### 3 bedroom



- 1 BEDROOM 1
- 2 BEDROOM 2
- 3 BEDROOM 3
- 4 BATHROOM
- 5 EN SUITE
- 6 LIVING ROOM
- 7 KITCHEN
- 8 DINING AREA
- 9 BALCONY
- 10 UTILITY
- 11 LOBBY



Views. Bring Some. You can tell a lot about someone by how they react to our epic perspectives of London. They experience light, air and feel the energy of the metropolis. They take in new panoramic sweeps of a city they thought they knew well. They look out from an Upper Riverside apartment window and see the sunlight kaleidoscope across the river. They bring themselves to the view and can't wait to move in so that they can begin to make what they see their own.



High-rise architecture is undoubtedly the future of modern cities. Upper Riverside's architects SOM are world-leaders in this field with projects such as the Burj Khalifa in Dubai and the new World Trade Centre in New York under their belts.

Skidmore, Owings & Merrill LLP was founded in 1936 and have completed more than 10,000 projects across 50-plus countries. They are renowned for their iconic buildings and their steadfast commitment to design excellence, innovation, and sustainability.

SOM's unrivalled portfolio contains some of the greatest design achievements in the modern era. They have deep experience in a vast range of building types, from cutting-edge research facilities to soaring glass office towers. SOM has earned more than 1,700 awards and is the only practice to have twice been named 'Firm of the Year' by the American Institute of Architects.

At Greenwich Peninsula we firmly believe in collaboration and listening. We want to create a part of London that people really live in. We want to build neighbourhoods that work with the environment around us and that each have their own personality. Collaboration is also a guiding force at SOM. They believe the best results stem from an on-going dialogue. There are no pre-established formulas at SOM, they design each project to meet specific needs and conditions.

SOM has a long history of working internationally and today employs 1,000 professionals worldwide, maintaining offices in Abu Dhabi, Chicago, Hong Kong, London, Los Angeles, Mumbai, New York, San Francisco, Shanghai, and Washington, D.C.



**Burj Khalifa**

Soaring 828 meters above Dubai, the Burj Khalifa is the world's tallest building. SOM's design for the 162-story tower combines local cultural influences with cutting-edge technology to achieve high performance in an extreme desert climate.



**World Trade Centre**

One World Trade Centre is a bold icon in the sky that acknowledges the adjacent memorial. This tower evokes the slender, tapering triangular forms of great New York City icons such as the Chrysler Building and the Empire State Building.

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