

An aerial map of London, England, with a blue color scheme. The River Thames is visible winding through the city. Two concentric white circles are centered on the city, with a small red dot marking the center. The text is overlaid on the map.

10-13 NEWBURY STREET, LONDON EC1

THE CORE

RIVER THAMES

LONDON

AN ICONIC ADDRESS AT THE HEART OF THE CITY

THE CORE

10 - 13 NEWBURY STREET, LONDON EC1

STAND OUT *and*
Experience the essence of
urban living in our centrally
located apartments, nestled in
the heart of London – the most
amazing city, where history
and modernity converge.



THE CORE Apartments on Newbury Street, blend historic charm with modern luxury, featuring exposed brick, high ceilings, and private balconies in a prime Central London location.

WELCOME

INTRODUCING

THE CORE

*Outstanding Apartments
Located in Newbury Street,
Central London*

LIVING IN LONDON epitomises both elegance and sophistication. This remarkable city is renowned for its iconic shopping streets, world-class art and culture, Michelin-starred dining, and prestigious academic institutions.

The lifestyle here is as enviable as it is distinctly British, effortlessly blending the rich traditions of its heritage with the vibrant energy of modern life—a unique contrast that makes London truly extraordinary.

Situated in the heart of central London, The CORE enjoys an unparalleled location, offering easy access to the city’s most celebrated landmarks. Its name reflects not only its central position but also the rich characters surrounding ECI. The Core represents the pinnacle of urban living, balancing historical reverence with contemporary design.

The Core Apartments are carefully crafted, inspired by the raw, industrial charm of London’s historic warehouses and lofts. Exposed brick walls, high ceilings, and expansive windows emphasise the original architecture, while open floor plans and modern amenities create a luxurious yet welcoming living experience. Each space merges the city’s past with the conveniences of modern life, capturing the essence of refined urban sophistication.

Explore the stories behind the 9 exclusive apartments, each named after influential figures from iconic locations that lie within a 360-degree radius of The CORE. From Peter Chamberlin’s urban transformation to William Caslon’s typographic innovations, these names reflect the cultural and historical significance of the areas surrounding the development. The Core’s central position ties these names together, embodying its role as the heart of this vibrant part of London.

At The CORE, you don’t just live in CENTRAL London - you become part of its ongoing narrative.

MODERN *stylish* SPACES

THE LIVING ROOMS at The Core are a modern expression of sophistication, thoughtfully designed to enhance both style and comfort. Natural light pours through large windows, highlighting the hardwood floors and bringing the room's natural textures and tones to life. This space pays homage to David Garrick, whose influence helped elevate London's theatre scene to new heights. Much like Garrick's stagecraft, the living rooms are designed to be both striking and inviting, where every detail contributes to a performance of elegance and comfort.

Soft, neutral tones complement the space, while ambient lighting adds warmth and a welcoming glow, fostering an atmosphere of relaxation. The balance between contemporary style and natural materials offers an experience as timeless as Garrick's legacy.



OPEN PLAN

DESIGNED *for living*


THE KITCHENS embody innovation and precision, reflecting the legacy of William Caslon, the father of English typography. Just as Caslon's work brought clarity and functionality to design, these kitchens seamlessly combine sleek modern elements with practicality.

The wall-hung cabinets with fluted detailing offer both storage and aesthetic appeal, while matte black laminate countertops introduce a refined contrast to the natural wood tones.

Hidden handles ensure the kitchen remains sleek and streamlined, while under-cabinet LED lighting provides practical illumination, mirroring Caslon's dedication to clarity and purpose. Whether for daily use or entertaining, these kitchens blend form and function, creating a space that is as refined as it is practical.

TEXTURAL *contrast, with
cohesive aesthetic throughout
to emphasise the SPACE.*

Seamlessly
CONNECTED
for gatherings

A modern bedroom interior featuring a large bed with white and brown bedding, a balcony with a wicker chair, and a brick wall. The room is well-lit with natural light from the balcony and track lighting on the ceiling. A magazine is open on the bed, and a vase of pink flowers sits on a bedside table. A large abstract painting is on the wall, and a mirror reflects the balcony view.

THE BEDROOMS are designed with a sense of calm and elegance, drawing inspiration from Cardinal Thomas Wolsey, a key figure in Blackfriars' history. Much like Wolsey's legacy of grandeur and influence, these bedrooms exude a quiet sophistication. Hardwood floors add warmth and timeless charm, while fitted wardrobes ensure ample storage without disrupting the room's minimalist aesthetic.

Select bedrooms, feature en-suite bathrooms, providing privacy and convenience. The natural light floods the space, while strategically placed lighting fixtures enhance the room's tranquillity, creating a peaceful retreat that mirrors the refinement and calm of Wolsey's influence.

SUMPTUOUS *designs*
exude LUXURY

THE BATHROOMS reflect both luxury and functionality, paying tribute to Sir Christopher Wren, the renowned architect behind some of London's most iconic landmarks. Just as Wren's work was a blend of form and function, these bathrooms offer sleek ceramic tiles, modern fittings, and soft lighting to create a serene, spa-like experience.

Whether en-suite or standalone, every bathroom is crafted with meticulous attention to detail.

The rainfall showers, bespoke vanity units, and high-quality materials combine to provide a space that is both beautiful and practical. The overall design echoes the grandeur and sophistication of Wren's architecture, blending tradition and modernity in perfect harmony.

TRANQUIL *elegance in modern* DESIGN

Discover a CORE Central LONDON Living Experience

Nestled centrally within a 360-degree radius of some of London's most iconic landmarks, THE CORE development stands as a beacon of excellence and historical homage.

Our 9 exclusive apartments, thoughtfully named after influential figures from surrounding areas offer unparalleled connections to London's rich cultural tapestry.

Each apartment at THE CORE is designed with meticulous attention to detail, offering luxurious living spaces that blend modern amenities with historical reverence. Within a 360-degree location of the surrounding area, residents can appreciate the beauty and significance of landmarks such as the BARBICAN, OLD STREET, SPITALFIELDS, ROYAL EXCHANGE, ST. PAUL'S, BLACKFRIARS, COVENT GARDEN, FARRINGDON & KINGS CROSS.

The values, dedication, innovation, vision, cultural enrichment, and a commitment to community and social impact are woven into the fabric of THE CORE. Our name inspirations, give us a unique connection to the history and culture of our surroundings. Embrace the opportunity to live at the center of London's rich heritage, where history meets contemporary living.

PENTHOUSE 09 The FITZROY

Named after Charles FitzRoy, was a significant 18th-century landowner whose management of estates influenced the development of central London & KINGS CROSS.



APARTMENT 01 The CHAMBERLIN

Proudly named after Architect Peter Chamberlin for his work on the BARBICAN Estate transformed the area into a thriving urban community.



APARTMENT 02 The CASLON

After William Caslon, credited with establishing the foundations of English typography, established his first type foundry near OLD STREET.



APARTMENT 08 The WALTER

After Charles Walter Clarke was prominent British civil engineer instrumental in modernising FARRINGDON Station.



THE CORE

APARTMENT 03 The SHERRIN

Named in honour of George Campbell Sherrin's for his redesign of SPITALFIELDS Market.



APARTMENT 04 The GRESHAM

Known as the father of English banking, Thomas Gresham (1519-1579) was a notable English merchant and financier who founded the ROYAL EXCHANGE.



APARTMENT 05 The WREN

Named in honour of Sir Christopher Wren, the celebrated English architect known for designing ST. PAUL'S Cathedral.



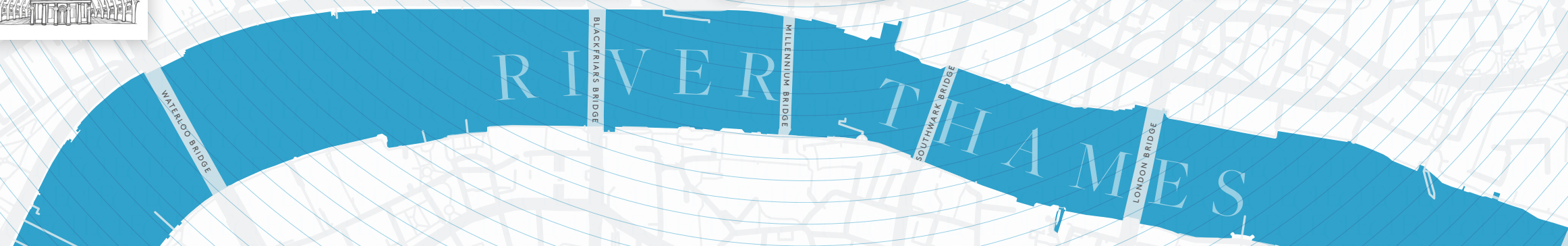
APARTMENT 06 The WOLSEY

Cardinal Thomas Wolsey was a prominent figure in BLACKFRIARS history. His influence continued to grow as he was appointed Lord Chancellor in 1515.

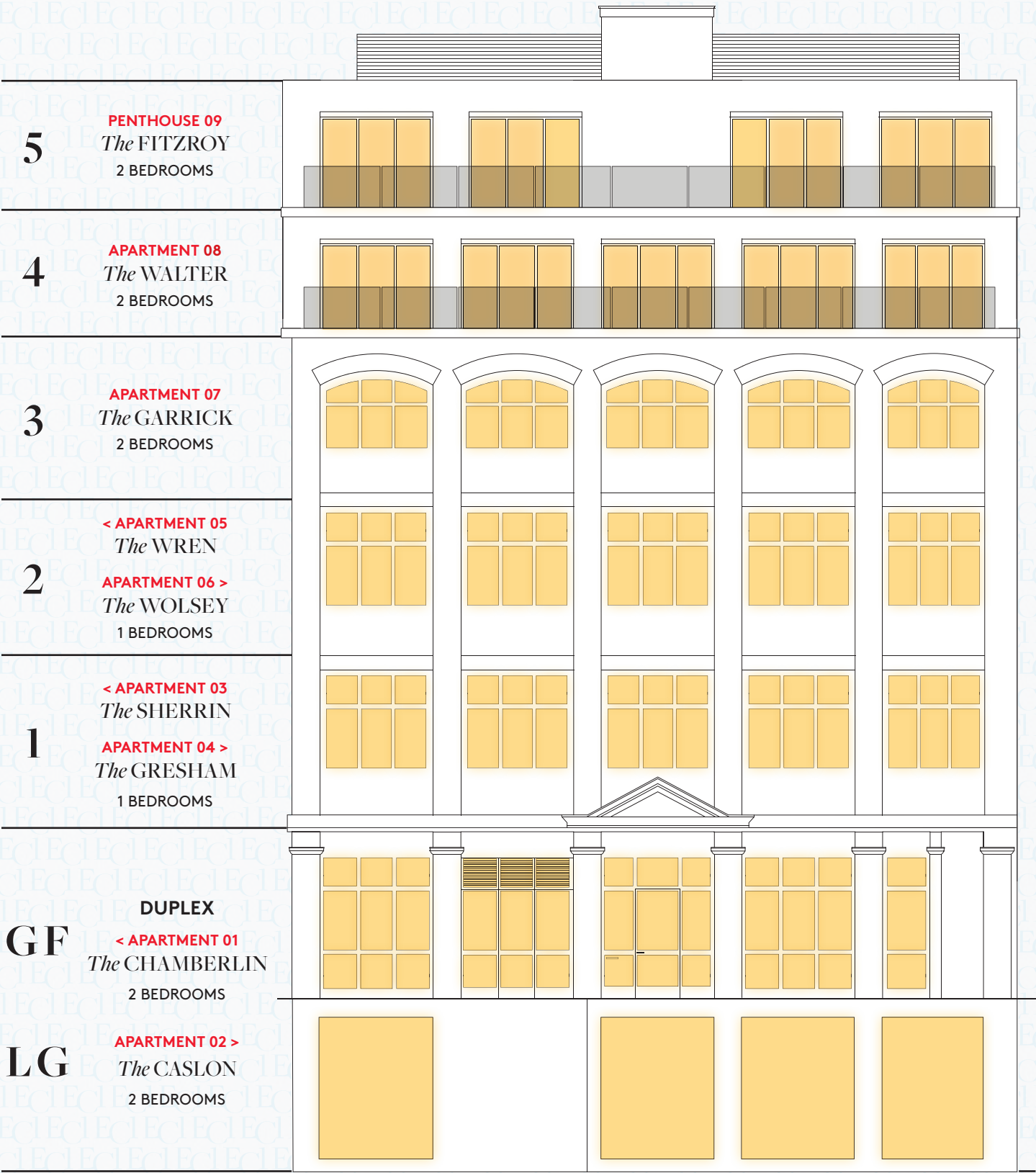


APARTMENT 07 The GARRICK

David Garrick was a renowned 18th-century actor and theatre manager whose innovations helped elevate COVENT GARDEN and London's theatre scene.



“EVERY facet of life reveals its essence through the power of 9: NINE months to birth, the zenith of SINGLE DIGITS a beacon of LONGEVITY and FORTUNE. Divide all and behold by 9, and at its CORE, profound HAPPINESS resides.”



Meticulous PLANNING at it's CORE

The CORE represents a blend of careful restoration and luxurious transformation. While the building retains its elegant classical facade, the interior has been completely re-engineered.

Key features include metal and wood accents, a minimalist yet functional design, and a neutral colour palette.

Each of the **9 APARTMENTS** offers unique living spaces, with most featuring private balconies. The design maximises volume and reinvents traditional layouts to create beautiful, exciting modern homes.

The result is a space that exudes both character and sophistication, blending the old-world charm of London's industrial past with sleek, modern living.

All the room dimensions and total areas listed on these pages are approximate only – they're taken from architects drawings and could be up to + or – 50mm. Whilst all the plans have been prepared for the assistance of the prospective purchaser, information shown is preliminary and for marketing guidance purposes only. Please note elevations, material colours, room sizes and layouts have been taken from architects drawings and may vary as construction takes effect.

APARTMENT 01

The CHAMBERLIN

Duplex 2 Bedroom with En-Suites,
Open plan Living / Kitchen / Diner + Private Balconies

Proudly named after **PETER CHAMBERLIN** who was instrumental in the development of the **BARBICAN**, a landmark of modernist architecture and urban planning in London. As an architect, Chamberlin, alongside his colleagues at Chamberlin, Powell, and Bon, designed the Barbican Estate, which includes residential towers, cultural venues, and public spaces. This development transformed a war-damaged area of the city into a thriving urban community, showcasing innovative design principles and creating a unique blend of living, working, and cultural environments.



FOR ILLUSTRATIVE PURPOSES ONLY. NOT TO SCALE. Whilst every attempt has been made to ensure the accuracy of the floor plan shown, all measurements, positioning, fixtures, features, fittings and any other data shown are an approximate interpretation for illustrative purposes only and are not to scale. No responsibility is taken for any error, omission, miss-statement or use of data shown.



LOWER



GROUND

Storage/utility: 2.2m ² (23.7ft ²)	Entrance Hall: 1746 x 3372 (5'9" x 11'1")
Bedroom 1: 4818 x 3643 (15'10" x 11'11")	Kitchen / Diner / Living: 5505 x 9257 (18'1" x 30'4")
En-suite: 1699 x 2386 (5'6" x 7'10")	WC: 1700 x 850 (5'7" x 2'9")
Closet: 1604 x 1839 (5'3" x 6'0")	
Bedroom 2: 3270 x 4469 (10'9" x 14'8")	
En-suite: 1753 x 2156 (5'9" x 7'1")	
TOTAL SPACE: 89.4 Sq.M 962.29 Sq.Ft	

APARTMENT 02

The CASLON

Duplex 2 Bedroom with En-Suites,
Living Room / Kitchen Diner + Juliette Balcony

Proudly named after **WILLIAM CASLON**, an influential English typeset designer in the 18th century, renowned for creating the Caslon typeface, who established his first type foundry near **OLD STREET** in London, a location that became synonymous with high-quality type design, Caslon's typefaces were characterised by their readability and elegance, making them popular for a wide range of printed materials, including books, newspapers, and official documents, with his most famous typeface, Caslon, being used in the printing of the Declaration of Independence in the United States, and the timeless appeal of Caslon's work lying in its balance of classic proportions and practical functionality, his typefaces are still in use today, celebrated for their historical significance and aesthetic quality, giving them a special place in the history of typography.



Apt location key.



LOWER

GROUND

Storage:
2.1m ² (22.6ft ²)
Bedroom 1:
5154 x 4578 (16'11" x 15'0")
En-suite:
2562 x 3284 (8'5" x 10'9")
Bedroom 2:
3093 x 3727 (10'2" x 12'3")
En-suite:
2191 x 1498 (7'2" x 4'11")

Hall:
2043 x 2223 (6'9" x 7'3")
Kitchen / Diner:
3955 x 4227 (13'0" x 13'10")
Living:
4079 x 3431 (13'5" x 11'3")
WC:
1633 x 1425 (5'4" x 4'8")
TOTAL SPACE:
93 Sq.M 1001.04 Sq.Ft

APARTMENT 03

The SHERRIN

Open plan Living / Kitchen / Diner + Juliette Balcony
1 Bedroom, 1 Bathroom

Proudly named after **GEORGE SHERRIN**, the architect who played a pivotal role in the development of Spitalfields Market, a historic landmark in the heart of London. Sherrin’s work on the market in 1887 was crucial in shaping the architectural landscape of the area, ensuring that this iconic space retained its historical charm while serving the needs of a growing city. His contribution helped make **SPITALFIELDS** a vibrant and culturally significant part of London, celebrated for its rich heritage and dynamic market life.



Kitchen / Diner / Living:
5676 x 5550 (18'7" x 18'3")

Bedroom I:
5599 x 3030 (18'4" x 9'11")

Hall:
1989 x 1202 (6'6" x 3'11")

WC:
1500 x 2209 (4'11" x 7'3")

Utility / Storage:
1.3m² (14.0ft²)

TOTAL SPACE:
50.4 Sq.M 542.50 Sq.Ft

APARTMENT 04

The GRESHAM

Open plan Living / Kitchen / Diner + Juliette Balcony
1 Bedroom, 1 Bathroom

Proudly named after **SIR THOMAS GRESHAM**, a prominent merchant and financier who founded the **ROYAL EXCHANGE** in London, revolutionising the city’s commerce and trade. His vision for a centralised marketplace where merchants and traders could conduct business laid the foundation for London’s emergence as a global financial center. In addition to his contributions to economic development, Gresham was also a philanthropist, establishing Gresham College in 1597, which continues to offer free public lectures and educational opportunities..



Hall:
3028 x 1879 (9'11" x 6'2")
Utility / Storage:
0.7m² (7.5ft²)
Kitchen / Living / Diner:
5088 x 5087 (16'8" x 16'8")
Bedroom 1:
4857 x 3480 (15'11" x 11'5")
En-suite:
3254 x 1610 (10'8" x 5'3")
TOTAL SPACE:
52.7 Sq.M 567.26 Sq.Ft

APARTMENT 05

The WREN

Open plan Living / Kitchen / Diner + Private Balcony
1 Bedroom, 1 Bathroom

Proudly named after **SIR CHRISTOPHER WREN**, one of Britain’s most illustrious architects, best known for designing **ST. PAUL’S CATHEDRAL**, a masterpiece that transformed London’s skyline. Following the Great Fire of London in 1666, Wren’s visionary designs led the reconstruction of many of the city’s churches and public buildings. His work on St. Paul’s Cathedral, with its majestic dome and innovative structure, remains a symbol of resilience and architectural brilliance, making Wren a pivotal figure in London’s history.



Apt location key.



Hall:

1938 x 1202 (6’4” x 3’11”)

WC:

1500 x 2209 (4’11” x 7’3”)

Storage / Utility:

1.3m² (14.0ft²)

Kitchen / Diner / Living:

5676 x 5550 (18’7” x 18’3”)

Bedroom I:

5599 x 3030 (18’4” x 9’11”)

TOTAL SPACE:

50.4 Sq.M 542.50 Sq.Ft

APARTMENT 06

The WOLSEY

Open plan Living / Kitchen / Diner + Private Balcony
1 Bedroom, 1 Bathroom

Proudly named after Cardinal **THOMAS WOLSEY**, a significant political and religious figure in Tudor England, who had a profound impact on **BLACKFRIARS**. As a close advisor to King Henry VIII, Wolsey wielded considerable influence, and his work in Blackfriars included the establishment of a Dominican priory and the hosting of important state events. Wolsey’s contributions to the political and religious landscape of England were marked by his ambitious projects and his role in significant events leading up to the English Reformation.



Hall:
2787 x 1297 (9'2" x 4'3")
Office:
3089 x 2322 (10'2" x 7'7")
Kitchen / Diner / Living:
5088 x 4036 (16'8" x 13'3")
Bedroom I:
5165 x 2707 (16'11" x 8'10")
WC:
2184 x 1496 (7'2" x 4'11")
Utility:
0.9m ² (9.7ft ²)

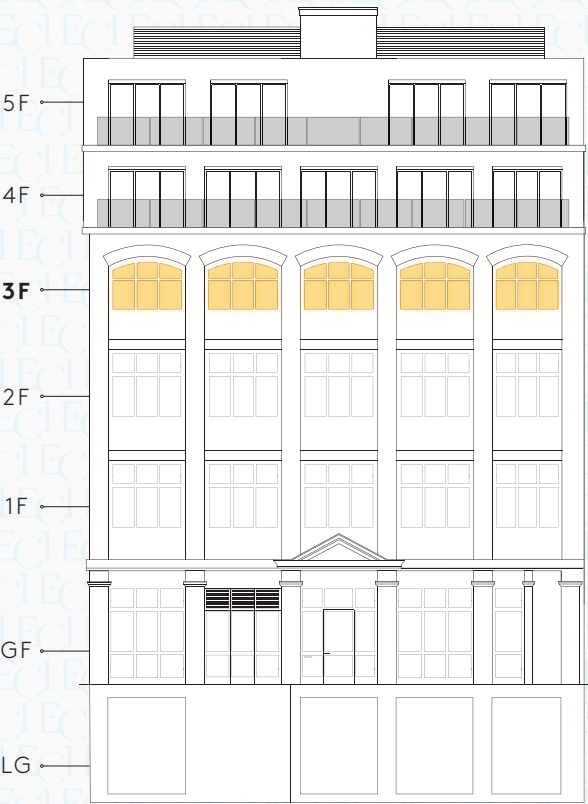
TOTAL SPACE:
52.7 Sq.M 567.26 Sq.Ft

APARTMENT 07

The GARRICK

Living / Kitchen / Diner + 2 Private Balconies,
2 Bedroom with En-Suites

Proudly named after **DAVID GARRICK**, remembered as one of the most influential figures in 18th-century English theatre. As manager of the Theatre Royal, Drury Lane from 1747 to 1776 his leadership revolutionised theatre management and acting standards, establishing Drury Lane as a premier venue. Located adjacent to **COVENT GARDEN**, his work significantly contributed to the area's cultural prominence, making it a hub for London's theatre scene. Garrick's innovations and artistic vision cemented his lasting legacy in British theatre history.



Apt location key.



Hall: 1266 x 4906 (4'2" x 16'1")	Bedroom 1: 5329 x 3451 (17'6" x 11'4")
WC: 1227 x 1490 (4'0" x 4'11")	En-suite: 1704 x 2161 (5'7" x 7'1")
Kitchen / Diner: 4917 x 4082 (16'2" x 13'5")	Bedroom 2: 4227 x 3623 (13'10" x 11'11")
Living: 6426 x 3884 (21'1" x 12'9")	En-suite: 2454 x 1283 (8'0" x 4'2")

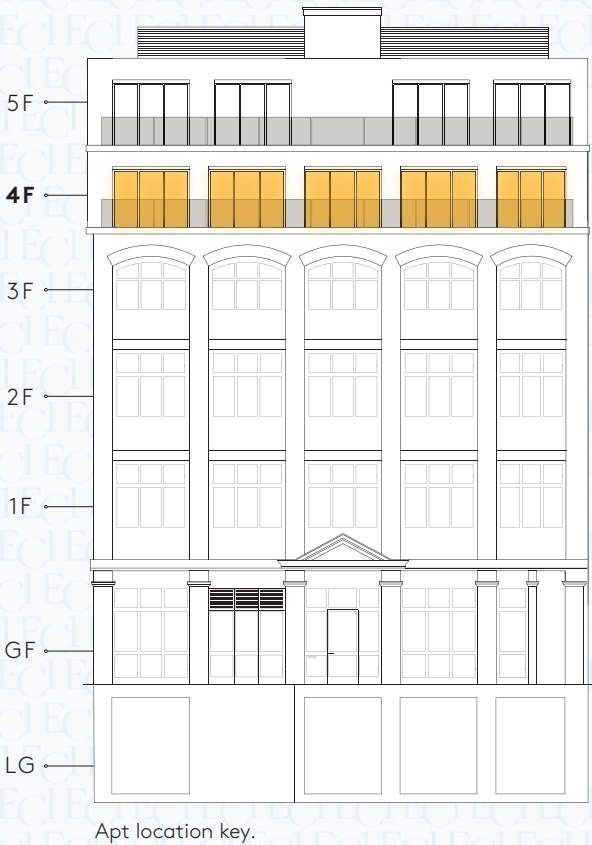
TOTAL SPACE:
98.3 Sq.M 1058.09 Sq.Ft

APARTMENT 08

The WALTER

Living / Kitchen Diner + 3 Private Balconies,
2 Bedroom with En-Suites

Proudly named after **CHARLES WALTER CLARKE**, a notable figure in the development of London’s transportation system during the early 20th century. His contributions were particularly significant in the context of **FARRINGDON** Station, one of the capital’s key railway hubs. Clarke’s vision and leadership were instrumental in modernizing and expanding the station, transforming it into a critical interchange for both the London Underground and mainline rail services. Farringdon Station, originally opened in 1863 as part of the Metropolitan Railway, benefited from Clarke’s foresight in addressing the growing demands of urban transportation. His efforts not only improved the infrastructure but also enhanced the commuter experience, ensuring that Farringdon remained a vital artery in London’s extensive rail network.



Hall:
1266 x 4086 (4'2" x 13'5")
Kitchen / Diner:
4983 x 4082 (16'4" x 13'5")
Living:
6426 x 3064 (21'1" x 10'0")
Bedroom 1:
3712 x 3451 (12'2" x 11'4")
En-suite:
1704 x 2161 (5'7" x 7'1")
Bedroom 2:
4155 x 2803 (13'7" x 9'2")
En-suite:
2454 x 1283 (8'0" x 4'2")

TOTAL SPACE:
86 Sq.M 925.70 Sq.Ft

PENTHOUSE

The FIZTROY

Open plan Living / Kitchen / Diner + 3 Private Balconies,
2 Bedrooms, Master with En-Suite, Utility Room

Proudly named after **CHARLES FITZROY**, 1st Baron Southampton, who played an influential role in shaping central London, particularly through his management of estates in areas such as Bloomsbury and Fitzrovia. While the full transformation of **KINGS CROSS** into a major transport hub came after his lifetime, FitzRoy’s vision for urban development and estate management laid important groundwork. His influence contributed to the growth and modernization of the surrounding districts, helping to create the conditions for Kings Cross to eventually emerge as a key area in London’s infrastructure. Though not directly tied to its later transformation, FitzRoy’s urban planning efforts played a crucial part in the early development of central London.



Apt location key.



Kitchen / Diner / Living:
4983 x 6191 (16’4” x 20’4”)

Storage:
TBC x TBC (0’0” x 00’00”)

Shower Room:
1926 x 2078 (6’4” x 6’10”)

Bedroom 1:
5329 x 3104 (17’6” x 10’2”)

En-suite:
1704 x 2161 (5’7” x 7’1”)

Bedroom 2:
3714 x 3703 (12’2” x 12’2”)

TOTAL SPACE:
76 Sq.M 818.06 Sq.Ft



BESPOKE *Specification*

Everything has it's **PLACE and PURPOSE**

Our CORE design philosophy aimed to create a cohesive living space that seamlessly fits the modern client's lifestyle.

The primary focus was on integrating sleek, minimalist elements with functional and comfortable living areas. We emphasise clean lines, neutral color palettes, and contemporary materials such as wood, glass, metal, and concrete.

LED detail lights and track lighting were strategically used to enhance the ambiance and highlight key design features.

With meticulous attention to detail, we've crafted a harmonious environment that not only meets practical needs but also reflects a modern, sophisticated appeal.

SPECIFICATION

KITCHENS

- CABINETS:
18mm MFC glued and doweled in Light Grey colour with Onyx Grey leading edge complete with Blum Soft Close Drawer Boxes & Hinges

18mm black supermatt finish doors with vertical grooves and plain fronted doors

- SHELIVING:
18mm black supermatt finish woodgrain finish

- HANDLELESS:
CRA Aluminium vertical and horizontal rails in Black finish

- WORKTOPS:
20mm Composite with bevelled edges in Lumina Belvedere

- SPLASHBACKS:
Full height to underside of wall units in worktop matching material

- LED flexible strip lights in diffused light profiles in natural white 4000k

- KITCHEN TAP:
1810 Henry Holt in gunmetal

- KITCHEN SINK:
Caple Mode 045 in gunmetal

- RECYCLING:
Intergrated 18L and two 8L pull out bins

APPLIANCES

- HOB AND EXTRACTOR:
Elica Nikola Tesla FIT-60 induction hob with downdraft extractor or Elica Sleek 60 SS canopy extractor

- All other appliances Bosch

BATHROOM, EN_SUITE & CLOAKROOMS

- Vado sanitaryware in brushed black finish. Slimline basin mixers with knurled handle.

- Vado Individual 300mm round shower head Brushed Black

- Toilets - Duravit Neo compact wall hung rimless plan with soft closing seat

- Beck we basin

- JTP EVO Towel Radiator 1200x500mm Matt Black

- HIB Vanquish 50 recessed mirror cabinet

- Waters Space Flow Shower Bath 1660 x 580 x 800mm RHD White

- Stetson 1700 bathtub

- Vado Origins Floor Standing Bath Shower Mixer Brushed Black

FINISHES

- BATHROOM FLOORS:
Richmond natural finish

- BATHROOM NICHES:
Richmond Geologia structured finish

- FLOORING: *except bathrooms*
Edmonton smoked oak handseraped wood flooring

- COMMUNAL STAIRCASE: -
Amtico Worn concrete

- DOORS:
Contemporary black fluted door with full length grooves

- Slated Wood Detail
Units 7, 8, and 9 have slatted wooden walls as feature walls and this is also specified at the entrance to wrap around the lift.

- All bedrooms will have slatted wooden headboards

LIGHTING & ELECTRICAL

- Ceiling mounted spots

- Track lighting

- Hamilton - Bronze Sockets

- TV points

London's **ULTIMATE** *Transport Hub*

GET CONNECTED... Right in the heart of London's EC1 district is an amazing place where history and modern life blend seamlessly. This vibrant spot is not just a station; it's a vital hub that connects you to the entire city and beyond with ease.

From its beginnings in 1863 as part of the world's first underground railway, Farringdon has grown into a key interchange that links the London Underground, Thameslink services, and the sleek new Elizabeth Line. It's a place where tradition meets cutting-edge technology, making travel effortless.

When you hop on the London Underground at Farringdon, you've got the Circle, Hammersmith & City, and Metropolitan lines at your fingertips. This means you can easily get to iconic spots like King's Cross, Paddington, and Liverpool Street. Whether you're off to a business meeting in the City or catching a show in the West End, Farringdon's connections get you there quickly.

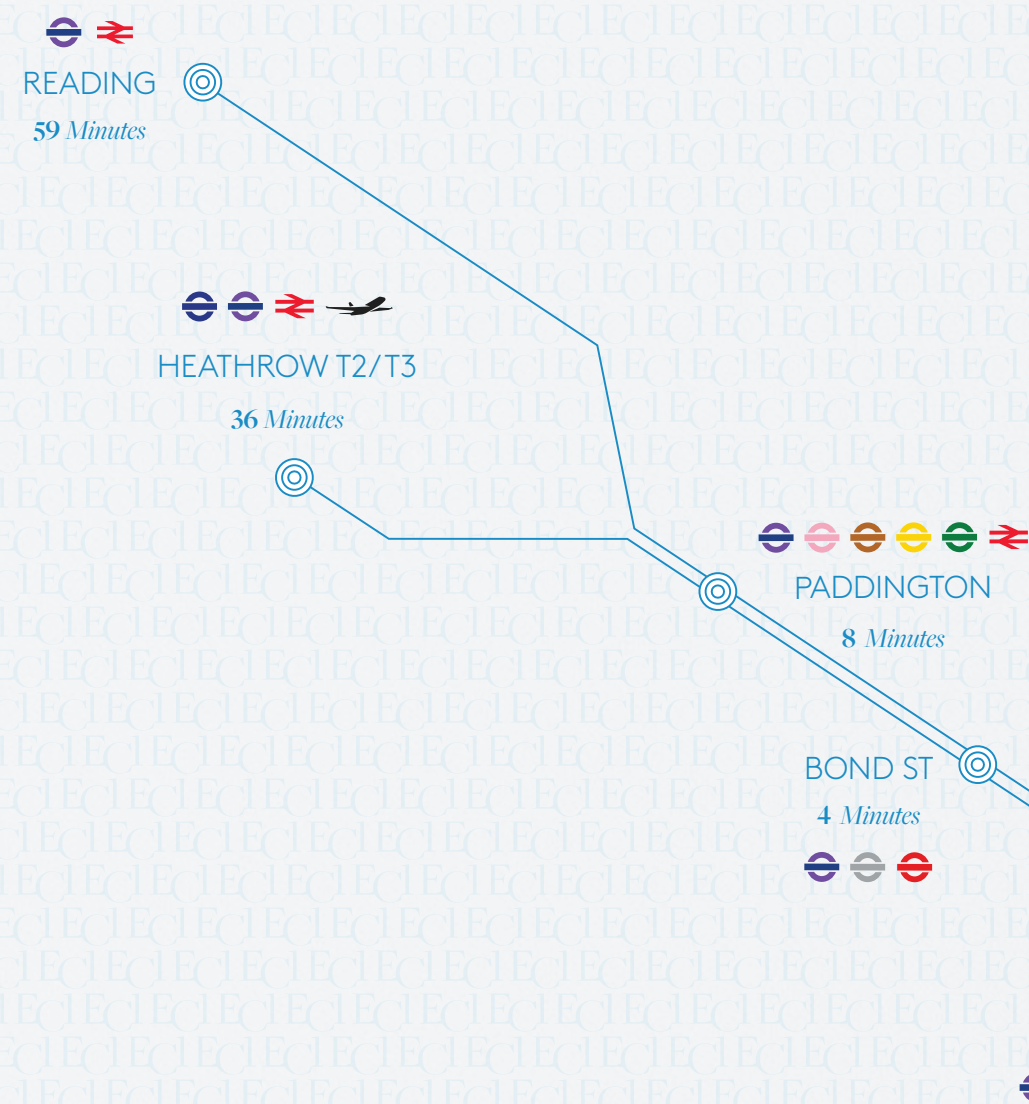
Thameslink trains zoom through Farringdon, offering a direct route between north and south London. You can travel from Bedford and Luton in the north, all the way to Brighton and Gatwick Airport in the south. This makes Farringdon a perfect pit stop for commuters and travelers moving across the city and the southeast of England.

The Elizabeth Line, also known as Crossrail, is a game-changer. It links Farringdon directly to Heathrow Airport, Canary Wharf, and Reading, cutting down travel times and making your journey smoother than ever. The spacious platforms and modern trains showcase the best of London's transport future.

Farringdon isn't just about trains. Its central location means easy access to major roads, making it simple to drive around the city or out to the countryside. Plus, with quick connections to key airports like City, Heathrow, and Gatwick, catching a flight is hassle-free. And let's not forget about the Eurostar at King's Cross St. Pancras, just a short hop away. From there, you can speed off to Paris, Brussels, and beyond, bringing the whole of Europe within easy reach.

FARRINGTON

Just a 1 MINUTE walk
from **THE CORE**



The area around Farringdon is buzzing with life. Trendy bars, cool cafes, and interesting cultural spots make it a great place to hang out. The historic Smithfield Market (see future plans) and the London Museum are right on your doorstep, offering plenty to explore and enjoy.

Farringdon is a model of modern urban travel, reducing congestion and emissions while making life easier for everyone. It's more than just a station; it's a gateway to everything London has to offer and beyond.

So next time you find yourself at Farringdon, take a moment to appreciate its incredible connections. Whether you're commuting, exploring, or setting off on a big adventure, Farringdon is the perfect starting point.

Embrace the journey and see where it takes you.

Located at THE CORE of the City

“THE CORE, just a *1 minute* walk from Farringdon station, offers **UNPARALLELED** connectivity in the **CITY**, **EUROPE** and beyond, redefining convenience and accessibility for **MODERN URBAN LIVING**”

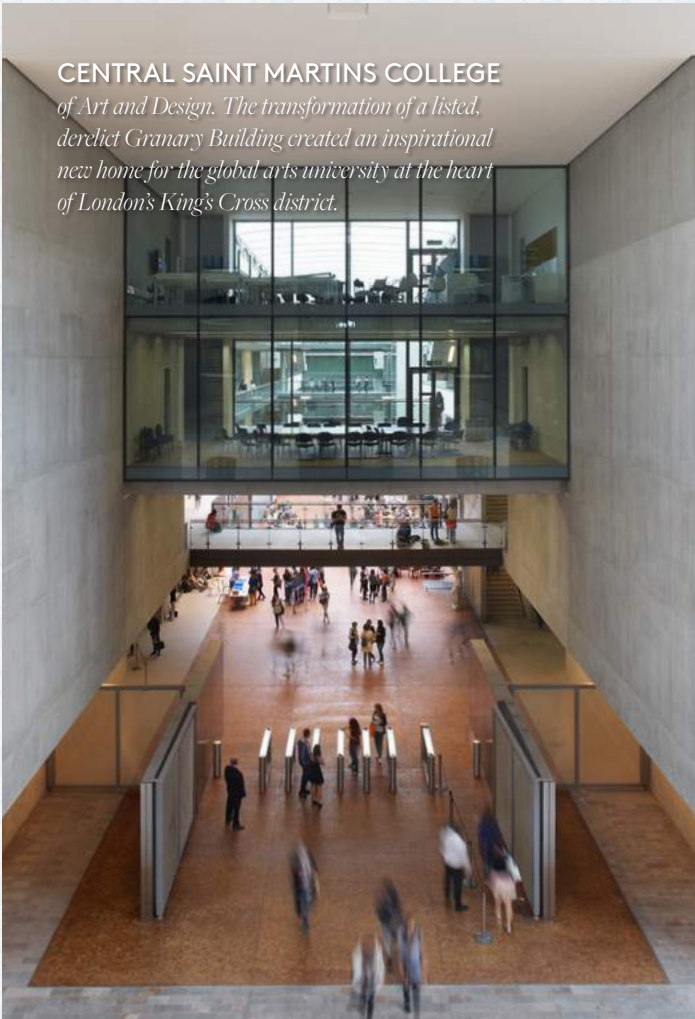


A serene view of Imperial College London, showcasing its historic architecture and a prominent statue. The scene captures the essence of academic excellence and timeless beauty.

BE OUTSTANDING
in a city like no other

*Home to some of the most
Prestigious UNIVERSITIES
& SCHOOLS in the country*

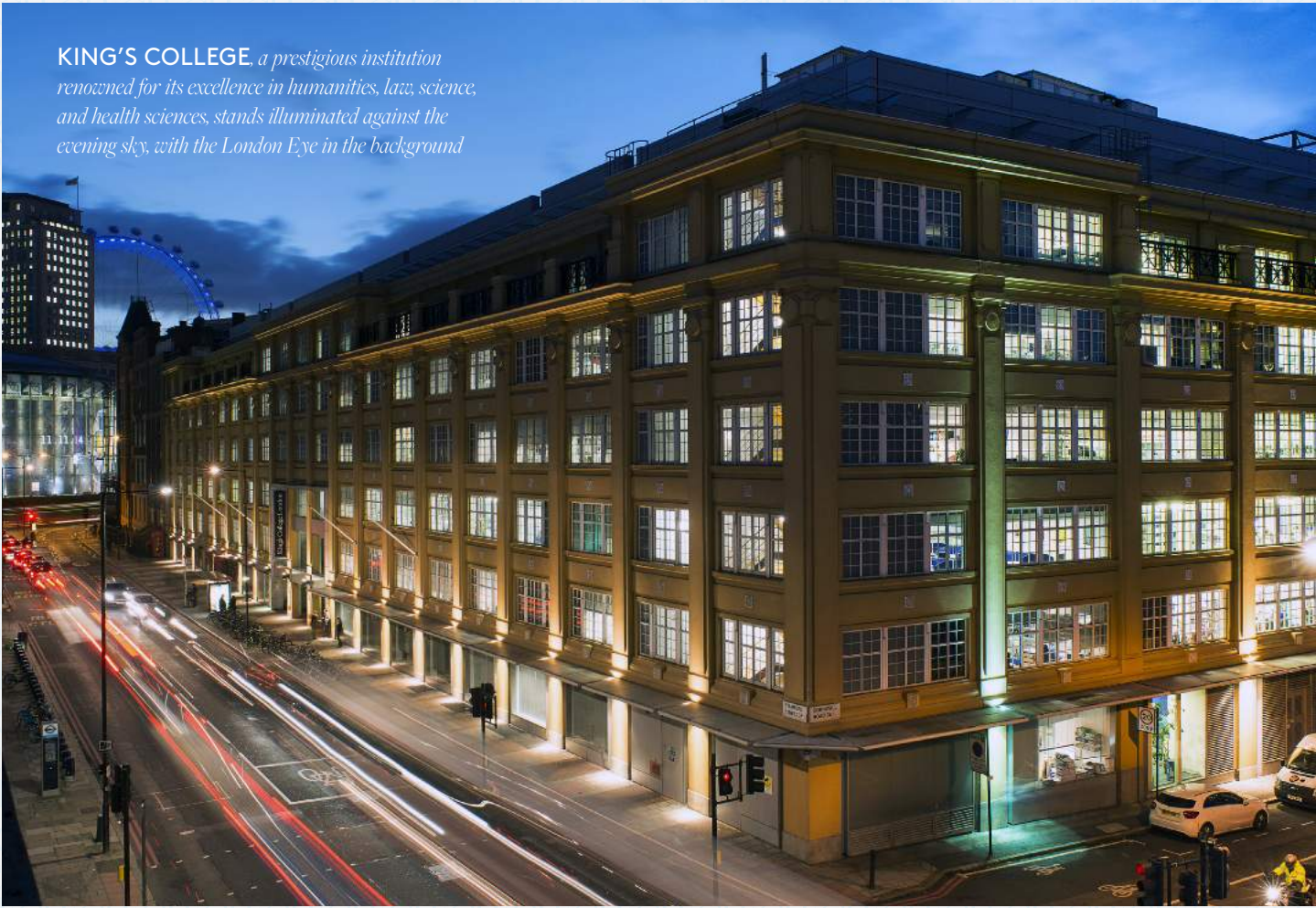
London stands as a vibrant hub for learning and intellectual growth, attracting students and academics from around the globe. Its prestigious universities, such as Imperial College London, the London School of Economics, and University College London, offer unparalleled educational opportunities and foster a thriving academic community.



CENTRAL SAINT MARTINS COLLEGE
of Art and Design. The transformation of a listed, derelict Granary Building created an inspirational new home for the global arts university at the heart of London's King's Cross district.



DUAL PURPOSE
Multifunctional space from exhibition Gallery to live Catwalk Shows



KING'S COLLEGE, a prestigious institution renowned for its excellence in humanities, law, science, and health sciences, stands illuminated against the evening sky, with the London Eye in the background

UAL - University of the Arts



EDUCATION

At the heart of this intellectual landscape, one is surrounded by leaders in every field of learning. Esteemed institutions like the Royal Academies, SOAS, and Central Saint Martins further enrich the city's academic environment.

Moreover, London provides access to highly sought-after primary and secondary schools, including the Lyceum Preparatory School, Westminster School, and the City of London School for Girls. This extensive network of educational excellence ensures that residents feel at home in a city dedicated to fostering knowledge and learning at every level.

UNIVERSITIES

LSE - London School of Economics and Political Science
7 Minutes - WC2A

UAL - University of the Arts London
7 Minutes - WC1V

UCL - University College London
8 Minutes - WC1E

King's College London
8 Minutes - WC2R

Royal College of Arts
17 Minutes - WC1B

Central Saint Martins (UAL)
14 Minutes - N1C

Royal Academy of Music
18 Minutes - NW1

London College of Fashion (UAL)
25 Minutes - W1G

Imperial College London
30 Minutes - SW7

TOP-TIER *primary and secondary* schools to nurture FUTURE LEADERS

PRIMARY

Charterhouse Square School
3 Minutes - EC1A

Dallington School
3 Minutes - EC1V

Hugh Myddelton
6 Minutes - EC1R

The Lyceum Preparatory School
5 Minutes - EC2A

Queen's College Preparatory School
18 Minutes - W1B

International Community School
24 Minutes - W1H

SECONDARY

Southbank International School
10 Minutes - W1T

City of London School for Girls
4 Minutes - EC2Y

Queen's College
18 Minutes - W1G

Wetherby Senior School
18 Minutes - W1U

Westminster School
14 Minutes - SW1P

Stoke Newington School + Sixth Form
19 Minutes - N16



Regent Street adorned with Union Jack flags, creating a festive atmosphere. This iconic shopping street is known for its grand architecture and vibrant retail scene.

The Shard, London's tallest building, stands majestically against the evening sky. Its modern design contrasts with the surrounding architecture, symbolizing the city's dynamic evolution.

London's night skyline featuring the illuminated **London Eye**. The city's mix of historic landmarks and modern skyscrapers creates a breathtaking panoramic view.



Big Ben in London, viewed from a charming street. The iconic clock tower shines brightly, blending historic architecture with the city's vibrant Summer atmosphere.



Liberty London, an iconic department store known for its distinctive Tudor revival architecture. This historic shop offers a unique and luxurious shopping experience.



The Royal Exchange, a symbol of London's historic financial district, stands proudly alongside the **Bank of England**. This iconic landmark is surrounded by the modern skyscrapers of the City, highlighting the blend of tradition and contemporary commerce.



CITY LIFE

just minutes from
THE CORE

The Changing of the Guard at Buckingham Palace, a quintessential London tradition. The ceremonial display of precision and pageantry draws crowds from around the world.



The Eros statue in Piccadilly Circus is a symbol of London's dynamic energy. Nestled among grand buildings and illuminated by city lights, it encapsulates the spirit of the capital.



The Emirates Cable cars provide stunning views of London's skyline and the Thames. Offering a unique perspective of the city's evoking landscape.

TAKE IN THE SIGHTS

LONDON EYE, a prominent landmark in the United Kingdom, exemplifies modern engineering and serves as a symbol of London's dynamic cityscape. This grand Ferris wheel was inaugurated on December 31, 1999, to mark the millennium celebrations. Standing at 135 meters (443 feet), it was the tallest Ferris wheel globally until 2006 and remains the tallest cantilevered observation wheel in Europe, offering unparalleled views of the city's skyline.



Smithfield Market

Studio Egret West has unveiled transformative plans. The project re-imagines the historic market as a sustainable food hub and cultural venue, integrating flexible halls for creative industries and public spaces for community engagement. Key features include a Grand Avenue cut-through, connecting above and below ground, and an all-seasons garden under a glass roof in the Rotunda. These changes aim to blend Smithfield's rich history with modern uses, enhancing its role within the City of London's Culture Mile.



Grand Avenue, central to Smithfield since 1868, will remain publicly open and vibrant. New two-storey kiosks will flank the avenue, hosting micro industries, independent food and beverage start-ups, and cookery classes. Iconic railings will be opened like gates, creating welcoming spaces for enjoying food.



The FUTURE of EC1

London's Original Cultural CORE

WELCOME to the vibrant heart of London—EC1, a place where history, culture, and innovation collide. As one of the city's most iconic landmarks, Smithfield is about to undergo a transformation that promises to make it a cultural beacon for Londoners and visitors alike. Since its conception in 1868, Grand Avenue has been a key public interface at the heart of Smithfield. The new plans celebrate and enhance this historic thoroughfare, keeping it publicly open with new two-storey kiosks hosting micro industries, independent F&B start-ups, and cookery classes. Iconic railings will be opened like gates, creating inviting spaces for enjoying food. Let's delve into the exciting future of EC1 and what it means for the capital.



Artists impression and CGI visualisations of how the area could look.

The London Museum

The centrepiece of Smithfield's transformation is the relocation of the Museum of London, re-branded as The London Museum. This move is more than a simple address change; it's a bold statement of cultural ambition. Set to become one of London's top ten visitor attractions, the new museum will draw over two million visitors annually, infusing the area with energy and excitement. Cavernous spaces both above and below ground, filled with art, history, and the buzz of curious minds. The new London Museum will offer permanent galleries that tell the rich and diverse stories of London and its people. From the remnants of the Great Fire to the latest in contemporary art, the museum will be a treasure trove of experiences.



The Elizabeth Line: Paving the way

The first step in bringing this grand vision to reality was the opening of the Elizabeth Line. This state-of-the-art railway line has significantly improved connectivity to EC1, making it easier than ever for visitors to access this cultural CORE. With the Elizabeth Line in place, the groundwork for Smithfield's transformation has already been laid, setting the stage for its next exciting chapter.

VISIONARY

Community & Connectivity

Smithfield's transformation isn't just about buildings and exhibitions; it's about people. The museum's move will create jobs, foster education, and offer training opportunities for local young people. It's set to become a central hub in the City of London Corporation's Destination City initiative, which aims to make the Culture Mile a vibrant destination all week long.



Culture Mile

The Culture Mile initiative by the City of London is organising arts and entertainment events across various venues from Farringdon to Moorgate while also supporting community projects. According to them, Culture Mile is a new hub for contemporary culture in the historic heart of London's working capital. The City of London Corporation, in partnership with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra, and the Museum of London, is revitalising the area with creative collaborations and thrilling events.

EC1 is transforming into a vibrant
CULTURAL HUB, brimming with arts,
innovation, and community spirit – a new era
of creativity in THE CORE of the city.



SHOWCASE

CONTEMPORARY SOLUTIONS FOR BUILDING
INNOVATIVE HOMES AND LIVING OPPORTUNITIES

With a combined 40 years of experience, our team of industry experts is dedicated to redefining land and property development.

Driven by three CORE values - **embrace challenges** - **strive for quality**, and **focus on results** - we are committed to shaping the future of housing.

Our vision propels us to new heights, ensuring exceptional service and ground breaking solutions for modern living.

Previous developments from
HERITAGE
Estate Group

PAVILION PLACE
Bishops Stortford

Five spacious, contemporary two-bedroom homes, converted from a charming property, overlook the picturesque cricket grounds in the North West corner of Bishop's Stortford.

Just a short walk to the vibrant town and mainline railway station with fast trains to London Liverpool Street, these apartments offer luxurious living with excellent convenience. Pavilion Place is ideal for those seeking the best of both worlds—a relaxed, countryside feel with easy access to a thriving town for an active social life.



ALL SAINTS
Maldon

This award-winning development features individually planned, carefully restored homes within a charming former Victorian Junior School. Offering a desirable blend of character, quality, and convenience, this grade II listed building from the 1840s has been meticulously converted into eight houses in the Maldon Conservation Area. Judges praised the use of estate-style metal fencing for discrete garden areas and the high-quality paving and planting, significantly enhancing the building's setting.



FOREST HOUSE
London E11

This development exemplifies the perfect balance of comfort and affordability with 8 thoughtfully designed one, two, and three-bedroom apartments spread over three floors. Each apartment features high-quality natural finishes and intelligent layouts, providing unique room configurations to suit individual styles. Open-plan living areas, large windows, and neutral décor create a light and spacious atmosphere, allowing for personal customisation.

WATERFORD WICK
Hertford

Stylish, contemporary living spaces combined with picturesque views of green fields and forests, are situated just minutes away from the bustling market town of Hertford. This idyllic location provides both convenience and luxury, with nature at your doorstep. Waterford Wick is an exclusive development of net-zero carbon homes, designed to achieve the maximum five-star rating under the Home Quality Mark (HQM). HQM is an independently assessed certification scheme for new homes, providing a simple star rating for the standard of a home's design, construction, and sustainability.



THE CORE

10 - 13 NEWBURY ST, LONDON EC1



FOR ALL ENQUIRIES PLEASE CONTACT

01992 845 699

WWW.THE-CORE-EC1.CO.UK

INFO@JUSTNEW.CO.UK



HERITAGE
estate group



JUST NEW HOMES

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