

LIFE IN ALL

ONE PLACE ✨



SELBO WALTHAMSTOW

THE EADES

SELBORNE RD ✨ WALTHAMSTOW

ALL IN

ITS LAYERS ✨

THE EADES



Front entrance

EXPLORE



EXPERIMENT



EXPRESS



EXHALE

A new standard
for renting.

Way of Life lays the foundations for renters to make a home. Here, we see your home as an expression of your lifestyle. Somewhere to rest, play, work and build relationships. Because living with us isn't just about getting to know the places and faces on your doorstep. It's also about tapping into a sense of belonging and becoming part of the community at large.

WAY OF LIFE

HOME IS MORE THAN YOUR FOUR WALLS

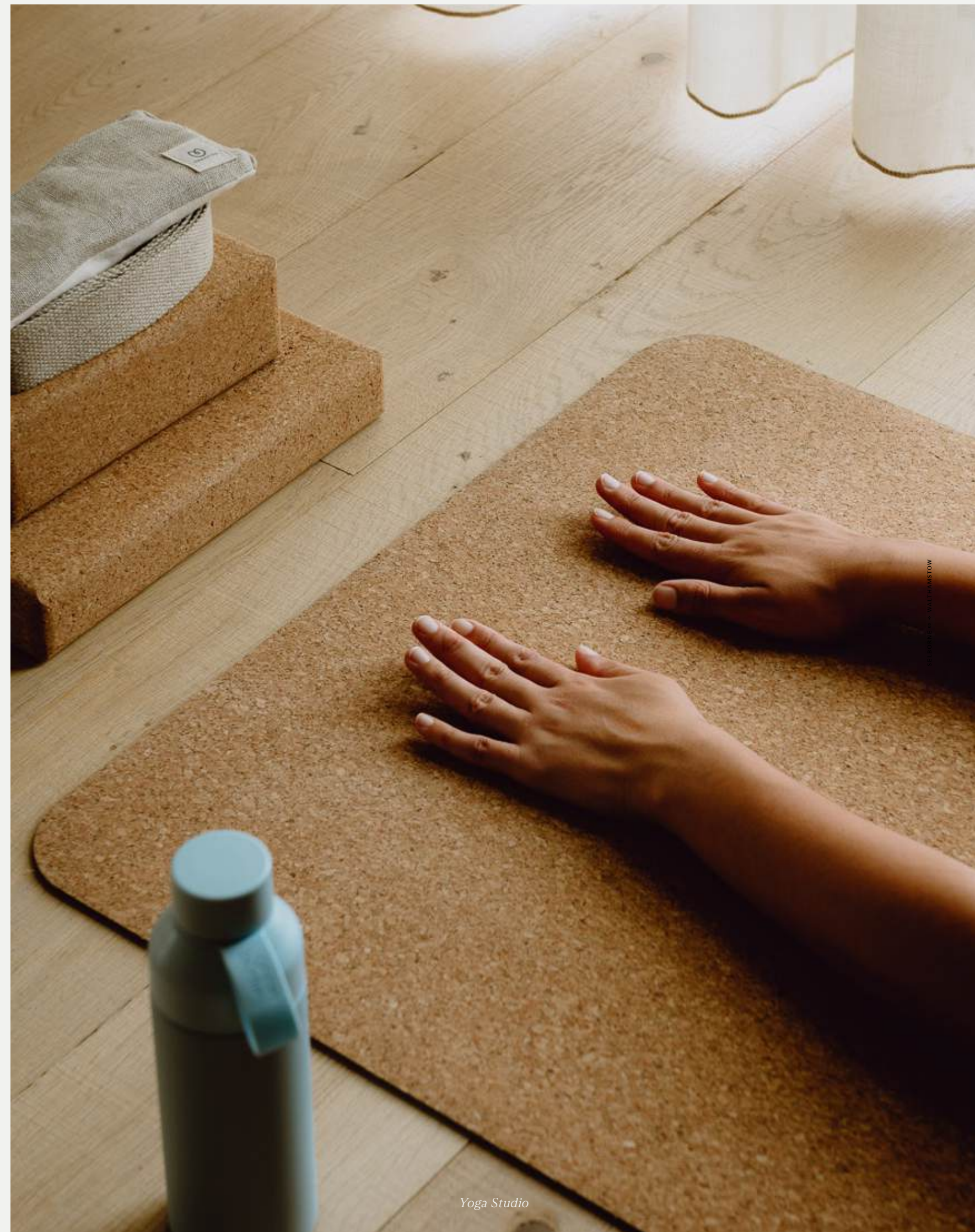


THE EADES



Private dining room

Consciously built and expertly designed for all ways of life, The Eades is duly managed by Way of Life. So you spend less time worrying and more time living.



Yoga Studio





THE EADES

CONCIERGE

If you lock yourself out, we have a spare key. If you want a recommendation for dinner, we've got you covered. And if you need assistance on move-in day (or just day to day), we're here to support you.



PARCEL STORAGE

Never miss a package again. Have your parcels stored in a secure Locker until you're ready to collect.

— *Everything living in E17* —

24/7 ON-SITE SECURITY TEAM

Rest easy at The Eades. Our security team is on site around the clock to make sure you're looked after no matter the time of day.



Make the most of a wide range of exclusive perks designed to enhance your everyday living experience – from a fully equipped gym and serene yoga studio to a stunning rooftop dining area with breathtaking views of London.

YOGA STUDIO

The city can be a lot. Catch your breath in our dedicated yoga studio, featuring complimentary mats, blocks, straps, and bolsters.



GYM

Break a sweat at our in-house gym. Accessible at all hours of the day, it's fitted with top-notch equipment and a treatment room for physical therapy or sports massage.

CO-WORKING SPACE

Work from home – but not home home. Located on the first floor with a view of the Walthamstow Wetlands, our co-working space is fitted with plenty of outlets, broad desks, and enough ergonomic office chairs to go around.







PRIVATE DINING ROOM

Make the night memorable with meals in our rooftop dining room overlooking London. Perfect for celebrations big and small – or for just getting the gang together.



ROOFTOP

Kick back among the clouds. Our roof also harbours a plush lounge area for clearing your head or toasting to new horizons. Because here, the sky's the limit.

MEET THE DESIGNERS

||

Joyce and Dax Roll of Nicemakers

✦ Nicemakers' creative duo, Joyce and Dax Roll, have spent over a decade shaping interiors that feel as natural as they are intentional. From private residences and hotels to restaurants and retail spaces, their work is rooted in an intuitive sense of flow, history, and atmosphere – allowing each space to tell its own story.

You work with the 'natural flow' of a space. What does that mean to you and for The Eades specifically? We view design as a means to support a balanced life, naturally encouraging intellectual stimulation, purpose, creativity, nourishment, self care, social moments, and connection with nature. For The Eades, that meant designing to cater not just to community but also to privacy. Each space acts as a small adaptable living room that can flex to different types of moments and memories, from intimate celebrations to large gatherings.

Energy and intent in design is important to you – what kind of feeling did you want to create for people walking into this space for the first time? First and foremost, a sense of belonging. The Eades is a big landmark in the community, so the design had to feel intentionally inclusive and deeply rooted. That meant it had to have a true connection to Walthamstow's heritage, while still feeling like a welcoming living room as mentioned. We drew inspiration from the architecture, William Morris, the wetlands – but also the community experience that is so integral to life in Walthamstow.



We are indeed proud of Walthamstow's strong sense of community and creativity. How did those factors influence your approach to the interiors? In every aspect, really. From the overall layout to the design details, all our spaces are meant to foster community and a wider connection to our surroundings. You can see that in the lowered ceilings and cosy nooks that create a more intimate, human environment; in our colour palette, which was informed by the architecture of Walthamstow Town Hall; and in the styling and wall treatments that are sourced from local artists and regional brands.

It's true that materials and textures are a big part of your work. Were there any standout choices in this project that you think people will really connect with? We chose furniture with the resident in mind. Everything had to feel intuitive and inviting. We want people to engage with the spaces we create. The Eades should never feel like a 'designed' hotel residents are afraid to use and personalise. So all the furniture fabrics were carefully selected to have a natural feel that links to our green environment.

How did you ensure there was a clear design thread throughout all amenity spaces? The gym is a very different space to the residents' lounge, for example. We actually didn't want there to be a design thread, but rather a consistent feeling of ease. The way someone experiences the gym should be very different from their

experience of the residents lounge. Essentially, we're more interested in creating an emotional response that matches the space.

There's always a moment in a project where everything just clicks. Was there a design decision here that felt like a turning point? The design of the entrance lobby with its curved staircase. Serving as a functional sculpture and focal point, it tied everything together, organically linking the public ground floor with the more private first floor. That unlocked the natural flow of the place for us.

Your work has taken you all over the world – was there anything about this project that felt different or

surprising to you? This was our first large-scale residential public space. So balancing the scale of the building with the cosy, intimate feel that defines Nicemakers' work was both a challenge and an exciting new experience.

If you could sum up this project in a few words, whether it's a mood, a feeling, or an idea, what would they be? Warm, approachable, relatable, adaptable. We're not looking for big first impressions, we're looking for lasting design that feels like an extension of your private apartment and life. Everything here is created to be seamlessly connected and flexible to residents' needs. ✦



Nicemaker project for The Brecon, Adelboden Switzerland



*Sustainability isn't an afterthought at The Eades.
It's built into every detail. With modular design,
we're making way for a new era of low-carbon building.
And the numbers speak for themselves:*

DESIGNED TO MAKE A DIFFERENCE



45% less embodied carbon.
80% less construction waste.
99% of site waste diverted from landfill.

But a home is more than a building – it's about the life that follows.
The Eades is designed for the long haul: powered entirely by electricity,
free from non renewables and operating on a net-zero balance.
And beyond the walls, we're investing in initiatives
that keep Walthamstow thriving.

Inside the design of our guest suites with
Laura Perryman, ADC Atelier
and *STORE Projects*.

SOPHISTICATED STAYS



THE EADES



The Eades offers five beautifully designed guest suites, curated for hosting friends and family or indulging in a well-earned staycation if you haven't made The Eades home yet. Each one has been brought to life by a different designer, creating distinct spaces that cater to every mood.



Laura Perryman

Laura Perryman, a Colour & Material designer, draws on the calmness of colour therapy to craft a serene haven. By pulling inspiration from the surrounding green spaces such as Epping Forest and Walthamstow Wetlands, Perryman works with natural tones that celebrate the vibrancy of E17.



ADC ATELIER

Renowned designers ADC Atelier bring their signature timeless elegance to The Eades. Drawing inspiration from the city, local area and artists like William Morris, they tailor each room to reflect their surroundings while creating a sense of home.



STORE PROJECTS

Walthamstow's very own STORE Projects weave the essence of the borough into their design. A social enterprise bringing art, architecture and design to young people, they fill rooms with unique pieces that can't be recreated.

THE EADES

**CITY
COUNTRY
COAST**
OUR HOUSE YOUR HOME

A Modern Way to Live

Matt Gibberd

OBJECTS WITH ECCENTRIC ELEGANCE



Showcasing local designers
with *STORE Projects*.

For The Eades they selected a range of makers whose studios are based in East London. Highlighting the rich and eclectic hand crafted design scene, and working with contemporary designers and artists to showcase experimental local craft techniques.

THE EADES



STINE KEINICKE

Stine Keinicke's work flips traditional materials and manufacturing techniques on their head to create unexpected forms that are bold, sustainable and uniquely tactile.



JOCHEN HOLZ

Best known for his Penguin Jugs, Jochen Holz uses the Italian technique 'incalmo' to fuse different coloured pieces together. Abstract and at the same time unmistakably penguin-like, they'll add a pop of colour and whimsy to any home.



MAISON SOMMET

Maison S. Sommet's new-age ceramics are a perfect blend of modernity and heritage. Making use of man and machine-made techniques, they have a sculptural yet functional feel.



JAMES SHAW

James Shaw translates waste into wonder with his sculptural recycled plastic forms. From toilet roll holders to centrepiece chairs, each is one of a kind, environmentally conscious and sure to make a statement.



TROY TOWN

Inspired by both Eastern and Western techniques, shapes and glazes, Troy Town creates traditional reduced stoneware pottery in Anglo-Japanese style.

✦ Walthamstow has always been a hub of creative activity. For over a century, it has given rise to many renowned artists, including William Morris, a major contributor to the Arts and Crafts movement. The area has a heritage of democratic and independent design that continues to this day. Deeply inspired by this legacy, The Eades honours it right down to the name.

S is for Stow, as locals' affectionately call Walthamstow. The 'S' was altered to reflect the iconic typeface of local Underground signage; bringing a sense of place into the heart of our identity.

The logotype is modelled on the London-designed typeface called Aperçu, whose name means 'to makes an illuminating or entertaining point'. This little hidden detail playfully effects the social and community ethos of the building design.

THE EADES

THE EADES

SELBORNE RD ✦ WALTHAMSTOW

We have many brand icons, but you'll find our primary icon sitting discreetly in the middle of our logotype. Taken from our extensive archive dives into the area's history, it's one of the oldest symbols you can find in Walthamstow. Its position here represents the area's history being central to its future.

From the old English for abundance, 'eades' reflects the richness of art and craft inherent to the area. The Eades is more than a name. It's a nod to a heritage, a philosophy, and a movement that shaped the soul of this community. ✦



SELBORNE RD ✦ WALTHAMSTOW

WILLIAM MORRIS GALLERY



William Morris Gallery is devoted to the designer, craftsman, and radical socialist William Morris. Housed in the Grade II listed building that was once Morris' family home, the Gallery displays the world's largest collection of his work, alongside contemporary exhibitions and an active events and learning programme. The Gallery is free and open to all.

A CONVERSATION WITH HADRIAN GARRARD, DIRECTOR AT WILLIAM MORRIS GALLERY

✦ **For those new to William Morris, who was he and what was his connection to Walthamstow?** Great question! William Morris (1834–1896) was a British designer, poet, and socialist activist, best known for his role in the Arts and Crafts Movement. His connection to the local area comes from his childhood home, Water House in Walthamstow, which is now William Morris Gallery. The Gallery displays the world's largest collection of his work, alongside contemporary exhibitions and an active events and learning programme. It's our purpose to share the rich artistic and social legacy of Morris.

What influence did William Morris have on the design and art world? Morris was a pioneer of the Arts and Crafts Movement, which emphasised craftsmanship, natural materials, and pattern making. His designs, often inspired by nature, have had an enduring impact on textiles, wallpaper, furniture, book printing, and the decorative arts. Likewise, his ideas about beauty, utility, and craftsmanship continue to shape design philosophy today.

So his legacy is still visible today? Yes! His patterns remain hugely popular in fashion and interiors, and the Arts and Crafts ethos continues to influence designers who prioritise sustainability and artisanal practices. Many contemporary artists and makers draw inspiration from his belief in design's role to shape everyday life. His socialist ideals also resonate in today's conversations about ethical production and workers' rights.

We also have a few questions for you personally. How long have you been Director of the Gallery? And what does a typical day look like for you? I've been Director of the Gallery for 3.5 years. My day is a mix of operational management, exhibition development, and engagement with our community in Waltham Forest. I manage the Gallery team and often spend time with staff, artists, or local groups working on exhibition projects and educational programmes. I'm the main spokesperson for the Gallery and am often involved in hosting events, networking, and advocating for the Gallery.

What can residents of The Eades expect from the events and learning programme? Residents can look forward to a diverse programme that includes hands-on workshops, talks, film-screenings, family activities, and exhibitions showcasing both historical and contemporary art and design. Please do drop by!

Are there any favourite local gems you'd recommend to residents? We're very lucky to have Lloyd Park on our doorstep. As we're located in the grounds of the Park, we have a beautiful green space around us. Our park volunteers keep the gardens looking fantastic and it's a great spot for a picnic if you're visiting the Museum. (Highly recommend grabbing a toastie at Deeney's Café at the Gallery!). For those wishing to explore a little further afield, I'd also recommend Walthamstow Wetlands. ✦



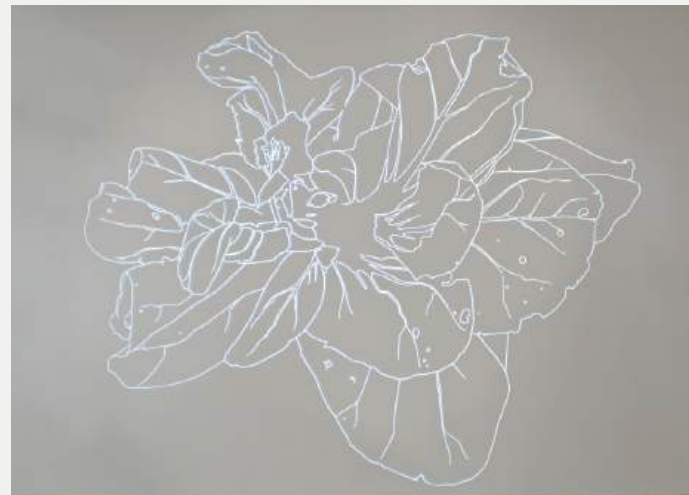
Whether you're an art enthusiast or simply curious, the renowned William Morris Gallery presents an inspiring series of workshops designed to spark creativity and conversation. Immerse yourself in the gallery's rich archives and uncover new perspectives on themes of place and identity. Below: Images from the William Morris Gallery archives



THE PRACTICE OF HUGO DALTON



Hugo Dalton is known for his vast and sweeping light drawings, wall paintings and sculptures that explore the relationship between line, dance and sound.



Piece Name by Hugo Dalton

✦ Hugo Dalton is known for his vast and sweeping light drawings, wall paintings, and sculptures that explore the relationship between intangible energy and visual form.

His works, which have been featured at Carrousel du Louvre, Paris and the Victoria and Albert Museum and Sadler's Wells in London seek to extend their environments – both

physically and conceptually. In this way Hugo bridges the gap between conceptual and applied art, making the transcendent beauty of life tangible and accessible to all who pass by. Building on these themes and inspired by William Morris's iconic willow pattern, he has created a huge bespoke block printed piece that will hang in pride of place in The Eades' lobby. ✦

— I have been developing a large-scale version of block-printed wallpapers in honour of William Morris. But rather than pressing patterns onto paper, I'm printing directly onto the wall. —



Becky Blaire



Enrico David



Iona Stern

In collaboration with Mylo Art

IN AND AROUND THE BUILDING



A vibrant melange of styles, inspirations as mediums as diverse and eclectic and the neighbourhood itself.

✦ Inspired by the area's rich history and connection to art, special care and attention has gone into what adorns the walls of The Eades. Each piece will be completely bespoke and specially created for this project, including work from artists with a unique link to Walthamstow.

Local printmaker *Clare Halifax* has created 6 linocuts that take inspiration from William Morris' work, as well as depicting

Waltham forest through the years. Each will be brought to life in different colour-ways and spread throughout the building.

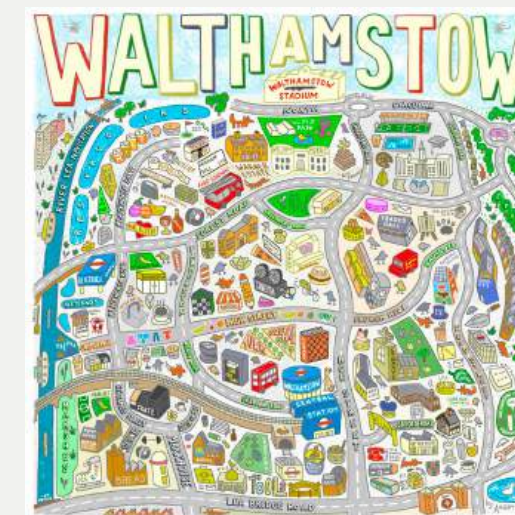
Also on display, a huge piece created by Walthamstow's very own artist, writer and mural painter *Angry Dan*. His work can be seen dotted around London, but on the streets of Walthamstow especially, look out for his illustrated maps and joyful limericks. ✦



Claire Oxley



Lauri Hopkins



Angry Dan



THIS IS EVERYTHING LIVING IN E17

The Voices of Walthamstow.

Walthamstow is shaped by the people who call it home. From independent cafes to family-run workshops, each local business brings its own character to the streets of E17. We put together a list of our favourite local spots and hidden gems so you can get a real feel for the neighbourhood.



WOOD STREET BAKERY

Founded by pastry chef Jennifer Moseley, Wood Street Bakery started during lockdown in 2020. To spread a little joy during a difficult time, Jennifer began making pastries and cakes in her small home kitchen in Walthamstow. Every Saturday morning, she would cycle around the neighbourhood to hand-deliver baked goods. The local community embraced the idea, word spread, and soon they were selling like... well, hot cakes.

One thing led to another and Wood Street Bakery & Cafe finally opened its doors in August 2021. Ever since, Jennifer and her team have been welcoming customers, neighbours, and friends to a bite, a sip, and a chat. From the very start, their mission hasn't just been about baking, but about fostering connection and creating smiles. At its core, Wood Street Bakery embodies Walthamstow's spirit of togetherness. A constant reminder that the simple act of sharing good food can spark joy and build community.



WOOD STREET MARKET

This quirky indoor market began as The Crown Cinema in 1912. Back then, it seated 650 people and was operated by the Penny Picture Theatre Co. In 1955, it was turned into a market and since the early 80s has

been run by the same family. Today, it has a reputation as being one of London's secret gems.

Stop by and discover a host of small businesses, selling anything from antiques, vintage clothing, records, and jewellery to art, beauty products, and delicious food from

all over the world. And just a tip: the vendors of Wood Street Market have their top recommendations too. So when you go, don't just browse, strike up a conversation! You never know what you might find or hear about.

VIBRANT
✧
CITY
≡
OR
⋈
LUSH
||
NATURE?

Walthamstow truly has something for everyone.

These green spaces have been an endless source of inspiration for many a writer and artist over the years. Below is an extract from 19th-century pastoral poet *John Clare's "In Hilly Wood"*, published after his now famed journey from Epping Forest all the way to his Northamptonshire home.

*So thick the leafy armies gather round;
And where they do, the breeze blows cool the while,
Their leafy shadows dancing on the ground.
Full many a flower, too, wishing to be seen,
Perks up its head the hiding grass between.
In mid-wood silence, thus, how sweet to be;
Where all the noises, that on peace intrude,
Come from the chattering cricket, bird, and bee.
Whose songs have charms to sweeten solitude.*

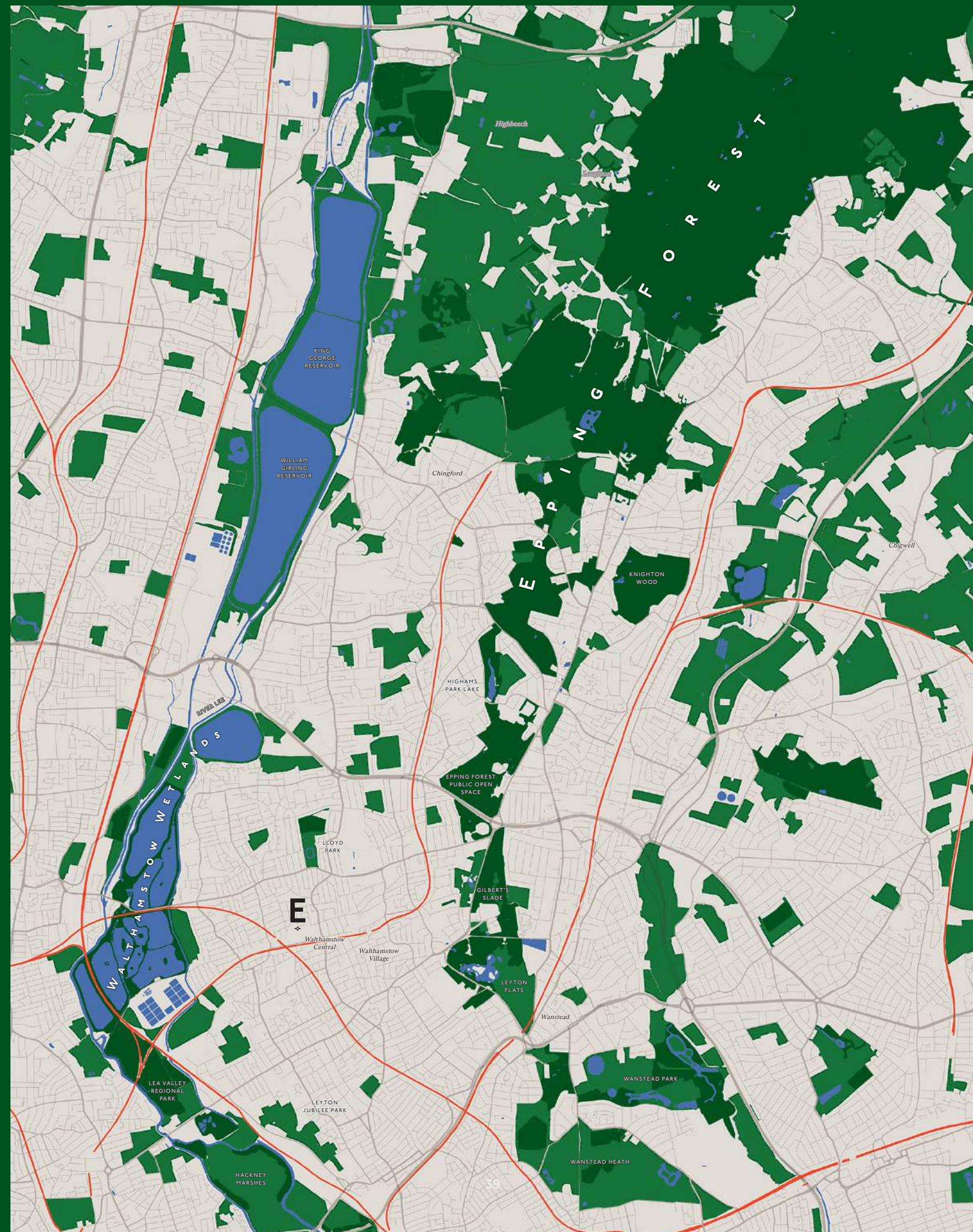
INTO THE GREAT WIDE OPEN



If you're looking for green spaces to walk, cycle, run or simply a patch of grass to sit on, you're spoilt for choice in this neck of the woods. In fact, that's true if you're looking for woods too. With ancient sprawling Epping Forest, Larks Wood and of course, Walthamstow wetlands,

in E17 you're never very far from somewhere lush and leafy. Cycle paths, canal paths and walking trails crisscross all over Walthamstow's wonderful green spaces, so why not head out, follow your feet and see what you can find, getting lost in nature.

- Natural Area
- Green space
- Water body
- Train tracks



YOUR SPACE
✦
YOUR RHYTHM
✦
YOUR PLACE
✦
TO BELONG



THE EADES

Join our community and be the first to know about the latest news, homes, and events at The Eades.

Register your interest by sending a message to theeades@wayoflife.com

The Eades can be found at
Selborne Rd, Walthamstow, London, E17

020 8068 0490

WAY OF LIFE

**Though we have tried our best to ensure all content is accurate, images of The Eades' spaces and facilities are indicative renders, rather than actual photographs.*

THE EADES

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