



1 BAKER'S ROW
LONDON, EC1



A HIDDEN GEM



Situated in the heart of historic Clerkenwell, Baker's Row is a stunning example of 21st century contemporary architecture, highly specified and fitted with advanced features and amenities normally found only on the most luxurious apartments.

Conceived by award-winning architects Piercy Conner, the development elegantly combines seven apartments and a dramatic penthouse with office space at ground level. The accommodation ranges from studios to two-bedroom apartments (some with terraces), all with fully integrated audiovisual and computing infrastructure.

The striking design is inspired by the area's historic roots and the jewellery trade of Hatton Garden – and with the City, the West End, the Thames and main line rail networks within easy reach, the central location couldn't be more ideal.

Welcome to Baker's Row: London's new benchmark for modern living.



HISTORIC CLERKENWELL



Clerkenwell first became a fashionable place to live in the 17th century as a destination where Londoners enjoyed tea gardens, theatres (like Sadler's Wells) and spas; in fact, you can still see part of Clerks' Well after which the village was originally named.

The area later became famous as a centre for clock and watch-making alongside the jewellers and goldsmiths of Hatton Garden. Dr Johnson regularly strode these streets, as did Nell Gwynne, Daniel Defoe and John Bunyan. Clerkenwell Green is also distinguished by a long tradition of radicalism. Oliver Cromwell lived just off the Green (where *Oliver Twist* first saw Fagin and the Artful Dodger at work) and Lenin shared many a pint with Stalin in what is now the Crown Tavern.

It's still one of the best-preserved village centres in central London – a vibrant modern community with a fascinatingly rich history.



LOCATION

Clerkenwell has been described as “the London equivalent of New York’s East Village, but with better architecture and ten times more history.”

With great shopping and tremendous diversity of acclaimed restaurants, bars, galleries, pubs and clubs, the Clerkenwell Green Conservation Area has become a favourite for young professionals. Clerkenwell was in fact the site of London’s very first gastropub (The Eagle) back in 1991. It’s home to some of the capital’s finest restaurants and a bewildering array of social venues, from family orientated wine bars to fashionable clubs and cool underground bars. From the groovy little shopping streets around Exmouth Market to London’s oldest church (St. Bartholomew-the-Great, where the final wedding in *Four Weddings and a Funeral* was filmed).

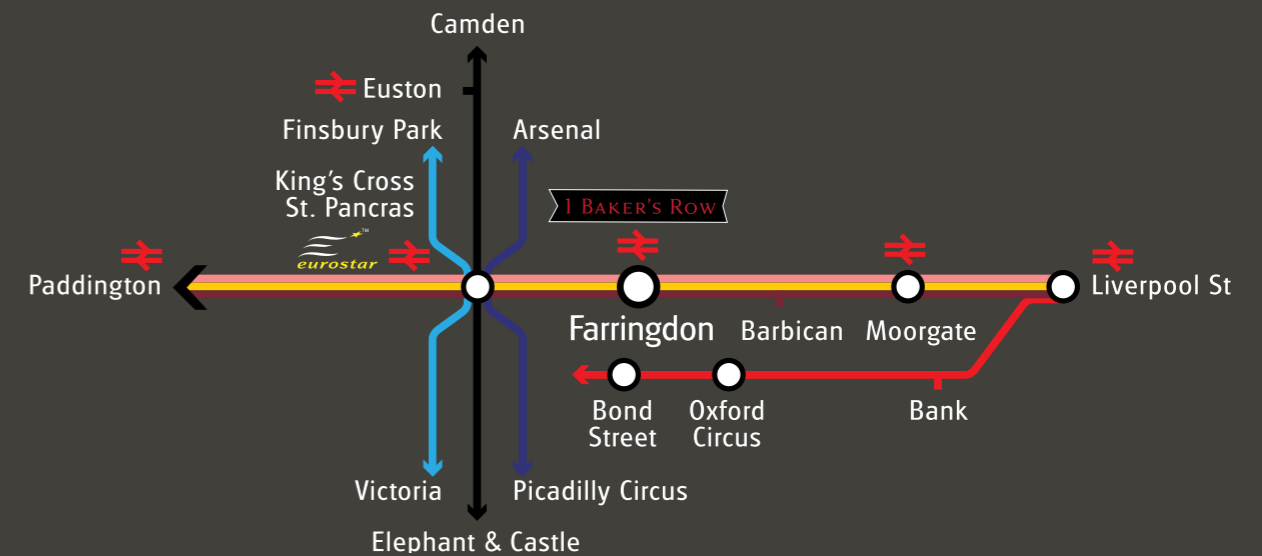






TRANSPORT

Farringdon tube and main line station is a short stroll away from Baker's Row. Being on the Circle, Metropolitan and Hammersmith and City lines, it provides easy and rapid access to every main line rail terminus. Farringdon has direct overground connections to Brighton to the South and Bedford to the North, as well as Gatwick and Luton airports; King's Cross St Pancras, Eurostar terminus to mainland Europe is a two-minute tube ride; Liverpool Street is only four stops away. Naturally, Clerkenwell is also served by the Capital's main bus routes. Being so central, it could hardly be easier to get around.





DESIGN



The Baker's Row development for Great Marlborough Estates respects the surrounding conservation area with a design that articulates the rich and eccentric history of Clerkenwell and Farringdon. The result is a striking contrast between a bold outer skin of contextually sensitive materials enveloping a fluid, theatrical and uncompromisingly contemporary inner core. The sinuous roofline offers a touch of high drama from ground level, without dominating the streetscape.



Adjacent to the historic jewellers' workshops of Hatton Garden, the building has itself been conceived as a modern precious stone in a traditional setting, complete with a jewel-like carapace of distinctive cast masonry panels.

Inside, the design increases the feeling of spaciousness by maximising the light and views from each apartment. In a witty homage to formal Elizabethan architecture, the large floor-to-ceiling window reveals are chamfered and lined in polished metal to reflect and refract light into each living space.



Importantly, a complete digital connectivity network is built into the fabric of every apartment to provide occupants with all the benefits of the latest sound, vision and computing technology.

Meticulous attention to detail is apparent everywhere you look. The palette is luxurious, with natural wood floors and stunning bespoke kitchens by Pepper; bathrooms by Porcelanosa create private spaces that are as invigorating as they are relaxing. Such touches are the hallmark of Great Marlborough Estates design thinking, from the use of advanced materials to discreet innovation that meets the needs of the way we live today.



ARCHITECTS



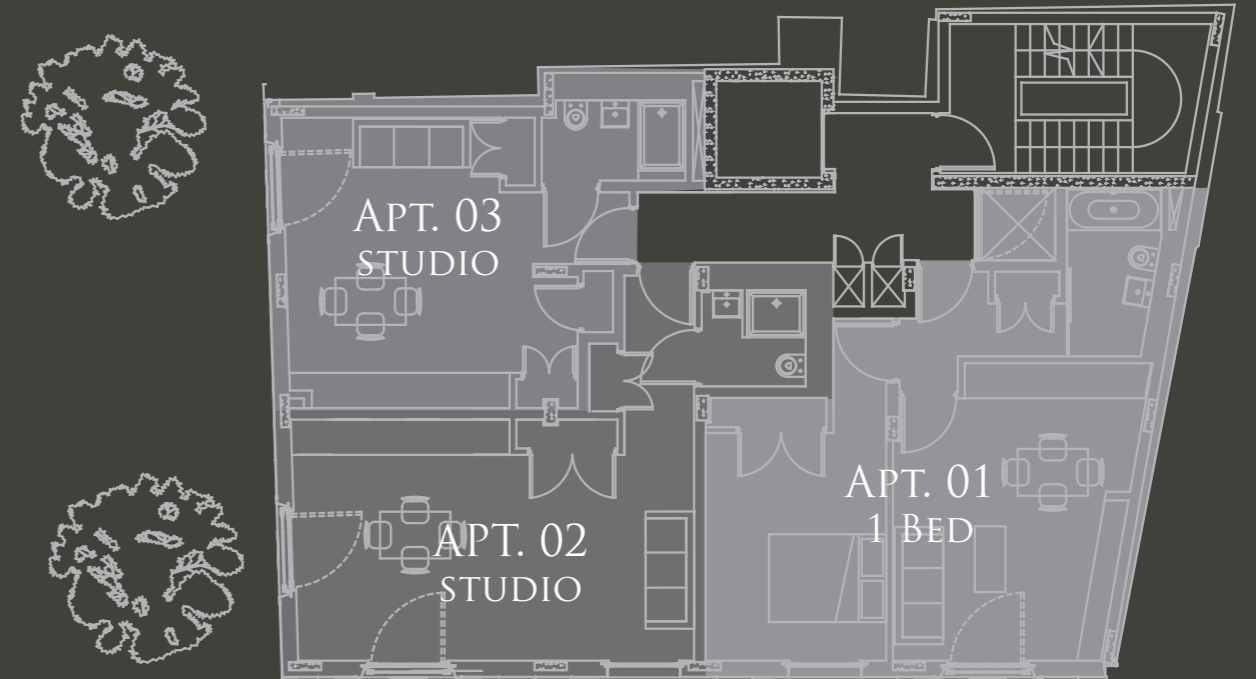
In the decade since ex-Nicholas Grimshaw & Partners stars Richard Conner and Stuart Piercy FRSA set up Piercy Conner, the practice has attracted critical acclaim and many international awards including the MIPIM AR Future Project Sustainability award and the Corus award for architects under 40. They were recently shortlisted for the £180 million regeneration of Walsall for Urban Splash, and nominated for the Observer Hotlist for 2009 and the Architecture Foundation's Next Generation Architect 2008 award.

The Piercy Conner recipe is to combine ingenuity, sustainability and affordability. Driven by a belief that sustainability is “as much to do with discovering viable new mixed-use relationships as it is about saving energy,” the practice is changing our perception of urban living and working by combining theoretical boldness with practical inventiveness.

The Microflat is a case in point – a strikingly innovative solution to affordable quality city housing, and the subject of several TV documentaries. Another is the Kolkata development of family apartments as part of Rajarhat New Town in India, where the surroundings are filtered through perforated screens that echo the rich local architectural heritage.



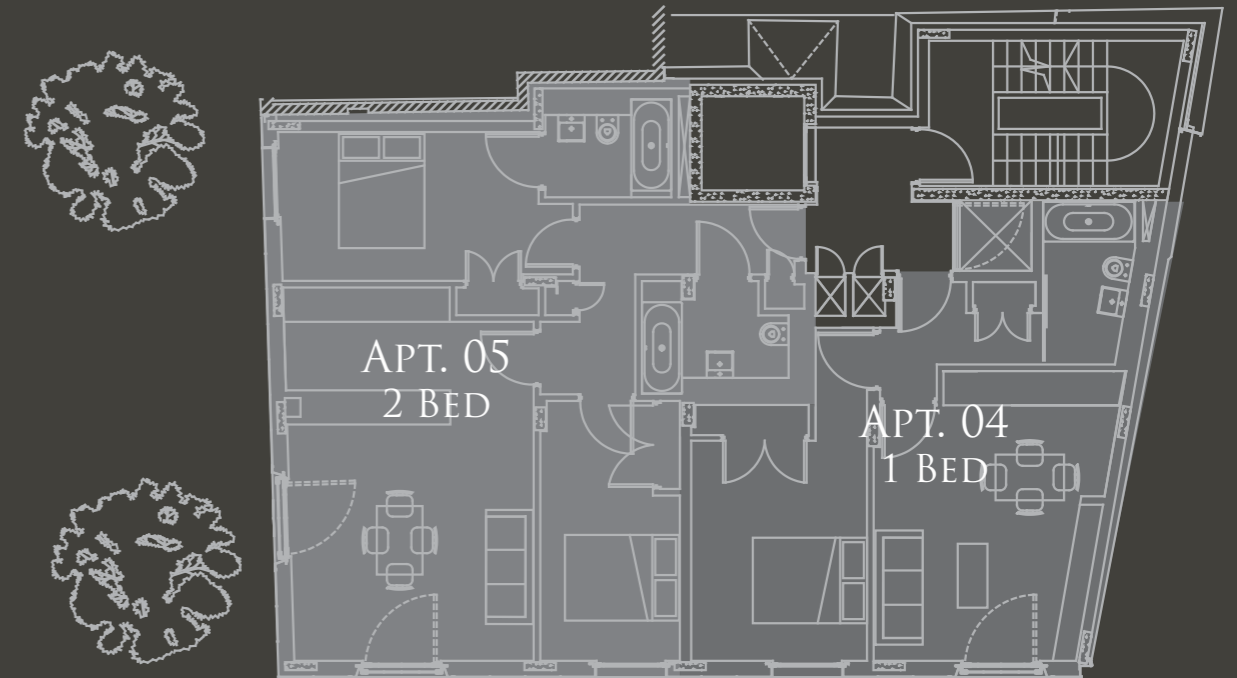
FIRST FLOOR



Apartment	Bedroom Dimension	Living Room/ Kitchen Dimension	Area
Apt. 01	3.1m x 4.5m	4.2m x 5.0m	44.8 sq. m (482 sq. ft.)
Apt. 02	4.1m x 6.8m	-	35.2 sq. m (379 sq. ft.)
Apt. 03	5.5m x 5.0m	4.1m x 5.1m	29.0 sq. m (312 sq. ft.)



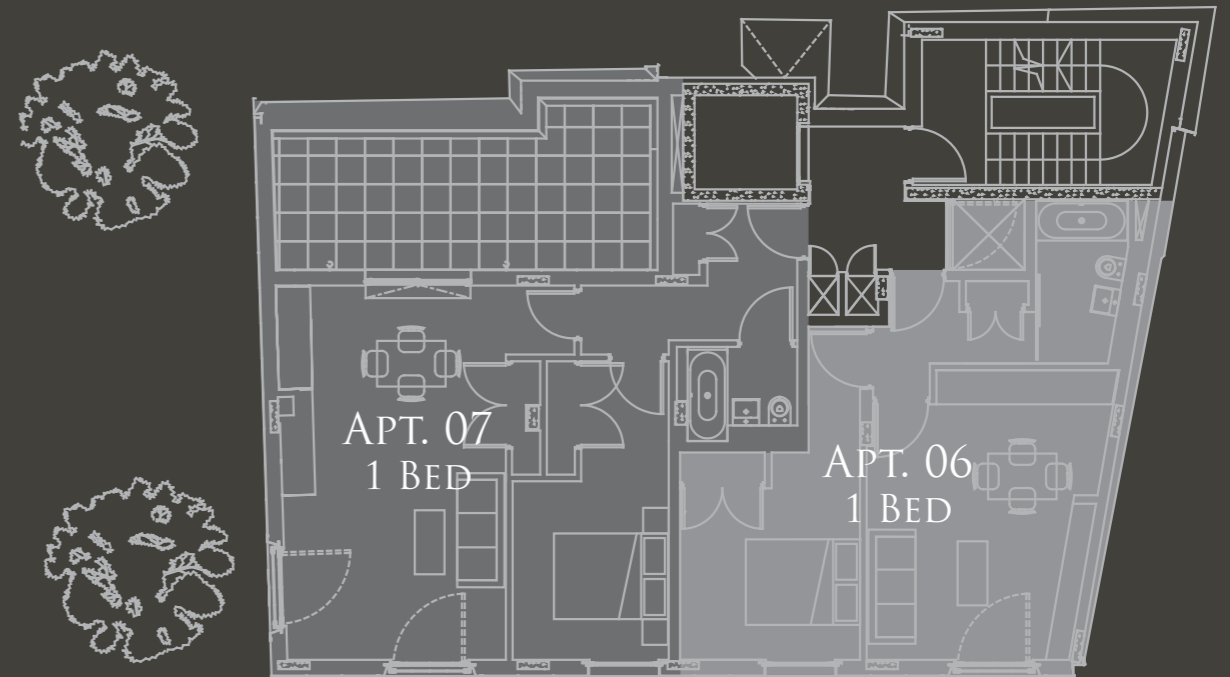
SECOND FLOOR



Apartment	Bedroom Dimension		Living Room/ Kitchen Dimension	Area
Apt. 04	3.1m x 4.5m		4.2m x 5.0m	44.8 sq. m (482 sq. ft.)
Apt. 05	Bedroom 1	4.5m x 2.5m	6.5m x 4.4m	70.1 sq. m (755 sq. ft.)
	Bedroom 2	4.6m x 2.6m		



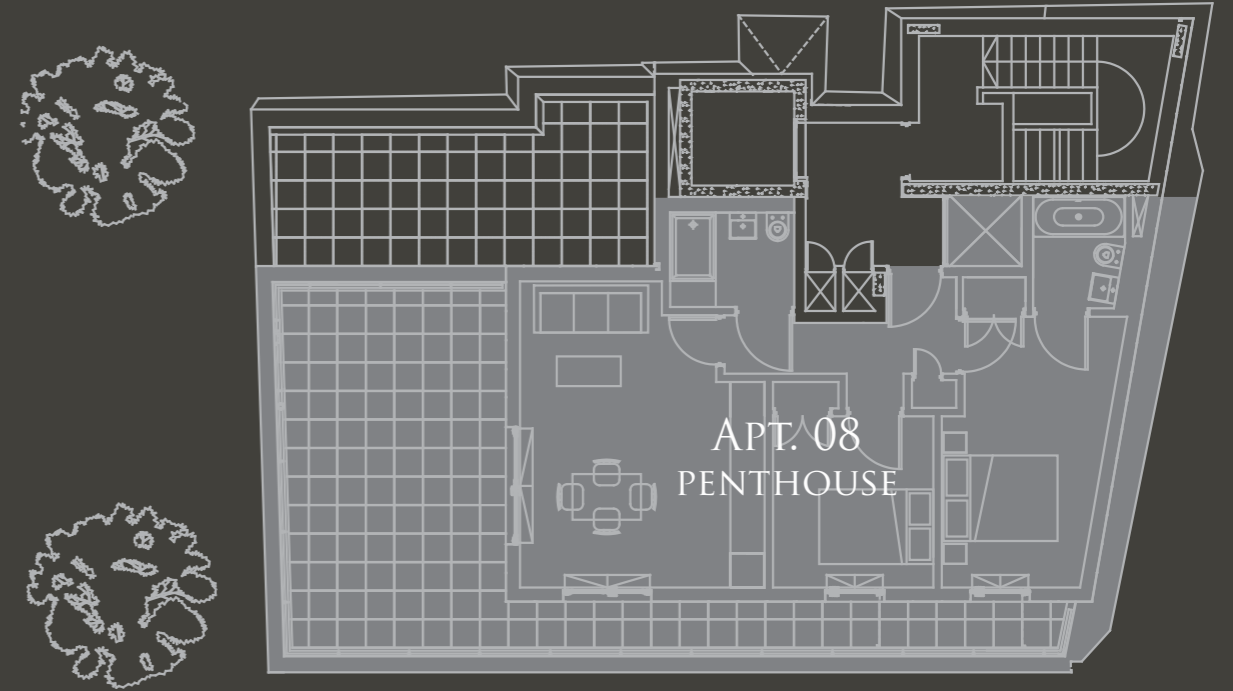
THIRD FLOOR



Apartment	Bedroom Dimension	Living Room/ Kitchen Dimension	Terrace	Area
Apt. 06	3.1m x 3.7m	4.2m x 5.0m	-	43.2 sq. m (465 sq. ft.)
Apt. 07	2.7m x 5.1m	6.6m x 4.0m	17.4 sq. m (187 sq. ft.)	53.5 sq. m (576 sq. ft.)



PENTHOUSE



Apartment	Bedroom Dimension		Living Room/ Kitchen Dimension	Terrace	Area
Apt. 08	Bedroom 1	3.0m x 4.7m	4.3m x 5.4m	32.3 sq. m (384 sq. ft.)	59.0 sq. m (635 sq. ft.)
	Bedroom 2	3.0m x 2.8m			

SPECIFICATION



Kitchen

- High quality fully fitted 'Pepper' designed kitchen.
- Stone work surface with integrated telescopic power ports.
- Blanco stainless steel under mounted sink with single lever mixer tap.
- AEG ceramic touch control hob and oven
- Integrated Electrolux extractor finished in stainless steel.
- Electrolux fridge/freezer, energy efficient compact dishwasher and washer/dryer.
- Full height 6mm glass splashback.
- All cabinets finished in high gloss white with integrated low energy lighting.

Bathrooms

- Bespoke designed Porcelanosa bathrooms.
- IPSO large round head shower column with integrated handset finished in chrome with thermostatic controls.
- Baths with pop-up waste, overflow and filler in chrome.

- Wall suspended WC with concealed cistern and chrome dual flushplate.
- Chrome heated towel rail.
- Slip resistant Nieve Nature tiles (600mm x 300mm) and Nieve Polished full height wall tiles (600mm x 300mm).
- Wall storage feature, recessed lighting, inset mirror and shaver socket.

Finishes

- Full height double glazed windows in all apartments. 'Juliette' feature balconies in selected locations.
- All internal doors 'over-sized' with satin stainless steel ironmongery.
- MK Electric Aspect wall sockets and light switches with screwless front plates in a white metal finish.
- Reggiani designed recessed low-voltage downlights.
- Walls and ceilings presented in matte white emulsion with skirting and doorframes in a white satin finish.
- 80/20 wool carpet to each bedroom.
- Engineered hardwood floors in natural oak finish throughout all living areas

Access/Security

- Full colour video entryphone system for each apartment.
- Passenger lift and stair access throughout the building.

Insurance

- Every apartment comes with piece of mind of a ten year guarantee from Premier Insurance – one of the country's leading new build warranty providers.





KITCHEN

The custom System 20 kitchens in all Baker's Row apartments are designed by the high-end bespoke kitchen manufacturer, Pepper. Emphasising simplicity and uncluttered lines, they are conceived specifically for open plan living by blending seamlessly within the overall living space.

With work surfaces of Italian stone and full-height glass splashbacks, the design combines restrained elegance with exceptional functionality. Pop-up power points remove the need for obtrusive sockets, mirroring the clean lines of the handle-free wall units and concealed extractor. Low energy lighting below the wall units provides subtle yet discreet illumination that's perfect for preparing food. A touch control hob and under-mounted stainless steel sink complete a working area that's exceptionally easy to maintain.

Innovative use of space is combined with the latest AEG/Electrolux appliances including energy and water-efficient integrated dishwasher, stainless steel oven, integrated fridge/ freezer and washer/dryer.





BATHROOM

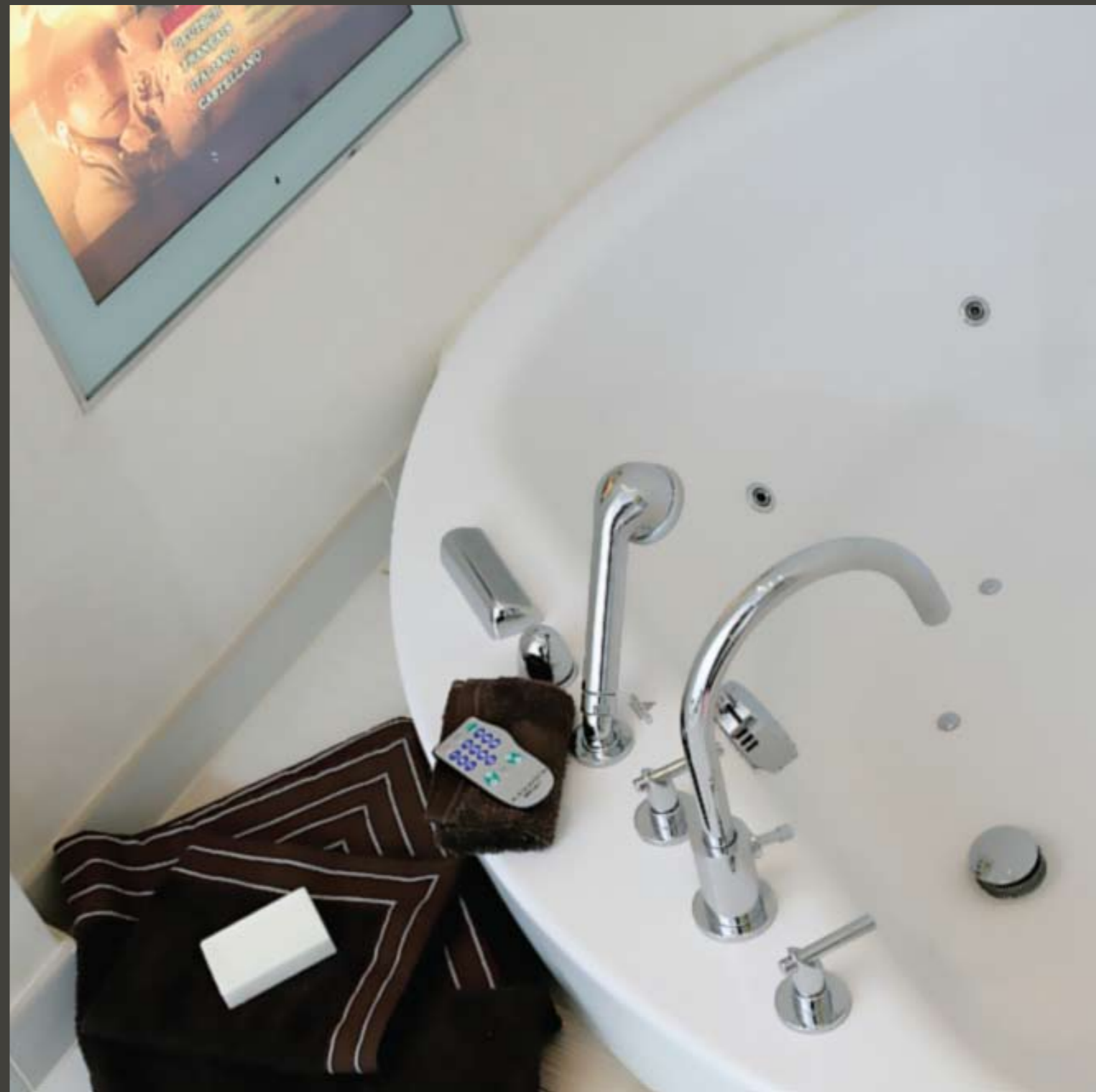


The Porcelanosa philosophy is that the modern bathroom should be a sanctuary - an opportunity to relax and revitalise as much as a functional space. A peaceful haven to enjoy for its own sake.



The bathrooms at Baker's Row are just that. The tactile surfaces and restful colours of materials on the walls and floor are carefully chosen to complement the elegant simplicity of the high quality showers and ergonomic baths and basins. Design flair, discreet luxury and sheer style.





DIGITAL HOME FOR THE 21ST CENTURY

All apartments at Baker's Row are wired with a comprehensive technology infrastructure, allowing you to conveniently connect equipment to the latest 'smart' technology services which are part of today's lifestyles. As standard specification, each apartment benefits from the latest multi-room audio system with discreet in-ceiling speakers as well as a colour video entry system.

All main living spaces and bedrooms allow you to connect:

- Cable / Digital TV
- DAB or FM radio
- Telephone
- PC or other networked computer device
- iPod™ dock or other music source

The main living room is also pre-wired for:

- Distribution of cable TV or DVD to other connected rooms
- Central input to a multi room audio system
- Connections for a home cinema system.

Enjoy the smart way of living with a Digitally Plumbed Baker's Row apartment!

* Please see our separate apartment technology brochure for more information.





BUILDING MANAGEMENT

The reassurance of knowing that management services are provided with unfailing professionalism, discretion and attention to detail are part of what makes a place feel like home.

Touchstone, the people responsible for ensuring everything in your building runs smoothly, take a proactive approach to maintaining No.1 Baker's Row to the highest standards. Their well trained, locally based staff offer the reassurance of a responsive 'can do' attitude and the support of a 24/7 maintenance helpline.

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TOUCHSTONE

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E S T A T E S

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