



Hide

Verb *Put or keep out of sight*

Noun A camouflaged shelter used to observe wildlife at close quarters



Hide

The opportunity to create something as special as Hide doesn't come about every day. Just a few steps behind Hackney Road, in a quiet corner of Haggerston Park, we found the spot. Where the sounds of the city faded behind rushing leaves and an occasional whinny from the farmyard horse next door. We fell in love with this secluded setting, with the surrounding greenery, wildlife and beautiful former church standing tall in the courtyard. All this and still on the doorstep of Columbia Road, Broadway Market and The City itself.

Our collective adoration for East London, borne out of our work in the area for a number of years, has been epitomised in Hide. We've collaborated with a host of local artisans and skilled craftspeople in order to ground the project firmly in its place. And bringing each piece of the puzzle together, from illustrators to cabinet makers, has been an unforgettable experience.

I hope you enjoy Hide as much as I do.

Jonathan Ellis Managing Director at Artform

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A Handcrafted Home



Raw and honest threads weave Hide's fabrics together



Logi Perigns

AHEAD OF THE CURVE

How we live and interact with our environment is the inspiration behind much of Soroush Pourhashemi and his team's work. Collaborating with Artform to create bespoke kitchens and wardrobes for Hide, he has built his business on the philosophy that furniture is to be appreciated rather than thrown out in the next house move.





At Lozi's sustainable heart is a recognition of timeless design that can be passed down over generations. An antidote to the flat-pack era of do-it-yourself and deal with it later, Lozi is customisable or bespoke. The one-of-a-kind creations are made by hand with a mix of digital manufacturing and traditional woodworking methods, to be enjoyed for years without costing the planet. The modern and minimal aesthetic is built from natural and sustainable materials to stand the test of time and trend.



Inviting people into the process early on helps to nurture an appreciation for the craftsmanship that Soroush puts into every commission. His Work/Shop on Hackney Road is only a few doors down from Hide and open to the public, where customers can meet the designers, ask questions and join the conversation. Hide's bespoke Lozi kitchens have been finished in a warm cherry wood veneer with recessed handles and handmade pivot hinges. Some of the dressing areas are a stroke of Pourhashemi genius with doors that open on either side of the wardrobe-walls. Curved edges create a soft impression of care and attention, impressing itself as the fingerprint of this designer and his thoughtful work.



Altrock

ARTISTRY SET IN STONE



Terrazzo is an artform that reaches back to ancient Egypt, has lined the pavements of 18th century Venice and announced itself on the Art Deco and Moderne scenes of the 20s and 40s. Stars have been immortalised into it, on the Hollywood Walk of Fame, and it has recently found a new expression in an unexpected corner of Leytonstone, East London.





Materialised from the mind of Robin Grasby, Altrock terrazzo is 87% recycled, made from a simple recipe of marble flour, marble chips and chunks of marble offcuts. The chunks are set into hand-cast slabs where unique faces emerge, each with their own personality. As if designed by themselves, a beautiful chaos of shape and colour frees itself of control and regularity. Salmon pink swims in oceans of grey-blue and custom colours deepen the dimension of play.



Turning a slice of the earth into a work of hardwearing art is a source of constant inspiration for Grasby. He puts natural stone centre-stage and seals it with a wax oil that deepens and highlights the myriad vascular system of the marble. Altrock is hardwearing, waterproof, stain resistant and has found its way into the bathrooms and onto the vanity worktops of the Hide apartments. Playful terrazzo splashes up the walls and stands in stark contrast to the minimal blockwork pillars beneath. Circular ceramic sinks are carefully placed on top of the stone, all standing proudly against elegant white tiling.

The Watermark Collection

The 1938 Warner & Swasey No.6 Turret Lathe is responsible for the hand beaten texture of a single handle design at The Watermark Collection. Sourcing vintage machines is one way the brassworks maintains impeccable standards, each one operated by skilled craftsmen who attend to the hand manufacturing process. The brassworks handcrafts their faucets and taps into cascading spouts with stripped down aesthetics. Industrial architecture and neo-Georgian facades of the surrounding Brooklyn buildings inform elegant and functional designs that nod to themes of engineering and heritage.





Tarnished brass, vintage copper and oil-brushed bronze are three of twenty-two hand-polished, plated and sprayed finishes. The high grade, lead-free material is sourced and collected from a supplier who lives just around the corner and each component is carefully constructed by hand. Any waste metal is re-used and the company are proud to say that each piece is fully recyclable. Artform has selected an understated white matte to highlight the terracotta porcelain tiles in Hide's bathrooms; the restricted palette makes for a quiet partner to the surrounding materials.

Petersen Brick



Handling clay is more commonly associated with pottery and sculpture than the industrial language of brick. At Petersen, each brickmaker produces 800 a day using wooden molds, cutting wires and their two fair hands. They move in waves to a meditative rhythm until thousands of bricks are piled onto each other in readiness for the kiln. Each brick weighs upon another in an intimate three-day relationship that leaves unique cracks and markings as they go into the coal fire together.

The charcoal smokes the clay into an interesting texture of smudge and shade that adds movement and depth: techniques that have been gathered over lifetimes of experimentation and play. Since 1791, the Petersen family has handed down their methods to the next generation, now landing in the care of Christian Petersen. The Artform team travelled to the factory in Denmark to meet Christian, tour the factory and choose the colourway for Hide. The sooty warmth of the brick will ease the development into its historic environment to compliment the dusky ochre greys of St Augustine's Church.





<u>Nora Flooring</u>

Hide is bordered by a long-forgotten road named Tuilerie Street that has fallen off the London map. However, archives have revealed that the street and its neighbours shared a deep weave of craftsmanship and were home to well-to-do boot, cabinet and mantua makers. The name 'Tuilerie' comes from the French 'tile', thanks to the tile manufacturer that once called the Hide site its home in 1814, eventually becoming a linoleum factory in later years. The choice of flooring was informed by this backdrop, along with clear intentions to use honest materials that connect the inside to the open parkland beyond. Artform opted for a 100% natural floor covering, made from sustainable rubber trees and free from sealants, chemicals and topcoats. Working alongside Nora to develop a bespoke palette of autumnal warmth, it retains a natural and unapologetic pigment with an earthy clay tone that isn't afraid to be exactly as it is.





<u>03</u>



02

14





General

Interior architecture and design by Scenesmith

Exposed concrete soffits (01)

Exposed plaster walls (02)

Zoned underfloor heating

Feature bespoke balustrading inspired by the architecture of the church.

Kitchen

Fully integrated white Bosch appliances, including: fridge/ freezer, oven, induction hob, dishwasher & extractor fan

Bosch washer/dryer located in store cupboards

Bathroom

Sanitary ware by Duravit

Saloni porcelain tiled bath & shower rooms (03)

Concrete blockwork sink pedestals (04)

Doors

Oversized white doors

Matte white door furniture by Manital (05)

Electronics

Touch screen thermostats

Energy efficient recessed down lights

Security

Fully designed external lighting scheme

Door entry system with flush colour monitor

Security fob enabled entry to buildings & gated courtyard

10-year new home warranty

Palate Pleasing



Rustic Italians meet Michelin-awarded pubs on a carousel of inventive menus







The Laughing Heart

A WILD IMAGINATION OF INGENUITY AND CHANCE

It takes a small miracle to open a restaurant in London with only £50 in the bank, no work visa and five months to make it all happen, but this is how Charlie Mellor brought his poem into the world.

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Palate Pleasing

The Laughing Heart is a reminder from Charles Bukowski that the gods will offer you chances, and we must learn to take them. Because your life is your life and it is there to be seized, which is a philosophy that is not lost on Charlie. Head Chef, Tom Anglesea, stepped into the current eight weeks before opening, and the menu and wine list never stand still. As alive and dynamic as its Hackney environs, the wine bar and restaurant make a strong case for fuller living.







Charlie and Tom both spent their former lives travelling Asia and Australia and the unbounded freedom of the Birkenstocked nomad infuses their concept. Ever playful and full of surprises, the whole experience is a conjuring of ambition and soul. A place where the wine list reaches to twelve pages long and the wine cave is possibly the most salubrious off-licence this side of Sydney. Where peppery Sichuan Crème Brûlée puffs its chest from the menu and European classics make way for late night Chinese food. Tales of the unexpected can be found in every table drawer and tortellini parcel, to keep the locals on toes that will insist on bringing them back.

Pavilion Bakery Bakery

Those that can navigate the doors of Pavilion Bakery, without so much as a sniff or a pang, are surely one of a kind. An ode to the humble loaf, there is no room for table and chairs in this temple of baked goods. Wall-to-wall with sourdough, baguette, ciabatta and rye, the queues continue to grow as locals covet the holy trinity of coffee, pastry and bread.

3 min walk



Marksman Pub

for good reason.

2 min walk

Pork pies, raisin loaves and sourdough dress the windows of this atypical East End pub. Guest chefs frequently grace the plates and the doors open on Sunday mornings with fresh bacon buns and a very proper roast. Marksman was awarded the Michelin Pub of the Year



Twigs Restaurant

Plant-based takes on a whole new meaning with this shrub shop and lunch spot. Serving up brunch and lunch with a South East Asian flavor, it's a vegan and omnivore-friendly hangout. The owner gives free meals to the homeless, sells a range of botanical candles and serves what has been proclaimed as 'hands down the best coffee in London'.

9 min walk



HIDE ALSO RECOMMENDS

Campania & Jones

A tug on the heart of even the least romantic misanthrope, this former dairy is all rustic charm and bare brick. The menu of homely Italian dishes changes daily.

23 Ezra St, Bethnal Green, London E2 7RH

Mare Street Market

On the ground floor of an unsuspecting tower block, an eclectic stew of sorcery somehow marries dining with a florist, podcast studio, record store, deli, cocktail bar and off-licence.

117 Mare St, London E8 4RU

Sager + Wilde

An evocative wine bar with a menu that revolves on a daily basis. The bare bricks, Victorian pavement lights and stripped floorboards are fit for an artist and her muse.

193 Hackney Rd, London E2 8JL

Satan's Whiskers

There are still drinking dens that defiantly shake off the pretentions that can come with a cocktail bar and this, thankfully, is one of those rebels.

343 Cambridge Heath Rd, London E2 9RA

A Life Less Ordinary



Infinite expressions of craft and genius adorn the streets of Hackney



Earl of East

CURATE, CREATE & COLLABORATE

The charisma of East London has long held Niko Dafkos and Paul Firmin in its grip. Before opening Earl of East, they spent achy weekends trawling the local markets and coffee shops to feed their longing to create. They were looking for a thread that might weave them into the fabric of this inventive and spirited community and eventually found an outlet in the bottom of a votive.

A Life Less Ordinary

In the summer of 2015, they began hand-pouring soy-wax candles and what began as a passion project has since morphed into a wildly successful multi-sensorial lifestyle brand. It's a lesson in following your creative impulses and one that has become an all-consuming project with 14 staff, weekend workshops and a range of scented candles that are stocked in over 130 stores worldwide. Incense, chocolate and interior fragrance have been added to the collection and their entrepreneurial spirits take them from one collaboration to the next, working with artisans and global brands to spread the power of creative thinking around the world.



Artform have worked with Earl of East to give Hide's residents a limited-edition candle. The chosen scent, blended using the finest botanical fragrances and essential oils, is inspired by the fresh breeze that flows through the neighbouring park's trees. It's uplifting yet warm, with notes that wander to a calming meadow.



Fabrications DIY

Behind its humble exterior is a hot needle bed of creativity where local designers and artists tout and exhibit their wares. A thoughtful service called 'Remember Me' makes-good old garments of sentimental value, transforming tattered skirts into comforting home furnishings. In an eco-friendly classroom at the back, Barley Massey and her makers offer classes in several iterations of needlework.

8 min walk



Grace and Thorn Florist

Frida Kahlo simmers behind a giant

1 min walk

terrarium that swings in the upper canopy of an English country jungle. Inspired by the fiddle leaf fig tree of her childhood, Nik Southern opened her flower shop in protest against plastic pots and asphyxiated bouquets. She draws on the worlds of art and fashion so flowers can sing, and plants can reach their pinnacle.



<u>Nelly Duff</u> Art Gallery

Nelly Duff celebrates the weird and wonderful and allows dogs both great and small. The name comes from the cockney slang for 'life' and art is life here, with every surface and gallery wall decorated from floor to ceiling in special editions and original pieces from leading international artists. A glitterbox of contemporary street, tattoo and graphic art.

2 min walk



HIDE ALSO RECOMMENDS

Kana London

Perfectly imperfect hand-built salad bowls and seaweed mugs line the shelves of the Kana pottery studio. Sculptor and fine artist, Ana Kerin offers clay courses, workshops and retreats.

5A Gransden Ave, London E8 30A

Barn The Spoon

Thanks to this British artisan, our hands are remembering through the carvings, teachings and writings of Barn and his humble spoons.

260 Hackney Rd, London E2 7SJ

Experimental Perfume Club

Few noses are as classically trained as Emmanuelle Moeglin's, who hosts workshops in how to create, name and make your own signature perfume.

4 Netil Ln, London E8 3RL

Pom Pom Factory

Paper floristry came into the world through the imaginative heart of Karen Hsu. Fluttering in the windows of Selfridges and Nicole Farhi, she also offers workshops and private commissions.

66 Sclater St. London E1 6HR

Repose & Revive



Pockets of relief, wildflower meadows and prime picnic spots



Hackney City Farm

PLANTING CITY FEET ON SOFTER GROUND

The very idea of a tree nursery can create more space to breathe. Reconnecting to nature opens a side door where we can step out of the push-pull into a more earthy reality. Thankfully, Hide sits on the doorstep of rejuvenating green spaces.

Repose & Revive

Hackney City Farm was established in 1984 as a community and educational centre for young people. An inspiring sanctuary, the intention was to provide a space where people can once again relate to farm animals and learn about the natural environment within the city. Home to chickens, sheep, goats, rabbits, bees, pigs and one solitary but all-important donkey, the farm runs projects, exhibitions and pottery classes every week. Its café, Frizzante, recently won a Time Out award for the best family restaurant and in 2015 it was registered as an independent alternative school for up to 10 pupils. Pushing the edge to continually enlighten the community and support the local environment, they opened a bike workshop in 2008. Regular yoga and mindfulness sessions invite locals to pause and listen, while the option to adopt an animal makes the dream of farm life more tangible.





London Fields

London Fields lives up to its name

as large stretches of grassy commons become covered in picnic blankets over the summer months. The tennis courts come into their own, as well as the football pitch, outdoor pool and gym. The park is also home to Hackney's largest wildflower meadow where, come springtime, a wash of colour softens the gaze.

11 min walk



Strech Yoga studio

trainings and one-to-ones.

3 min walk



Green space & swimming

When yoga becomes dogma, the practice has lost its way. Finding this to be the case in many studios, husband and wife team, Carl and Sophie, birthed Stretch as an antidote to rigid bodies and inflexible ideas. Their space is open to all and classes range from foundations to flight school. They also offer retreats,



Haggerston Park Green space

Dig up some potatoes between bunnyhops and tennis or take in a film and a sun dance or two. Haggerston Park sits within a conservation area, holding a Green Flag Award reserved for England's best green spaces. Across the wide fields sits a 1950s arcade walk and viewing platform with blooming wisteria twisting around its columns. The park is a firm favourite amongst dog-walkers and those enjoying a lazy afternoon.

2 min walk



HIDE ALSO RECOMMENDS

Masaj

Nourishment of the body and cleansing of the mind is the mission at Masaj where the team specialize in bodywork that restores anatomical balance.

The Gossamer City Project, 20 Gossamer Gardens, The Oval, London E2 9FN

The Geffrye Museum

Home is a safe space that has evolved over centuries and The Geffrye celebrates its multiple meanings through collections of living rooms and gardens. A pleasant place to get lost.

289 Hackney Rd, London E2 8NA

London Fields Lido

The mad, the brave and the deeply committed make their way to this 50m Olympic, outdoor, heated swimming pool. Open year round for lane swimming, lessons, instruction and infrequent sunbathing.

289 Hackney Rd, London E2 8NA



Block A Apartment 1

Kitchen / Living 7.3m x 3.7m / 24.0ft x 12.1ft

Bedroom 4.6m x 3.0m / 15.1ft x 9.8ft

<u>Total</u> 53m² / 571ft²



<u>Terrace</u> 1.3m x 3.6m / 4.3ft x 11.8ft



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	Bedroom
x 10.2ft	4.6m x 3.2m / 15.1ft x 10.5ft
	Terrace
ft x 22.3ft	1.4m x 3.6m / 4.6ft x 11.8ft



Block A

Apartment 4





Master Bedroom 6.3m x 3.0m / 20.7ft x 9.8ft

Bedroom 2 4.8m x 2.6m / 15.7ft x 8.5ft

Dining

Kitchen / Living 5.1m x 5.2m / 16.7ft x 17.1ft

<u>Total</u> 89m² / 958ft²

2.3m x 2.5m / 7.5ft x 8.2ft Terrace

1.5m x 5.1m / 4.9ft x 16.7ft





Block A Apartment 5

Master Bedroom 3.8m x 4.5m / 12.5ft x 14.8ft

Bedroom 2 3.6m x 3.0m / 11.8ft x 9.8ft

Kitchen 3.6m x 1.8m / 11.8ft x 5.9ft

<u>Total</u> 68m² / 732ft²









art form

Our projects are crafted from our passion for innovation, creativity and collaboration. Having worked closely with exceptional local talent at Hide, we seek to push the boundaries of conventional developments to create unique living spaces inspired by and focused on good design.

We've achieved our reputation through our professionalism and commitment to delivering the highest quality of service and product. Our attention to detail is with the end user in mind which ensures the highest standards of finish both inside and out.

Our unique team is comprised of handpicked experts in their fields who are constantly looking forward in order to build homes that surpass conventional design benchmarks. We've cultivated an environment of unquestionable dedication to quality, and with the wealth of our combined experience we create spaces that any of us would be proud to call home.

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> > 020 3478 5555 artformgroup.co.uk 𝕊 🖸 @artformgroup_

In collaboration with...

Project Management Artform Project Management

> Architecture Manalo + White

> > Design Scenesmith

Structural Engineer Barratt Mahoney

Art Direction + Design Don't Panic Partners

> Photography Billy Bolton

Illustration Martha Lamont

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Palate Pleasing

- 1. Campania & Jones 3 mins
- 2. Mare St Market 14 mins
- 3. Marksman 2 mins
- 4. Pavilion 3 mins
- 5. Sager + Wilde 4 mins
- 6. Satan's Whiskers 13 mins
- 7. The Laughing Heart 1 min
- 8. Twigs 9 mins

A Life Less Ordinary

- 9. Barn the Spoon 1 min
- 10. Earl of East 18 mins
- 11. Experimental Perfume Club 14 mins
- 12. Fabrications 8 mins
- 13. Grace & Thorn 1 min
- 14. Kana London 18 mins
- 15. Lozi Designs 1 min
- 16. Nelly Duff 2 mins
- 17. Pom Pom Factory 15 mins

Repose & Revive

- 18. Barbour + Parlour 13 mins
- 19. Hackney City Farm 2 mins
- 20. Haggerston Park 2 mins
- 21. London Fields 11 mins
- 22. London Fields Lido 17 mins
- 23. Masaj 8 mins
- 24. Stretch 3 mins
- 25. The Geffrye Museum 10 mins

Transport

Overground

Hoxton 8 mins Cambridge Heath 10 mins Bethnal Green 16 mins Shoreditch High Street 16 mins London Fields 17 mins Haggerston 16 mins

<u>Underground</u>

Bethnal Green 16 mins Old Street 21 mins \rightarrow



Local Area

Palate Pleasing

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291A & 291B HACKNEY ROAD

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