

ASTA HOUSE.

FITZROVIA W1

**THE
ARCHITECTURE.**

Asta House provides a new take on urban living, right in the heart of the characterful and well-connected *Fitzrovia District* with its great history of artists, writers and designers. With a W1 postcode, this is a place close to the bustle of Tottenham Court Road and Oxford Street, yet tucked away on the quiet corner of Whitfield Street and Chitty Street.

Asta House is an airy, wide-windowed brick and Cumbrian slate building – originally for light-industrial use, then offices and studios – dating from the 1950s. Now *Derwent London* is transforming this very adaptable building into a thoughtfully designed and richly detailed residential enclave with a variety of apartments and two penthouses, all overseen by an on-site concierge.





The theme is set from the moment you step through the solid dark wood door at street level. Inside you find an entrance lobby with parquet flooring and light-painted timber panelling, a concierge desk and leather seating for visitors. Classic 1950s Italian light fittings nod to retained aspects of the building's heritage such as the green and cream Terrazzo staircase with its delicate metal railings.

The design is stylish but simple, with luxurious materials throughout. Dark glazed wall tiles lead from the entrance to the lift lobby at the rear. If you take the stairs, you get the benefit of angled views through large windows on every staircase landing.



Your own front door – again in dark wood – with a solid brass doorknob. Inside, the palette of materials continues in a lighter tone, with textured sawn wooden floors, white walls and feature Dada kitchens with lacquered and Corian surfaces. New, wide, high-performance metal-framed windows increase the sense of space and light.



Many of the spaces open up to each other with sliding, glazed, space-saving doors. Ample built-in storage is provided.



The apartments range from one to three bedroom, all benefitting from generous metal-framed windows, textured wooden floors and Molteni&C fitted wardrobes.



The bathrooms have bespoke vanity/mirror units in a crisp modern style with porcelain walls and elegant marble effect floor tiling.



Luxurious living within a crafted and contemporary boutique building.

FITZROVIA.



**FITZROVIA
MAINTAINS
PLENTY
OF ITS
HISTORICALLY
BOHEMIAN
AND
CREATIVE
FLAVOUR.**



Well-provided with excellent restaurants, pubs and cafés, private art galleries and shops, it has long been an independently-minded district that is as much residential, commercial and (with *University College London* nearby) academic.



Its grid of streets, laid out from Georgian times onwards, was a key location for the postwar Avant-Garde art set known as the *English Constructionists*, but the artistic presence here, including writers and musicians, goes back centuries further.

LOCATED
IN
A
TRANQUIL
STREET

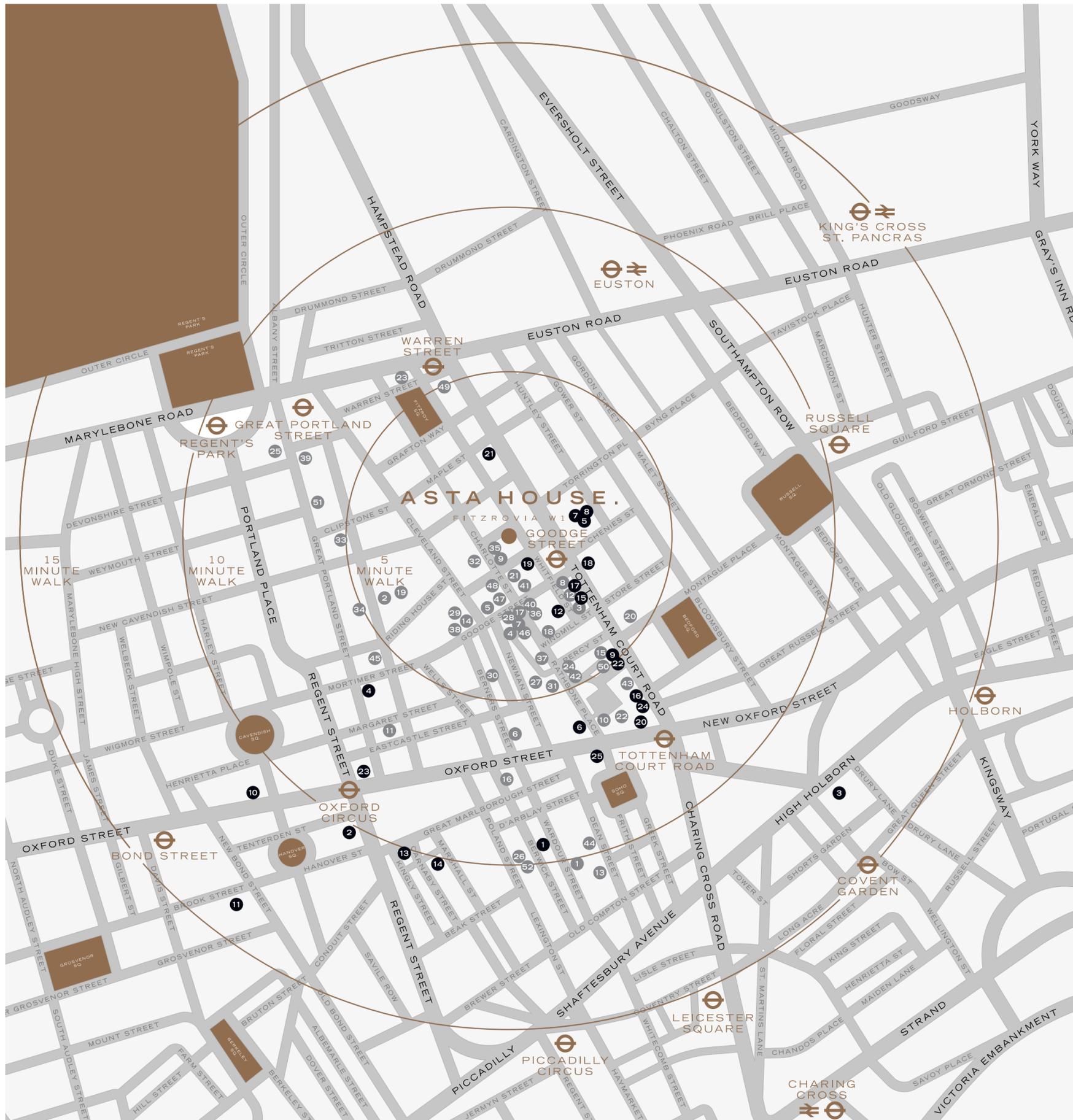


AMIDST
THE
SOPHISTICATED
URBAN
VILLAGE
OF
FITZROVIA.

Long known as a centre for creative industries such as advertising, engineering and architecture, Fitzrovia has a youthful population.

Well-served by Underground stations, bus routes and (from late 2018) by the new Elizabeth Line at Tottenham Court Road.





RETAIL

- 1 Agent Provocateur
- 2 Apple
- 3 Aveda
- 4 Cycle Surgery
- 5 Dwell
- 6 Evans Cycles
- 7 Habitat
- 8 Heal's
- 9 Hotel Chocolat
- 10 John Lewis
- 11 Jo Malone
- 12 Lewis Leather
- 13 Liberty London
- 14 Mac Cosmetics
- 15 M&S
- 16 Oasis
- 17 Oliver Bonas
- 18 Paperchase
- 19 Pollock's Toy Museum
- 20 Primark
- 21 Space NK
- 22 T2
- 23 Topshop
- 24 Waterstones
- 25 Zara

LIFESTYLE.

RESTAURANTS

- 1 100 Wardour St
- 2 The Attendant
- 3 Bao
- 4 Barrafina
- 5 Barrica Tapas Bar
- 6 Berners Tavern
- 7 Beyond Bread
- 8 Black Sheep Coffee
- 9 Bubbledogs
- 10 Byron
- 11 Carluccio's
- 12 Crazy Bear
- 13 Dean Street Townhouse
- 14 The Detox Kitchen
- 15 DF/Mexico
- 16 Ember Yard
- 17 Fabrique Bakery
- 18 Fitzroy Tavern
- 19 Foley's
- 20 Gail's Kitchen
- 21 Gaucho
- 22 Hakkasan
- 23 Honey & Co
- 24 House of Ho
- 25 Iberica
- 26 The Ivy Soho Brasserie
- 27 Koba
- 28 Lantana
- 29 The Larder
- 30 Latium
- 31 Lima
- 32 Lokhandwala
- 33 The Lucky Pig
- 34 Mac and Wild
- 35 Mere
- 36 The Ninth
- 37 Obicà
- 38 Percy & Founders
- 39 Peyton and Byrne
- 40 Pied à Terre
- 41 Pilau
- 42 Pisque
- 43 Planet Organic
- 44 The Red Fort
- 45 Riding House Café
- 46 Roka
- 47 Salt Yard
- 48 Shoop Soup
- 49 Steak & Lobster
- 50 Stephen Street Kitchen
- 51 Villandry
- 52 Yauatcha



UNIVERSITIES

- 1 Central Saint Martins
- 2 L'ecole Jeannine Manuel
- 3 LSE (London School of Economics & Political Science)
- 4 RADA (Royal Academy of Dramatic Art)
- 5 SOAS University of London
- 6 UCL (University College London)
- 7 University of London
- 8 University of Westminster

LIFESTYLE

- 1 The 52 Club
- 2 Action Pilates For Everybody
- 3 Egoist Body Studios
- 4 Energy Base
- 5 Epoch fitness

THEATRE

- 1 Bloomsbury Theatre
- 2 Dominion Theatre
- 3 London Palladium
- 4 New Diorama Theatre
- 5 Regent Street Cinema

- 6 Fitness First
- 7 Good Vibes Fitzrovia
- 8 Kundalini Yoga
- 9 NKD Ambition
- 10 PerformancePro

GALLERIES

- 1 Alison Jacques Gallery
- 2 Lazarides Gallery
- 3 Carroll/Fletcher
- 4 Edel Assanti
- 5 Getty Images Gallery
- 6 The Photographers Gallery
- 7 Pilar Corrias
- 8 Rebecca Hossack Gallery
- 9 Rosenfeld Porcini

- 11 Psycle
- 12 PureGym
- 13 Studio by The Detox Kitchen
- 14 UCLU Bloomsbury Fitness
- 15 YMCA Gym

AMENITIES.

BARS & HOTELS

- 1 The Bloomsbury
- 2 Bourne & Hollingsworth
- 3 Charlotte Street Hotel
- 4 The Langham, London
- 5 The London Edition
- 6 Milk & Honey
- 7 The Nadler
- 8 Sanderson Hotel
- 9 The Social
- 10 The Soho Hotel
- 11 Soho House

EXHIBITIONS

- 1 The British Library
- 2 The British Museum
- 3 Royal Institute of British Architects
- 4 UCL Art Museum

LIVE MUSIC

- 1 The 100 Club
- 2 The Albany
- 3 Bolivar Hall
- 4 Gibson Guitars
- 5 The King and Queens
- 6 Ronnie Scott's

**THE
PLANS.**

FLOOR 1.



101

2 BEDROOMS
2 BATHROOMS
81 SQ M
(872 SQ FT)

102

2 BEDROOMS
2 BATHROOMS
80.4 SQ M
(865 SQ FT)

104

1 BEDROOM
1 BATHROOM
53.4 SQ M
(575 SQ FT)

105

3 BEDROOMS
2 BATHROOMS
108.7 SQ M
(1,170 SQ FT)

FLOOR 2.



201

2 BEDROOMS
2 BATHROOMS
82.5 SQ M
(888 SQ FT)

202

2 BEDROOMS
2 BATHROOMS
80.3 SQ M
(864 SQ FT)

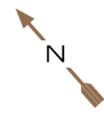
204

1 BEDROOM
1 BATHROOM
53.5 SQ M
(576 SQ FT)

205

3 BEDROOMS
2 BATHROOMS
110 SQ M
(1,184 SQ FT)

FLOOR 3.



301

2 BEDROOMS
2 BATHROOMS
82.9 SQ M
(892 SQ FT)

302

2 BEDROOMS
2 BATHROOMS
81.5 SQ M
(877 SQ FT)

303

1 BEDROOM 1
BATHROOM
50 SQ M
(538 SQ FT)

304

1 BEDROOM
1 BATHROOM
54.2 SQ M
(583 SQ FT)

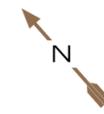
305

3 BEDROOMS
3 BATHROOMS
110.4 SQ M
(1,188 SQ FT)

306

2 BEDROOMS
1 BATHROOM
61.4 SQ M
(660 SQ FT)

FLOOR 4.



401

2 BEDROOMS
2 BATHROOMS
82.7 SQ M
(890 SQ FT)

402

2 BEDROOMS
2 BATHROOMS
81.4 SQ M
(876 SQ FT)

403

1 BEDROOM
1 BATHROOM
49.9 SQ M
(537 SQ FT)

404

1 BEDROOM
1 BATHROOM
54.3 SQ M
(584 SQ FT)

405

3 BEDROOMS
2 BATHROOMS
108.7 SQ M
(1,170 SQ FT)

406

2 BEDROOMS
1 BATHROOM
61.2 SQ M
(659 SQ FT)

BUILDING SPECIFICATION

GENERAL

- Refurbished building comprising 22 private apartments
- New Grade A office space at ground and lower ground floor levels
- Secure bicycle parking
- Communal terrace at first floor level with timber decking, seating and landscaping
- BLP warranty (10 years)
- Tenure: 250 year lease

BUILDING FAÇADE

- Retained brick façade with additional new brickwork to the upper levels, all painted with a high quality dark grey paint
- All windows and external doors have enhanced acoustic insulation, high-performance solar-control glazing and dark coloured powder-coated aluminium frames

ENTRANCE

- Access-controlled entrance through new external timber door
- Refurbished main entrance retaining original features including decorative staircase
- White painted wall panelling with groove profile and vintage Italian wall lights
- Havwood henley-oak marle timber parquet flooring laid in ladder pattern
- Built-in leather window seat

COMMON PARTS

- Access-controlled 13-person passenger lift
- Glazed anthracite porcelain wall tiles and fire rated crittal window to lift lobby
- Staircase to levels 1-3 with original terrazzo tread and skirting, and refurbished hand rails. Levels 3 and above are served by a new folded metal staircase and extension of the hand rail.
- Communal corridors have white painted wall panelling with groove profile and Havwood henley-oak marle timber flooring
- Dedicated basement refuse and recycling store

ENERGY & SUSTAINABILITY

- Achieved BREEAM Ecohomes Excellent rating
- Renewal and low energy systems include:
 - Whole house ventilation with heat-recovery
 - Low energy lighting throughout
 - A and A+ rated appliances
- Other environmentally-responsible features include:
 - Green roof areas and log piles to promote biodiversity
 - Solar control glazing to minimise overheating
 - Low flow bathroom fittings
 - Responsibly sourced materials
 - Householder recycling facilities

METERING

- Electrical meters to central electrical switch room, with smart link to allow remote monitoring
- A standalone Energy Management System which is fully independent from the HVAC Building Management System will be used by the landlord to charge the occupier for utilities provided to the apartments.

APARTMENT SPECIFICATION

DOORS

- High-performance fire resistant timber entrance doors with antique finish brass furniture, ironmongery and applied numbering
- Triple-point security locking
- Apartments are arranged with several sliding doors allowing space to flow between rooms
- Doors to be timber clad in finish relative to their location and room

FINISHES

- Havwood Henley-Oak Marle character engineered strip plank wood flooring throughout
- White matt emulsion painted walls and white satinwood painted timberwork

KITCHENS

- Fully fitted Dada kitchen units with a white matt lacquer finish, marble effect porcelain slab splashback and Corian worktop and surround
- Integrated kitchen appliances to include oven, microwave and hob by Miele with extractor hood, fridge freezer, integrated dishwasher and washer dryer all by Siemens

BATHROOMS

MASTER BATHROOMS

- Porcelain wall and marble effect floor tiling
- Bespoke vanity unit to include integrated cabinet with built in shelving. Mirror finish behind wall hung Duravit washbasin with chrome finish Hansgrohe fittings and Dornbracht taps
- Steel enamelled Bette bath with Dornbracht fittings and overbath/handshower sets
- Volente wall-mounted WC with soft-closing hinges
- Towel rail by Dornbracht

SECONDARY BATHROOMS

- Porcelain wall and marble effect floor tiling
- Bespoke vanity unit to include integrated cabinet with built in shelving. Mirror finish behind wall hung Duravit or Catalano washbasin with chrome finish Hansgrohe fittings and Dornbracht taps
- Steel enamelled Bette bath with Dornbracht fittings and overbath/handshower sets
- Volente wall-mounted WC with soft-closing hinges
- Towel rail by Dornbracht

SECONDARY SHOWER ROOMS

- Porcelain wall and marble effect floor tiling
- Bespoke vanity unit to include integrated cabinet with built in shelving. Mirror finish behind wall hung Duravit or Catalano washbasin with chrome finish Hansgrohe fittings and Dornbracht taps
- Flush level walk-in showers with integrated custom linear gully and Dornbracht shower fittings
- Volente wall-mounted WC with soft-closing hinges
- Towel rail by Dornbracht

WARDROBES

- Flat panel flush doors in white matt lacquer finish by Molteni&C

MECHANICAL SERVICES

- Wet underfloor heating system provided to all areas
- Comfort cooling provided to living rooms and bedrooms via concealed fan coil units with air provided to the room through linear slot diffusers in wall or joinery
- Advance control of heating and ventilation through a temperature sensor in each room

LIGHTING AND ELECTRICAL

- LED downlights to all living areas complemented by some cove lighting
- LED pelmet lighting to kitchen and lighting above and within wardrobes

AUDIO-VISUAL, TELEPHONE AND DATA SYSTEMS

- Freeview and satellite television services, AM/FM outlets and fixed telephone lines
- Cat 6 data cabling star-wired back to patch-panel in services cupboard
- Fibre AV distribution to living room and master bedroom
- High speed broadband via hyperoptic

**THE
TEAM.**

DERWENT LONDON



IS FOCUSSED
ON CREATING
DISTINCTIVE,
DESIGN-LED
BUILDINGS
THAT ENHANCE
THEIR
LOCATION.

We have a well-established team that draws on the skill of a wide range of designers including architects, landscape architects, art galleries and specialist stone, metal and furniture suppliers. These skills and products come together to create finely crafted and detailed buildings which have proved immensely popular with occupiers. The buildings include the *Tea Building* in Shoreditch, *Johnson Building* in Midtown, the *Angel Building*, *Turnmill* and *Buckley Building* in Clerkenwell and the *White Collar Factory* in Old Street.



Our residential buildings are fewer in number but the design and attention to detail is undiminished. *Queens*, the boutique Art Deco scheme at the end of Westbourne Grove was extremely popular, as was the award winning *Corner House* in Fitzrovia, whilst *Sweeps* in Hatton Garden and *The Lofts* at Portobello raised design standards in their locations.



Asta House has undergone a rigorous design development process to meet our high standards and with *The Charlotte Apartments* in the adjoining block, we look forward to launching these over the next couple of years.

DERWENTLONDON.COM

MAKE ARCHITECTS

IS AN
AWARD-WINNING
INTERNATIONAL
ARCHITECTURAL
PRACTICE



WITH A
REPUTATION FOR
CHALLENGING
CONVENTION AND
PURSUING DESIGN
EXCELLENCE.

MAKEARCHITECTS.COM

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MISREPRESENTATION ACT

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February 2020