

N°3

UPPER RIVERSIDE

GREENWICH PENINSULA

















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GETTING HERE



How do we determine the future of a city? By seeing something not as it is, but as it could be – and then creating it. The Peninsula philosophy is simple yet powerful: harness the inventive spirit of London to form a truly modern, forward-thinking neighbourhood. The £8.4 billion investment in Greenwich Peninsula is forging an entirely new community that will change the shape of London as we know it.



**GREENWICH PENINSULA IS A DYNAMIC NEW AREA OF LONDON, BRINGING CITY BUZZ TO A WATERSIDE SETTING, FUELLED BY A CREATIVE SPIRIT.**

London is a phoenix of a city, it adapts and rises with courage. It is tolerant and encouraging, a place that thrives because of its cultures and nationalities, not just its bricks and mortar. Greenwich Peninsula is each of these things – a creative blueprint for future London. Combining forward-thinking design with culture and breathing space, the result is a strong emerging community, enjoying a new type of London.

From the green Sunday strolls of Parkside, complete with an original Georgian pub, the Design District packed with entrepreneurial creativity, to the buzz of Peninsula Central with its shops, hotels and entertainment and the 5km garden walkway that

connects it all – the Peninsula presents an inspiring new way to live in the city. A stretch of Zone 2 wrapped by the river and only one stop from Canary Wharf.

This is the setting for Upper Riverside, one of Greenwich Peninsula's seven new neighbourhoods. Here crisp modern architecture, meets a vast sweep of urban nature – the industrious River Thames. Elevated landscaped public spaces change the way we live and relax; riverfront cafes and bars stimulate the senses; events, music and art offer more to see and do. A new London destination is emerging.





# LIFE ON THE PENINSULA

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GREENWICH PENINSULA WRITES A NEW CHAPTER IN THE STORY OF LONDON.





THE DESIGN DISTRICT IS THE FIRST OF ITS KIND IN LONDON. WITH WORKSHOPS, STUDIOS, ROOFTOP BASKETBALL AND A FOOD HALL, EIGHT LAUDED ARCHITECTS ARE DESIGNING THIS UNIQUE CREATIVE DESTINATION.

Greenwich Peninsula is London, but not quite as you know it. Here's where you can think about re-addressing that elusive work/life balance – and then do it – without having to stray too far from your doorstep. Surrounded by vast skies and open waters, the Peninsula is a place with creatives and creativity at its heart – a community which will encourage new habits and confound predictability, all set against the lifeblood of our city, the Thames.

Each of the seven neighbourhoods on the 150-acre Peninsula is distinct, yet complementary. Life on the riverfront, life by green parks, glassy high rises and sunset views, hand-laid brick-built mews; there's something for everyone.

Enter the symbolic heart of the place - a Design District - where new talents in art, design,

craft and technology are welcomed with affordable spaces. Here workshops, studios and labs are housed in avant-garde buildings, united by a shared creative spirit. Rooftop basketball and an open food hall make for an unusual hangout for Londoners, visitors and weekenders to explore. The Peninsula's 1.6 miles of riverfront and acres of green space are connected by another visionary idea: the Peninsula 5k, a five kilometre garden walkway with cultural highlights along its path. Collectively, its ideas like these that are shaping this vision of new London.

The first settlers have arrived. In five years' time, the community will have tripled. And this will be the capital's most boldly modern landscape. A new vista of urban life in Zone 2, where nature meets culture, architecture and innovation.

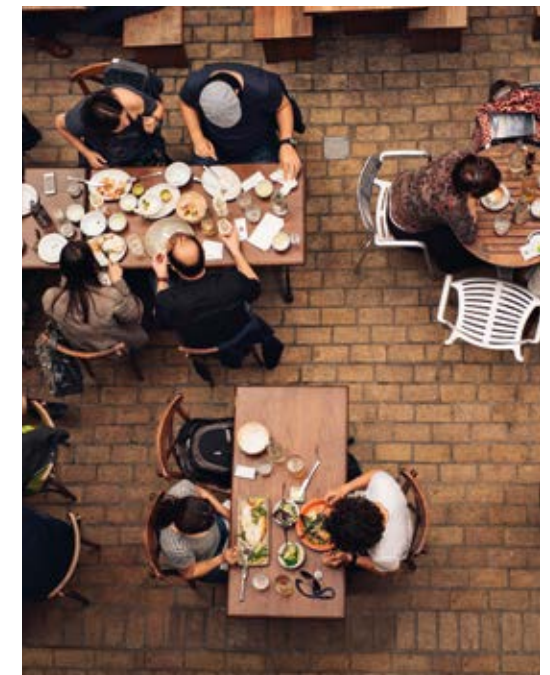
An atmosphere of expression and exchange travels throughout Greenwich Peninsula's seven neighbourhoods.



Here you can think about readdressing your work/life balance – and then do it. Surrounded by the vast skies and open waters of the Peninsula, you'll be part of the capital's most boldly modern landscape.



ALL SEVEN PENINSULA NEIGHBOURHOODS ARE DISTINCTIVE YET COMPLIMENTARY. FROM THE GREEN SPACE AND SUNDAY STROLLS OF PARKSIDE, COMPLETE WITH A WONDERFUL OLD PUB, TO THE BUZZ OF PENINSULA CENTRAL WITH ITS SHOPS, HOTELS AND ENTERTAINMENT.





Upper Riverside is where city and riverside living combine. Life unfolds with spectacular panoramic views.

# THE NEIGHBOURHOOD

On the north-east side of the Peninsula, five towers point towards the water's edge, with pavement cafes and restaurants at their feet. This is Upper Riverside: a buzzing, social hangout offering food and drink, culture and nature in one. A place to meet, sit, chat and people watch – or perhaps to just survey the river. A whole new slice of landscaped London waterfront.

Upper Riverside is the latest addition to London's world-famous skyline. Its design nods to the shifting surfaces of the River Thames, roof terraces cascading down to the water's edge, sheltering greenery high above. This family of buildings will deliver 1007 new homes; all are united by comfort, light and space.

Designed by SOM Architects, renowned for their modernism and creation of tall buildings, exceptional views are the backdrop to Upper Riverside life: there's the River Thames, London's only cable car, The O2 Arena and Antony Gormley's celebrated Quantum Cloud sculpture with its 30-metre form towering over the reed banks.

The emerging talent of the neighbouring Design District, Ravensbourne Digital College and the Marks Barfield designed NOW gallery, sit comfortably alongside the calibre of Upper Riverside's creators. Globally renowned architects SOM, inspired landscaping by the award-winning GROSS MAX, eclectic interiors by Tom Dixon's Design Research



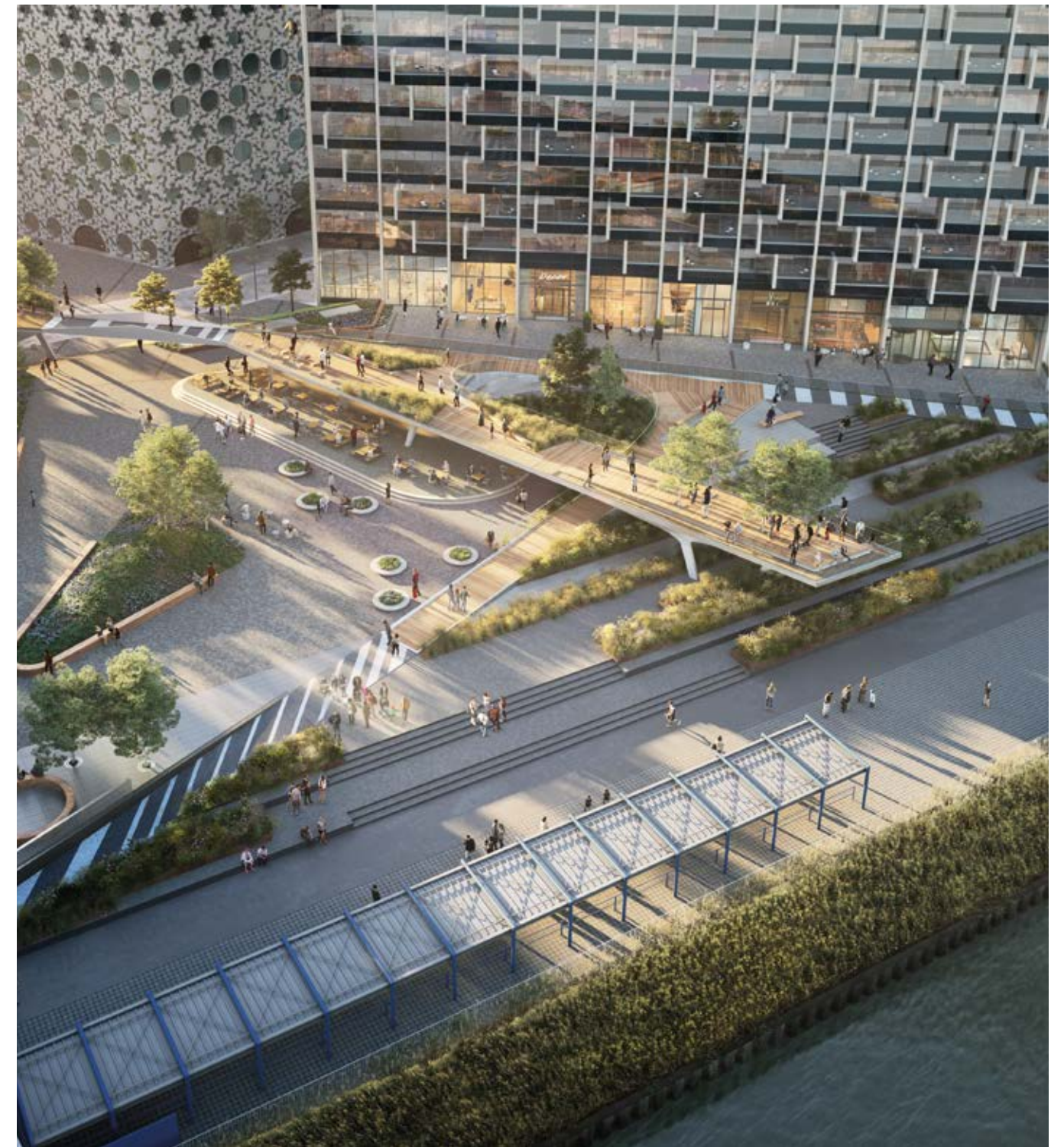


Studio, State of Craft and Studio Ashby – the polarity of styles here is intentional, to be celebrated. Greenwich Peninsula is not just one thing, so neither are its homes. Each of the five Upper Riverside towers has its own interior design, drawing on the elemental river and its surrounding urban landscape.

All the neighbourhoods on Greenwich Peninsula are completely new, bringing an opportunity you won't find anywhere else in the capital – a blank canvas. A chance to make a place yours; to create

new traditions amongst culture and the great outdoors. And at Upper Riverside, you'll find a particular magic – beginning here is the Peninsula 5K, a five-kilometre garden walkway looping the entire Peninsula with cultural hotspots along its route. Run, stroll, eat, drink, hang out or just contemplate and recharge in its greenery. If you're familiar with New York's High Line, you'll know the charm.

With its striking architecture  
and waterside cafés, Upper Riverside  
is set to be an emblem of  
Greenwich Peninsula.



A FIVE-KILOMETRE GARDEN WALKWAY WILL OFFER  
COUNTLESS VANTAGE POINTS TO TAKE IT ALL IN.





022

023

FIVE GLAZED TOWERS LOOKING OUT OVER THE WATER,  
NOT IN OPPOSITION BUT IN POSSIBILITY.

CATCH A RIVER BUS FROM YOUR FRONT DOOR; ARRIVE HOME BY  
WATER. TRAVELLING BY THAMES MAKES COMMUTING A PLEASURE.





SOCIALISE IN THE SKY, MAKE TIME FOR THE TERRACE.



THE

A new concept for London,  
sculpted in shimmering glass.  
Upper Riverside is an integrated  
vision for future urban living.

ARCHITECTURE



SOM, the architecture practice famed for New York's One World Trade Center and Dubai's Burj Khalifa, contemplates the future of our capital. And the only way is up.

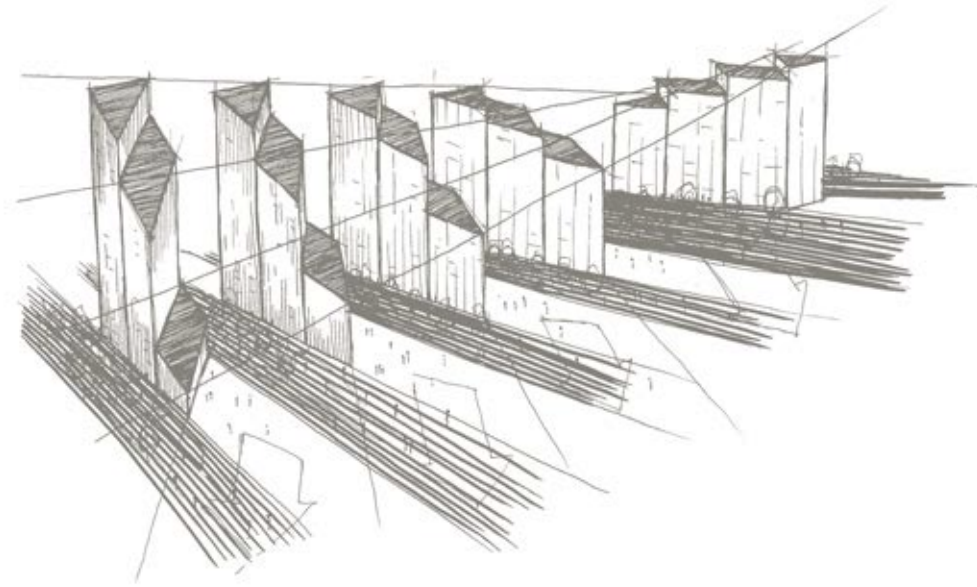
# SOM

Kent Jackson is Design Director at SOM and has worked at both the practice's Chicago and London offices, where he continues to be based. His experience in the field of architecture is comprehensive and diverse, taking in residential developments, mixed-use urban schemes and even airports. His design approach responds to individual context and integrates the natural and built environment – and nowhere more distinctively can this be seen than at Upper Riverside. Published in titles including Wallpaper\*, DETAIL and Interior Design, Jackson is a member of both RIBA and the American Institute of Architects. Additionally, he serves on the UK Advisory Board for the Council on Tall Buildings.



UPPER RIVERSIDE, WHERE A QUIET CORNER  
CAN MEAN THE BEST SEAT IN THE HOUSE.





WHY IS BUILDING TALL THE BEST SOLUTION FOR THE PENINSULA?

**KJ:** It's the best way to make the most of the amazing river views, and to really take advantage of the air, the feeling of space and the light. Through our design and the geometry of the buildings, angled to the Thames, virtually every apartment has a river view. It really made sense to bring high rises into the area, concentrating people where the excitement and activity is, with The O2 just next door. Building tall in Upper Riverside also gave us the opportunity to give more space at ground level to a large and varied landscape of open spaces. In the end it allows us to give more room for visitors and better views for residents!

WHAT ARE THE OTHER KEY CHARACTERISTICS OF THE UPPER RIVERSIDE NEIGHBOURHOOD?

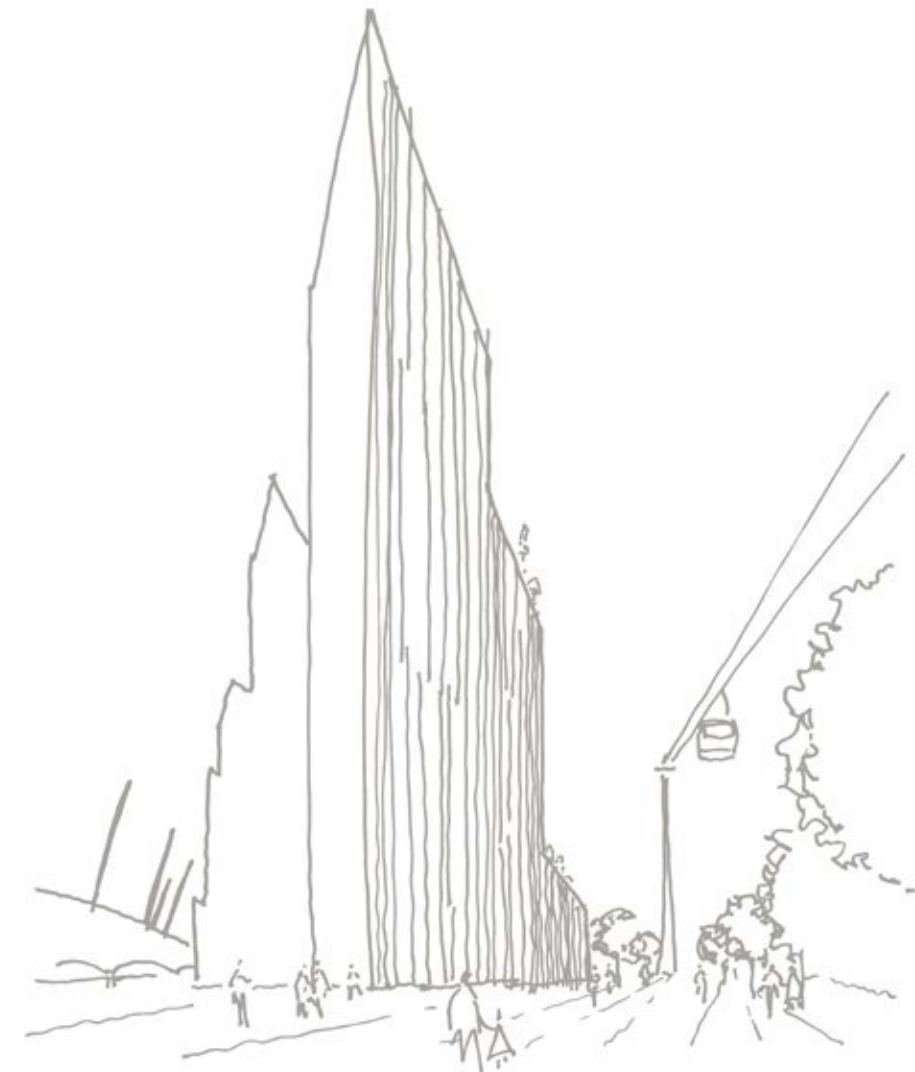
**KJ:** All the key parts of the area connect together – the transport links and The O2 are joined to the composition of the five buildings we've set out along the Thames, in a way that allows everyone to have this great connection to the waterfront. Equally the way in which the riverfront is framed by the towers when you arrive will be quite spectacular. It'll be a great place for people watching, with a buzzy social feel and a real sense of arrival for visitors. It will really bring everything together.

WHAT DO YOU SEE AS HAVING BEEN THE BIGGEST CHALLENGES?

**KJ:** Residential high-rise design needs great architecture, and I think this is a launch pad for riverside architecture that will help inspire future generations of projects in London. Our office is starting to develop these new residential typologies and paradigms and beginning to experiment with housing in London. I think Upper Riverside has really raised the bar here. We're giving much more attention to outdoor space – both private and public – as well as looking at new and innovative ways of configuring loft apartments with extra-high ceilings to really make the most of the light and space available. Upper Riverside is a great example of how we're doing this. For us it's important to think about how people inhabit the buildings and are part of this place. It's a very different offer from what I think you might see in the rest of London where things might be a bit more tightly packed, where building tends to focus more on efficiencies rather than the experience of the people who live there.

“Residential high-rise design needs great architecture... This is a launch pad for riverside architecture that will help inspire future generations of projects in London. I think Upper Riverside has really raised the bar here.”

KENT JACKSON, DESIGN DIRECTOR, SOM







A DIALOGUE BETWEEN URBAN AND NATURE, UPPER RIVERSIDE  
MEETS THE THAMES IN SPECTACULAR FASHION





EELCO

HOOFTMAN

Eelco Hooftman founded his practice GROSS MAX with Bridget Baines in Edinburgh, 1995, and since then they've been highly regarded as pioneers of a new generation of contemporary European landscape architecture.

Winning numerous competitions and awards for public space, the practice has a strong international outlook both in terms of nationalities and in the locations of its commissions.

"We are landscape architects: we like to think big," Hooftman explains. "We want to look at rivers and parks and the integration of how it all comes together, so Upper Riverside is a dream project."

"What I liked about helping to create Upper Riverside is the freedom I had to experiment and play with new ideas. These are new landscapes. There's no attempt here to create a new natural landscape that we build some homes in; it's a completely new environment. The technical resolution of that, combined with a new aesthetic expression, is important for us."

Hooftman has composed green spaces that draw in from the waterfront, creating tranquil zones between the buildings that allow the open river to integrate with the architecture. "Living in Upper Riverside is like living in the sky with these

panoramic views both downstream and upstream," he says. "The Peninsula is what you call in German 'Gesamtkunstwerk', which means total work of art."

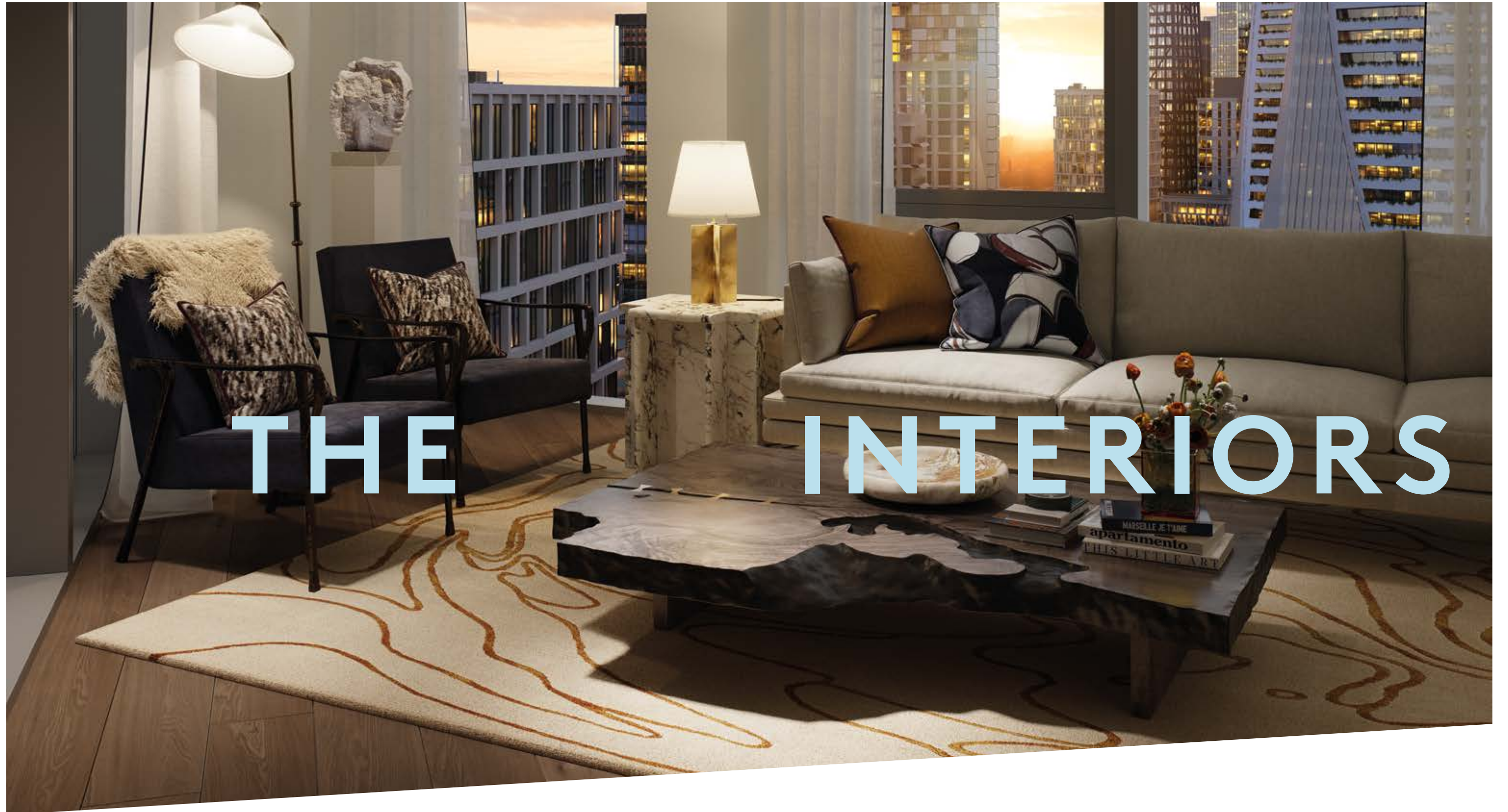
Whilst clients include Turner Contemporary, Hepworth Gallery and BMW, where Hooftman worked alongside Zaha Hadid on the German marque's Leipzig plant, you won't have to travel out of London to see more of GROSS MAX's landscaping. In addition to Upper Riverside, the practice has won designs for public spaces such as Lyric Square, Potters Fields Park and Brixton Central Square.



"Living in Upper Riverside is like living in the sky with these panoramic views both downstream and upstream. The Peninsula is what you call in German 'Gesamtkunstwerk', which means total work of art."

EELCO HOOFTMAN, FOUNDING PARTNER, GROSS MAX









# STUDIO

What is home? Sophie Ashby offers her viewpoint: a curated environment in sophisticated harmony.

Sophie Ashby's passion for beautiful things led her from studying History of Art in Leeds to mastering interior design at Parsons in New York. Based in London, her company Studio Ashby creates spaces with unique identity, joining the collected and bespoke with all the flourish of a conductor. Her vocabulary of modernism is somehow entirely personal yet skillfully universal in appeal – and that's no mean feat. From London to Languedoc, Ashby's spaces are characterised by their honesty and effortless style, where her passion for world art is combined with midcentury furniture. All this makes her an ideal collaborator for No.3 Upper Riverside.

UPPER RIVERSIDE



# ASHBY

CONSIDERED GROUPINGS RUN THROUGHOUT STUDIO ASHBY'S SCHEME, FULL OF VISUALLY REWARDING CONTRAST.

UPPER RIVERSIDE



“The idea of collecting, commissioning pieces and curating is central to our process. Eclecticism is the result and speaks of my love of beautiful things.”

SOPHIE ASHBY, DIRECTOR, STUDIO ASHBY

CONSIDERED ECLECTICISM LIES AT THE HEART OF YOUR CREATIVE APPROACH, SOMETHING THAT'S ALSO CENTRAL TO THE VISION FOR GREENWICH PENINSULA. WHAT MOTIVATES YOU TO MIX YOUR REFERENCES AND MATERIALS IN THIS WAY?

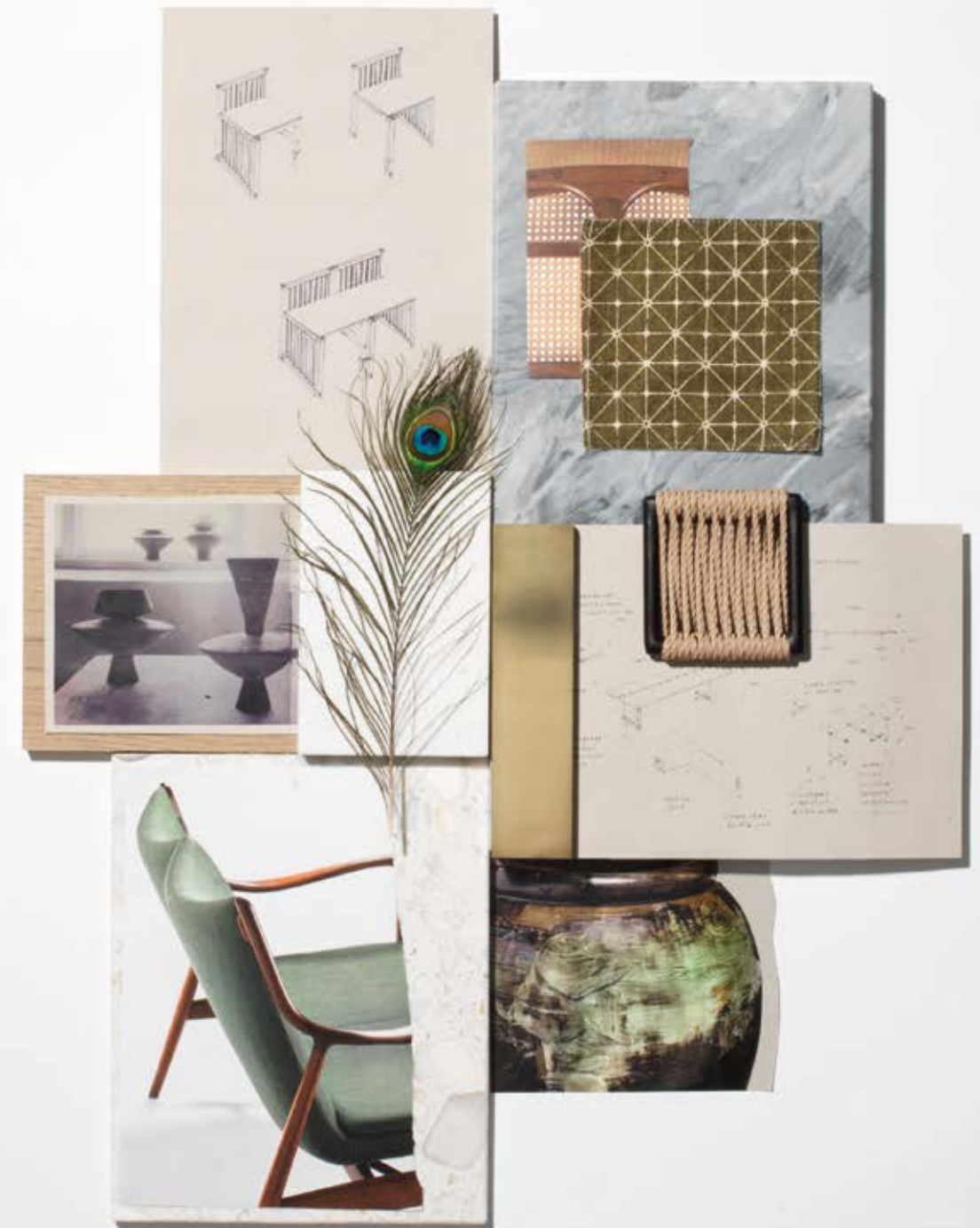
SA: The idea of collecting, commissioning pieces and curating is central to our process. Eclecticism is the result and speaks of my love of beautiful things. Art is very central to what we do and I love antiques – I purchase pieces all over the world, forage in antique shops, go to flea markets. The way that people live is with a collection of objects from different parts and times of their lives, so for me creating a home is very much about that. We've been working on this project for over two years, from the bones of the building and space planning the apartments to creating perfect places to live in, have a family in, work from, eat from or sleep in. I personally think that your home and your surroundings at home can have a really big impact on your life. At Upper Riverside, we had an opportunity to create 126 homes and it was really important to us that each one did that.

THERE IS A STRONG CONNECTION TO THE RIVER AND ITS SURROUNDING ELEMENTS. WAS THAT SOMETHING THAT INFLUENCED YOUR DESIGNS?

SA: There is obviously a really rich maritime and industrial history of the area, way back to the pirates who allegedly hung out here! The riverside was an inspiration in terms of colours and very much informed our material selection. Our overarching inspiration was the future of the area – you could argue that the best thing that's happened to Greenwich Peninsula is Knight Dragon and what they're doing, creating green open spaces, opportunities to sit by the Thames and look at the view. On an urban planning level the project is really powerful and our building is in prime position to make the most of all of that.

HOW DID LIGHT INFORM YOUR APPROACH TO DESIGN AT UPPER RIVERSIDE?

SA: The way that light interacts with the space is really important – with architecture such as this where there's a lot of glazing, you're







RELAXED YET WITH A DISCERNING EYE,  
FEEL AT HOME RIGHT AWAY.

extremely fortunate. It was really important to make the most of this opportunity, but also to control it and make sure that you've got the possibility for ambient evening lighting as well. We were involved in the setting out of all of the interior lighting and studied where the light went from morning to evening. We thought about how you're going to live, at what point you're going to sit down and use a reading light. We mostly work with private clients, rather than commercial, so we have a lot of experience understanding in detail how people want to be when at home. It was very important to be able to get a decorative light fitting in the bathroom. We've also got globe-like wall lights that radiate an ambient glow. Precision like this is something you rarely see; it's an extra flourish which you wouldn't normally find in new homes. But it was important for us in creating a mood and a feeling.

YOUR DESIGN ETHOS INTENDS FOR PEOPLE TO LIVE COMFORTABLY, YET WITH BEAUTY. HOW DO YOU FIND YOURSELF IMAGINING AND ANSWERING THE CHALLENGES OF A MODERN BUYER?

SA: I think people want their home to work on a very practical level. The things we get asked for all the time are: open-plan living, amazing

storage, a spot for a TV and lighting solutions that are intelligent yet simple to work. Comfort, practicality and family living to me means open-plan living with integrated storage, not old-fashioned layouts of small rooms and free-standing furniture.

AS A CREATIVE, HOW DOES LONDON INSPIRE YOU?

SA: I adore London. If I go to one of the parks or a museum or gallery on a weekend I feel like I'm invigorated for the week ahead. There's a huge spectrum of things going on culturally, but what I really appreciate and interact with most is art. Having both of the Tates, the Royal Academy (of which I'm a Patron) and the Barbican in such easy reach makes me feel very spoilt.

The riverside was an inspiration in terms of colours and very much informed our material selection. Our overarching inspiration was the future of the area."

SOPHIE ASHBY, DIRECTOR, STUDIO ASHBY





A MIX OF MATERIALS FROM OAK TO TERRAZZO, INSPIRED BY THE PALETTE OF THE THAMES THROUGHOUT THE SEASONS.





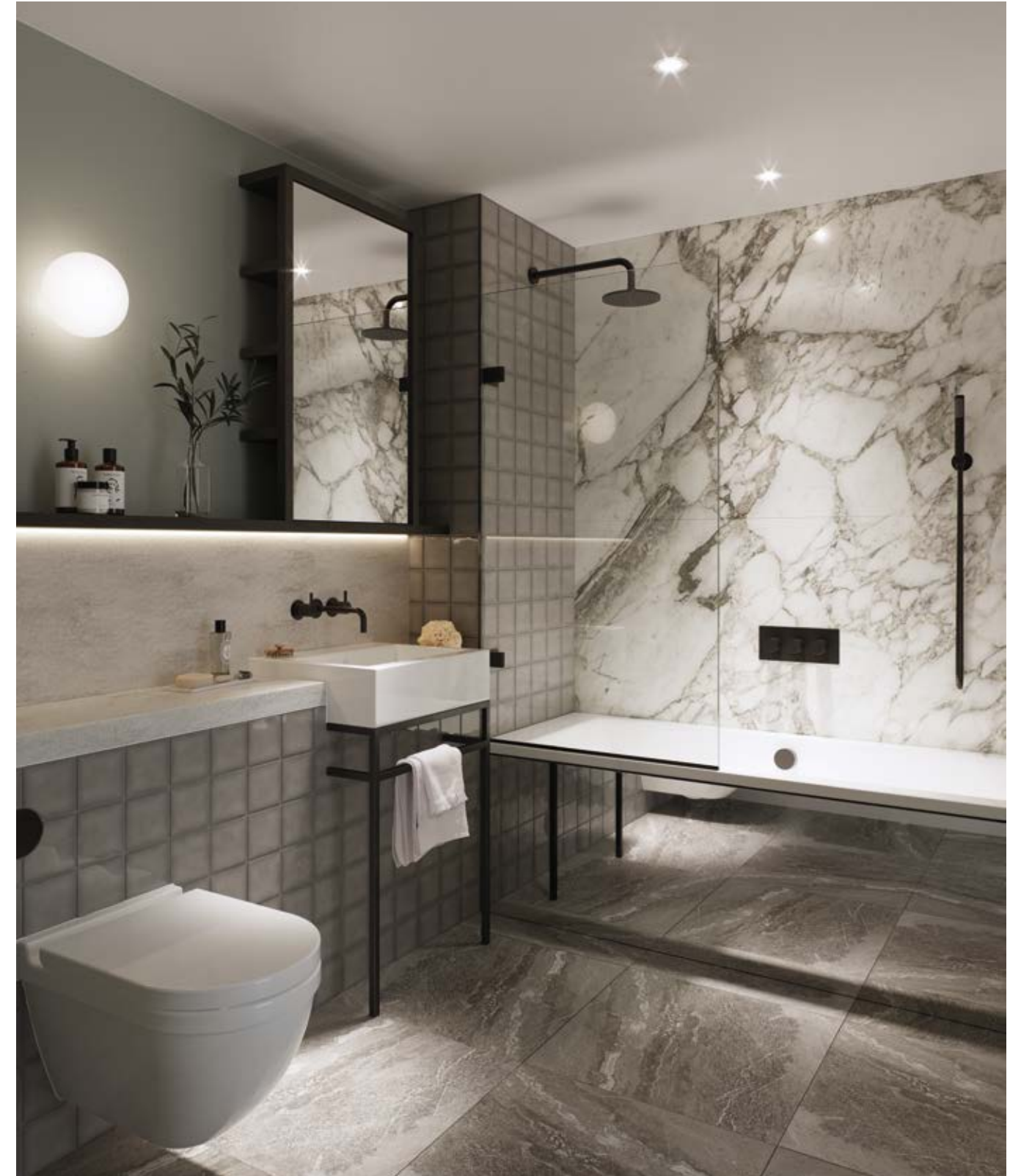
OPEN-PLAN LIVING THAT IS THOUGHTFULLY  
COMPARTMENTALISED, EACH FUNCTIONAL ZONE  
REMAINS UNITED AS AN ENVIRONMENT.





048

BATHROOMS WITH CHARM, CHARACTER  
BEYOND THE ORDINARY.



049





050

051

A KITCHEN MADE FOR COOKING AND ENTERTAINING,  
SPACE TO DISPLAY.





ENTERTAIN WITHOUT MISSING THE CONVERSATION,  
THE PERFECT EXCUSE TO INVITE FRIENDS ROUND.





054

055

A LIGHT-FILLED BEDROOM  
THAT IS A TRUE SANCTUARY,  
TOO GOOD FOR JUST SLEEPING.





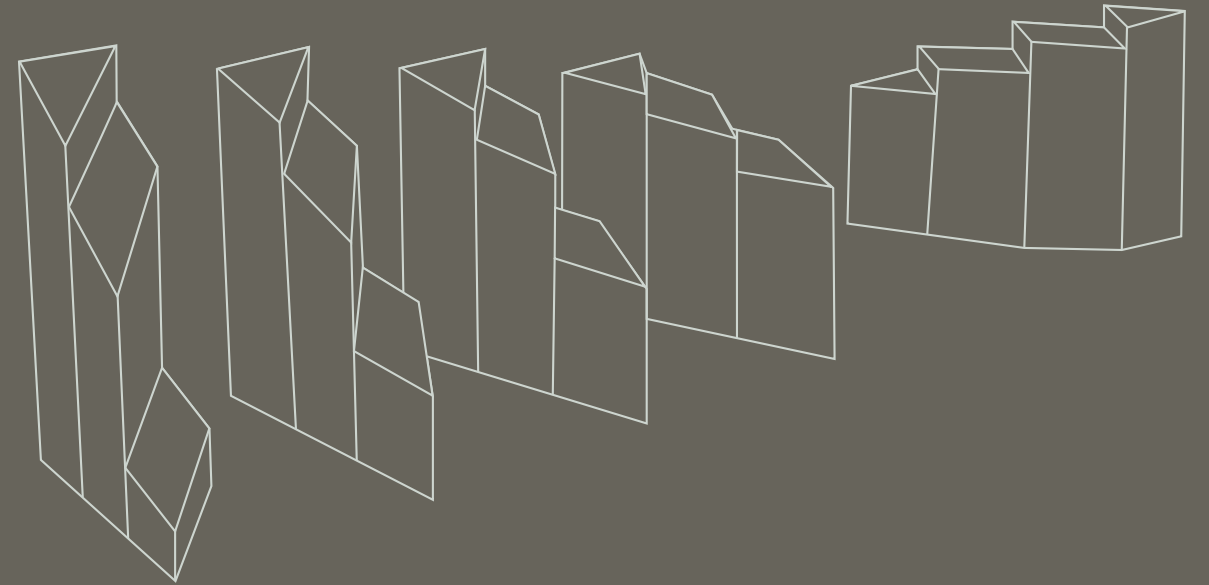
COMFORTABLE AND SPACIOUS, STUDIO ASHBY'S INTERIORS ARE BATHED IN NATURAL LIGHT.





058

059



N°5

N°4

N°3

N°2

N°1

CINEMA

CINEMA

ROOF GARDEN

RENEW FLOOR

GYM

GAMES ROOM

RESIDENTS  
LOUNGE  
& HONESTY BAR

LIBRARY &  
CO-WORKING  
SPACE

TOM DIXON LOBBY

SKY VIEW TERRACE

THE CASCADING  
TERRACES

BBQ AREA

BOARDROOM

LOBBY LOUNGE

DINING TERRACE

DINING &  
EVENT ROOM

PARTY TERRACE

SUN DECK

A relaxed and welcoming member's club, without the chore of having to get in. When amenities are this exceptional, why go elsewhere?





060

061

Bringing together some of London's most celebrated designers: Tom Dixon's Design Research Studio, State of Craft and Studio Ashby, The Club is an eclectic mix laid out over five buildings.





Because community matters, Upper Riverside lobbies have been carefully created to be sophisticated and sociable. Lounges, libraries, a games room and workspaces are all on offer.









Designed by Tom Dixon's Design Research Studio, Renew is a space that's dedicated to feeling good, featuring a swimming pool, a hot pool, steam room, two gyms and a terrace.





# FLOOR



# PLANS

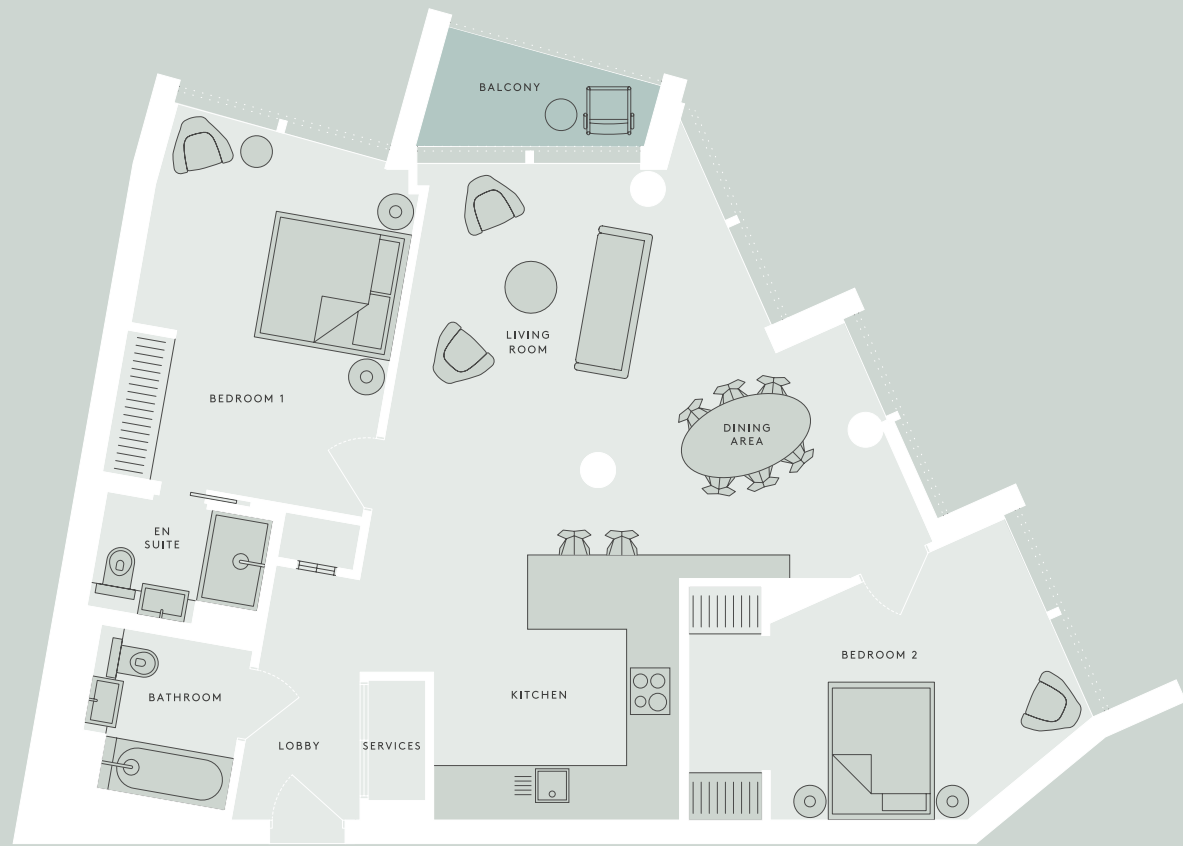


Typical one-bedroom apartment



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071



Typical two-bedroom apartment

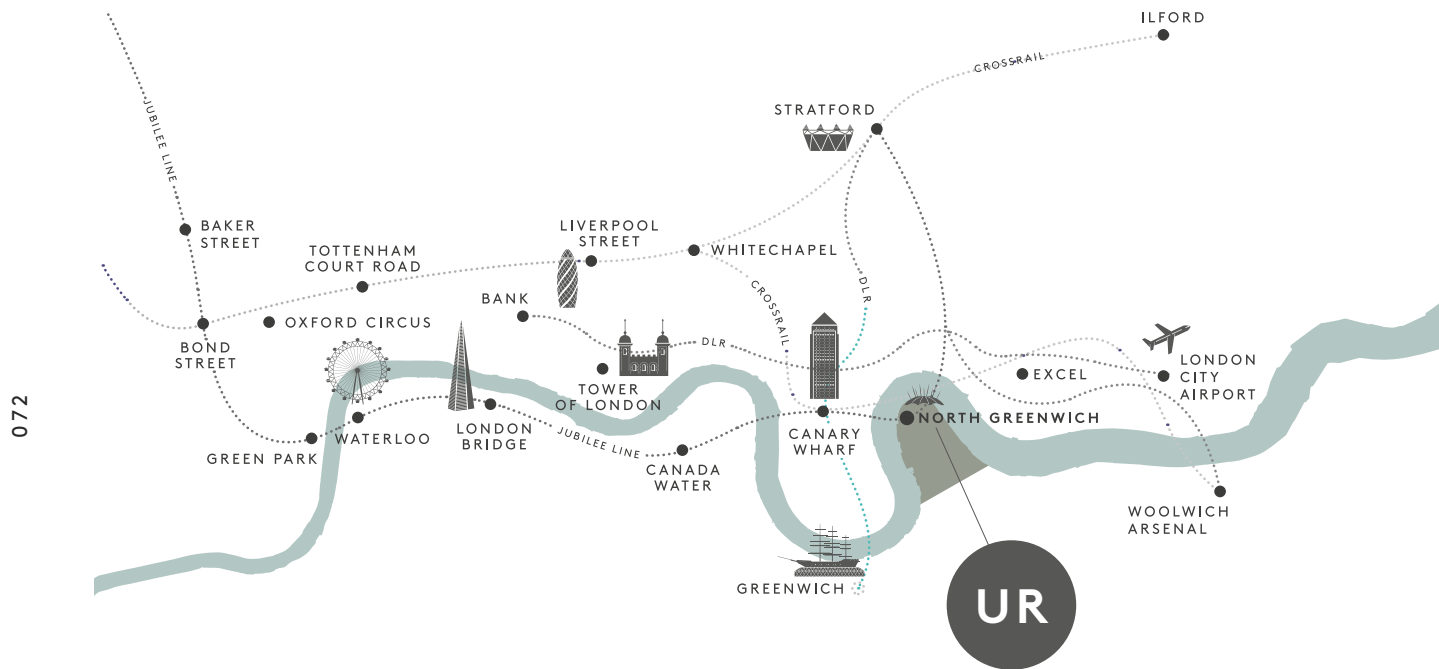


Typical three-bedroom apartment



# GETTING

Surrounded by 1.6 miles of river on three sides, with tube, bus, boat, and cable car links.



Catch a riverbus from your front door, or take the tube.  
The Jubilee line runs a 24-hour service at weekends.

# HERE

<p><b>JUBILEE LINE</b></p> <ul style="list-style-type: none"> <li>● NORTH GREENWICH</li> <li>● CANARY WHARF 2 MINS</li> <li>● LONDON BRIDGE 8 MINS</li> <li>● STRATFORD 8 MINS</li> <li>● SOUTHWARK 10 MINS</li> <li>● WATERLOO 11 MINS</li> <li>● WESTMINSTER 13 MINS</li> <li>● GREEN PARK 15 MINS</li> <li>● BOND STREET 17 MINS</li> </ul>	<p><b>CROSSRAIL (OPEN 2018)</b></p> <ul style="list-style-type: none"> <li>● CANARY WHARF</li> <li>● LIVERPOOL STREET 6 MINS</li> <li>● STRATFORD CITY INT 9 MINS</li> <li>● TOTTENHAM COURT RD 14 MINS</li> <li>● BOND STREET 15 MINS</li> <li>● PADDINGTON 17 MINS</li> <li>● HEATHROW 40 MINS</li> </ul>
<p><b>DLR</b></p> <ul style="list-style-type: none"> <li>● CANARY WHARF</li> <li>● BANK 10 MINS</li> <li>● STRATFORD 13 MINS</li> <li>● CUSTOM HOUSE 14 MINS</li> <li>● LONDON CITY AIRPORT 17 MINS</li> </ul>	<p><b>THAMES CLIPPER</b></p> <ul style="list-style-type: none"> <li>● NORTH GREENWICH PIER</li> <li>● GREENWICH 8 MINS</li> <li>● TOWER HILL 30 MINS</li> <li>● LONDON BRIDGE 34 MINS</li> </ul> <p><b>EMIRATES CABLE CAR</b></p> <ul style="list-style-type: none"> <li>● EMIRATES ROYAL DOCKS 7 MINS</li> </ul>



Greenwich Peninsula is a creative blueprint for future London. Combining forward-thinking design with culture and breathing space, the result is the ultimate city experience.

SET TO A 270-DEGREE BEND ON THE THAMES, GREENWICH PENINSULA IS THE LARGEST SINGLE REGENERATION PROJECT LONDON HAS EVER SEEN.









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