



LIVE WITH LEON







## REMAKING LEON HOUSE

Leon House is one of the UK's finest surviving examples of mid 20th century modernist architecture.

Now, Leon House is being remade, revealing the original sculptured interiors and creating spacious, light-filled apartments.

On the roof will be a residents' sky garden and private dining room, with spectacular views.

Within the double height lobby a concierge welcomes you to the residents' lounge and co-working space.

# CROYDON REINVENTED

The London Borough of Croydon is finally coming of age.

New retail, dining and office development is transforming Croydon. From new tech start-ups to Boxpark, it is one of London's fastest growing economies.

Uniquely located, high speed road, rail and tram connections integrate Croydon into Central London and the South East.

*"Street art and pop-ups, immersive theatre and hot desking aren't exclusive to the hipsters of Shoreditch and Peckham. Croydon is redefining cool, and without any pretentiousness."*

LOCAL JOURNALIST, EMILY HALL

**Below:** Croydon's much-loved arts venue, concert hall and cultural hub gets a £30 million regeneration.



Boxpark. A new direction in dining and leisure, developing the 'pop up' concept into a cool new destination.

**Right:** At Boxpark, visit Bang Bang for truly hot and sizzling market-fresh Vietnamese street food. Straight from Hanoi with French colonial and post-American war décor, it's a place sure to brighten your day.



## OUT & ABOUT

Leon House is also conveniently located on the edge of South End.

It has gained recognition as Croydon's restaurant quarter having received £3 million in development funds in 2015, transforming the streetscape and the public realm.

Chinese, French, Greek, Indian, Japanese, Mexican, Thai, Persian and more – all are represented here. Depending on time and budget, you can either grab a lunch-time bite or enjoy some event dining at one of these local eateries.

**Below:** Memory Box serves up everything from coffee to cocktails with some karaoke thrown in for good measure! A lively and vibrant venue open for breakfast through to the small hours, it's where memories are made.

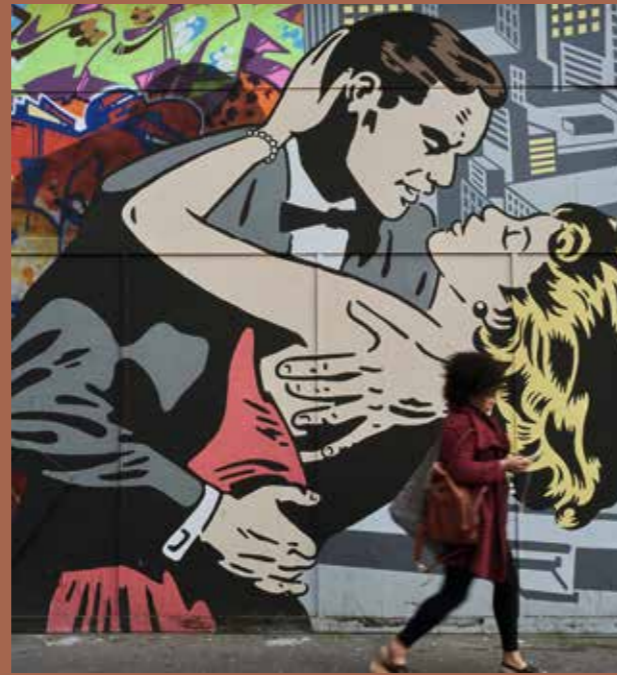


**Above:** South End plays host to Croydon Food and Music Festival each Summer attracting 12,000 visitors to stalls, from street food to Prosecco bars.

**Right:** At Michelin listed Karnavar, restaurateur and Chef Manoj Karnavar fuses traditional Indian flavours with five-star hotel experience in Dubai, India and the UK for delightful and modern fine dining experience.



Right: Street Art in the Cultural Quarter.



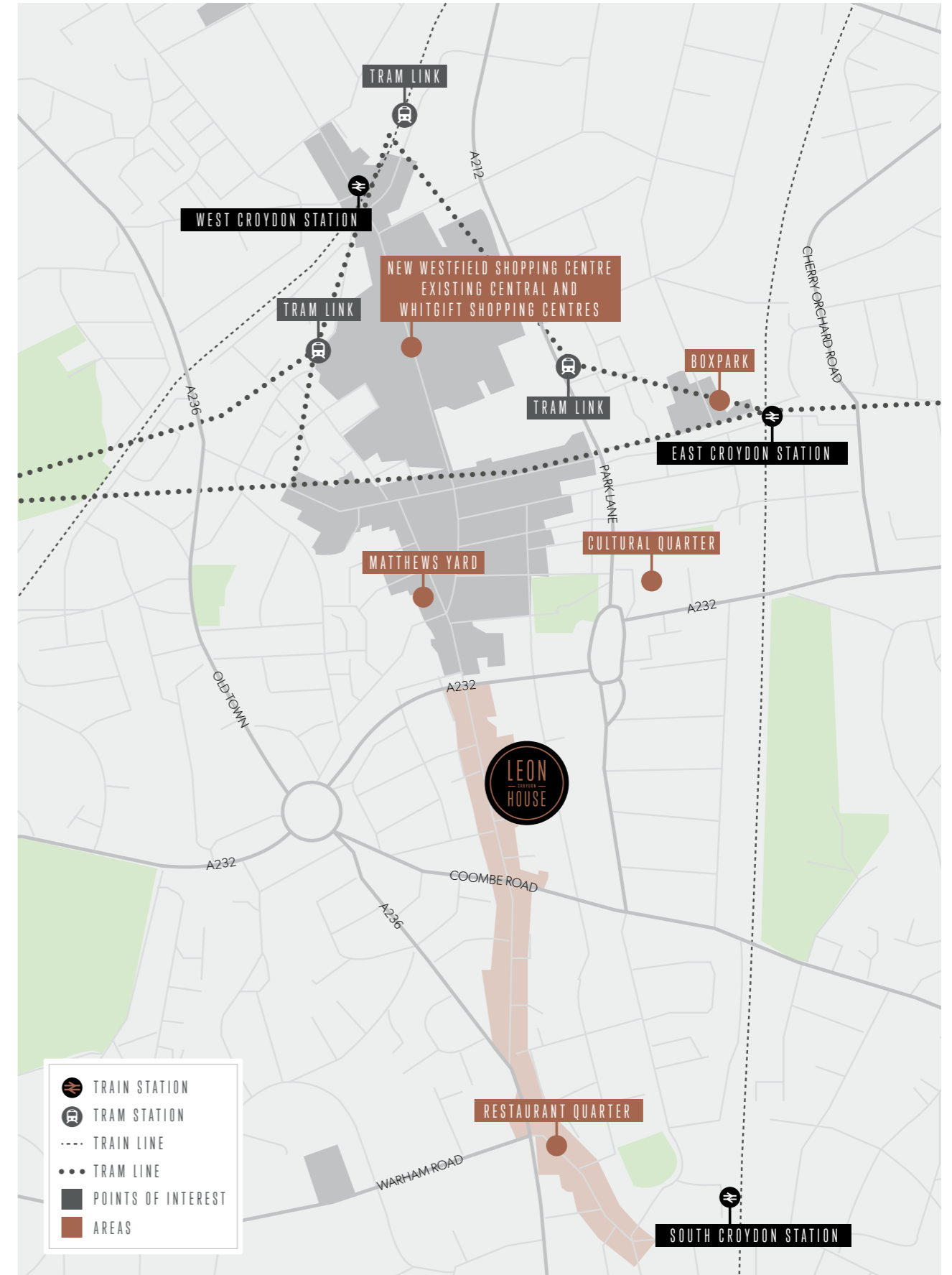
# CULTURAL QUARTER

If Boxpark wasn't enough of a draw, theatre and comedy lovers and supporters of the arts will surely get a buzz from the regeneration of Fairfield Halls into the Cultural Quarter.



Left: Proposed Fairfield Halls.

# EXPLORE WITH LEON





Left:  
Whitgift School.

## EDUCATING CROYDON

Exceptional schools like Croydon High, Whitgift, Trinity and Park Hill schools set the standard for education in Croydon.

The new University Centre is a thriving 8,000 strong multicultural community. Famous Croydon ex-students include Kate Moss, Brit School pupils Amy Winehouse and Ella Eyre, and Mercury Music Prize winning Grime artist Stormzy.



Right:  
The Brit School.

*“Croydon has been the emerging face of south London for some time now, establishing itself as the new home of the capital’s street art movement and the ‘silicon valley’ of the south.”*

THE BOXPARK TEAM



Above:  
Ruskin Square.

## DYNAMIC CROYDON

Croydon’s population is as diverse and dynamic as the place itself.

The renewed reinvention of Croydon with the likes of Tech City and Ruskin Square has been enjoying the attention of various benefactors to build on its prime location in the commuter corridor between Central London and the south east coast.

The new working community leads the way in Tech advancement, software and digital start-ups, as well as developing a thriving arts and culture scene.

One million economically active individuals make the most of the 14 minute commute into Central London, but local businesses also enjoy office space at approximately a third of the cost of inner-city alternatives.



Left:  
Community Event.

RICHMOND  
24 minutes

KEW  
GARDENS  
36 minutes

WIMBLEDON  
27 minutes

CLAPHAM  
JUNCTION  
9 minutes

VICTORIA  
16 minutes

OXFORD  
CIRCUS  
29 minutes

LONDON  
BRIDGE  
17 minutes

THE  
CITY  
28 minutes

CANARY  
WHARF  
32 minutes



Leon House is right in the middle of a travel web that takes you places, fast.

It is just 500 metres walk to East Croydon Station. The Restaurant Quarter is less than 200 metres walk south.

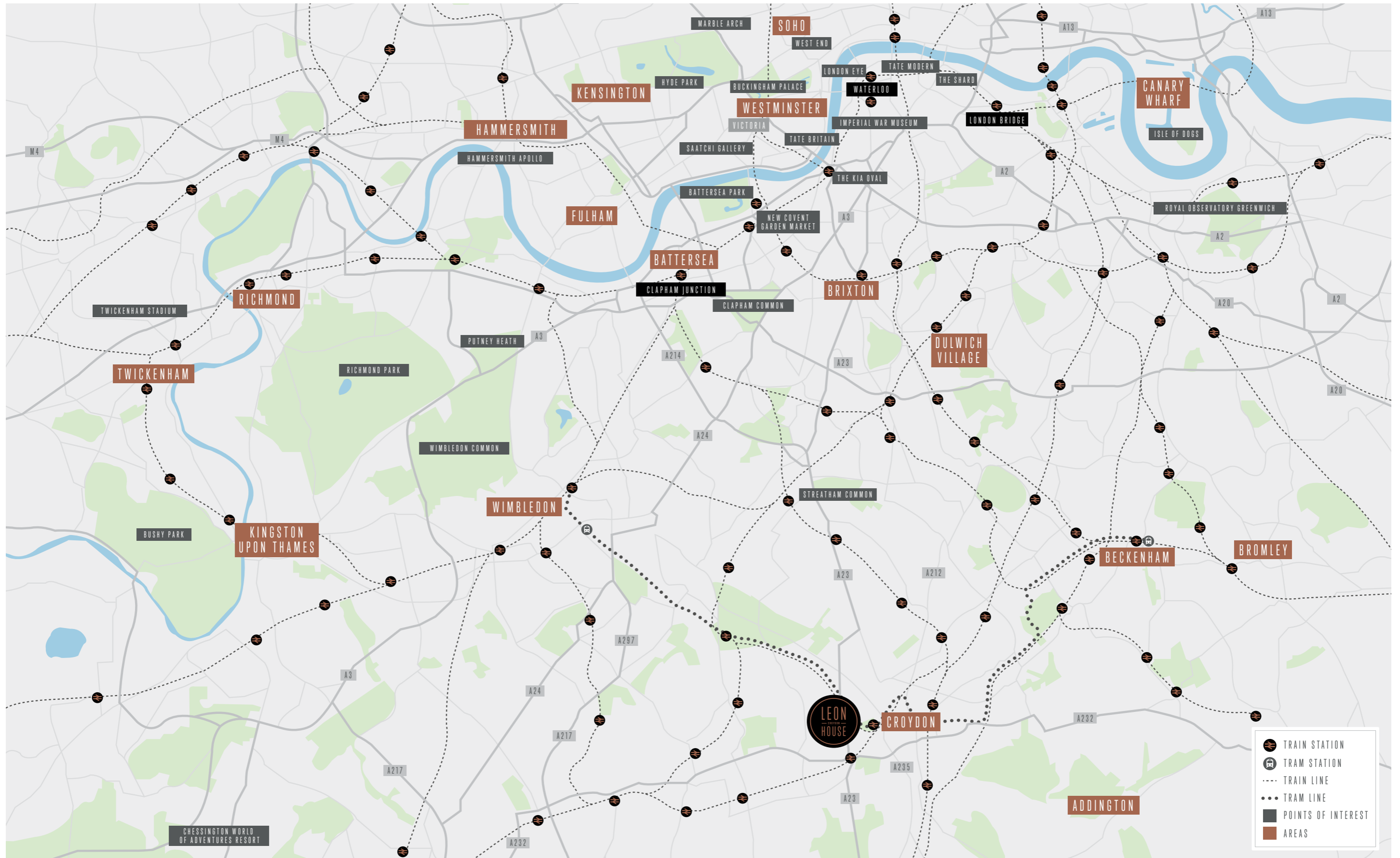
From East Croydon Station, commuters can travel directly to London Victoria and London Bridge in 16 and 17 minutes respectively. Trains run direct to Gatwick Airport, and Heathrow is under an hour away.

West Croydon, at the other end of town, is on the London Overground network connecting Canary Wharf, the up and coming east London neighbourhoods of Shoreditch and Dalston and further out into North London, Hertfordshire and Essex.





# LONDON IS JUST 16 MINUTES AWAY



*"How does a building of this quality end up here?  
It has a wealth of history, Croydon, and increasingly  
it's developing an integrity of its own."*

ROY COLLADO, ARCHITECT



**Right:** Taking in the stunning  
Leon House views.



## ORIGINAL THINKING REDISCOVERED

Leon House is one of the UK's most exciting examples of 1960s 'Brutalist' architecture and is being sensitively converted into modern, professionally designed, light-filled apartments.

Researching the architecture, the team made a startling discovery – hidden beneath some plasterwork they found a groundbreaking sculptural piece by seminal artist, William Mitchell; the largest of his installations in south-east London.

'It was a marvellous moment – confirming the importance of the building and this exciting project,' enthuses architect Roy Collado.

A previous student of the Royal College of Art, Mitchell is a renowned postwar architectural sculptor whose large scale murals in concrete have now been given protective, listed status. Today, this prize piece forms the focal point of the Leon House foyer.



**Right:**  
Rediscovering  
William Mitchell's  
original concrete  
sculpture.

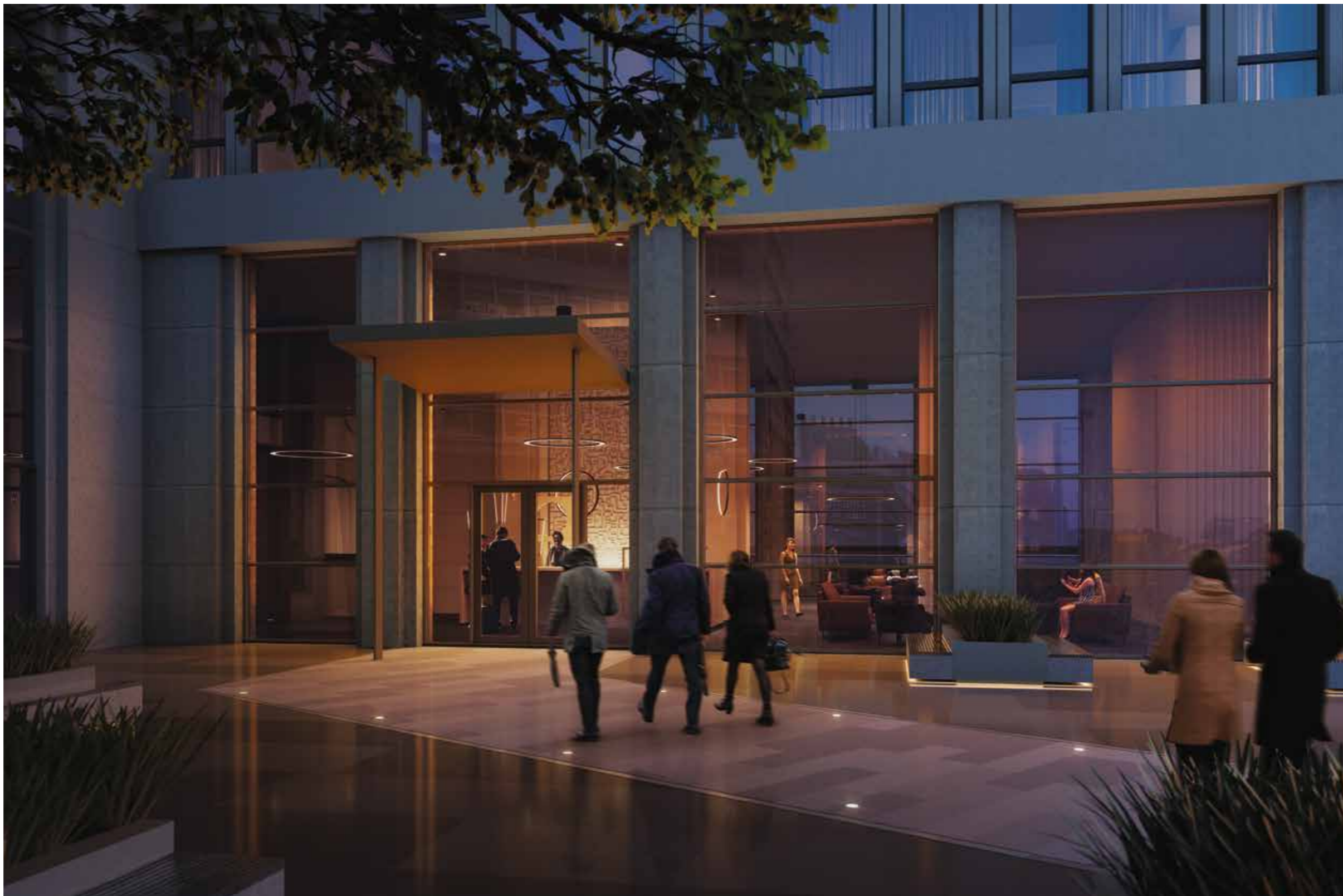
## MAKING AN ENTRANCE

Welcome to Leon House, a building of many parts that come together to create a unique community.

Within this spectacular double height lobby, there is ground floor co-working space, a concierge service and relaxing lounge and reading areas.

Above, 20 floors of residential space offer 263 one and two bedroom apartments, each designed to complement the modernist architecture, with floor-to-ceiling windows framing the amazing views.

The 21st floor completes the building with the rooftop sky garden and private residents' dining room with landscaping, decking and plants: perfect for picnics with friends and watching amazing sunsets or a private party.



**Above:** Entrance, concierge desk and east side of the lobby.



## SKY GARDEN

The sky garden is a shared space for connecting with the community, meeting up with neighbours or winding down in the perfect setting.

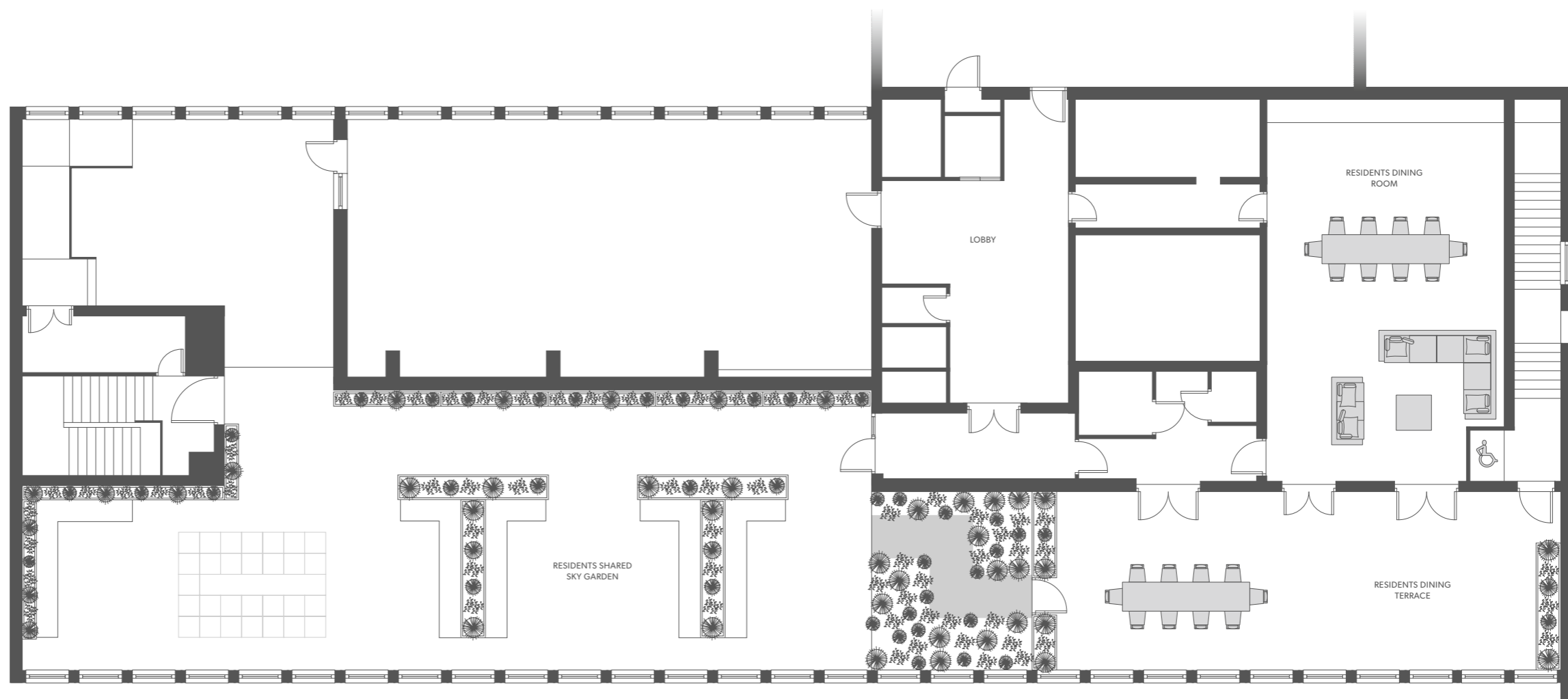
Beautifully decked and then furnished with raised plant beds, walled greenery, relaxed seating and all flooded with natural light – this is sophisticated living at its most desirable.

*Above:* Enjoy fresh air up in the sky garden.

# PRIVATE DINING

If the last thing you want to do is cook, leave it to the experts. Your private dining room is an exclusive space where you can host your own dinner party, or entertain your friends.

Simply book through the concierge and start putting together your guest list for a private experience high up on the 21st floor. Enjoy stunning views from the dining room and secluded terrace at your very own VIP event.



## WORKING, THE WAY YOU WANT TO

Within the double height lobby, a modern co-working space has been designed to bring the office closer to home, if needs be.

With free Wi-Fi and a bookable meeting room Leon House is designed to help with your work/life balance.



Above: Leon's co-working area.

## YOU WANT IT, YOU'VE GOT IT

The concierge is your personal go-to for all those extras you'd rather leave to somebody else. The service can take care of your post and deliveries, they can arrange your private

dining room hire and book a meeting room. The concierge service also includes round-the-clock CCTV security.



Above: At your service – concierge desk.



## YOUR LIVING SPACE

Every aspect of each apartment has been designed by Love Interiors who worked with the form and function of the building to keep interiors clean, modern and clutter-free using quality materials like oak flooring and specialist ceramics.

Compared to other modern developments, room sizes are generous which, together with high ceilings and large windows, gives wonderful light and space in your new home.

**Above:** Light and spacious living space.  
Pendant light fittings not included.

## YOUR KITCHEN

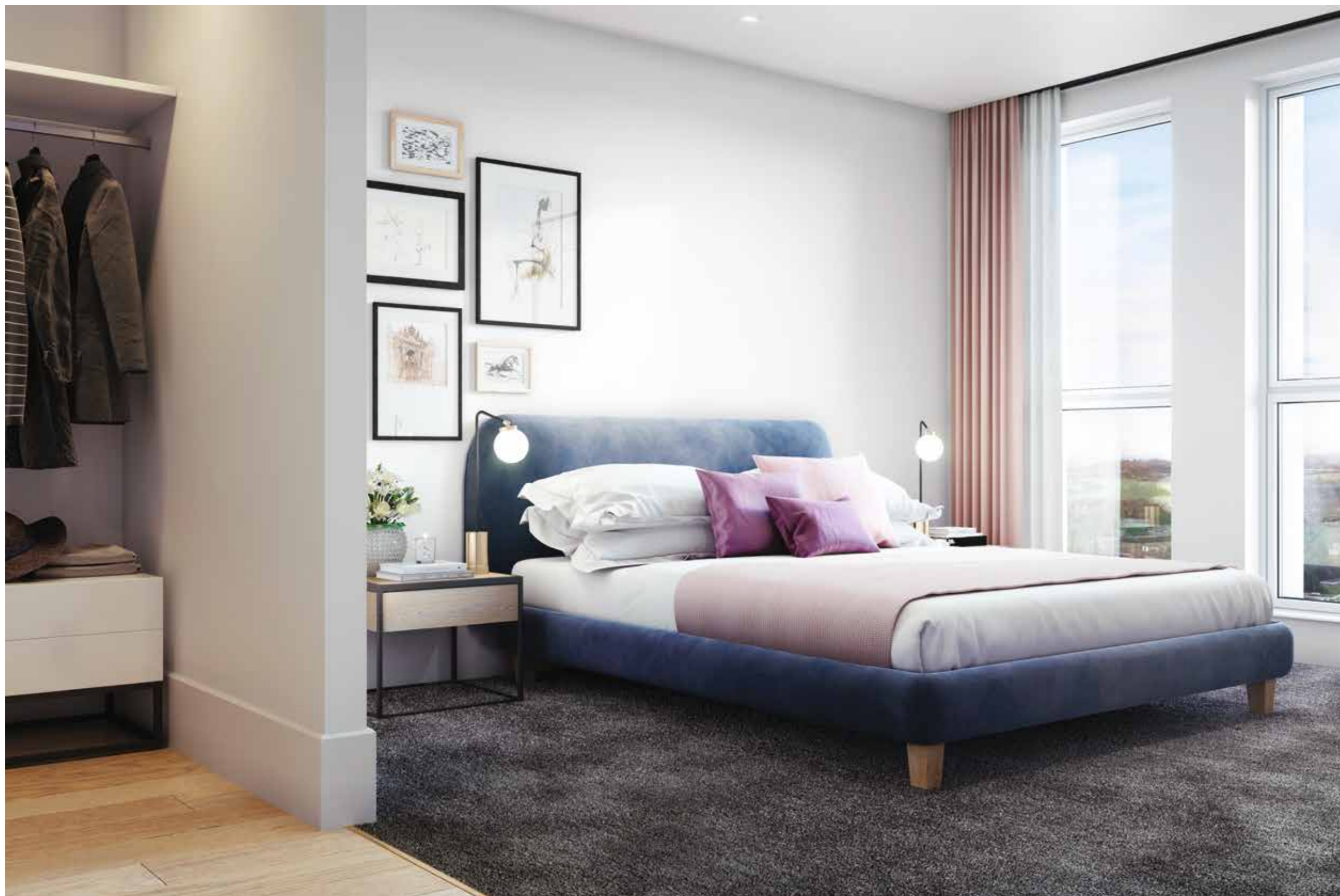
The kitchen in your apartment is designed with all the high spec, built-in appliances you need to make life simple and stylish. They include a Bosch electronic oven and induction hob, integrated fridge/freezer and dishwasher.

Whether you're fixing a quick snack or a culinary feast for four, the kitchen has been arranged for efficiency and practicality, using quality finishes throughout.



**Above:** Your kitchen and dining area.  
Oven – High end Bosch appliances included.  
Pendant light fittings not included.





Above: Light and airy space to relax.

## YOUR BEDROOM

With floor-to-ceiling double glazed windows and soft, cut pile carpets, your bedroom is quiet, warm and luxurious right to the tips of your toes.

Subtle matt finishes to walls and ceiling, and eggshell finish to all exposed woodwork, continue the contemporary look and feel.

A walk-in wardrobe area in every apartment offers you clutter-free living.

## YOUR BATHROOM & ENSUITE

Designer bathrooms offer hotel-like luxury with Laufen ceramic sanitaryware and bespoke vanity units.

Vertically-laid wall tiles in matt grey, plus ceramic floor tiles in dark grey, set the subtle tone.

All timber and panelling are also in shades of matt or eggshell grey. Sparkling white sanitaryware provides the perfect contrast.



Above: Ensuite shower room.



Above: Ensuite bathroom.

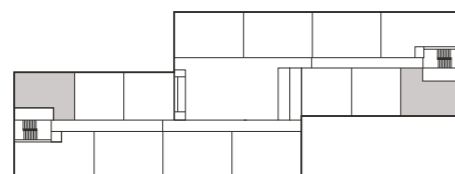
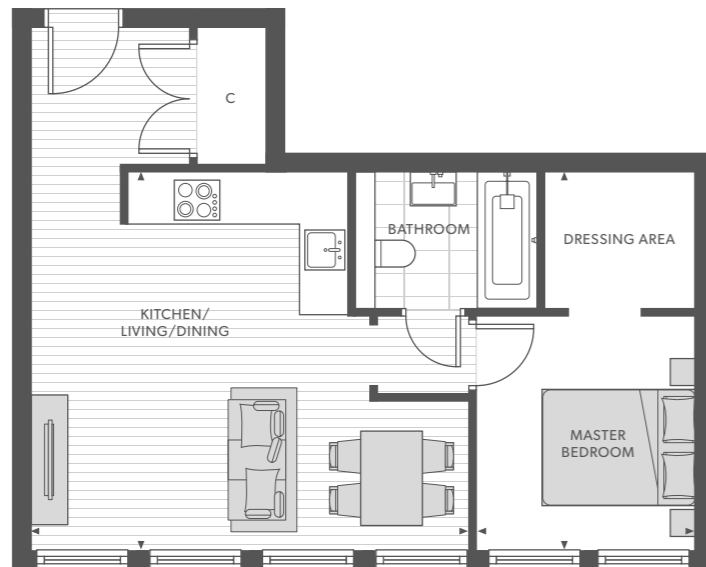
# 1 BEDROOM - TYPE 1

Flat No: 51, 86, 114, 128 & 142

Kitchen/Living/Dining: 5.92m x 4.85m / 19'5" x 15'11"

Master Bedroom: 4.94m x 2.89m / 16'2" x 9'6"

Total floor area: 51 m<sup>2</sup> / 547 ft<sup>2</sup>



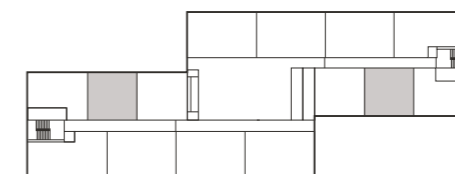
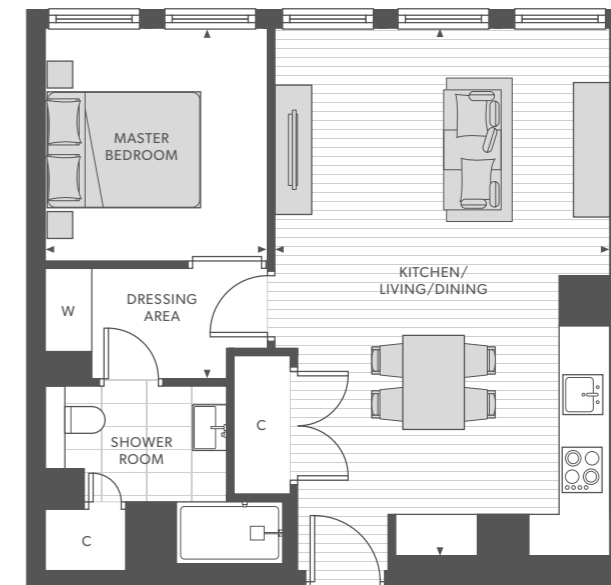
# 1 BEDROOM - TYPE 2

Flat No: 73, 87, 101, 108, 115, 129, 143 & 150

Kitchen/Living/Dining: 6.79m x 4.35m / 22'3" x 14'3"

Master Bedroom: 4.48m x 2.91m / 14'8" x 9'7"

Total floor area: 52 m<sup>2</sup> / 558 ft<sup>2</sup>



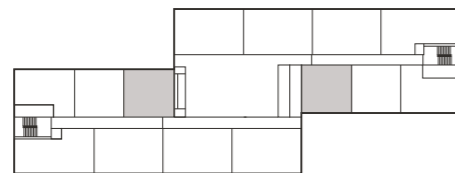
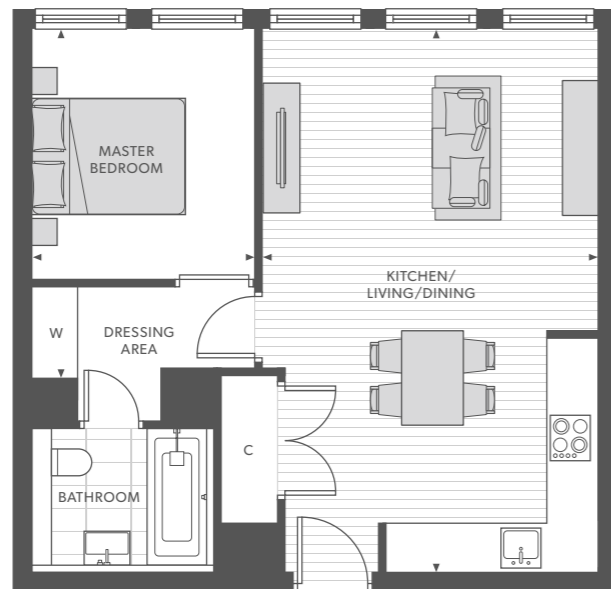
# 1 BEDROOM - TYPE 3

Flat No: 95, 116, 123, 130, 137 & 144

Kitchen/Living/Dining: 7.00m x 4.35m / 23'0" x 14'3"

Master Bedroom: 4.37m x 2.92m / 14'4" x 9'7"

Total floor area: 52 m<sup>2</sup> / 558 ft<sup>2</sup>



# 2 BEDROOM - TYPE 4

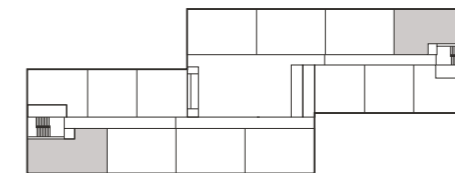
Flat No: 78, 120 & 134

Kitchen/Living/Dining: 5.99m x 5.08m / 19'8" x 16'8"

Master Bedroom: 5.01m x 2.87m / 16'5" x 9'5"

Bedroom 2: 3.48m x 2.89m / 11'5" x 9'6"

Total floor area: 72 m<sup>2</sup> / 776 ft<sup>2</sup>



# 2 BEDROOM - TYPE 5

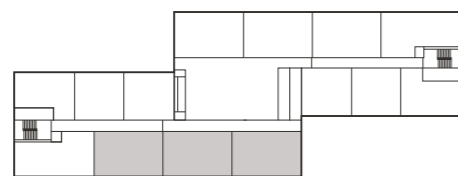
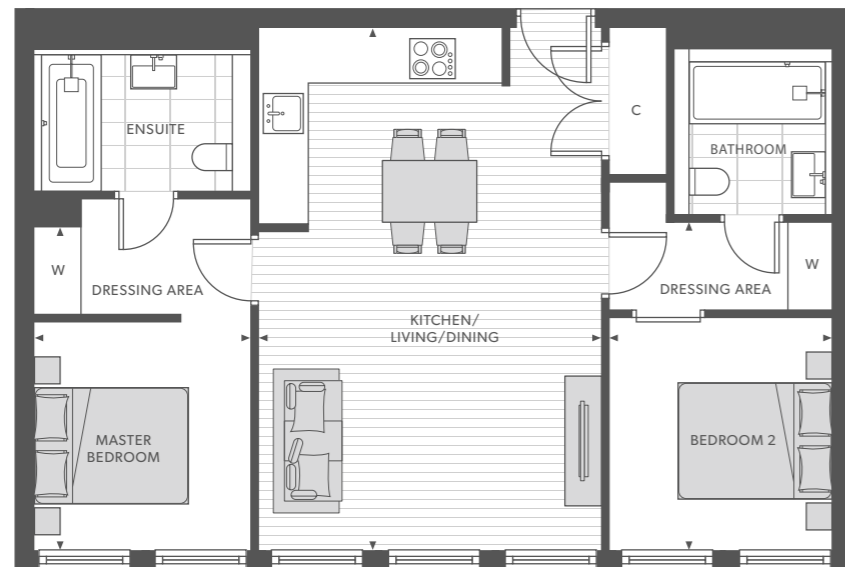
Flat No: 76, 89, 91, 103, 104, 105, 118, 119, 131, 132, 133, 145 & 146

Kitchen/Living/Dining: 6.70m x 4.48m / 22'0" x 14'8"

Master Bedroom: 4.44m x 2.81m / 14'7" x 9'3"

Bedroom 2: 4.20m x 2.93m / 13'9" x 9'7"

Total floor area: 71 m<sup>2</sup> / 765 ft<sup>2</sup>



# 2 BEDROOM - TYPE 6

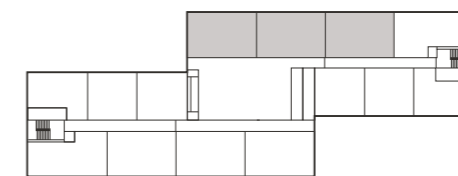
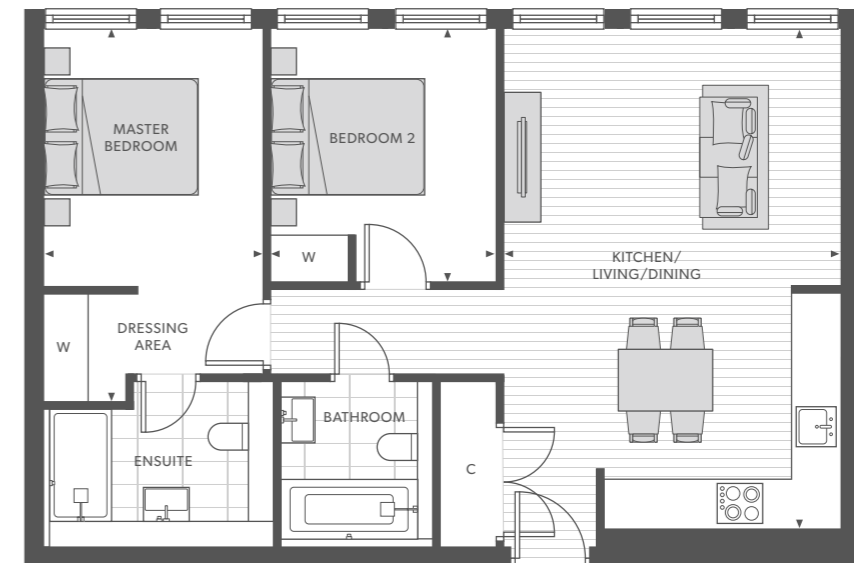
Flat No: 70, 82, 83, 84, 97, 98, 111, 112, 124, 125, 126, 138, 139 & 140

Kitchen/Living/Dining: 6.34m x 4.40m / 20'10" x 14'5"

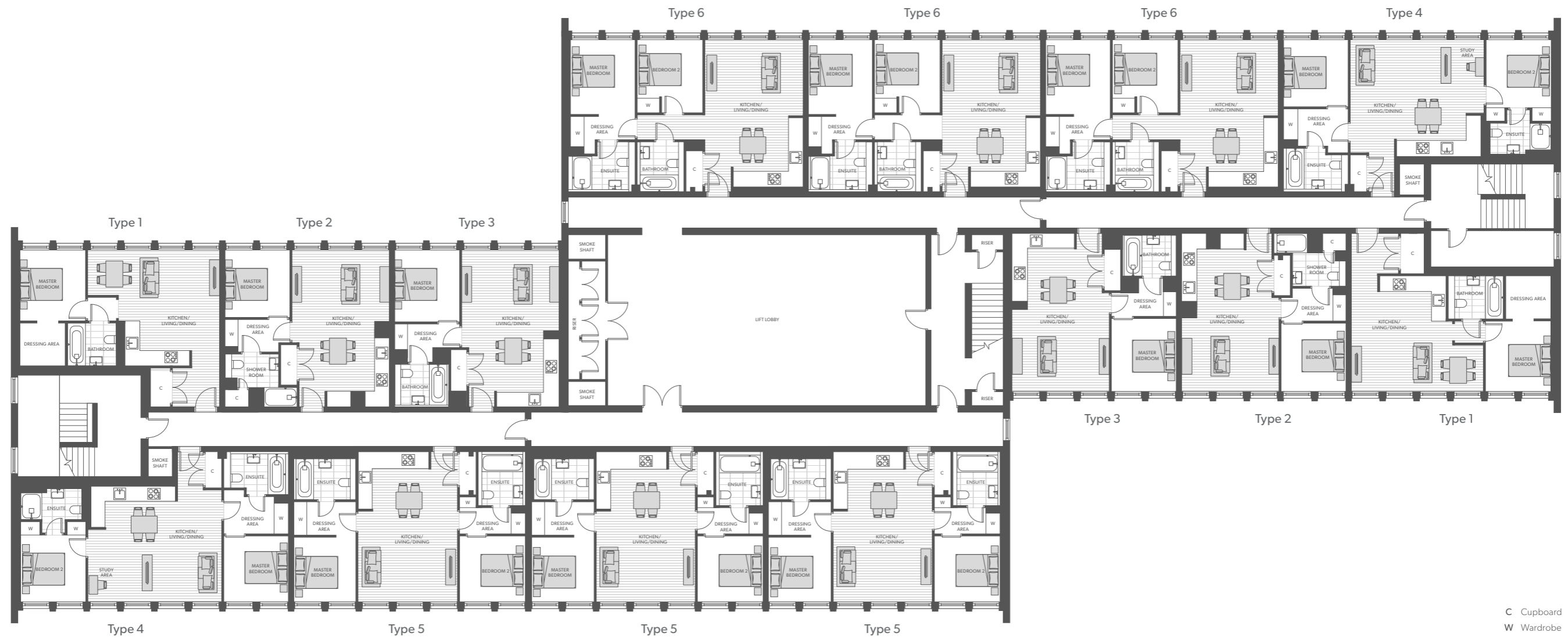
Master Bedroom: 4.83m x 2.86m / 15'10" x 9'5"

Bedroom 2: 3.15m x 2.94m / 10'4" x 9'8"

Total floor area: 71 m<sup>2</sup> / 760 ft<sup>2</sup>



# FLOORS 5-19



C Cupboard  
W Wardrobe



# VIEW FROM LEON







## THE TEAM

### FIREM

FI Real Estate Management (FIREM) specialise in asset management and development; employing experienced and enthusiastic staff with vast expertise in commercial property.

With a solid track record in property development within retail/shopping centre, office, industrial, residential and leisure they manage a £3billion asset portfolio, covering over 10million sq ft. Relationships with the UK's leading architects, designers, and industry contacts mean that whatever the challenges and wherever the location, FIREM deliver a unique difference.

### ARCUS

Arcus is a niche developer working with UK Property Pension Funds and private investors to source, create, and deliver high quality residential and commercial developments, which create long term value for investors, tenants and leaseholders. Arcus' focus and experience allows delivery of innovative design and development solutions.

Space and light are given greatest importance and the homes we deliver are always to London Design Guide sizes. Beyond this, Arcus seeks to set the apartments within communities with shared facilities that set them apart from the competition.

### The Architect

Roy Collado (RIB, MBA, ARB) of Collado Collins has almost three decades experience, from social housing in Berlin, to working as a member of the Design Review Panel for Hammersmith and Fulham.

'This building is intriguing,' says Collado, as he surveys the results of his work with affection. 'How does a building of this quality end up here? It has a wealth of history, Croydon, and increasingly it's developing an integrity of its own.'

### The Interior Designer

Jo Love founded Love Interiors in 2006 and the company now includes a team of eight who offer bespoke interior design, including furniture and joinery, that's handmade to order, with a focus on creating liveable homes. 'Our combined skills range from architecture to graphic design, allowing us to offer the entire package,' says Love, whose clients include River Cottage.

Love worked with Leon House on everything connected with the bones of the building as well as the decoration. 'If you can work on both those elements you get a much more comprehensive design for now, the short term and long term.'



## COMING SOON - THE LEON QUARTER

Leon House is not just a key regeneration project in the heart of Croydon. It is also the trailblazing flagship for The Leon Quarter – the second phase of this exciting development.

Inspired by the bold vision and design excellence of Leon House itself, Leon Quarter will feature 500 new homes, a public square on the High Street and private, landscaped gardens for residents use only. It brings to life the dream of 'Living with Leon', in this groundbreaking new quarter.

The Leon Quarter will have all the advantages of central Croydon living – shopping, connections, dining, culture and more – in an environment of growth and prosperity. Now's the time to invest in this bright future – by living in the heart of it at Leon House.





#### *Disclaimer*

This document is intended to provide an indication of the general style of our development and apartment types. Computer generated images are indicative only and do not accurately depict individual plots. FI Real Estate Management operates a policy of continuous development and individual features such as windows and elevational treatments may vary from time to time. To this end, any drawings, photographs or illustrations shown are non-contractual. The dimensions shown are accurate to within +/- 50mm, they are not intended to be used for carpet sizes, appliances, spaces or items of furniture. All furniture is indicative and not supplied. Whilst every endeavour has been made to provide accurate information

in relation to internal and external finishes, the Company reserves the right to change supplier and alter or vary the design and specification at any time for any reason without prior notice. Consequently these particulars should be treated as general guidance only and cannot be relied upon as accurately describing any of the Specified Matters prescribed by any Order made under the Property Misdescriptions Act 1991. Nor do they constitute a contract, part of a contract or a warranty. Travel times and distances from the development are approximate and sourced from National Rail Enquiries and Google maps. All details are correct at time of going to print.  
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