



# W1 PLACE

LONDON

A place to call home, in an unparalleled location.  
W1 Place – your door onto one of London's great streets.

When does a place become something more? Sometimes the shift is subtle, other times it comes in waves. That feeling of warmth when you step outside, even on a cold day. It's when familiar sights can still surprise you. It's when it's more than a street – it's your home.

W1 PLACE  
LONDON



# CENTRAL LONDON

# ON YOUR DOORSTEP

W1 Place acts as the unifying line between Marylebone and Fitzrovia, two vibrant neighbourhoods filled with striking architecture and an abundance of cafés, pubs, bars and eateries. Bookended by Oxford Street and Euston Road, Great Portland Street is at the very heart of these two historic districts, and indeed London itself.

With so much happening, how do you experience it all? Enter W1 Place, a fresh perspective on central London living. This thoughtfully designed building is a welcome addition to the storied street and reflects the best of both areas while remaining authentic and unique. With spacious apartments, curated retail and a prime location, you are perfectly placed to enjoy all that London has to offer.





**WHEEL OF TIME**  
From 'Motor Row' to textile hub, Great Portland Street has an exciting and storied past.

# WHERE MARYLEBONE

# MEETS FITZROVIA

Uniting Marylebone and Fitzrovia, Great Portland Street was named, appropriately, for the 1793 marriage of Margaret Cavendish Harley to the Second Duke of Portland, William Bentinck. By the mid-1920s, it was home to more than 30 car showrooms and known as Motor Row. The 1940s saw the street transformed once again into a hub for women's clothing and textiles.



Throughout it all, these parts have had their fair share of local luminaries. In Fitzrovia, poet Dylan Thomas and author George Orwell could be found philosophising in the Fitzroy Tavern, while Virginia Woolf dreamed of a room of her own while living at Fitzroy Square. Down the road in Marylebone, the Beatles wrote "Yesterday" at 57 Wimpole Street, and later took up residence at 34 Montagu Square. Today, the street continues to buzz with ambition, with the Royal Institute of British Architects, the BBC and many others upholding this creative tradition.



**BACK IN THE DAY**  
Modern shops and old landmarks sit side-by-side.



# IN GOOD COMPANY



**DANTE GABRIEL ROSSETTI**  
**PAINTER AND POET**  
Painter, poet, illustrator, translator and founding member of the Pre-Raphaelite Brotherhood, Rossetti was a man of many talents. He was born at 38 Charlotte Street (now 110 Hallam Street) along with his notable siblings.



**ARCHIE MOUNTBATTEN-WINDSOR**  
**BRITISH ROYAL FAMILY**  
The seventh in line to the British throne was born at the Portland Hospital on Great Portland Street, adding to the list of notable births, both Royal and celebrity, that the hospital is famous for.



**FLORENCE NIGHTINGALE**  
**NURSE**  
In 1854, Florence Nightingale left London for the Crimea and changed medical history. Today, Harley Street continues in this medical tradition with world-renowned clinics and specialists lining the street from top to bottom.

The blue plaques dotted around the area will tell you that over the years, both Marylebone and Fitzrovia have had their fair share of talented and celebrated individuals walk the streets. Maybe it's the village feel of Marylebone, or the charm of Fitzrovia – writers and musicians alike have turned to the area for inspiration.



**VIRGINIA WOOLF**  
**WRITER**  
Literary icon and early feminist Virginia Woolf moved into 29 Fitzroy Square in 1907. It was within these walls that The Bloomsbury Group would convene, and where Woolf would compose her first novel.



**JOHN LENNON**  
**MUSICIAN AND ACTIVIST**  
It's 1968, the Summer of Love has passed, and John Lennon moves into 34 Montagu Square with Yoko Ono – it marks both a personal and artistic shift in his life.



**CHARLES DICKENS**  
**WRITER**  
While living at 1 Devonshire Terrace (now 15-17 Marylebone Road), Dickens wrote a number of his principal works – a cultural frieze marks where the house once stood.

# BOUTIQUE BOHEMIA



Charlotte Street

**IN THE NEIGHBOURHOOD**  
Lose yourself in the characterful and colourful streets surrounding W1 Place.

The reputations of both Marylebone and Fitzrovia are well deserved. With its quaint storefronts and welcoming community, Marylebone is renowned for its village feel. Fitzrovia weaves historic sites and contemporary charm, creating a unique urban fabric. Today, their differences are smaller but the subtleties remain. The roads that branch off Great Portland Street are home to everything from pubs to parks, florists to famous institutions; even a number of embassies are proud to call Portland Place their home away from home. Impressively individual but perfectly complementary, both areas offer central city living at its finest.



Regent's Park

**SPICE OF LIFE**  
The mix of open spaces, striking architecture and narrow streets gives the area a unique texture.



The Langham Hotel



Lore of the Land



**CAFÉ SOCIETY**  
There is plenty of choice, whether you're looking for a bespoke blend or sumptuous cake.



**GREEN STREETS**  
The vibrant pockets of Fitzroy Square and Paddington Street Gardens provide some leafy relief.



All Souls Church



Kaffeine



Kin



Mood

**CULTURED CREATIONS**

Explore the galleries, boutiques and hideaways for that special something.

Rebecca Hossack Art Gallery



Black Eyewear

**RETAIL THERAPY**  
Shop global brands, designer labels or independent retailers, all just a stroll away.



St Christopher's Place



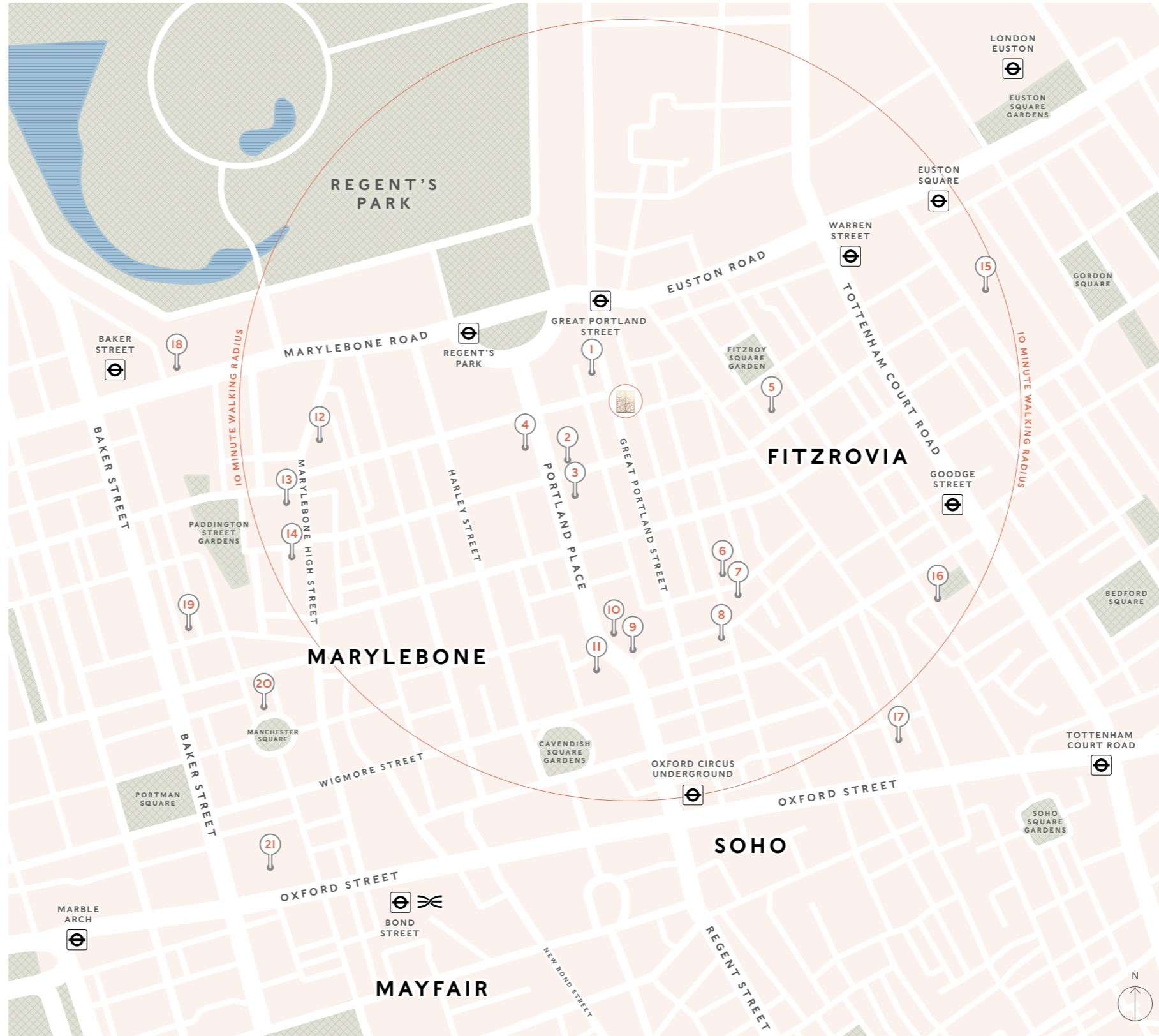
Daunt Books



Selfridges



Great Portland Street station connects you to all of London's major transport hubs – whether you're jetting off, hopping on a train, or heading somewhere more local. Take a jaunt down historic Harley Street, find a new favourite on Marylebone High Street, or stroll around Regent's Park in the midday sun. Fancy a drink? Pop down to The Lore of the Land. A night to remember? Berners Tavern has you covered. Charlotte Street's selection of cafés, bars and restaurants can take you from early espresso to cheeky nightcap. Whatever you need, it's right on your doorstep.



- 1 **PORTLAND HOSPITAL**  
205-209 Great Portland Street
- 2 **ROYAL INSTITUTE OF BRITISH ARCHITECTS**  
66 Portland Place
- 3 **PORTLAND PLACE SCHOOL**  
56-58 Portland Place
- 4 **QUEEN'S COLLEGE PREPARATORY SCHOOL**  
61 Portland Place
- 5 **LORE OF THE LAND**  
4 Conway Street
- 6 **THE ATTENDANT**  
27A Foley Street
- 7 **MERAKI**  
80-82 Great Titchfield Street
- 8 **RIDING HOUSE CAFÉ**  
43-51 Great Titchfield Street
- 9 **ALL SOULS CHURCH**  
All Souls Langham Place
- 10 **BBC BROADCASTING HOUSE**  
Portland Place
- 11 **THE LANGHAM HOTEL**  
1C Portland Place
- 12 **FISCHER'S**  
50 Marylebone High Street
- 13 **DAUNT BOOKS**  
84 Marylebone High Street
- 14 **ROCOCO CHOCOLATES**  
3 Moxon Street
- 15 **UNIVERSITY COLLEGE LONDON**  
Gower Street
- 16 **REBECCA HOSSACK ART GALLERY**  
28 Charlotte Street
- 17 **BERNERS TAVERN**  
10 Berners Street
- 18 **MADAME TUSSAUDS**  
Marylebone Road
- 19 **CHILTERN FIREHOUSE**  
1 Chiltern Street
- 20 **THE WALLACE COLLECTION**  
Hertford House
- 21 **SELFRIDGES**  
Oxford Street



# REFINED LIVING

# ON A STORIED STREET

**WELCOME HOME**  
The discrete entrance takes you from the hustle and bustle and away from it all.

On a street as historic as this one, it's only fitting that W1 Place gives a nod to its notable neighbours while making its own mark. Drawing on the rich variety of architectural traditions in the area, this highly crafted building exudes a modern quality, from its welcoming exterior, to its considered interior. At street level, open frontages on all three sides allow the public to connect with the street and the building in a new way. Respectful of the past, but with an eye on the future, W1 Place blends both old and new to provide a modern home in a distinguished district.



**MODERN ELEGANCE**

Luxury lives in the finer details and exquisite originality. Boasting a bright, natural limestone façade, bronze-framed lantern bay windows and cast aluminium balustrades, architect Simon Bowden creates a depth and rhythm using light and shade, bringing the building to life. Inspired by the distinctive glaze of Japanese porcelain, the building's balustrades introduce additional texture as well as artistic flair and frame the windows graciously from the outside in.



# HOME COMFORTS



Designed from the inside out, and with an enviable central London location, W1 Place is perfect for the discerning individual, the professional couple and the modern family. The highly crafted quality throughout the building means you'll be feeling that reassuring click with every door you close, and the satisfying sound of your feet on the oak floor. Light pours in through the floor-to-ceiling bay windows, creating a sense of both openness and warmth, while the open-plan living and kitchen areas provide a thoroughly modern space to host your friends or enjoy a cosy night in. The selection of one, two and three-bed layouts provide luxurious living, designed with you at the heart.

**THE FINER THINGS**  
Entertain your guests in  
luxurious surroundings.





**A DELIGHTFUL SANCTUARY**  
The generous lantern bay windows ensure you start and end your day in a serene setting.



**DOWN TO THE DETAILS**  
With clean lines and quality finishes, the bathroom combines modern design with a classic touch.



**YOUR HOME**  
The place where you can  
always feel warm, relaxed  
and comfortable.





