



Pimemento

— AT —
GOODMANS
FIELDS
LONDON E1

Pimento at Goodman's Fields

A stylish collection of apartments on the doorstep of the City, Pimento brings you the best of the new East End. Offering a vibrant urban lifestyle, it's a chic but welcoming neighbourhood to call home.

This contemporary development is one of five landmark buildings in the prestigious Goodman's Fields. The vision of master architects Lifschutz Davidson Sandilands, this fashionable quarter effortlessly blends sophistication and serenity.

Built around the principles of modernist design, the focal point is the slender glass and steel beacons that create an iconic new marker in this historic part of London.

The 52 one and two bedroom homes that make up Pimento sit next to these striking towers, arranged around a tree-lined atrium, part of an ambitious garden scheme by award-winning landscape architects Murdoch Wickham.

Offering a calm retreat from the buzz of the surrounding East London streets, these really are homes to be proud of.







Pimento at Goodman's Fields

Walking through the tranquil gardens and past the imposing horse sculptures, your day might start at independent coffee shop The Pastry Parlour. It's one of a handful of popular spots on the main piazza.

Head to the celebrated fire baked specialists Pizza Union, also known for their silky Gelato salted caramel. Another local favourite is Amber, who create inventive Middle Eastern fusion dishes like Onglet Piyaz. Or join the queue and grab the perfect falafel at Bar Pilpel and relax in the gardens while you plan the day around your new neighbourhood.

The piazza is where this new community meet, whether through screenings of the tennis from Wimbledon or the regular BBQs that the gardens are tailor made for. In the evening choose from an art house film at the Curzon Cinema or a craft beer at brick walled Leman Street Tavern. Also try the recently opened gastro pub The Running Horse that you will soon call your local.



THE LONDON EYE

BT TOWER

THE SHARD

TOWER
OF LONDON

Pimento

THE LEADENHALL
BUILDING

THE
GHERKIN

ALDGATE EAST
TUBE STATION



on
Your
Doorstep



Around the
DEVELOPMENT

.....
Curzon Cinema & Bar
.....

Sainsbury's Local
.....

The Pastry Parlour
.....

.....
Anytime Fitness Gym
.....

Amber Cafe
.....

Four Season's Garden
.....

.....
Whitechapel Art Gallery
.....

Pilpel Restaurant
.....

The Running Horse Gastropub
.....

ART, DESIGN & VISUAL CULTURE



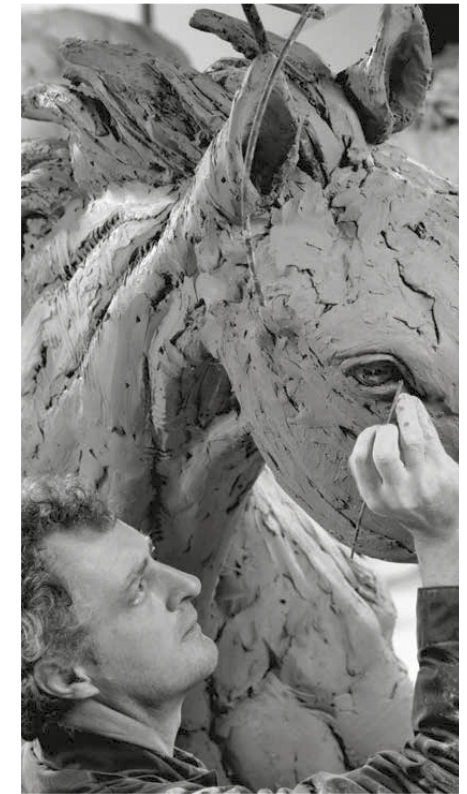
DESIGNED
FOR
CITY
LIFE

Main Piazza

For Goodman's Fields' open spaces, John Murdoch and his team made a series of interlinked city gardens created to forge a strong community spirit. At the heart of Murdoch's vision is the main piazza. Here Hamish Mackie's brass horse sculptures gallop through water while you socialise with new friends around the sun-dappled lawn, or lunch around the square. Away from the lively piazza is The Four Season's Garden, a true sanctuary where cooling ponds and a biodiverse planting scheme creates a Zen like calm. So whether it's relaxation or entertainment these gardens enrich and revive.

History of Goodman's Fields

In the 16th Century, the land here was farmed by one Roland Goodman, a farmer whose son went on to let out the fields for the grazing of horses. Known as Goodman's Fields, it became the main livery for London, inspiring Hamish Mackie to create the six bronze sculptures that are the centrepiece of Murdoch Wickham's landscaped gardens. The vision was to have a group of horses running loose through the central piazza, having escaped their livery. Back in time, these horses worked alongside the people of London to help create the city we know today. And as a lasting symbol of both the locality and community they really do make this development stand out.



Modern life

"The sculptures of magnificent equine beasts have been designed to draw attention to the region's rich heritage but at the same time create a feeling of movement towards the future of unrivalled city living," said Hamish Mackie of his innovative work. And it's this synergy between the past and the future that makes Pimento so exciting. You are surrounded by the modern East End, a creative, ever-evolving area where anything seems possible. At the same time the assured sophistication of the City offers another side of contemporary London, where long-standing traditions hold firm beside the changes.





“Large high-quality open spaces at Goodman’s Fields have been designed to both beautify and complement the make-up of the site, thereby bringing to life a development that inwardly enjoys a sense of togetherness and outwardly respects a strong expression of its own unique identity”

John Murdoch - Murdoch Wickham

Pimento

STAY LOCAL

East London's creative renaissance has transformed the streets around Pimento. Building on the success of the Whitechapel Gallery a host of small art spaces have opened, like 5th Base and StolenSpace.

Known for its innovative street art and independent spirit, Brick Lane is also home to a host of premier vintage shops like Hunky Dory and Rockit as well as the temple to Japanese denim that is Son of a Stag. A short walk brings you to Old Spitalfields Market one of the most atmospheric shopping destinations in London. It's bordered by shops like Albam and Joseph Cheaney shoes alongside renowned British restaurants Hawksmoor and St John Bread & Wine.

Shoreditch's artistic spirit remains amongst spaces like Standpoint Gallery and Rivington Place. Some of East London's leading fashion stores can also be found here including Goodhood and Present. Make sure you head to Boundary Street, known for its independent clothes shops like S.E.H. Kelly. Shoreditch is also now home to well established eateries like Rivington Grill and C  tre Vietnamese alongside new spots like the Italian small plate experts Popolo and Andina for Peruvian street food.

A short walk from the ACE Hotel and Shoreditch House is Redchurch Street. This is now one of East London's most stylish areas with stores like A.P.C. and Margaret Howell next to the Boundary grocery come caf   and the beautifully curated hardware shop Labour and Waite. Here you will find everything for your cool new home - whether it's an enamel teapot or wooden bath rack. So make this East London, your East London.



- 1 Whitechapel Gallery
- 2 Albion, Shoreditch
- 3 Old Spitalfields Market

1

Olympic Park

24 minutes by tube

4

One New Change

14 minutes by tube

6

Brick Lane

8 minute walk

2

Borough Market

13 minute cycle

5

Spitalfields Market

12 minute walk

3

Leadenhall Market

7 minute cycle



OUT & ABOUT

From the artistic enclave of Hackney Wick, where canalside warehouses have been turned into multi-functional venues like Stour Space, to the über trendy Broadway Market, the best of East London awaits you.

Perfectly placed between the exciting new creative landscape of East London and the refinement of the City, you are also a short walk from the Victorian grandeur of Leadenhall Market. Here along cobblestone arcades, wine bars like Broker's provide a perfect break after browsing the interesting shops. South of the river is the equally historic and lively Borough Market, one of the world's great food experiences.

While this part of London pulsates with an urban buzz there are also plenty of places to relax. Just 10 minutes by tube, the Queen Elizabeth Park offers everything from acres of wetlands to swimming in the Zaha Hadid designed Aquatics Centre. From here you can also explore the waterways of the River Lea. At the weekend head to Victoria Park or London Fields, home to the famous Lido and bordered by some of East London's finest stores and cafes.

And with the best of Central London a short hop away on the tube, you really will be spoilt for choice.

LOCATION

Whether it's a regular tube ride into the City or a leisurely bike ride to pick up the weekend provisions, you are perfectly placed to make the best of London.

A two-minute walk from Pimento is Aldgate tube station where Circle and Metropolitan lines take you to Liverpool Street in one stop. The same trains continue onto the Eurostar connection at St Pancras in 15 minutes so you can be in a Left Bank Parisian café for brunch. Or go east to Canary Wharf (20 mins), which is now so much more than a centre for commerce with many acclaimed waterside restaurants and wine bars.

The boutiques and restaurants of Soho are less than 20 minutes away via Oxford Circus underground station or go to London Bridge (8 mins) for the culinary joys of Borough Market. Take a walk along this picturesque stretch of the Thames to Tate Modern to round off a perfect Saturday afternoon.

The area is also great for walking, with Shoreditch, a leisurely 15-minute stroll through Brick Lane and into Redchurch Street. With so many interesting stores along the way you should give yourself time to enjoy this vibrant neighbourhood. Another must is a walk down atmospheric Fournier Street in Spitalfields, lined with 18th Century merchant houses where the artists Gilbert & George live and work. Or choose to walk to work with Liverpool Street and Tower Hill less than 15 minutes away.

The Cycle Superhighway now links Aldgate to Stratford in 25 minutes via Mile End and the waterways of Pudding Mill Lane. Bike friendly neighbourhoods like London Fields and Victoria Park are also less than a 15-minute cycle ride away.



Pimento

THE MARKET

Old Spitalfields Market is a ten-minute walk from the development. It has over 70 retail stalls and street food traders. Most shops are open between 10am and 7pm.

THE PLACES TO BE

THE PASTRY PARLOUR

There's almond croissant and then there's The Pastry Parlour's almond croissant. Cooked on site every day, this patisserie's pastries have helped make this a local favourite. Enjoy the atmosphere or grab a cappuccino and relax on the piazza garden.

THE ALCHEMIST

The City is known for its idiosyncratic cocktail bars and this one is up there with the best of them. "We're masters in the dark arts of molecular mixology and demons in the kitchen," they claim. Try their Smokey Old Fashioned with a side of Popcorn Chicken and believe.

ALBION CAFÉ

In an area where you are spoilt for choice when it comes to eating, this all day café and bar still manages to stand out. It's a trendy yet homely spot serving seasonal British food done to perfection. With its own grocery, in house bakery and a lovely IPA it's been a firm favourite for 10 years now.

MALTBY STREET MARKET

During the summer of 2010, under the railway arches in Bermondsey a new gastronomic scene began. The brainchild of the people behind the LASSCO ropewalk salvage rooms, Maltby Street now rivals Borough Market as a foodie haven. Also check the many taprooms of brewers in the area.



5TH BASE GALLERY

While the Whitechapel Gallery has for nearly 100 years premiered exhibitions by such names as Jackson Pollock and Mark Wallinger, the area also now buzzes with small independent galleries. 5th Base is one of the best, a converted printer's workshop off Brick Lane with cutting edge exhibitions and film nights.

AMBER RESTAURANT

Serving Middle Eastern food with a modern European twist, Murat Kilic and Pierre Apri's restaurant on the main piazza opens from breakfast to supper. Regulars arrive for inventive dishes like Salgam Cured Sea Bass with Fennel and Crispy Chicken Thighs with Pickled Sharon Fruit.

THE RUNNING HORSE

Your friendly local is known for its rotisserie grilled and robata grilled dishes like Swordfish with Mango Salsa and specialties like Slow Roasted Shawarma. Craft ales from brewers like Moors and Wild Beer and a seriously impressive list of gins justify its popularity.

SPITALFIELDS MARKET

Built in the 1800s, and rejuvenated in the early 2000s, this is now one of London's most distinctive shopping, eating and drinking experiences. Under the giant roof, local clothes designers, chefs and artisans create a distinctly independent vibe. It continues in the neighbouring streets making it a perfect weekend destination.



TRAVEL TIMES

Just a two minute walk to Aldgate East Station, you are perfectly placed to access Central London and beyond and to enjoy the delights of this magnificent City.

From Aldgate East ☹

Liverpool Street Station	4 _{min}
Whitechapel	2 _{min}
St. Pancras International	13 _{mins}
Oxford Circus	19 _{mins}
Stratford International	24 _{mins}
Covent Garden	24 _{mins}
Heathrow Airport	59 _{mins}

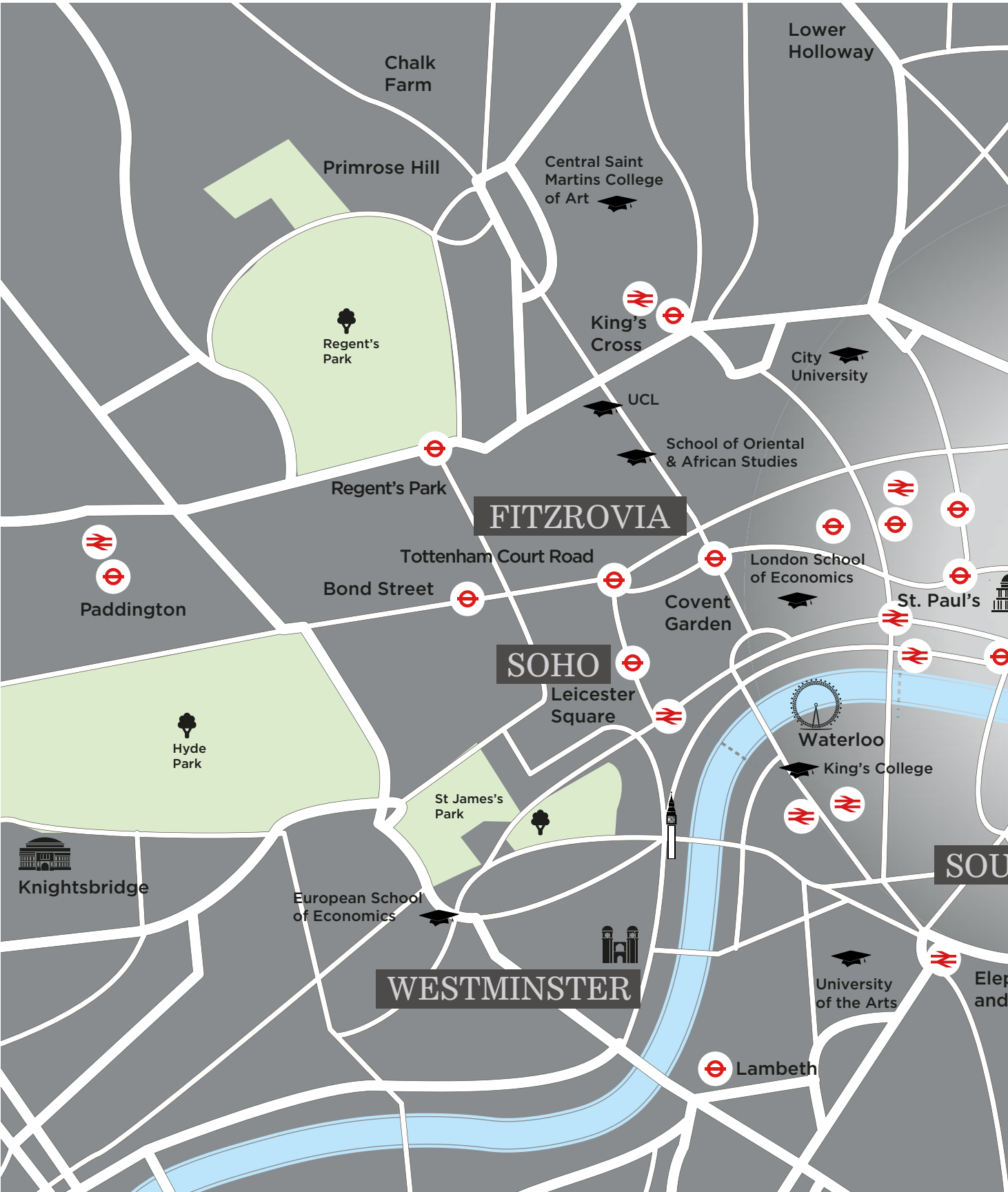
CYCLING 🚲

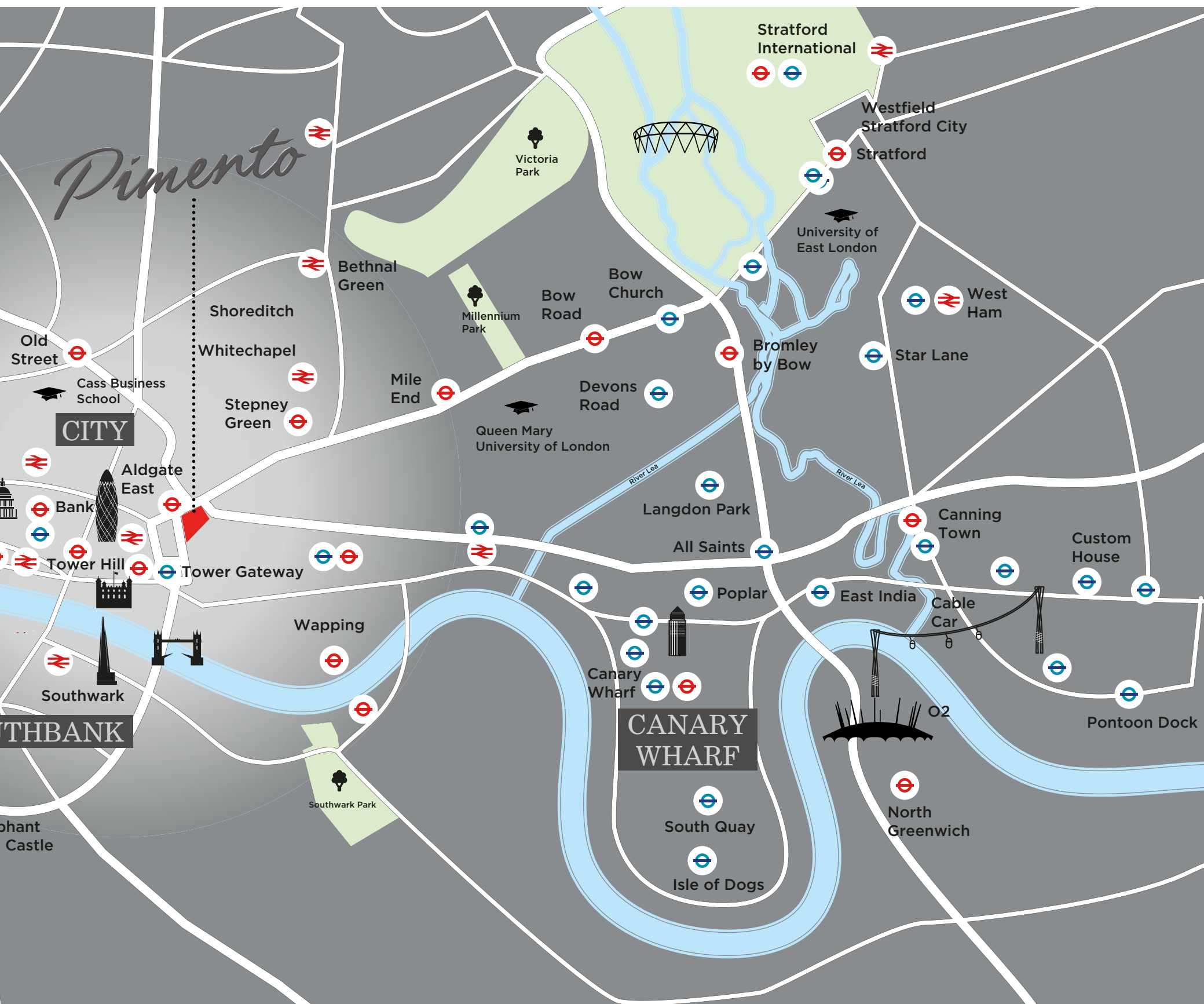
Old Spitalfields Market	12 _{mins}
Bank	8 _{mins}
St Katharine Docks	8 _{mins}
London Bridge	13 _{mins}
Victoria Park	14 _{mins}
London Fields	16 _{mins}
Southbank	21 _{mins}
Canary Wharf	18 _{mins}

WALKING 🚶

Aldgate East Tube Station	4 _{mins}
Aldgate Tube Station	7 _{mins}
Tower Gateway DLR St.	8 _{mins}
Tower Hill	9 _{mins}
Fenchurch Street	13 _{mins}
Liverpool Street	13 _{mins}
Shoreditch High Street	18 _{mins}

Travel times for cycling and walking source:
Google maps (without traffic)
Tube travel times source: tfl.gov.uk.





THE INTERIORS

Mixing style with comfort, the interiors exude urban sophistication. Oak laminate flooring, veneered doors and a muted colour scheme create open plan living and dining areas that are both modish and relaxing. With floor to ceiling windows and sliding glass doors opening onto balconies, these are light and airy apartments. High gloss kitchen units with integrated appliances also impress as do the spacious modern white bathrooms with grey ceramic floor and wall tiles. With hushed grey walls and wool twist carpets, the calm and elegant bedrooms complete your beautifully envisaged new home.





Pimento









Computer generated image

Dimento







Computer generated image

THE SPECIFICATION

KITCHEN

- Manhattan kitchen – high gloss Dove Grey (handle-less)
- Dark Anthracite Fino worktop
- Varnished glass panel splashback – Charcoal
- Integrated appliances;
 - Electric ceramic hob
 - Stainless steel single oven
 - Extractor hood
 - Fridge freezer
 - Dishwasher
 - Washing machine (freestanding, located in utility cupboard)

BATHROOM

- Contemporary white bathroom suite
- Vado Ascent single lever basin mixer
- Vado Celsius thermostatic bath shower mixer
- Fully tiled floor and walls
- Heated electric chrome towel rail

HEATING

- District Heating System – communal boiler with Heat Interface Unit within each dwelling

INTERNAL FINISHES

- Quickstep wood laminate flooring to hallway, kitchen/dining/living room – Classic Oak Brown
- Carpet to bedrooms – Crystal Grey
- Easi-fit doors – American Black Walnut veneer
- LED down lights to living/dining rooms and bedrooms
- Heat & Smoke detectors

12 year NHBC Building warranty

Pimento is a car-free development. Purchasers will NOT be eligible to apply for a Residents Parking Permit from the London Borough of Tower Hamlets.

N.B: Specification correct at time of going to print, however may be subject to changes during construction.

Pimento





THE DEVELOPMENT

“Goodman’s Fields represents a new modern urban quarter in the City. With its recognisable front featuring a delicate ligree of aluminum fins which articulate the framing of the glazed balconies, the building expresses a cluster of slender glass beacons for everyone to aspire to live in.”

ALEX LIFSCHUTZ

Lifschutz Davidson Sandilands architects

From the Oxo Tower on London’s South Bank to the La Rinascente department store in Rome, Lifschutz Davidson Sandilands are known for their inventive designs. Central to their work is what they call ‘long life loose fit’ which considers a building’s long-term future. In Goodman’s Fields their concept was to create a dynamic new area for generations to come.

The network of streets and open green spaces combine to create a living space that naturally blends into its surroundings. Inspired by the famous towers of San Gimignano in Tuscany, the glass beacons are transformed at night as subtle lighting, bringing the whole place to life. Adjoining these towers is Pimento where classy apartments with balconies look out over London or down onto a tree-lined atrium.

A PERFECT PARTNERSHIP

SHARED OWNERSHIP

You can buy an initial share of between 25% - 75% of the property's value, and pay a subsidised rent on the proportion you don't yet own. You can choose to increase the share you have in your home as your income increases, until you own 100% of the property. This scheme makes getting onto the property ladder affordable and flexible, as the split between owned/rented is based on how much you can afford to pay.

CAN I APPLY?

Most people who do not own a property are eligible to apply for Shared Ownership with Newlon Living.

- To qualify you should fall into the following categories:
- You must be a first time buyer who cannot afford to buy a suitable home on the open market.
- You should have access to savings to cover the cost of the mortgage deposit, mortgage valuation or survey, legal fees and stamp duty (where applicable).
- Priority will go to people who live or work in the London Borough of Tower Hamlets.
- Gross household income must not exceed £90,000 per annum.

NEWLON LIVING

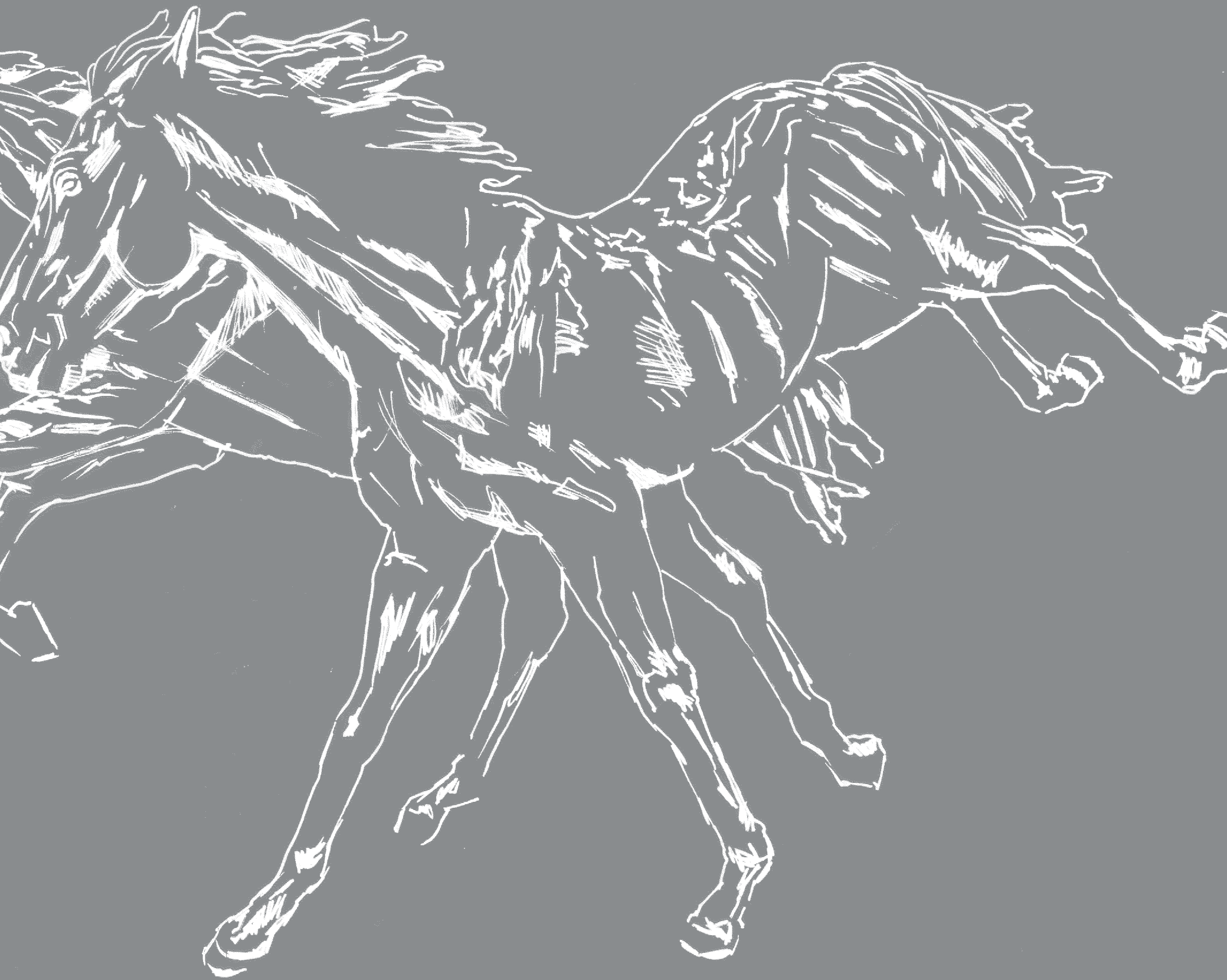
Newlon Living is part of Newlon Housing Trust, an award-winning charitable housing association founded in Hackney in 1968. Today we own or manage 8,000 homes in boroughs across north and east London. Newlon provides a wide range of affordable housing, including Shared Ownership homes and we have an experienced sales team dedicated to helping you take a first step onto the property ladder.



IMPORTANT NOTICE: This brochure and the description and measurements herein do not form part of any contract and whilst every effort has been made to ensure accuracy, this cannot be guaranteed. Prospective purchasers should not rely on this information but must get their solicitor to check the plans and specification attached to their contract. These particulars are believed to be correct at time of publishing but this cannot be guaranteed. (July 2018)

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