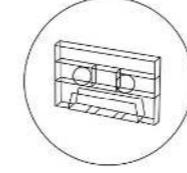
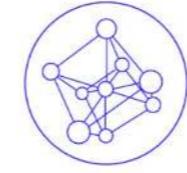
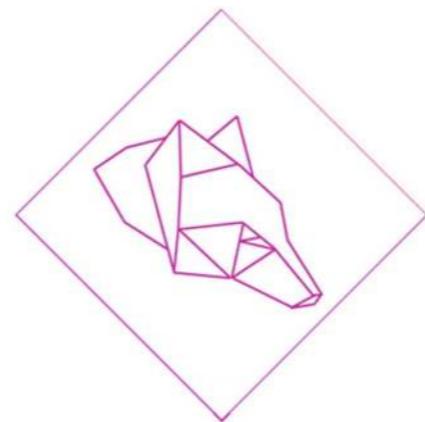


SB

F R E E      HOUSE



FREE HOUSE  
ROYAL ALBERT DOCK  
**CONCEPT DESIGN**

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5<sup>TH</sup> DECEMBER 2018

## THE VISION

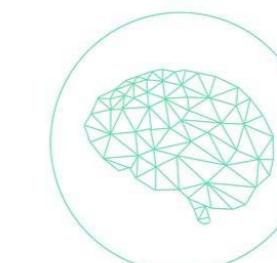
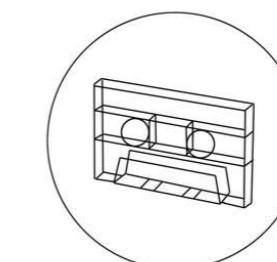
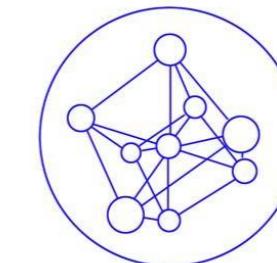
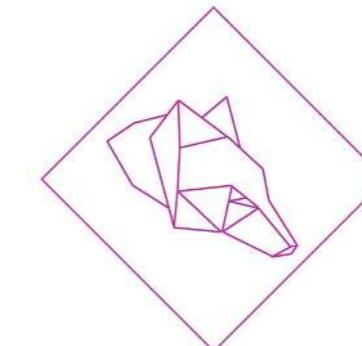
---

*Free House is a new type of a members club with design tailored to suit demographics, property opportunities, and flexibility for future changes.*

*Contrary to antiquated businesses that try to find buildings to suit concepts, we create spaces based on what will add value to the area and community.*

*The Dock Manager's Office concept has been crafted to suit 3 key demographic criterion:*

- Technology; based on the area's ambitions to be Europe's Tech Hub and rival Silicone Roundabout in Old Street*
- East Asia; with the expected influx of business and residential clientele from this part of the globe*
- International, luxury & business; for high profile guests flying into the local City Airport and looking for somewhere exclusive, private and of a high caliber to relax, dine and host.*



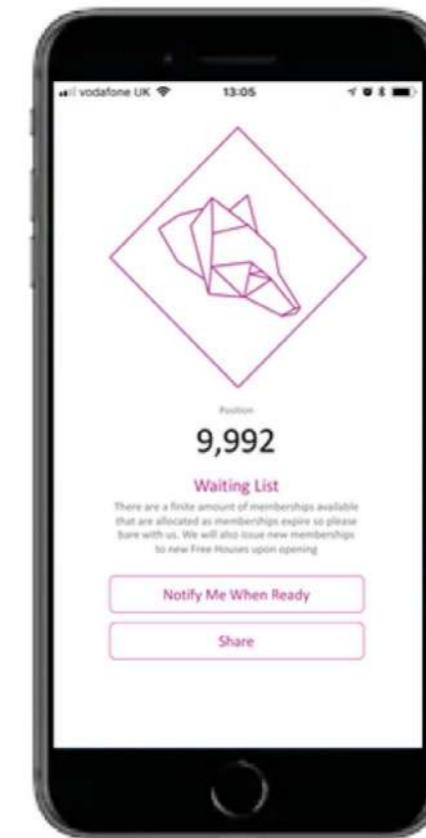
## MEMBERSHIP – SCALED EXCLUSIVITY

---

*Free House memberships are designed to foster a core group of members who add that all important community to feel to any space. Memberships offer guests access to the most exclusive areas and features of the building and allow members and their guests to feel a further sense of belonging.*

*By monitoring membership information and allowing members to influence their membership features, we are able to adjust and tailor our offering to suit them, in turn making guests feel truly a part of their club.*

*The design and concept in the Dock Manager's Office scale in exclusivity and subsequently opulence. From the open-to-all main room and drawing rooms in The Concept Kitchen, through to the high end luxury, super exclusive Secret Rooms.*



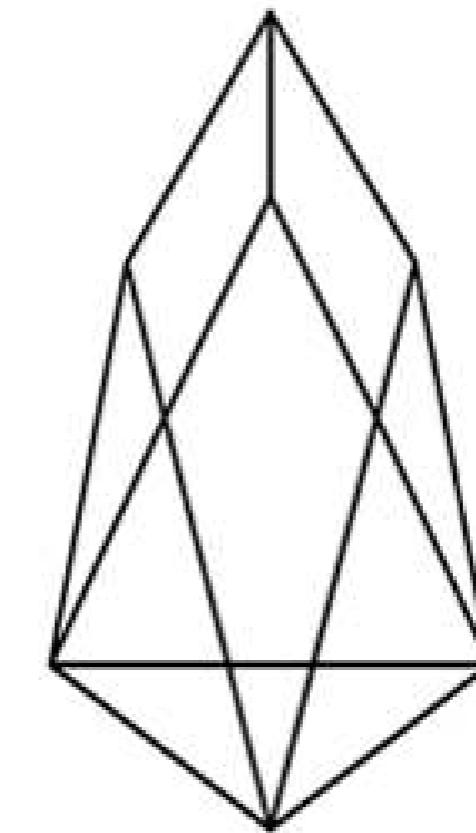
## CRYPTO MEMBERSHIP

---

*A first of its kind Free House’s “Locai” tokens are its very own currency. By using Blockchain technology we are able to provide a fast, trusted and “bank-fee-free” currency, available only to members.*

*Blockchain technology also allows us to operate a truly democratic membership; making it easier to include members in decisions for their club. All delivered to their members only digital wallet and membership card.*

*Our Blockchain provider EOS.io provides accounts, authentication, databases, asynchronous communication and the scheduling of applications across multiple CPU cores. EOS has the potential to scale to millions of transactions per second, eliminates user fees and allows for quick and easy deployment of decentralized applications.*



**SIMON BOWDEN ARCHITECTURE**

# WHERE WE ARE



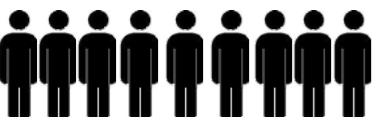
ADMIN



MODEL  
MAKING



VISUALS & VR



ARCHITECTS

**LONDON**



ARCHITECTS

**KRAKOW**

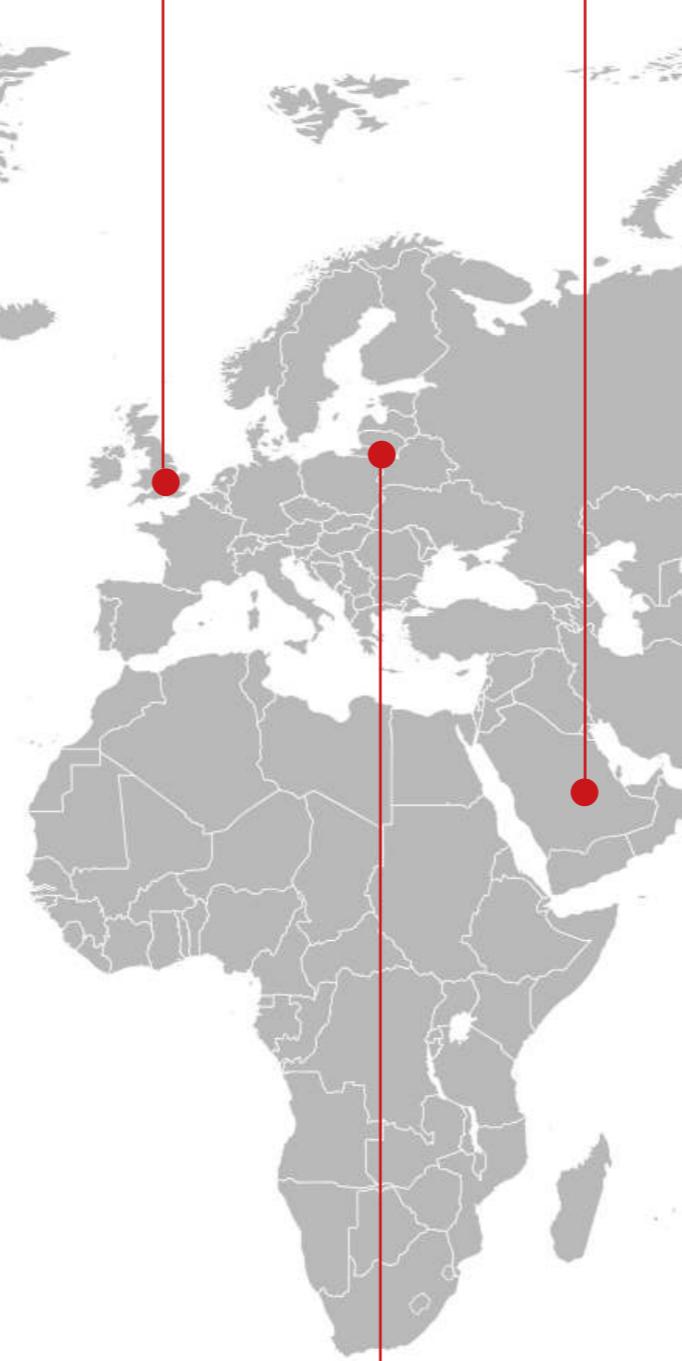
# GLOBAL PORTFOLIO

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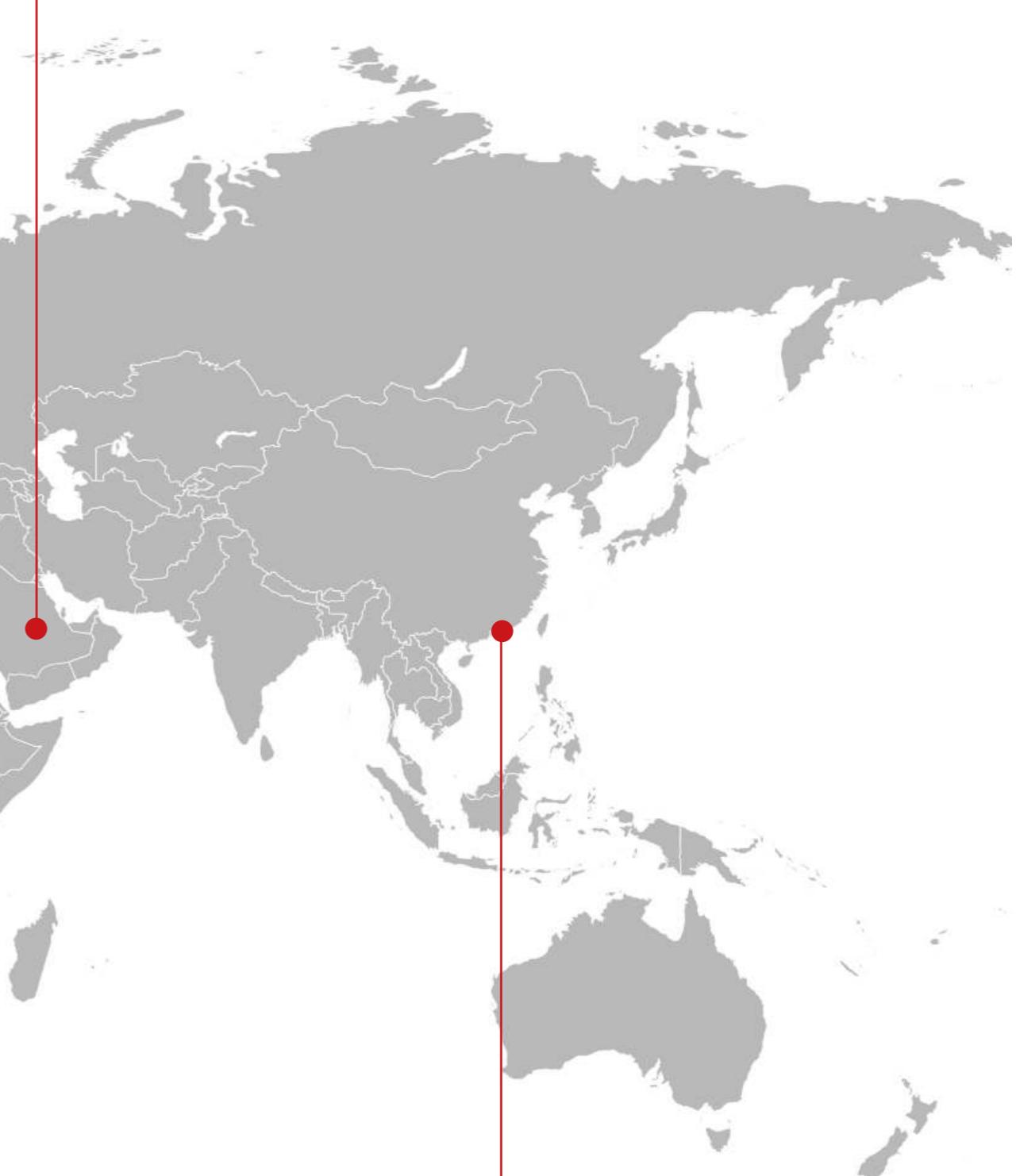
**VANCOUVER**  
CANADA



**LONDON**  
UK



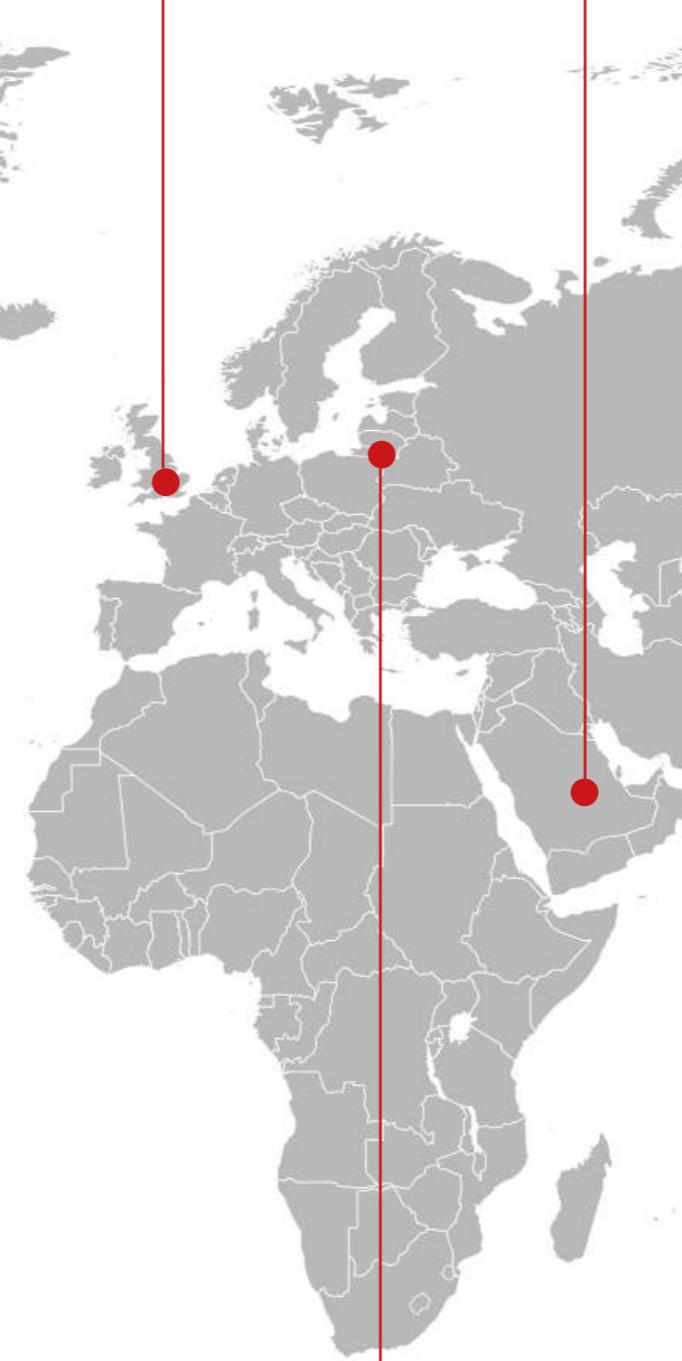
**RIYADH**  
SAUDI ARABIA



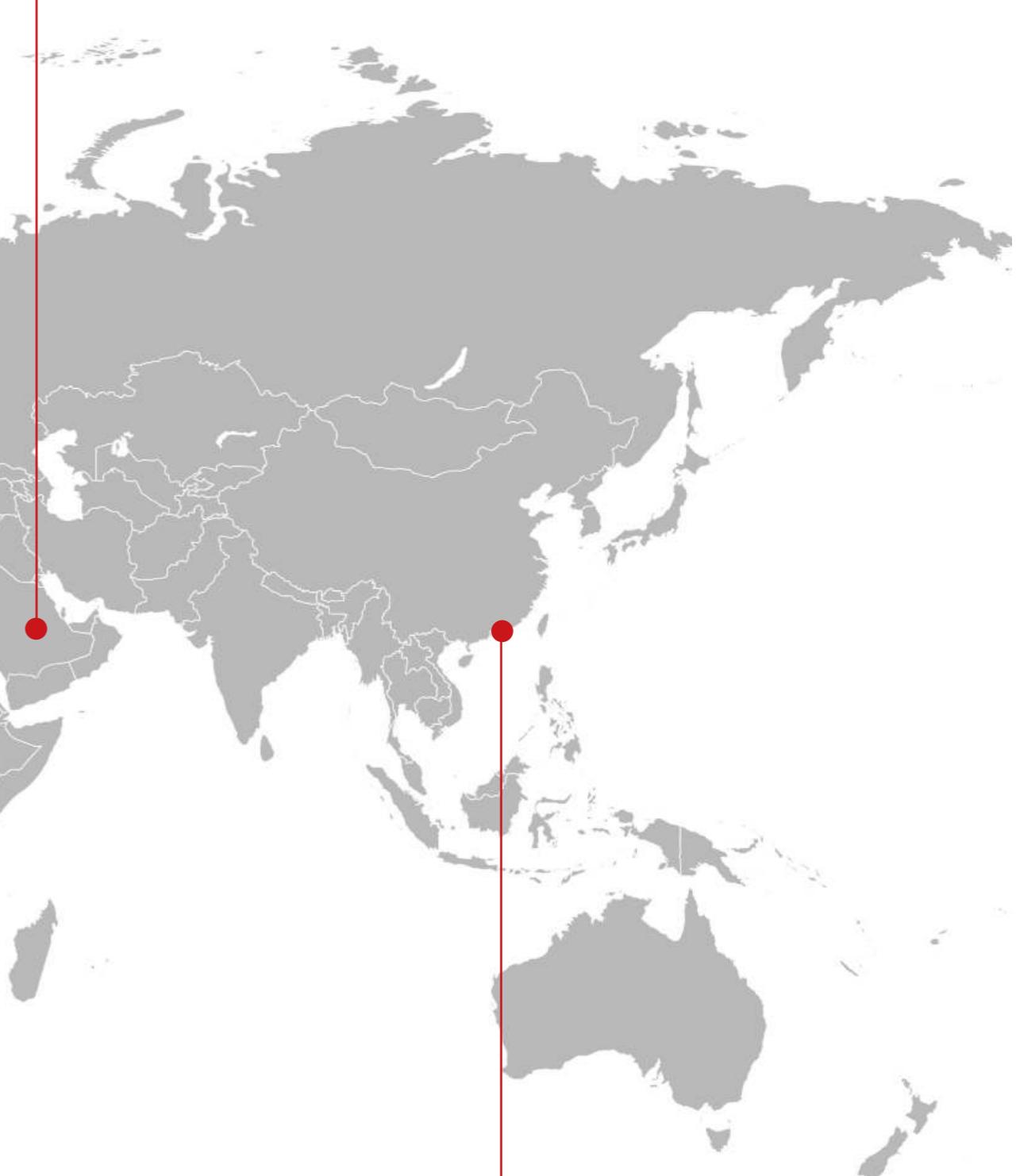
**TULUM**  
MEXICO



**KAUNAS**  
LITHUANIA



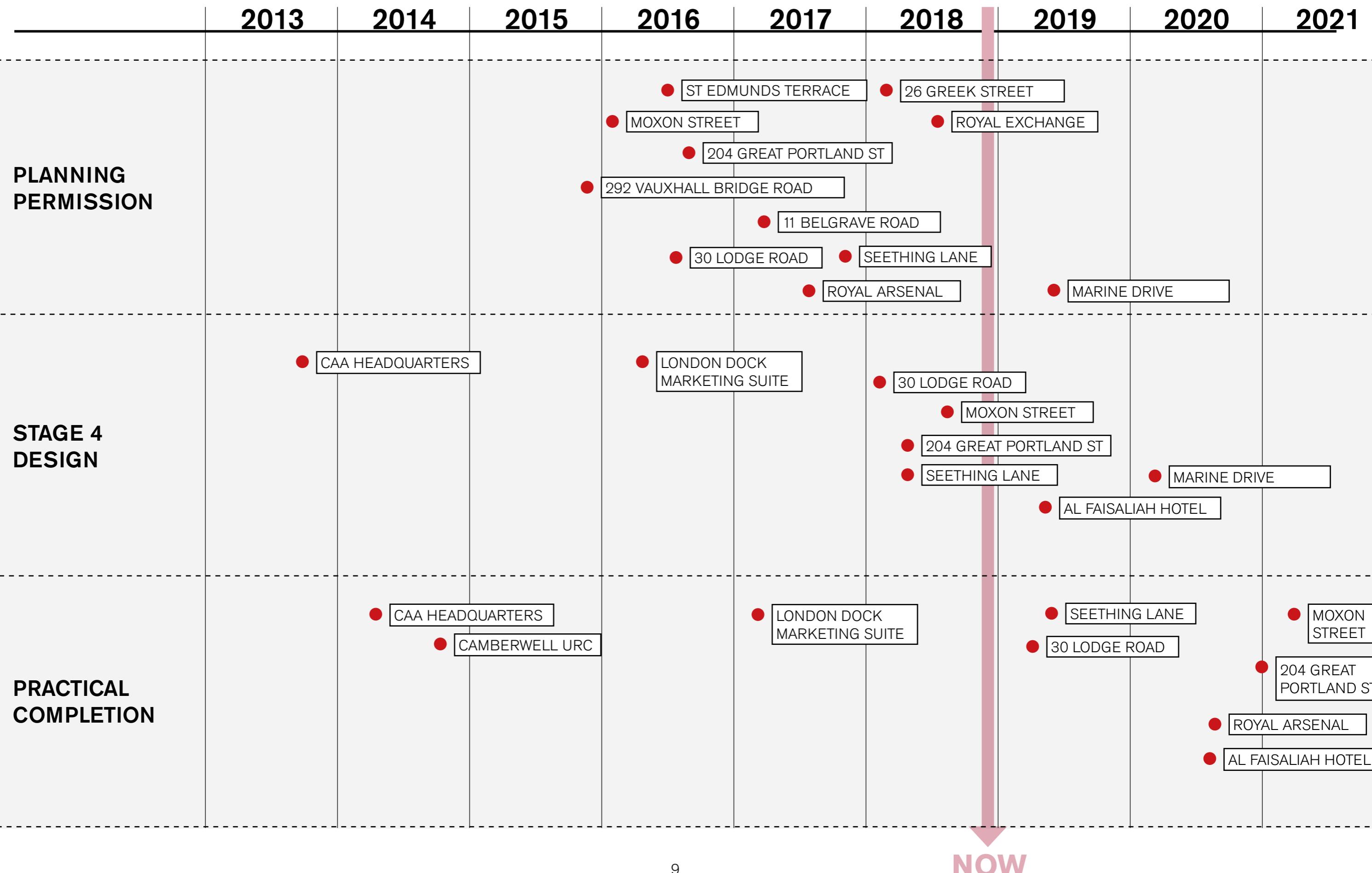
**WEST KOWLOON**  
HONG KONG



# LONDON PORTFOLIO



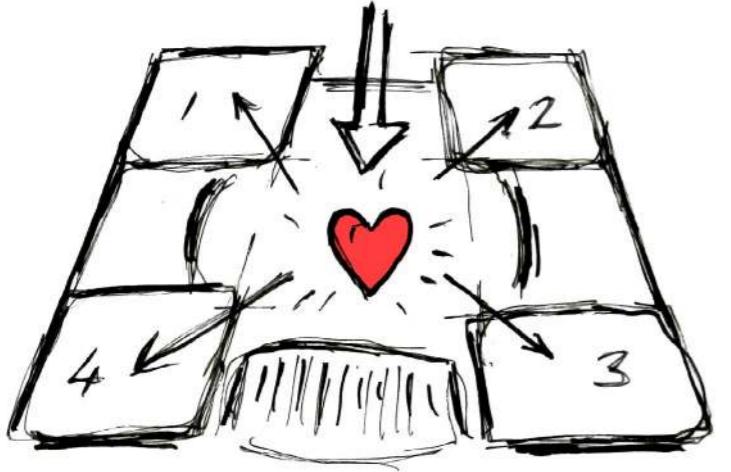
# DELIVERY



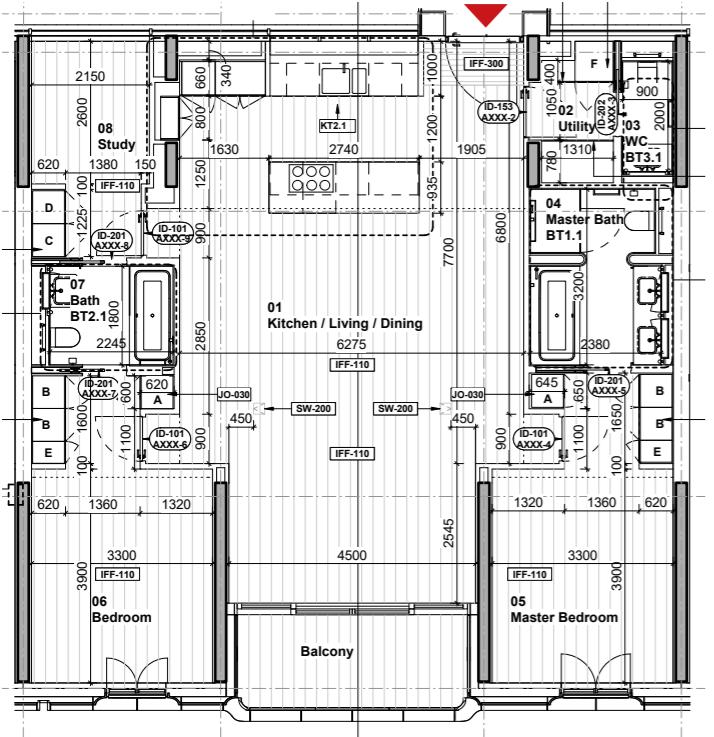
**MARYLEBONE SQUARE**  
ON SITE  
VALUE: £95m  
AREA: 250,000sqft



# MARYLEBONE SQUARE



2 BED APARTMENT



PLAN



# ROYAL ARSENAL



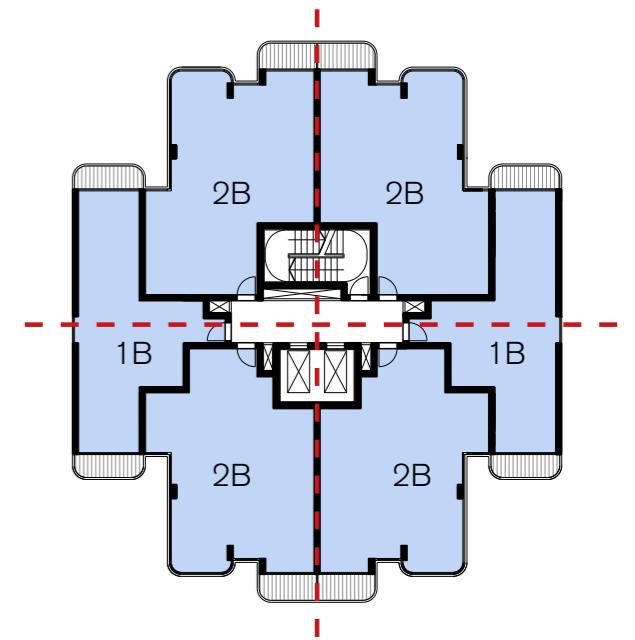
ON SITE  
VALUE: CONFIDENTIAL  
AREA: 760,000sqft

# 30 LODGE ROAD

ON SITE  
VALUE: £30m  
AREA: 70,000sqft



FANTASTIC  
LIVING  
EXPERIENCE.  
HIGHLY  
FLEXIBLE MIX.



TYPICAL FLOOR  
Plan symmetrical about 4 axes

# ALBERT EMBANKMENT

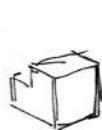
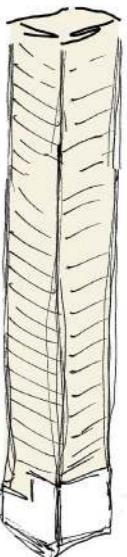
PLANNING

VALUE: CONFIDENTIAL

AREA: 50,000sqft



Background image produced by Make Architects



## EXISTING SITE CLIENT BRIEF PROPOSAL

1000sqft GIA

2000sqft GIA

30,000sqft GIA

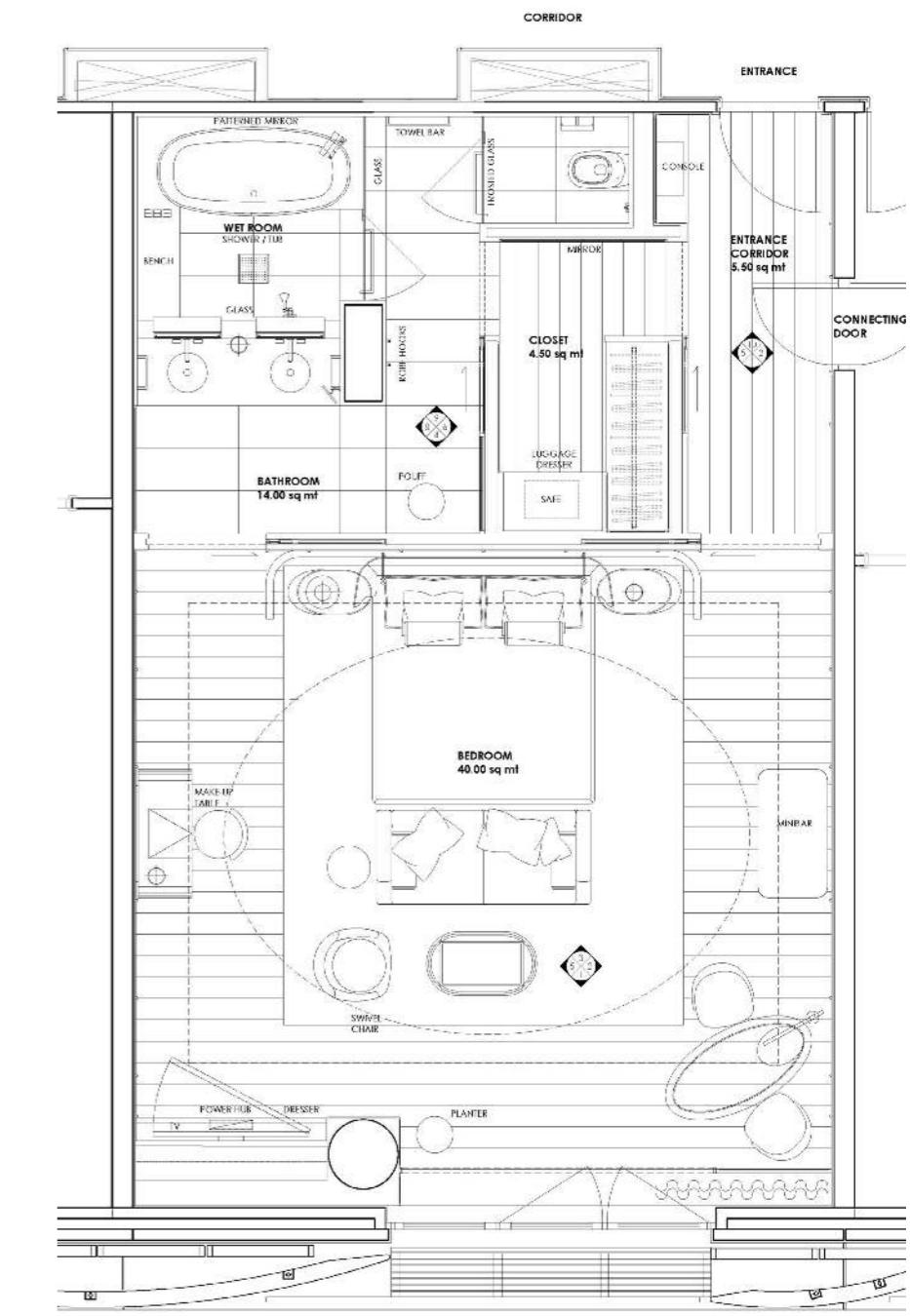
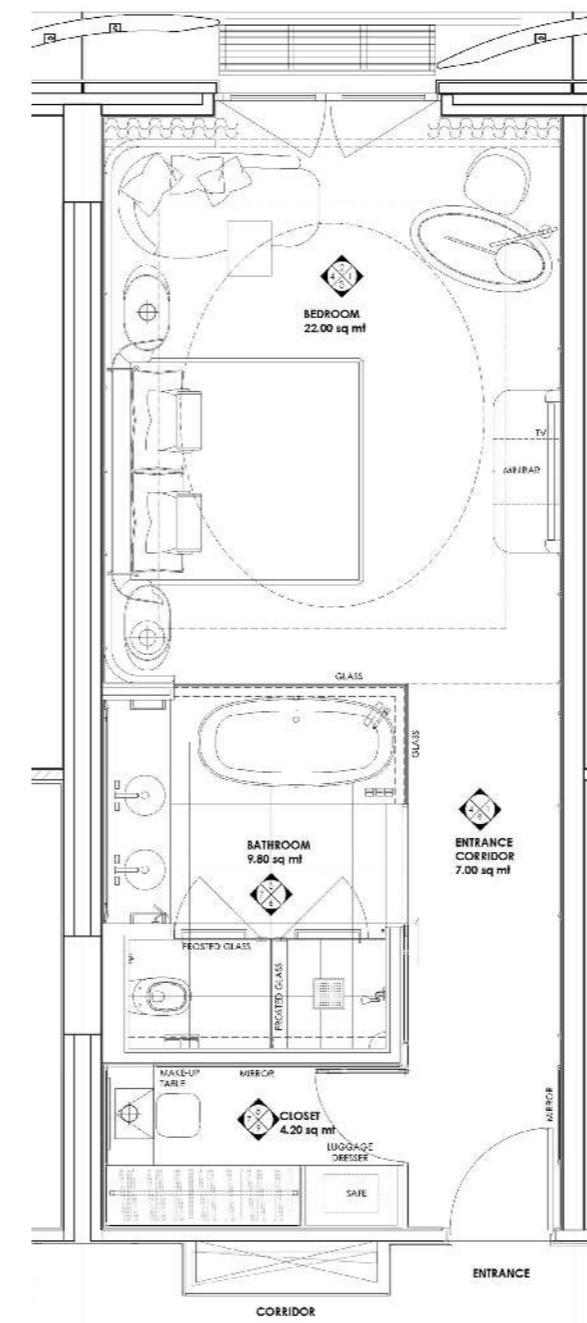


# HOTEL AL FAISALIAH: MANDARIN ORIENTAL



## 228 Rooms:

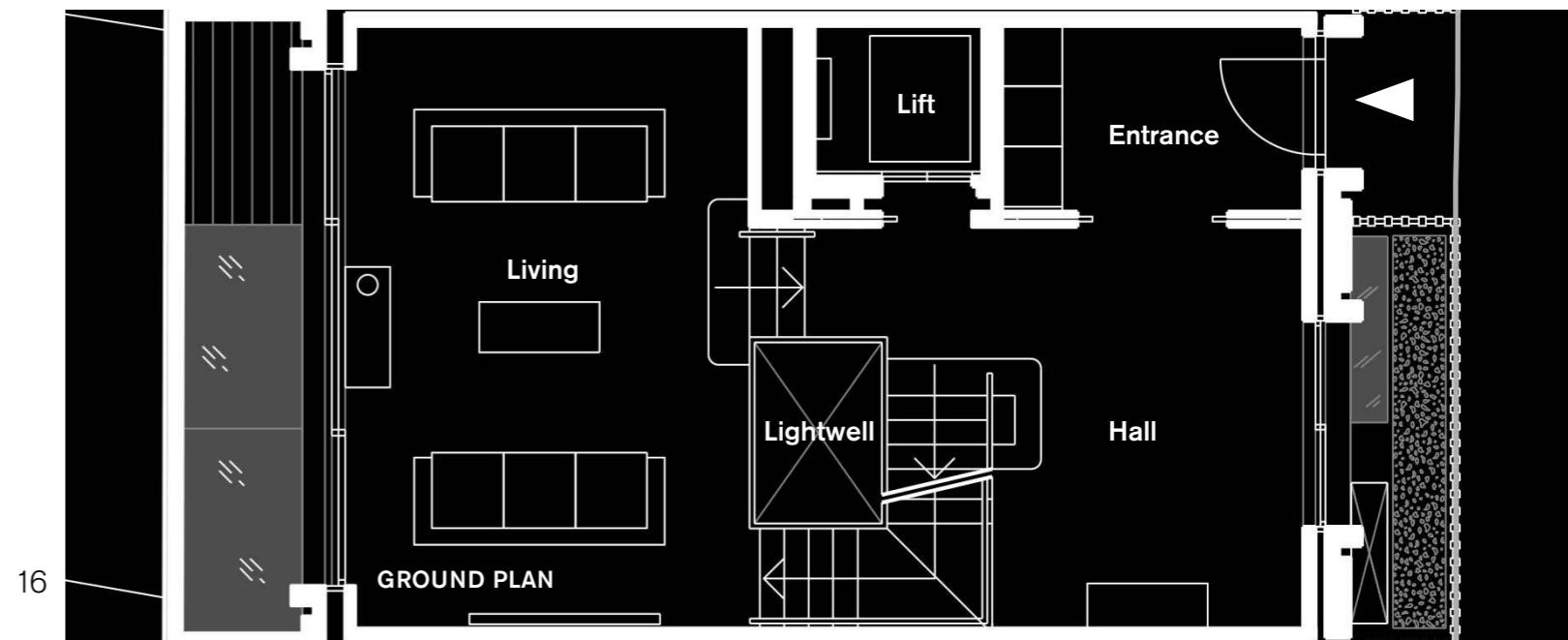
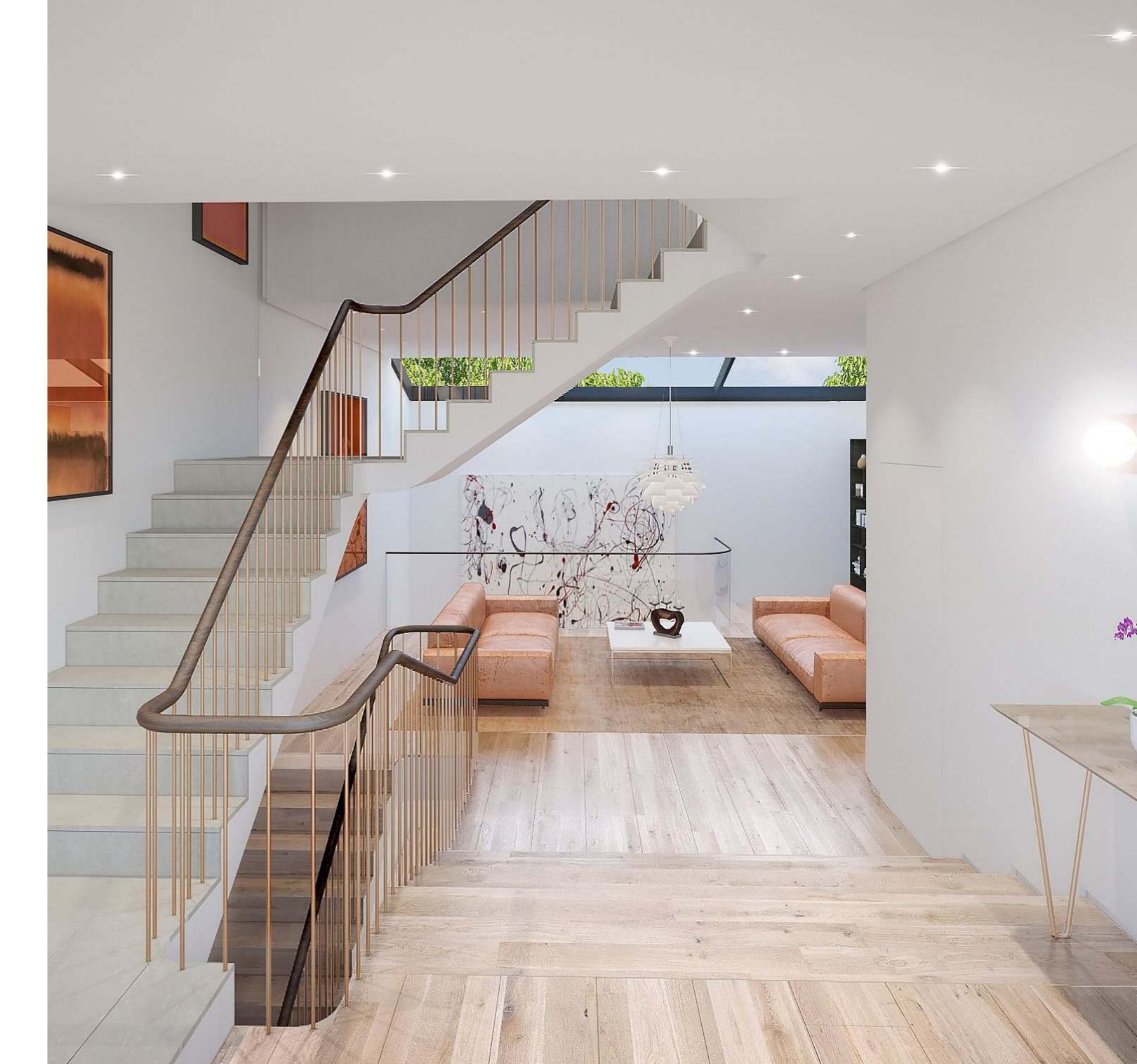
- 155 Superior room ( $45m^2$ )
- 49 Deluxe room ( $62m^2$ )
- 8 Junior suite ( $78m^2$ )
- 10 Executive suites ( $90m^2$ )
- 4 Executive corner suites ( $115m^2$ )
- 1 Royal suite on floor 6th floor ( $185m^2$ )
- 1 Royal suite on 7th floor ( $268m^2$ )



# LANCELOT PLACE



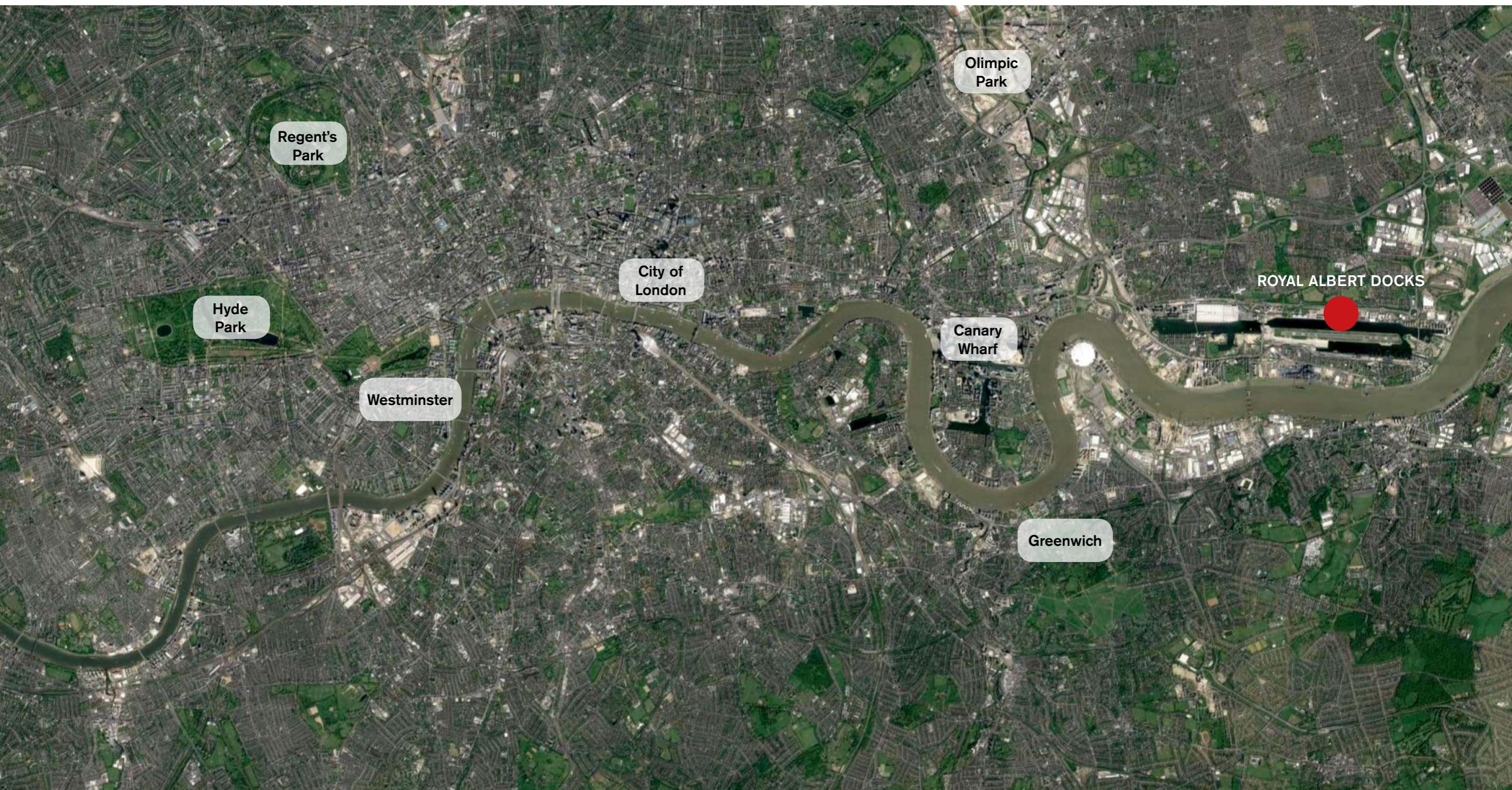
PLANNING  
VALUE: £14m  
AREA: 20,000sqft



## **THE SITE**

# LOCATION

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# ROYAL ALBERT DOCKS AREA

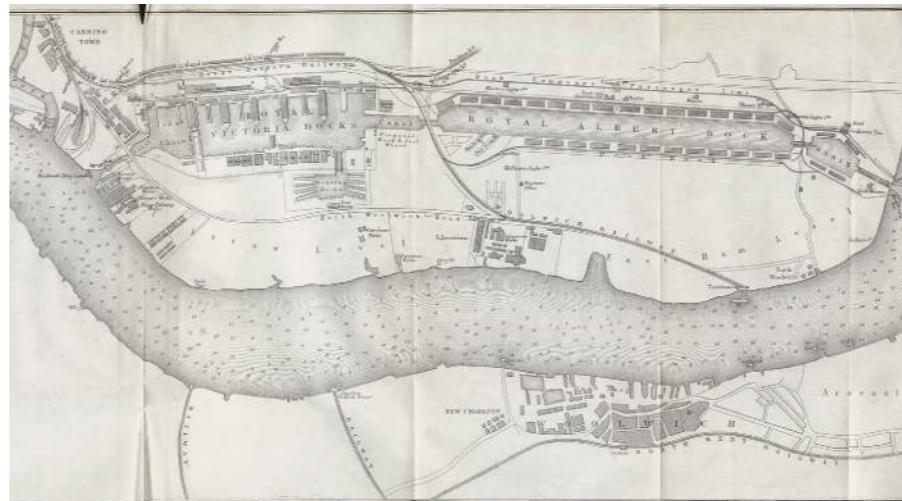


# HISTORY

The Royal Albert Dock is part of Royal Group of Docks in the London Borough of Newham in the London Docklands in East London. It was opened to shipping in 1880 and was considered to be the finest dock system in the world. Together with the Royal Victoria Dock and the King George V Dock, the development formed the largest enclosed docks in the world.

The Royal Albert Dock was the largest from the three, with over 3 miles of quay, and an entrance to the Thames far down river at Gallions Reach. To the south at the western end were two dry docks and machine shops used for ship repairs.

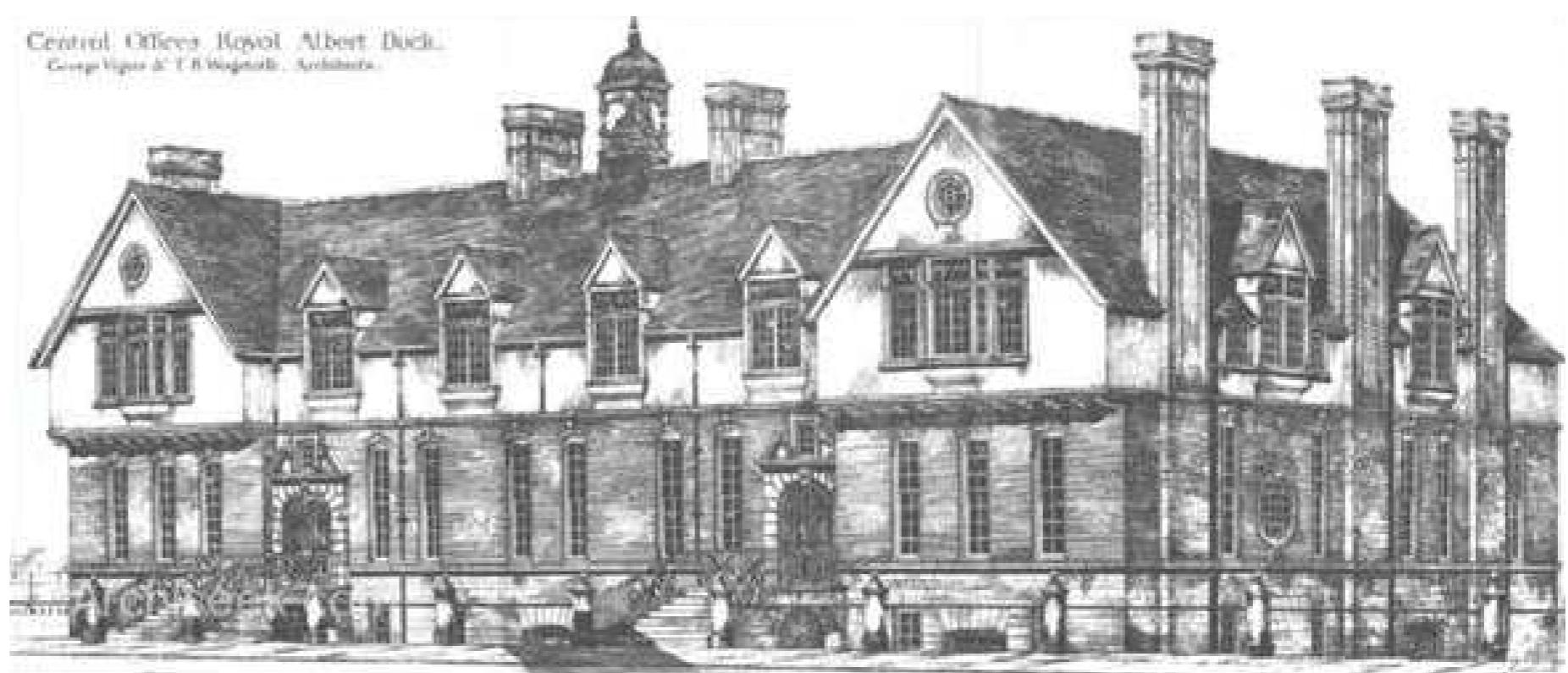
The dock closed to commercial traffic along with the other Royal Docks in the 1980s. The dock itself still exists and is now used chiefly for watersports and as a rowing course, although it is occasionally transited by ships on their way to the Royal Victoria Dock and exhibitions at the ExCeL Exhibition Centre.



River Thames and Royal Docks - 1882

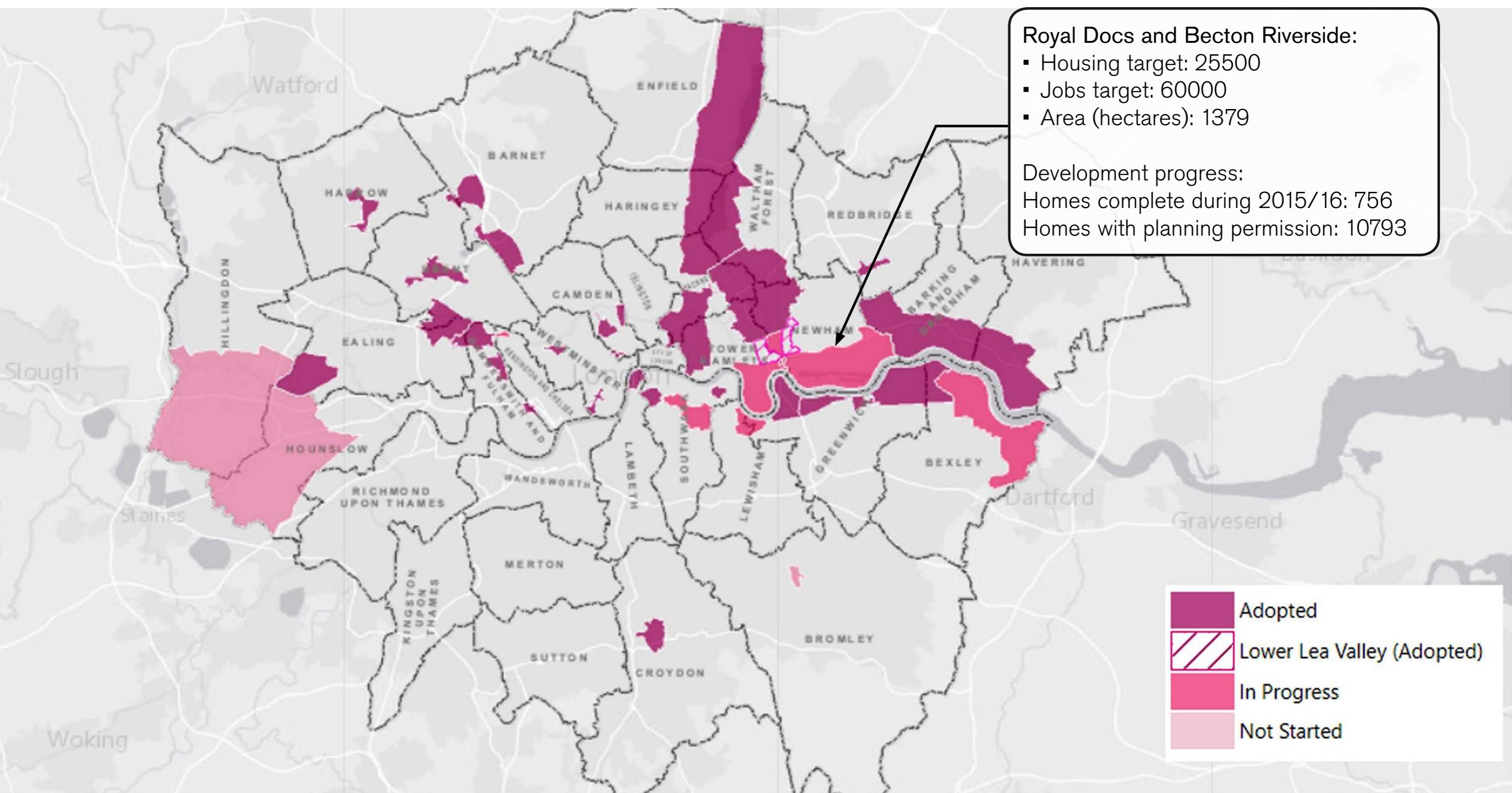


The Royal Albert and King George V Docks



Historical drawings of the Dock's Manager Office

# LONDON'S OPPORTUNITY AREAS



# LONDON'S OPPORTUNITY AREAS

## Olympic Legacy SPG Boundary:

- Current Status: Adopted - Partially replaced
- Housing target: 32000
- Jobs target: 52000
- Area (hectares): 1819

## Royal Docs and Becton Riverside:

- Housing target: 25500
- Jobs target: 60000
- Area (hectares): 1379

## London Riverside:

- Status: Adopted
- Housing target: 26500
- Jobs target: 16000
- Area (hectares): 2474

## Isle of Dogs:

- Current Status: In Progress
- Housing target: 30000
- Jobs target: 110000
- Area (hectares): 483

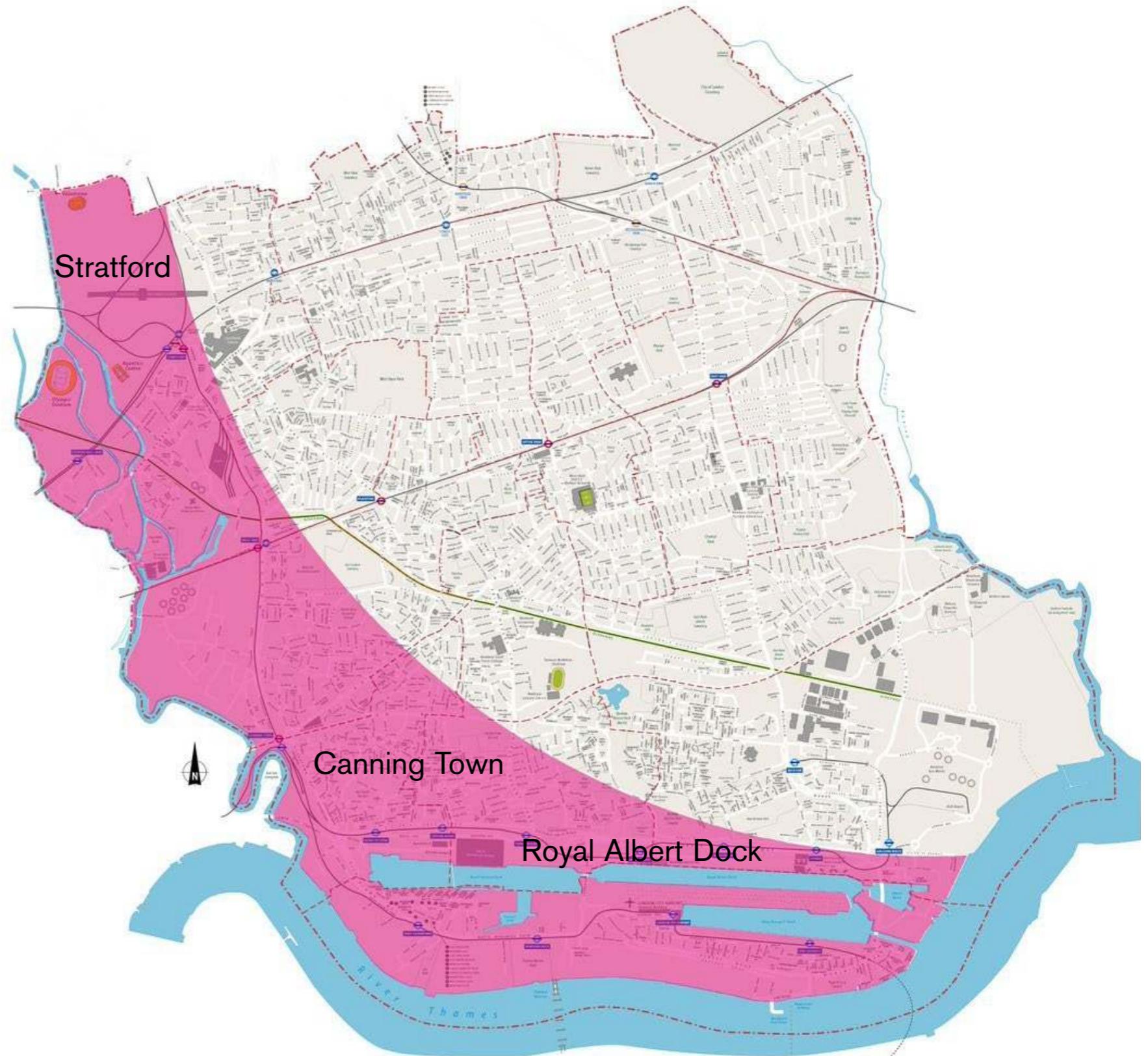
## Thamesmead & Abbey Wood:

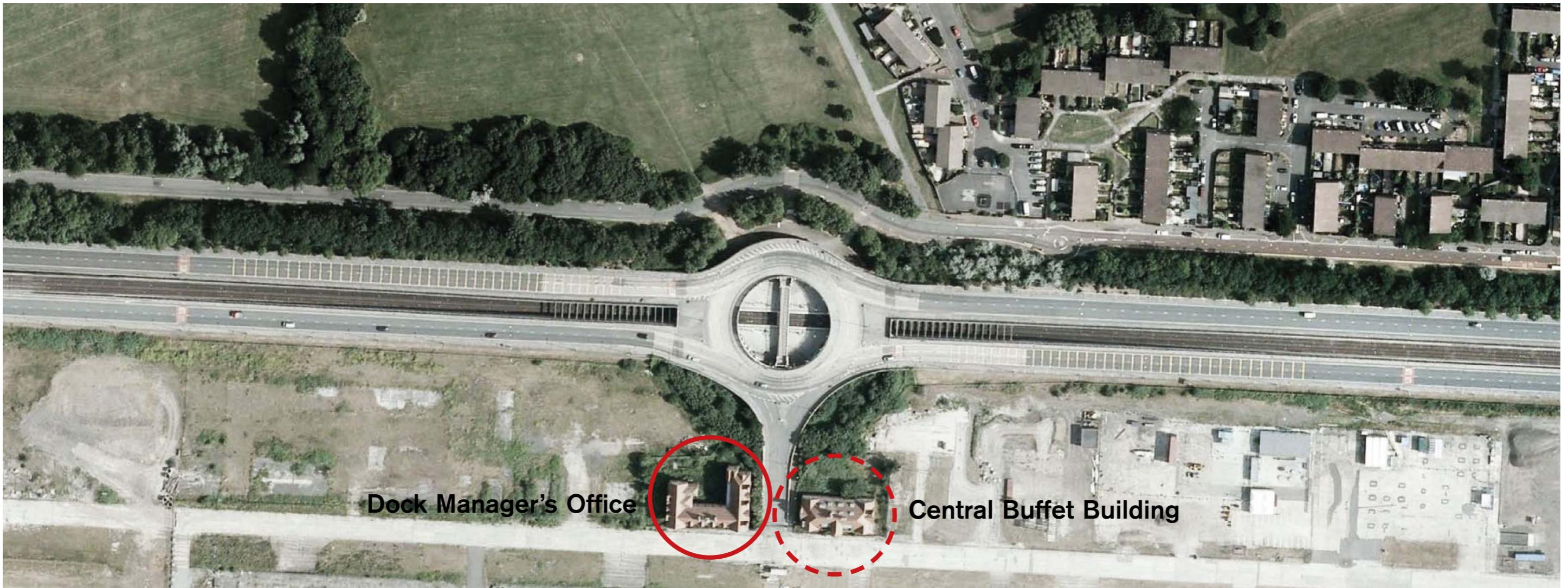
- Current Status: Adopted
- Housing target: 5000
- Jobs target: 1000
- Area (hectares): 808



## ARC OF OPPORTUNITY IN NEWHAM

By 2025 it is envisaged that a minimum of £22 billion will have been invested in the area, creating over 35,000 new homes and 100,000 new jobs.



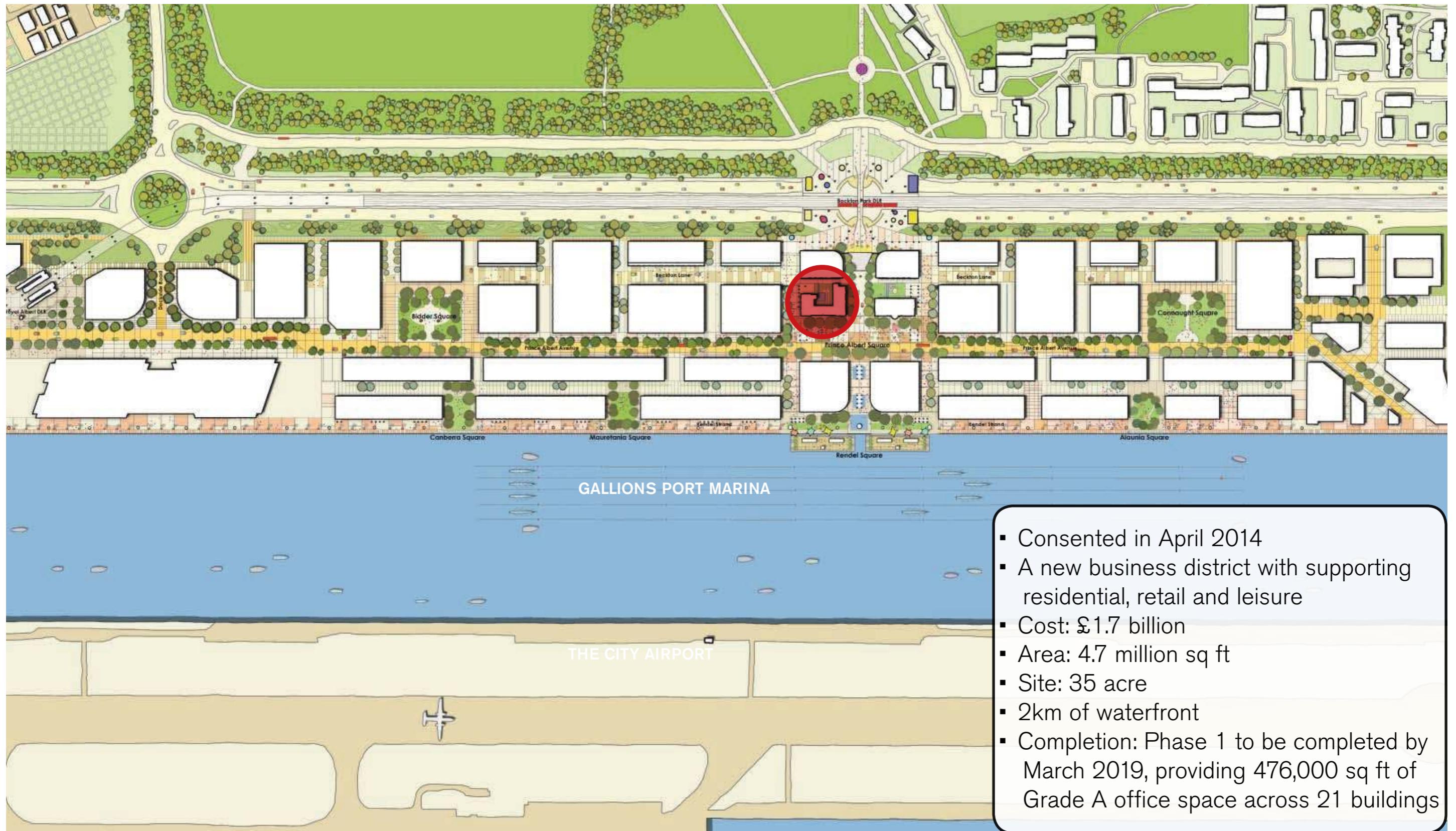


Existing site.



View towards the existing buildings.

# CONSENTED MASTERPLAN



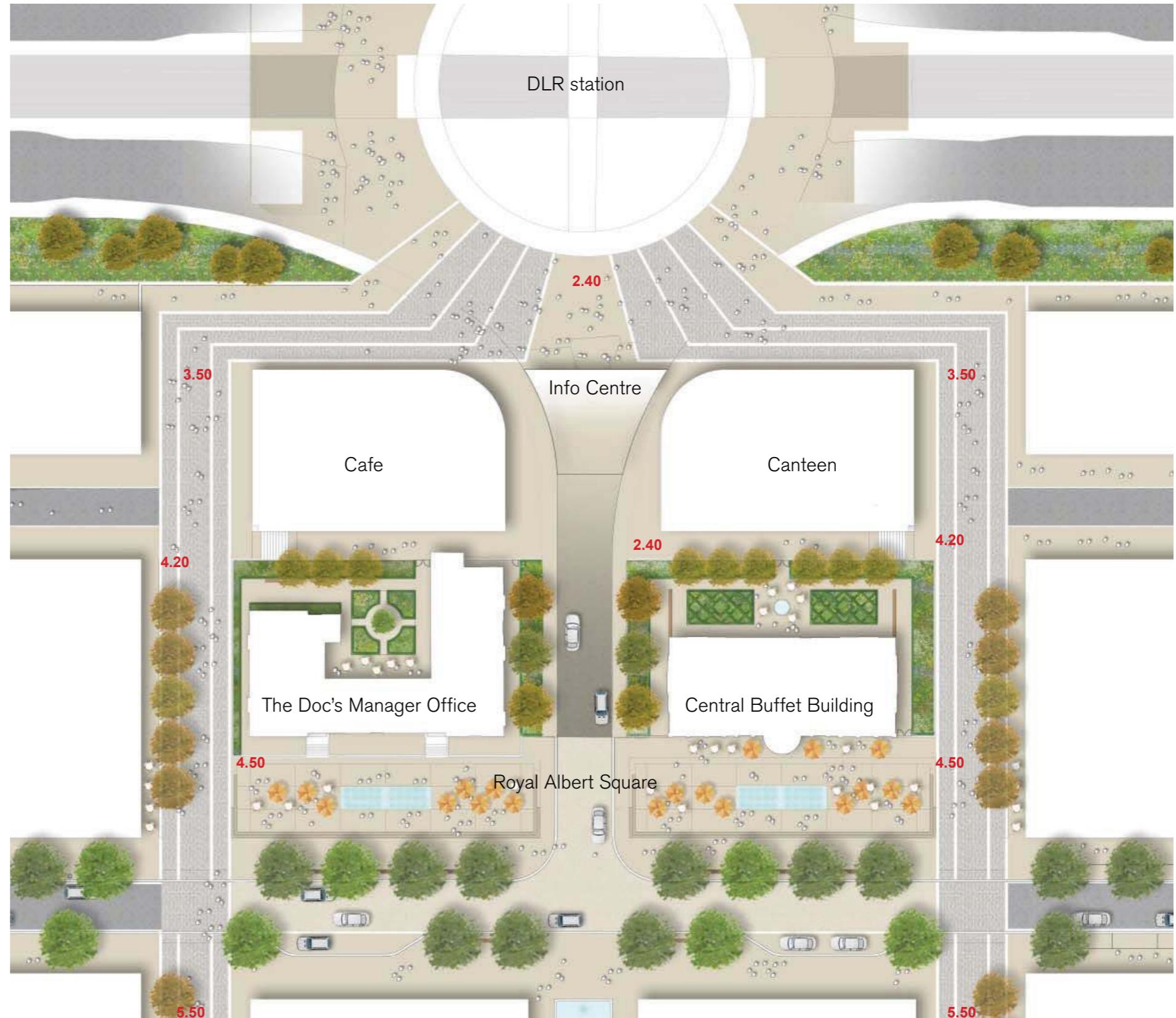
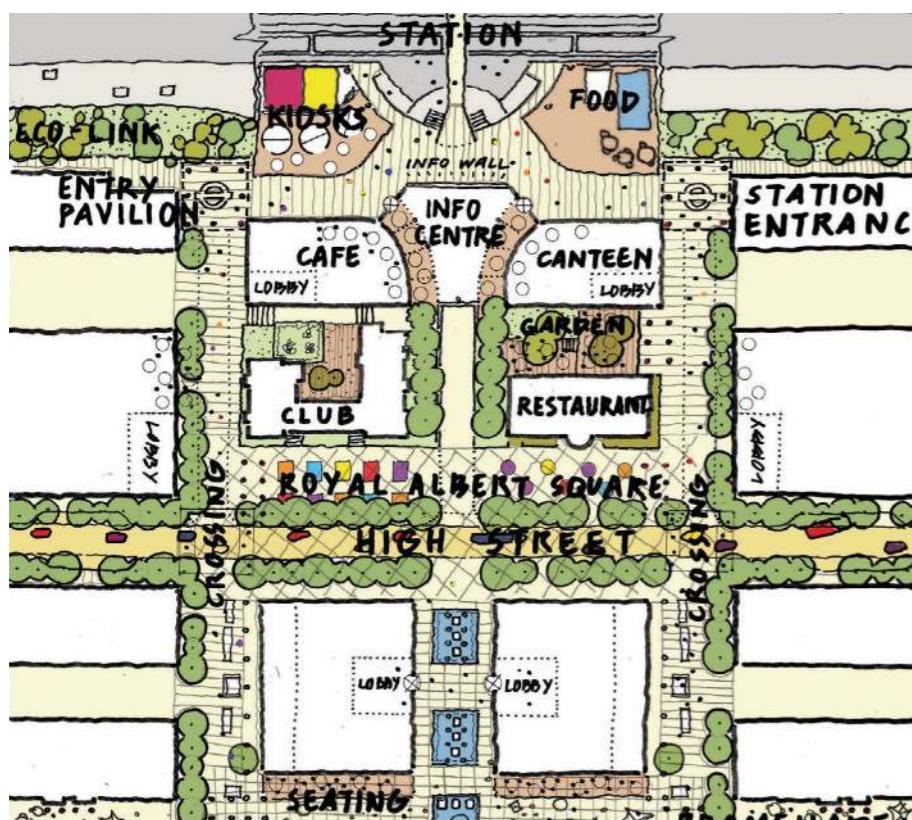
Consented masterplan (image produced by Farrels).

# CONSENTED MASTERPLAN



# CONSENTED SITE PLAN

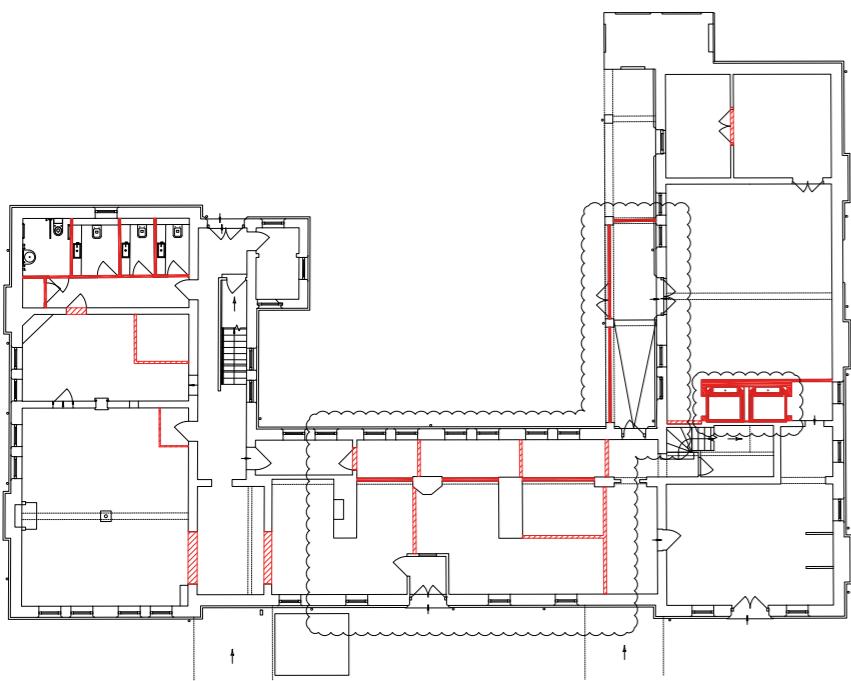
- The site is located next to the main entrance to the whole development, few minutes away from Becton Park Station.
- The consented scheme proposes a new public space - Royal Albert Square with variety of public uses and a members club use on the site.



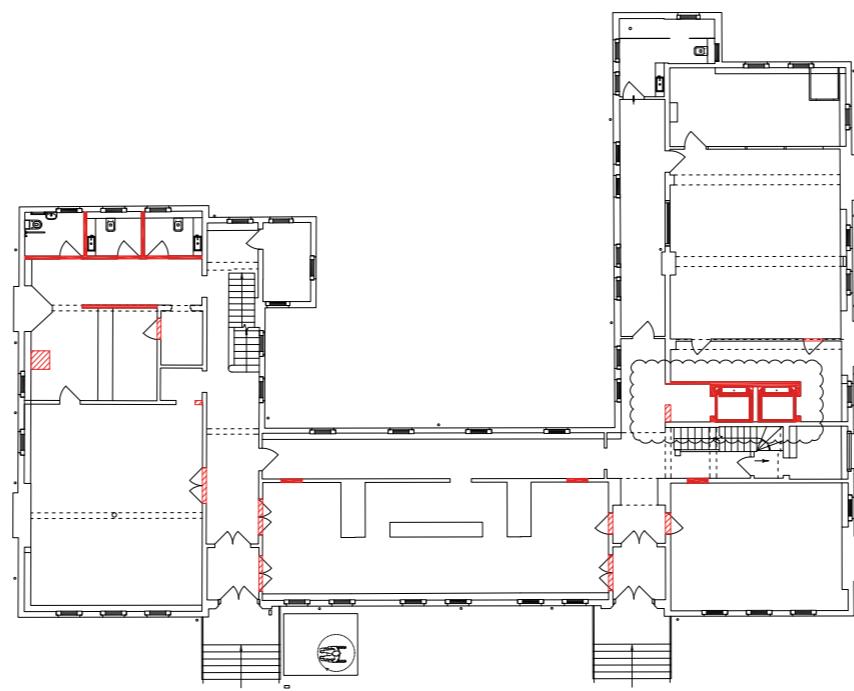
Illustrative site plans (images produced by Farrels).

# CONSENTED FLOORPLANS

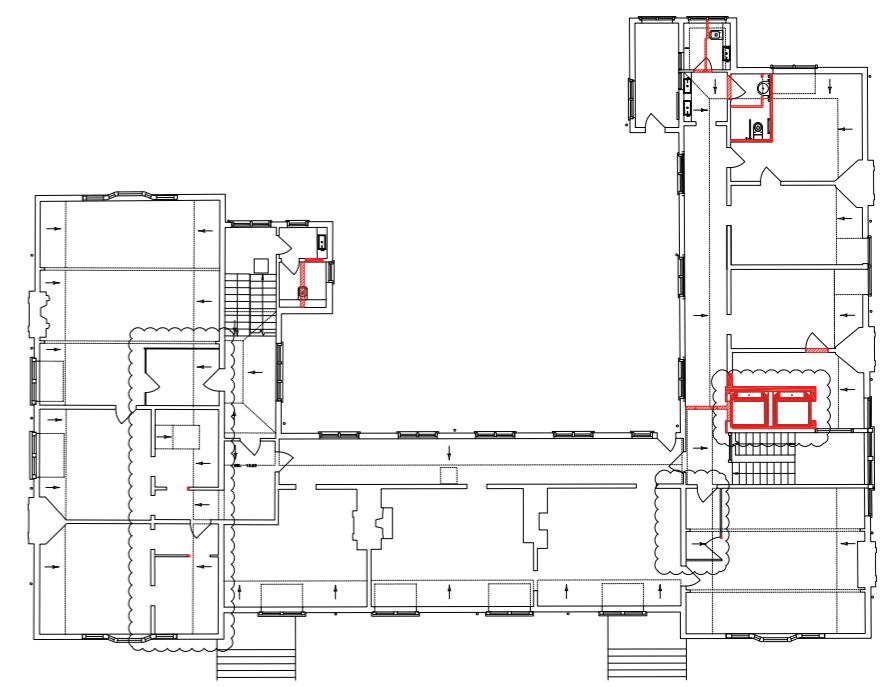
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Lower ground floor.



Ground floor.



First floor.

█ New build

To be demolished

## ILLUSTRATIVE REFURBISHMENT OF THE BUILDING FAÇADE



CGI of a new public square in front of the two listed buildings (image produced by Farrels).

# **CONCEPT**

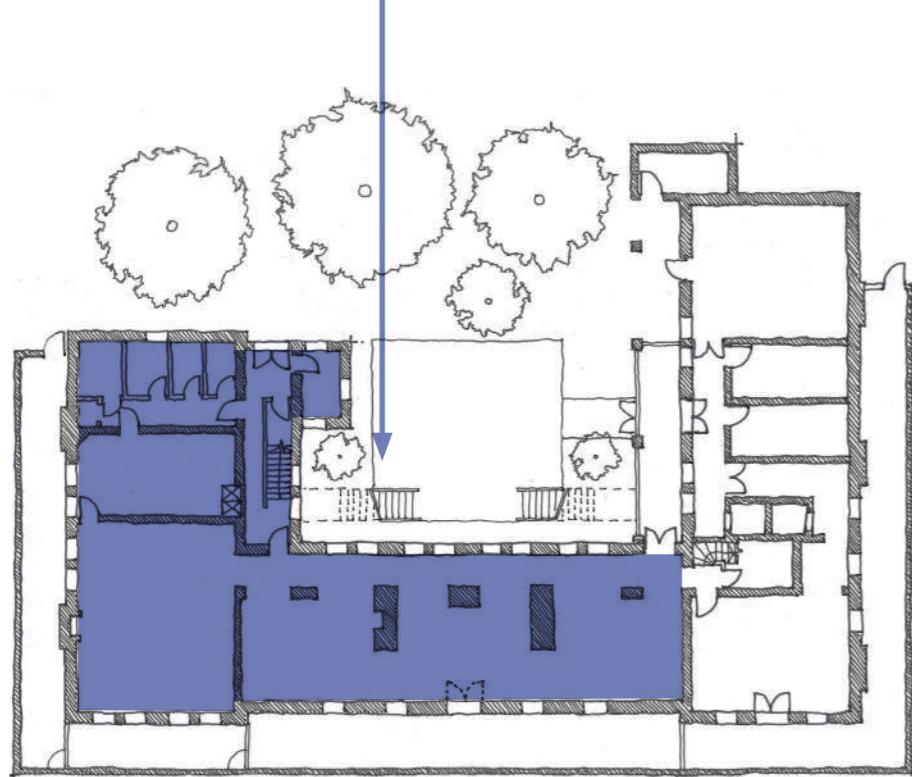
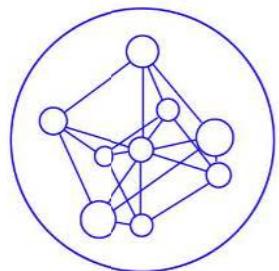
## INTRO

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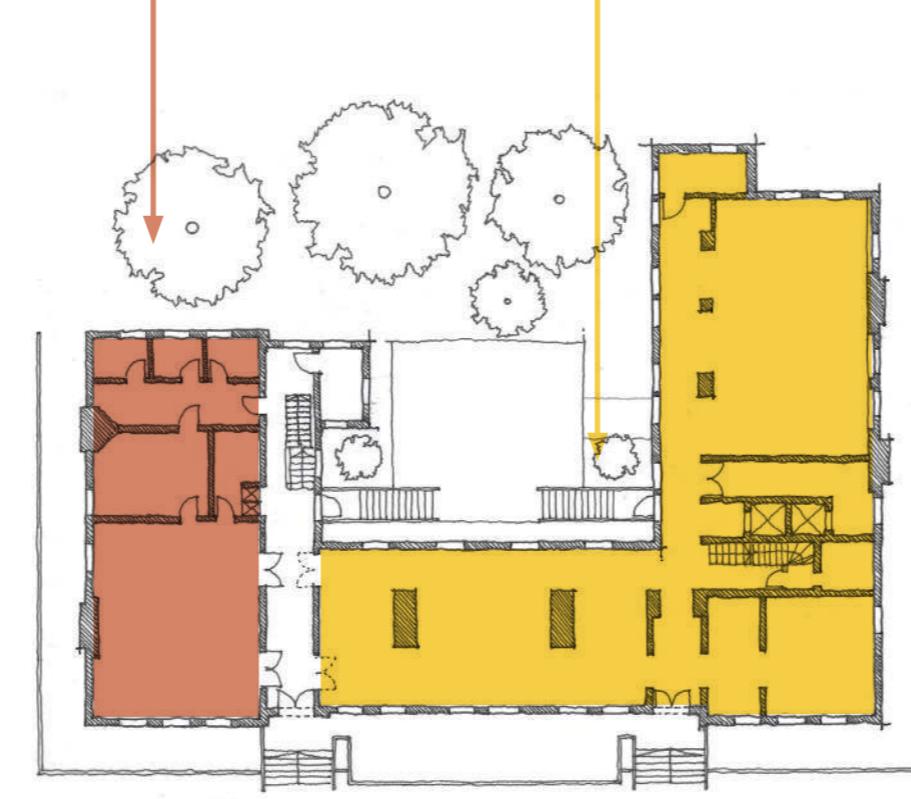
*FREE HOUSE AS A BRAND LARGELY DEPENDS ON THE LOCAL EXISTING COMMUNITY, THEIR HABITS, AND PREFERENCES. THE PROPOSED DESIGN THEREFORE, RESPECTS THE VALUE OF THE EXISTING BUILDING AND ENHANCES ITS INTERIORS TO FIT THE PROPOSED USE BETTER.*

# SUB-BRAND ALLOCATION

The Ecologist



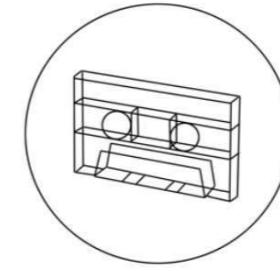
Secret Rooms



Concept Kitchen



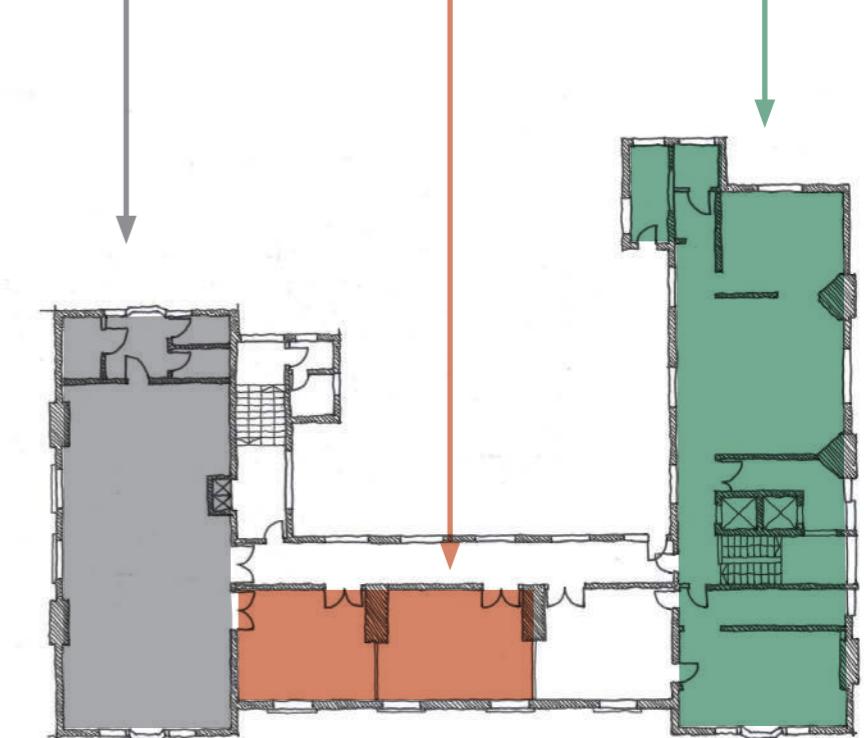
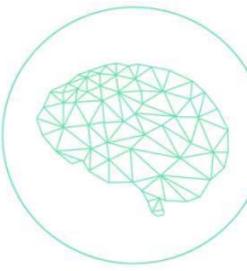
Public Space



Secret Rooms



Brain Trust



Lower ground floor

Ground floor

First floor

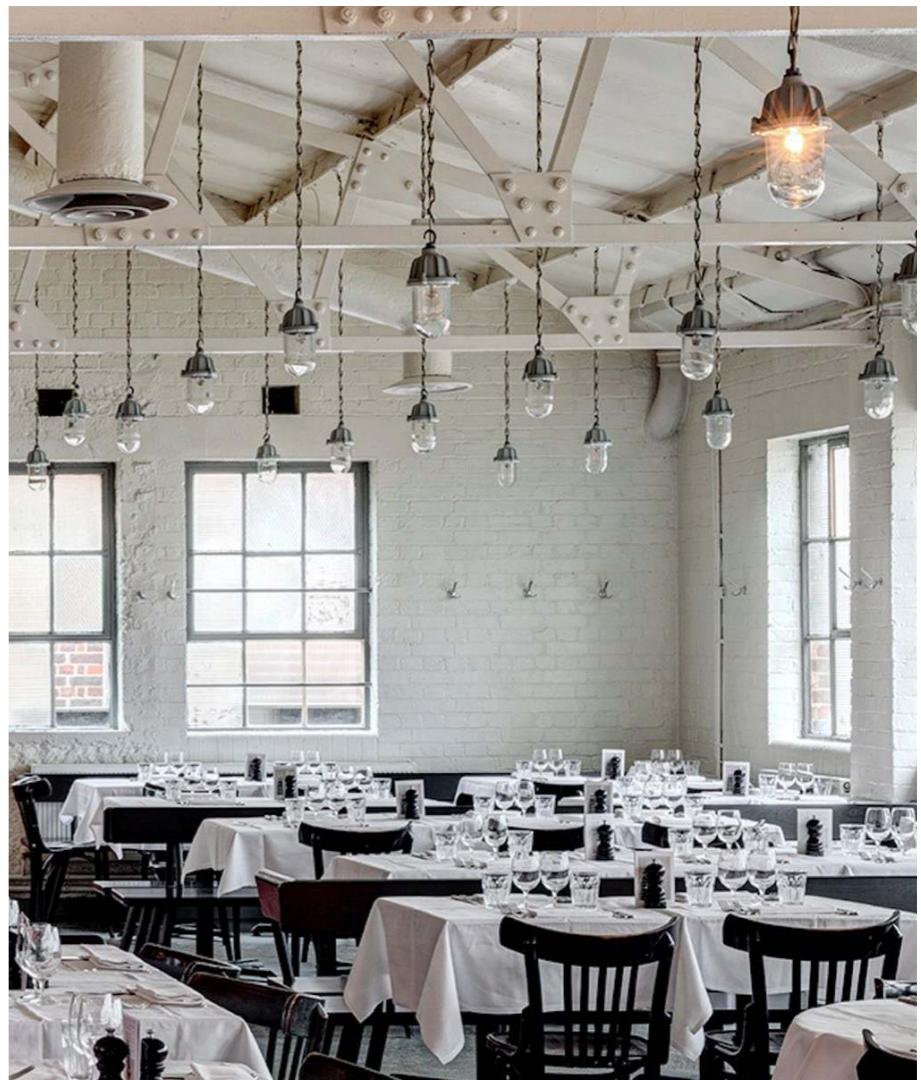
# CONCEPT KITCHEN - SUSTAINABILITY

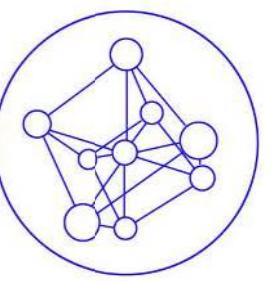


Concept Kitchen restaurant caters for all dietary serving a mixture of small, medium and large plates for all styles of dining featuring dishes such as in-house cured Deep Gravadlax, Vegan Gnocchi or a 28-day aged steak. Menus are focused dietary requirements and supporting sustainability, with Vegan and Vegetarian options encouraged without limiting choice.

## The restaurant comprises of:

- Show kitchen - focal point of the restaurant room
- Support kitchen, serving also Brain Trust and The Ecologist
- 'Chef's Table' (cooking master class)
- Bar seating
- Flexible free standing seating
- Aperitif area
- Welcome area
- Privacy screens to break down the space
- Signature art work



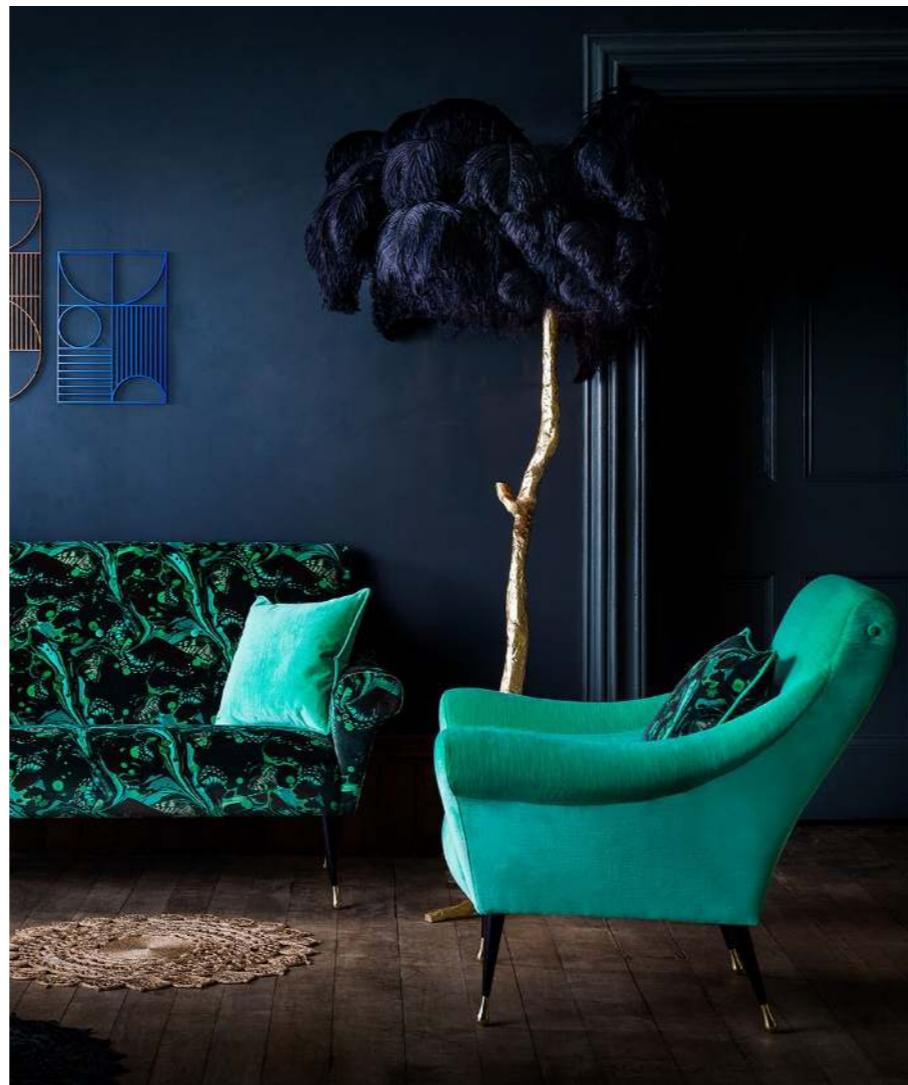


## THE ECOLOGIST - FLARE

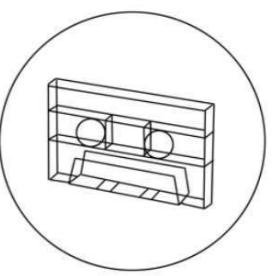
The molecular cocktail bar is serving imaginative concoctions with a matching canape, such as alcoholic candyfloss or a alcho-dipping lolly. Serene and chilled at the early stages in the evening through to dancing to live music and bands until the early hours. An exciting, lively hub of every venue this space is at its most theatrical with a molecular “talking point” menu designed to get people mingling and sharing.

### **The Ecologist comprises of:**

- Bar as the focal point of the room
- “Bartenders Perch” (The Chef’s Table but for the Head Bartender)
- DJ area
- Live music scene
- Low seating
- Low lighting
- Privacy screens to break down the space
- Signature art work



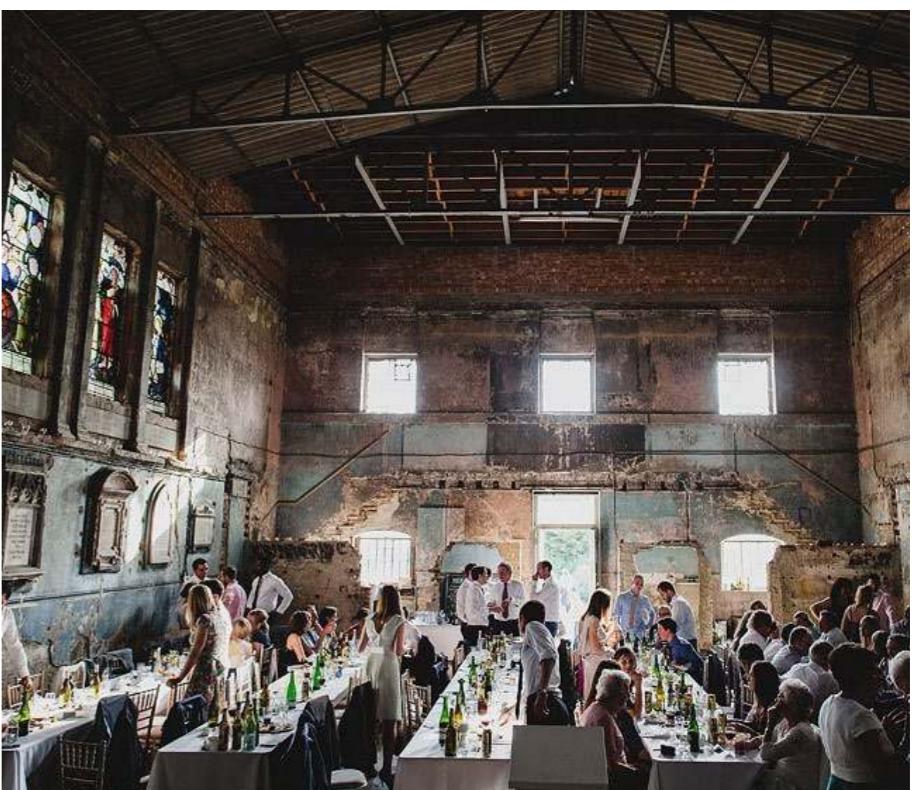
## PUBLIC SPACE - MINIMAL



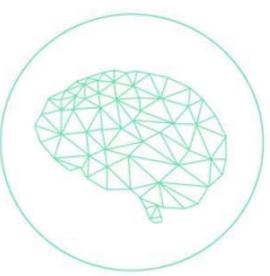
Public Space event area hosts weekly events such as wine tasting, comedy nights and the bi annual members party to name a few. This space is a typical blank canvas that is flexible to truly personalise private events as well as its list of member and non-member events. A blank canvas of a space, its usage is adaptable to each client and occasion.

### The event space comprises of:

- Flexible/movable bar area
- Flexible/movable scene
- Walls with hanging apparatus for gallery exhibitions, client designs
- Storage space
- Signature artwork



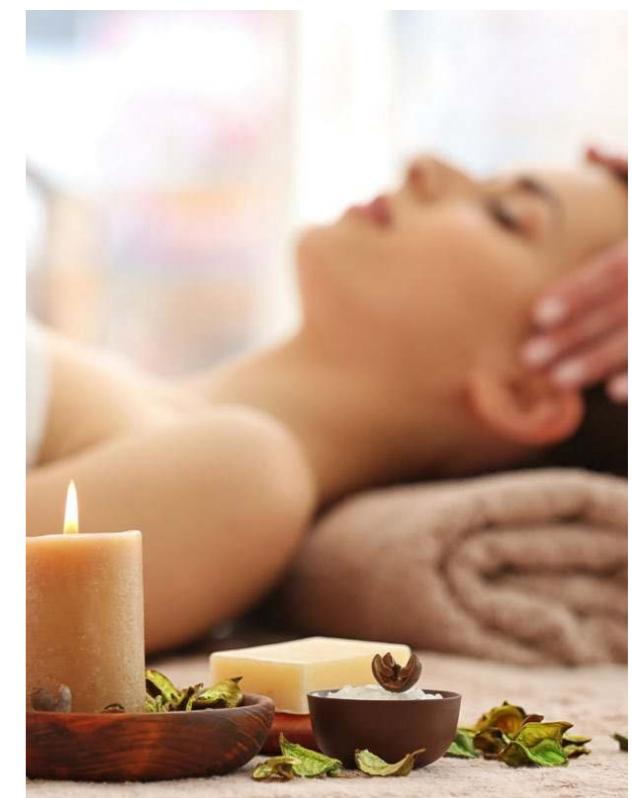
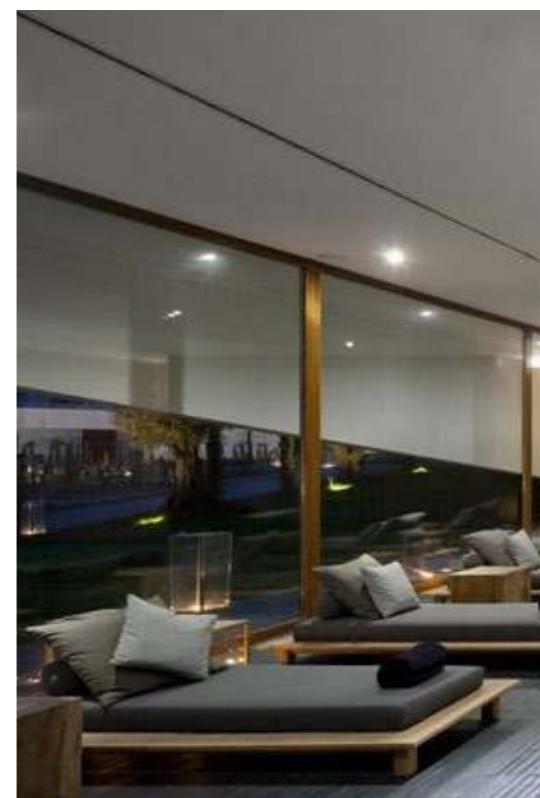
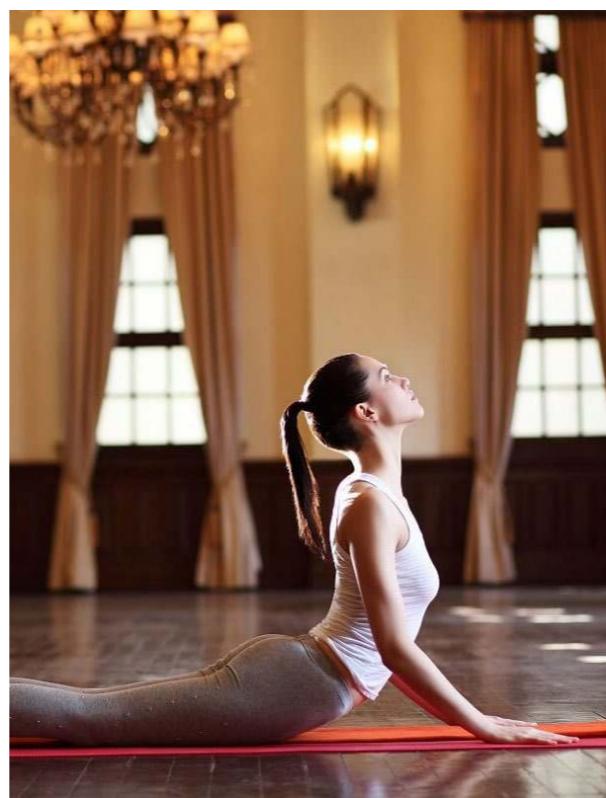
# COALESCE WELLBEING



Coalesce is Free House's mental health and wellbeing centre consisting of yoga classes, meditation sessions, massage tables and sleep pods it's the place to take a mental holiday and free up some bandwidth. Our "peace pods" can be booked privately for up to 4 people where a group can relax in a comfortable, luxurious and stress free environment, getting a massage and a matcha tea before catching a flight.

## The Coalesce space includes:

- Nutrition bar
- Lounge area
- Peace pods
- Private class rooms
- Aromatherapy rooms



## SECRET ROOMS



Within the premises of the Free House there are few 'Secret Rooms'. These are designed to create intrigue and to support high profile guests that crave privacy, again not limiting choice. These areas are at a slightly higher price point to the rest of the building because of a more premium menu, aimed at people with more sophisticated palates and luxury needs.

### **The Secret Rooms consists of:**

- Open plan space that can accommodate 60-70 seats
- Smaller lounge area
- Kitchenette with dumbwaiter connected to the kitchen in the basement
- Private cloaks and WCs

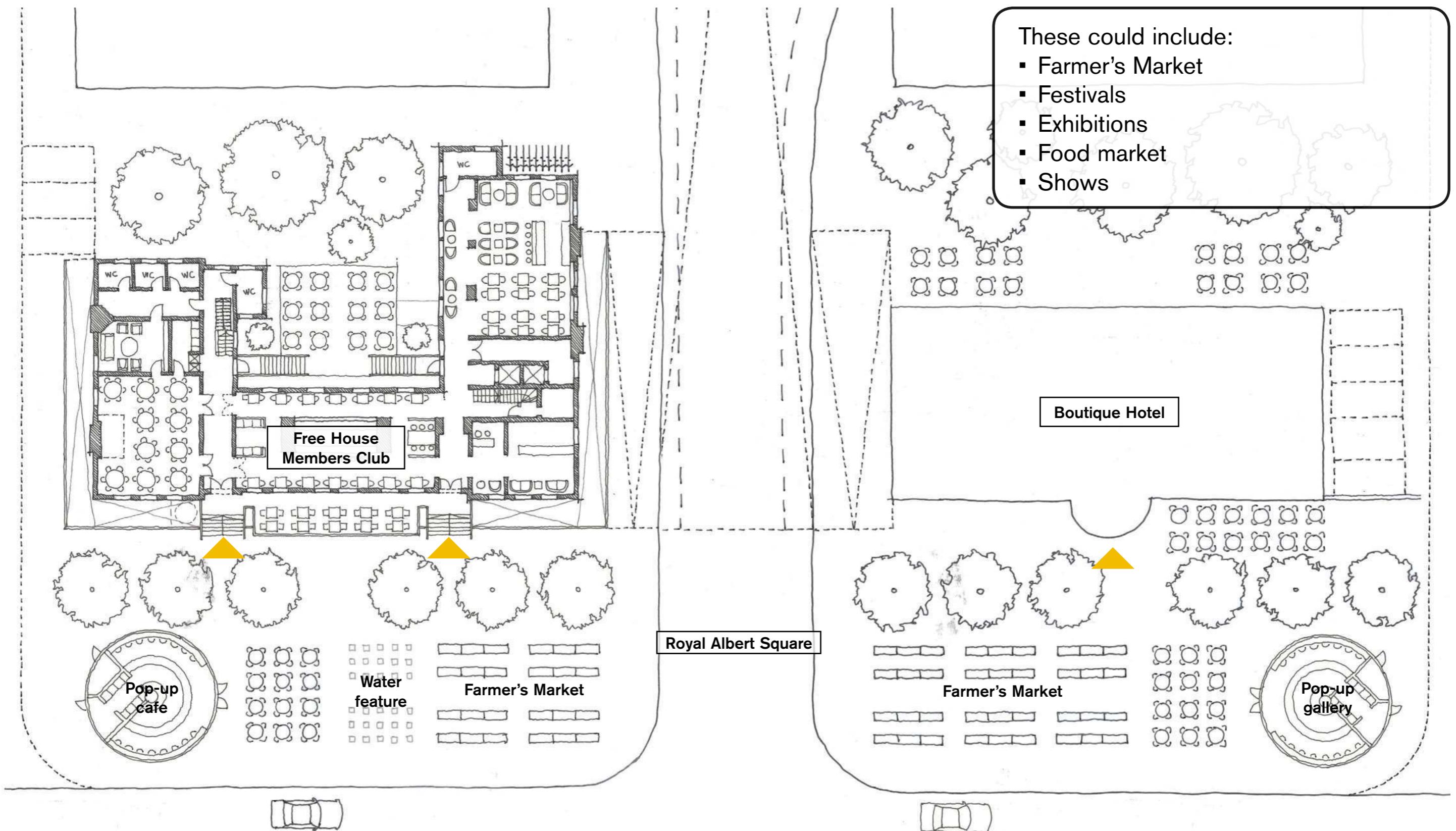
*Secret...*

A large, solid beige rectangular area occupies the right side of the slide. In the center of this area, the word "Secret..." is written in a red, cursive, sans-serif font.

# PROPOSED GROUND FLOOR PLAN



# PROPOSED GROUND FLOOR PLAN



Ground floor plan

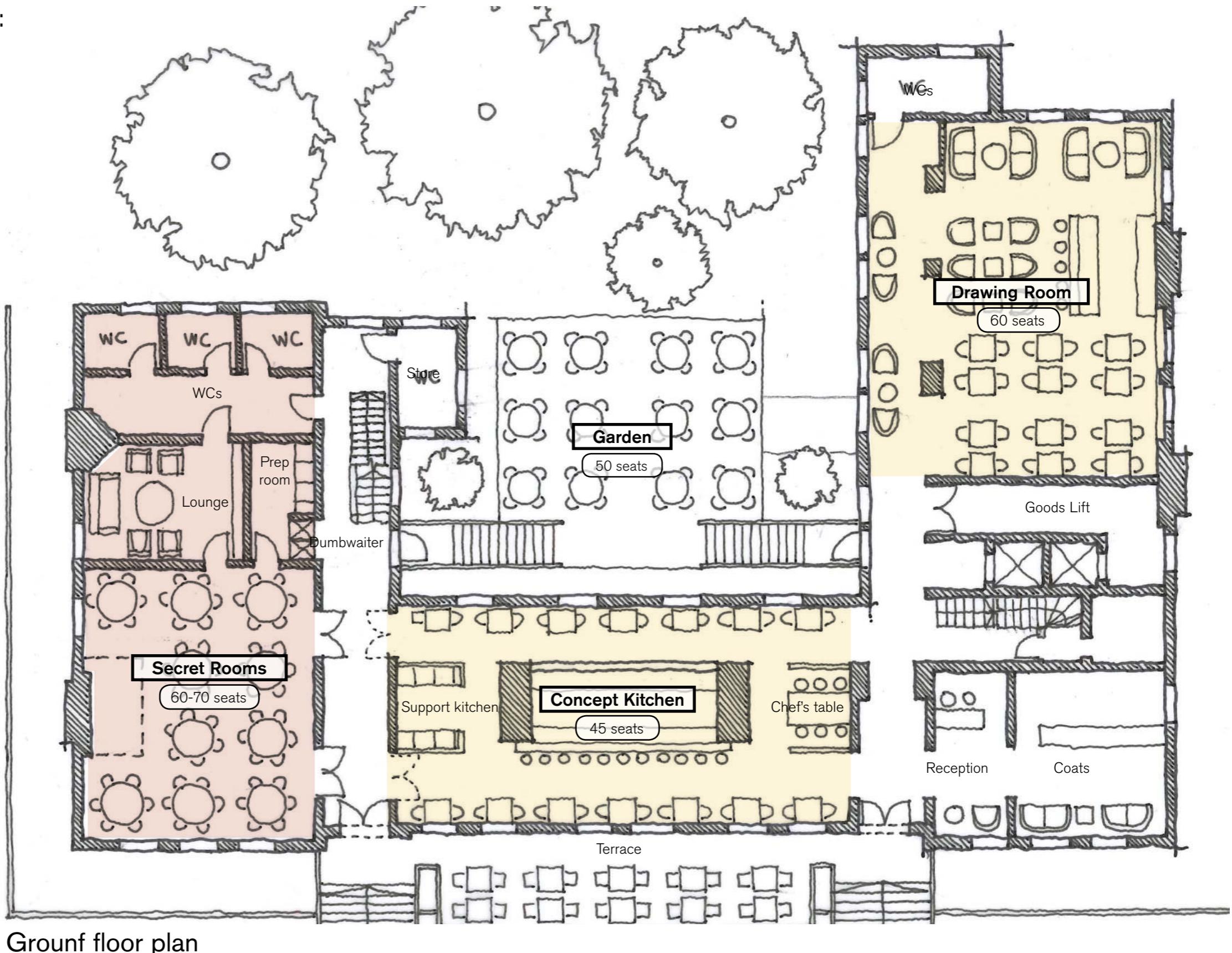


# PROPOSED BUILDING GROUND FLOOR PLAN

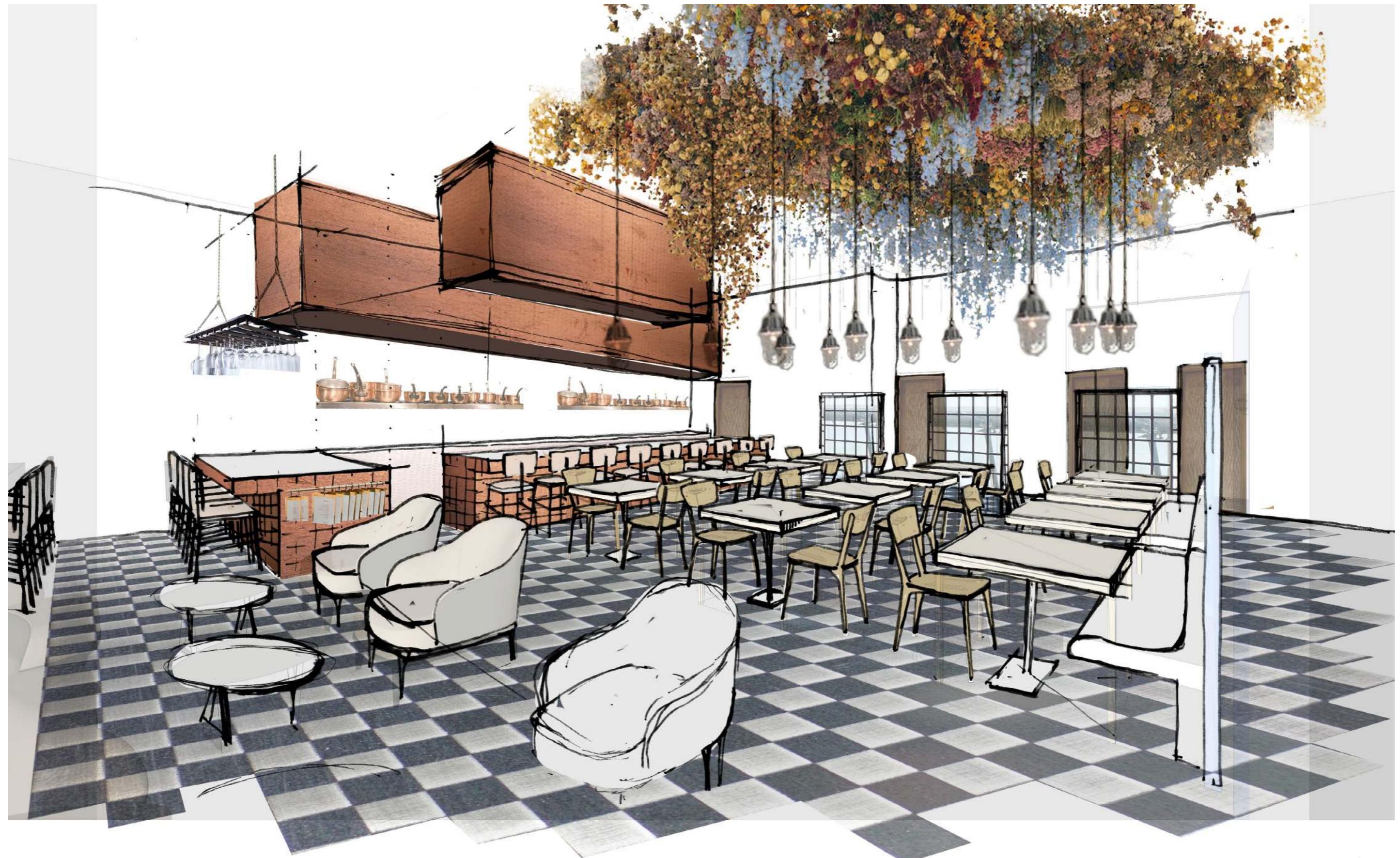


The ground floor accommodates:

- Concept Kitchen Restaurant
- Drawing Room/Private Dining
- Secret Rooms
- Garden
- Reception
- Guest cloaks & WCs



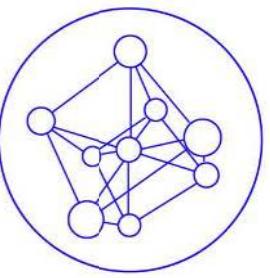
# CONCEPT KITCHEN LOOK AND FEEL



# CONCEPT KITCHEN VISUAL

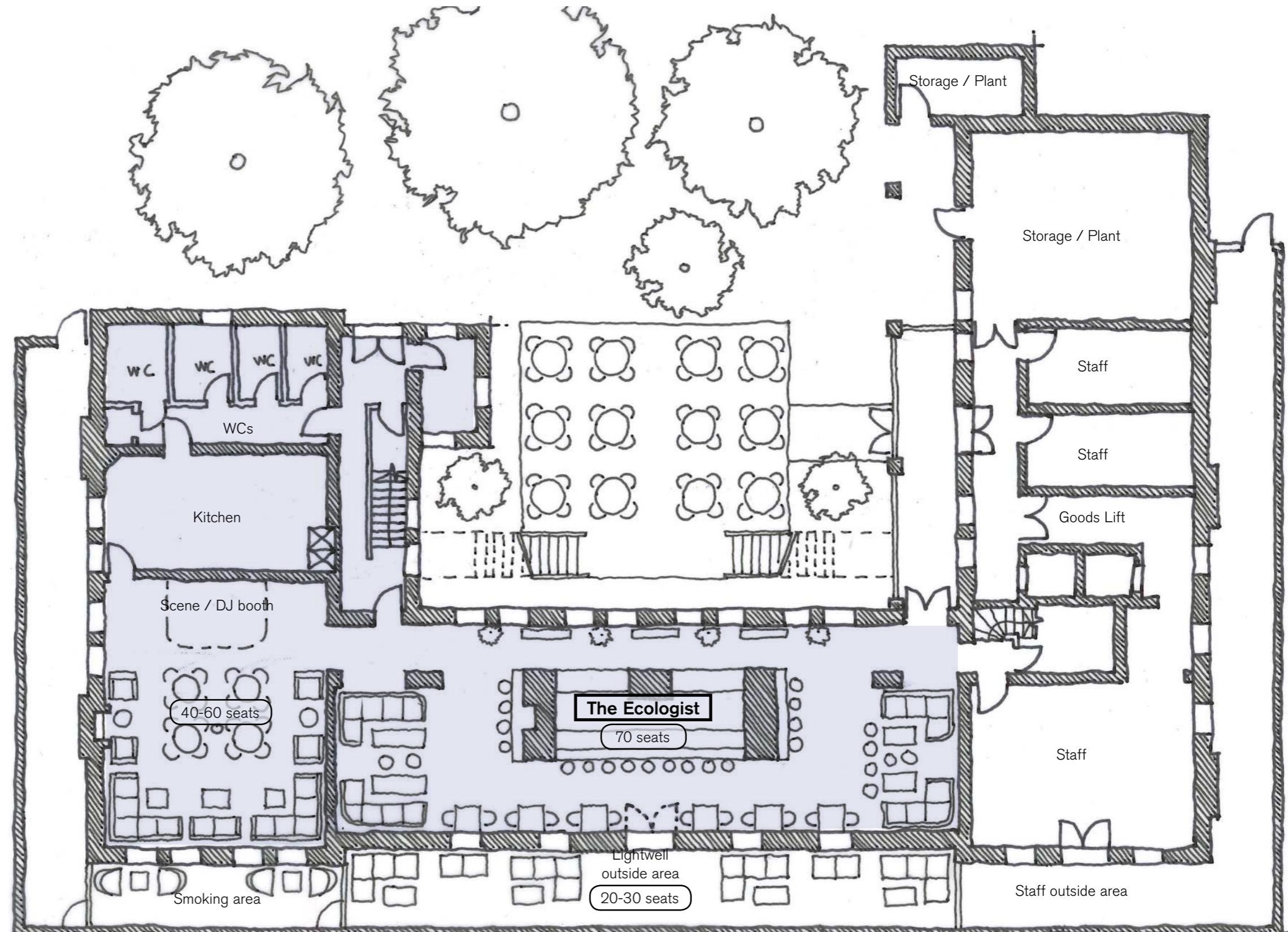


# PROPOSED LOWER GROUND FLOOR

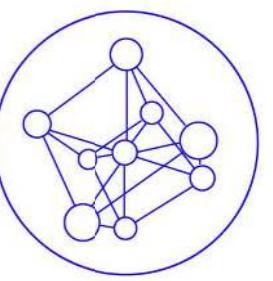


The lower ground floor accommodates:

- The Ecologist - Music Bar
- Staff amenities
- Offices
- Back of House
- Secondary kitchen serving the Music Bar and the event space on the first floor
- Guest WCs



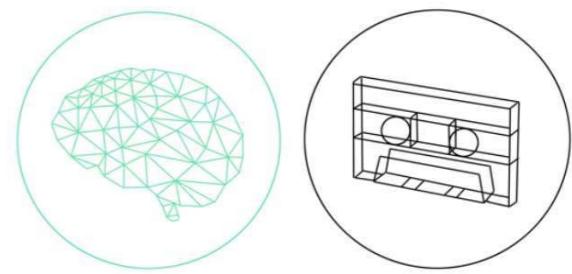
Lower ground floor plan



## THE ECOLOGIST LOOK AND FEEL

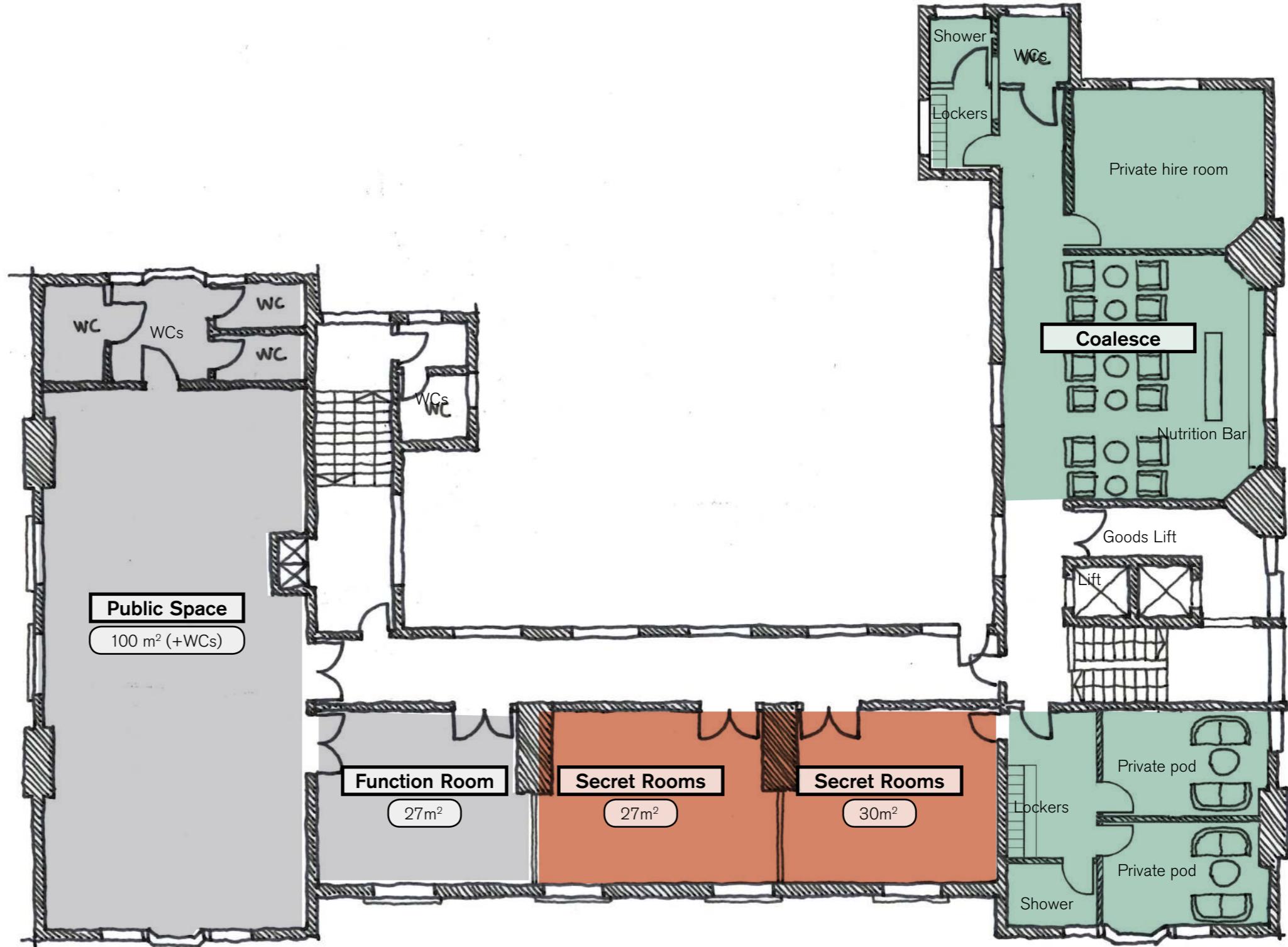


# PROPOSED FIRST FLOOR PLAN



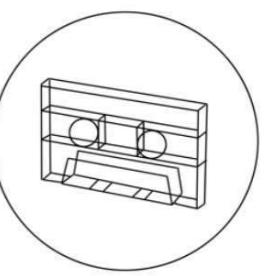
The first floor accommodates:

- Coalesce Wellbeing
- Public Space - events
- Function Rooms
- Guest WCs



First floor plan

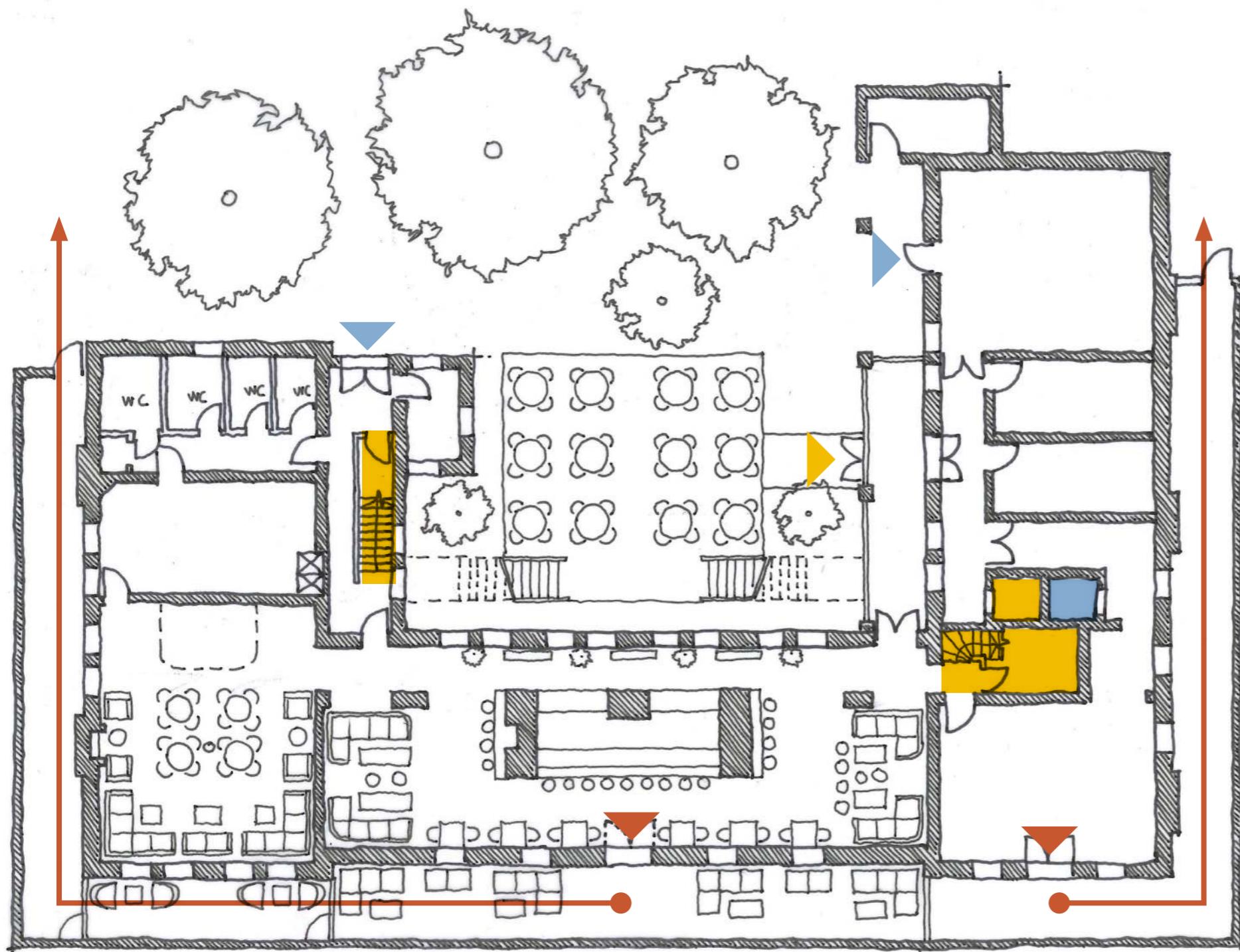
## PUBLIC SPACE LOOK AND FEEL



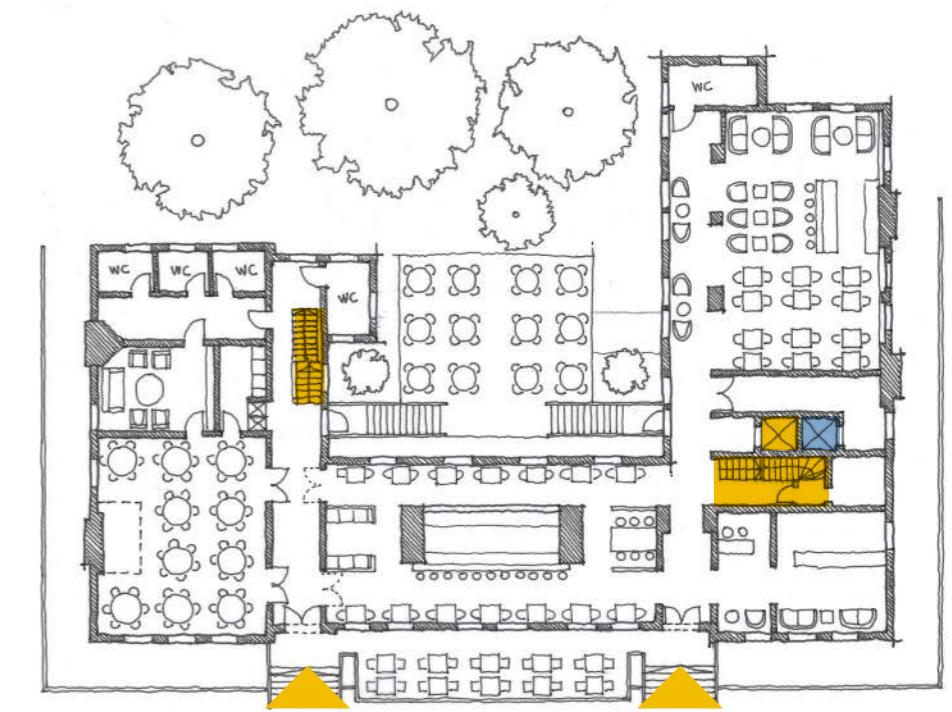
## BRAIN TRUST LOOK AND FEEL



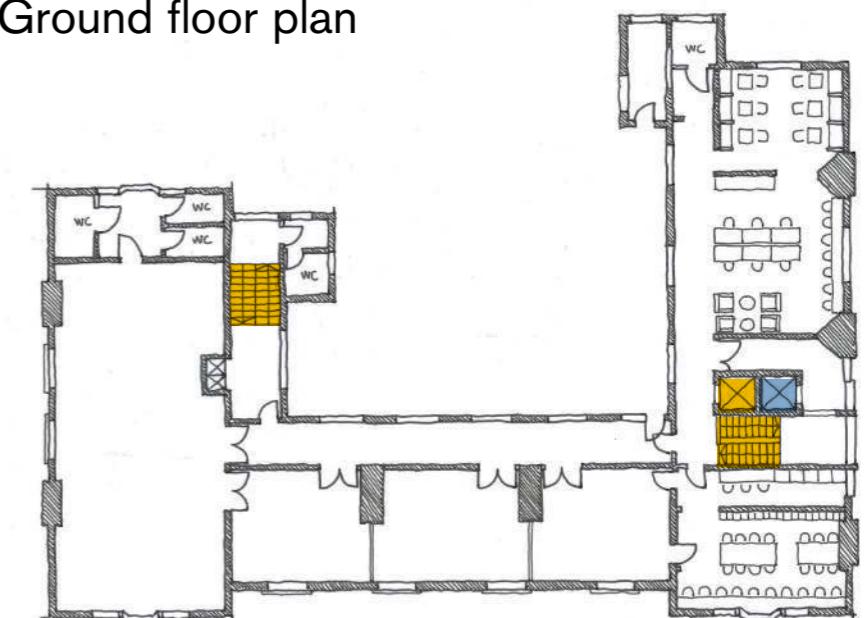
## ACCESS & DELIVERIES



Lower ground floor plan



Ground floor plan

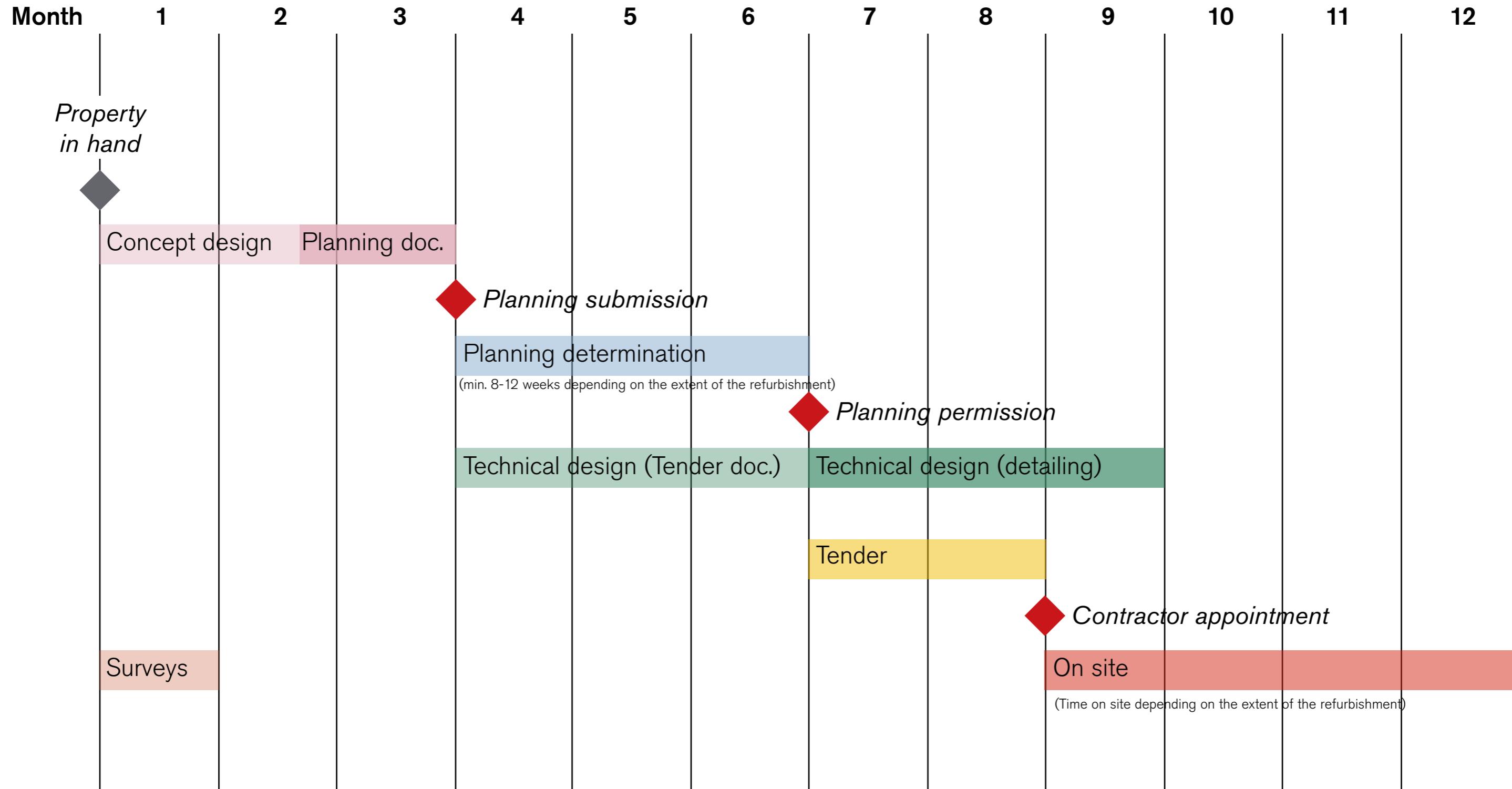


First floor plan

- █ Public access
- █ Deliveries
- █ Emergency exit

# **DESIGN PROGRAMME**

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SB

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