

Like a patient etherized upon  
When the evening is  
Let us go  
you  
and  
it against the sky  
When the evening  
certain half-deserted streets









KENWOOD HOUSE



EXQUISITE APARTMENTS  
WITH  
ILLUSTRIOUS NEIGHBOURS

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The Eliot's location marries privacy and exclusivity with the 790-acre wilderness of neighbouring Hampstead Heath. The delights of London's largest ancient parkland are only moments away, and the prestigious Kenwood House sits at the entrance to the heath. Designed by the famous 18th-century Scottish architect, Robert Adam, and surrounded by lush landscaped gardens created by Sir Humphrey Repton, Kenwood is one of London's hidden gems. With awe-inspiring interiors featuring a world-class art collection, from Rembrandt to Turner, Gainsborough to Vermeer, Kenwood is a very welcome neighbour.

*The Bishops Avenue is named after Arthur Winnington-Ingram, who as Bishop of London until 1939, owned much of the local area and is commemorated in many of the street names.*



## HAMPSTEAD AND HIGHGATE

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Hampstead Heath sits between two of London's most charming villages, Highgate and Hampstead village. The Eliot enjoys the proximity and benefits of both. Highgate Village is on the apartments' doorstep and with its hill-top location it enjoys panoramic views over the city, whilst Hampstead village is just across the heath. Both villages are wonderfully atmospheric with fashion boutiques, antique shops and a renowned café culture.

*Highgate got its name from the Bishop of London's hunting grounds, which were nicknamed 'the gate in the hedge', as there was a high, deer-proof hedge surrounding the estate.*





#### KEY UNDERGROUND TRAVEL TIMES\*

Euston	11 mins
King's Cross St Pancras International	13 mins
Oxford Street	16 mins
Bank	21 mins
Waterloo	21 mins
Bond Street	23 mins
Knightsbridge	26 mins
Paddington	36 mins
Heathrow	56 mins
Gatwick	63 mins

\*Fastest journey times are taken from either Golders Green, Highgate or East Finchley underground stations

*John Keats composed his great "Ode to a Nightingale" in 1819 whilst sitting near Kenwood House and hearing the sound of a nightingale on the heath.*





## SUMPTUOUS APARTMENTS

These truly sumptuous homes lie within an imposing, elegant and classic façade. Exquisitely landscaped and surrounded by mature trees, the impressive entrance portico is an appropriate welcome to these spacious, contemporary apartments. The interior architects have optimised the natural light, providing bright rooms with large windows and highly considered layouts.

This is all complemented by extensive spa and fitness facilities at the lower level with gym, pool, sauna and steam rooms. Finally, the residents can enjoy the personal attention of both a concierge service and night security.

*Sir John Betjeman, the most loved and famous Poet Laureate, was taught English at the local Highgate School by the poet T. S. Eliot.*



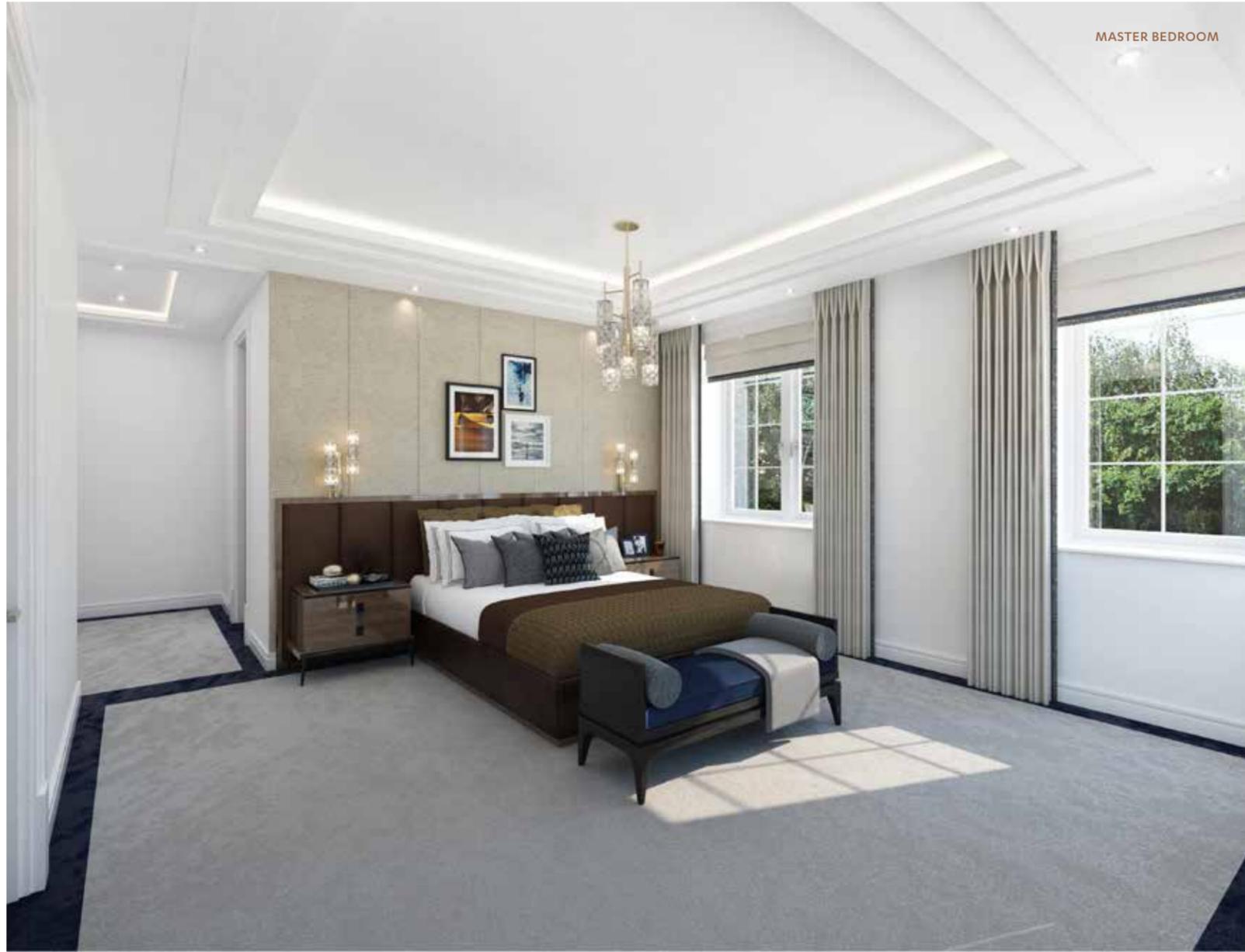
LIVING/DINING ROOM



KITCHEN/BREAKFAST ROOM



MASTER BEDROOM



MASTER BATHROOM





## APARTMENT SPECIFICATION



### MAIN RECEPTION LOBBY

High-gloss lacquered front door with Banham ironmongery

Marble floor

LED down-lights and provision for wall lights and feature pendant lighting

Satin lacquered timber veneer internal doors with bronze inset metalwork and bronze ironmongery

Timber veneer joinery coat store with full fitted storage

Marble staircase with feature metalwork balustrade

### FAMILY KITCHEN

Spacious open plan kitchen

Bespoke satin lacquered oak kitchen

Polished marble countertop

Integrated under-unit lighting

Concealed extractor hood

Integrated Miele induction hob, dishwasher, fridge freezer, oven, combi microwave/oven, warming drawer appliances

Franke stainless steel under-mounted sink with Franke taps

Wine display fridge

Polished marble border with prime grade stained oak timber flooring

TV with ceiling speakers

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

### POWDER ROOM

THG bathroom fittings

Polished stone floors, skirting and architrave

Bespoke fitted stone vanity unit

Over basin mirror wall

### UTILITY

Integrated separate Neff washing machine & tumble dryer appliances

Franke stainless steel under-mounted sink with Franke taps

Composite stone countertop

Full fitted kitchen units with storage

Franke stainless steel under-mounted sink with Franke taps

### RECEPTION ROOM AND DINING ROOM

Double aspect spacious open plan reception room and dining room

Polished marble border with prime grade stained oak timber flooring

Featured built-in display cabinet

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

TV with ceiling speakers

Glazed double French doors to exterior terrace/garden

### MASTER BEDROOM

Imperial velvet carpet with extra thick underlay

Bespoke fitted hi-gloss lacquered veneer walk-in wardrobes with integrated illumination

TV with ceiling speakers

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

### MASTER BATHROOMS

Polished stone floors, walls, bath surrounds and shower, skirting and architrave

Bespoke fitted vanity unit with stone countertop

Over basin mirror wall

Bath with THG deck mounted hand shower and mixer taps

Walk-in shower with frameless glass enclosure

THG rain shower and hand shower

Wall mounted WC & bidet with concealed push button cistern and soft close seat cover

THG bathroom fittings with inset black onyx detail

Polished chrome heated towel rail

Low level lighting

Concealed shaver socket

Heated mirrors

Inset framed mirrors wall

Aqua vision TV

### BEDROOMS

Imperial velvet carpet with extra thick underlay

Bespoke fitted satin lacquered veneer wardrobes with integrated illumination

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

### GUEST BATHROOMS AND SHOWER ROOMS

Polished stone floors, bath and shower surrounds, skirting and architrave

Bespoke fitted stone vanity unit

Over basin mirror wall

Baths with overhead shower VADO deck mounted hand shower and mixer taps

Walk-in shower with frameless glass enclosure

VADO rain shower and hand shower

Wall mounted WC with concealed push button cistern and soft close seat cover

VADO polished chrome sanitary ware fittings

Polished chrome heated towel rail

Low level lighting

Concealed shaver socket

Heated mirrors

Inset framed mirrors wall

### TERRACES AND GARDEN

Landscape designed gardens by Bowles & Wyer

External lighting with power and water supply

### GARAGE

Secure underground car parking, 2 parking spaces per apartment

Automatic garage door entry

### GENERAL

Bespoke satin lacquered veneer internal doors with bronze inset metalwork and bronze ironmongery throughout

Neutral painted palette to walls throughout

LED lighting

Double glazed, hardwood windows and external doors with acoustic and thermal protection

### HEATING AND COOLING

Wet under-floor heating throughout with seven day scheduling, manual override and energy saving options

Thimble sensor thermostatic control with integrated iPad control

Bathrooms heated via an electric under-floor heating system with electric heated towel radiators

Energy efficient boilers

iPad controlled concealed comfort cooling (to living/dining room, kitchen/breakfast room and all bedrooms). iPad controlled under floor heating throughout

### AUDIO & DATA

Crestron multi-room audio system with speakers throughout

Pre-wired motorised window treatments to all principle rooms

iPad controlled audio visual system

Pre-wired for internet, telephone and multimedia distribution

Satellite, terrestrial TV and telephone sockets to all receptions and bedrooms

All TV sockets Sky HD and 3D enabled (subject to subscriptions)

Crestron lighting control system throughout providing dimmable, scene setting lighting

CAT6 cabling

### SECURITY

Video entry system

Intruder alarm – Redcare ready Intruder alarm covered by SSAIB certification

External Multi-Angle CCTV Security Camera

Concierge entrance desk

### INSURANCE

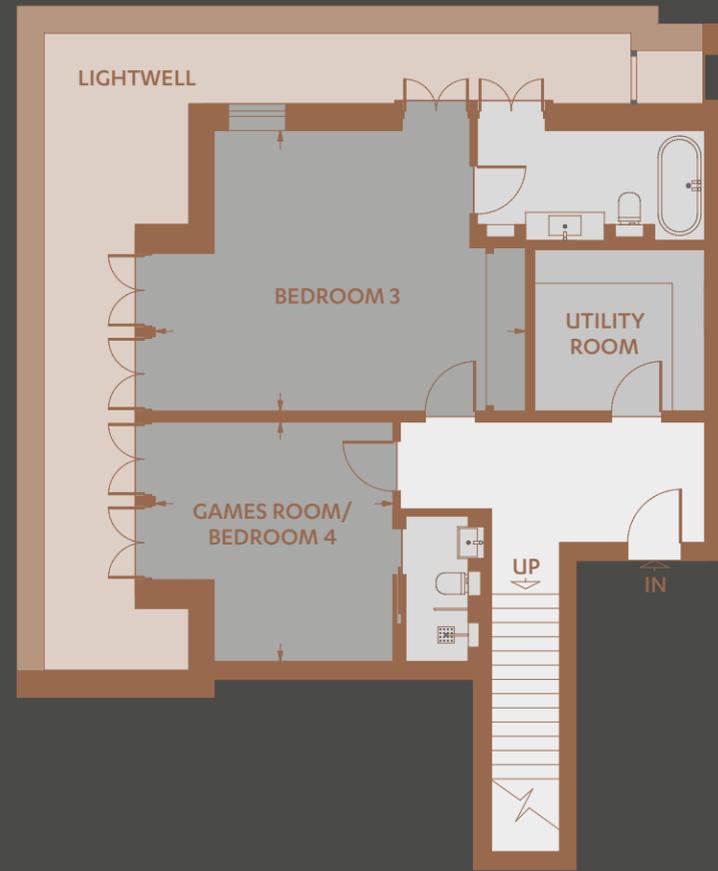
The property is covered by a 10 year building insurance against defects in construction



APARTMENT

1

GARDEN FLOOR



Schedule of Areas

Living / Dining Room	12.28 x 6.06m	40'4" x 19'11"
Kitchen / Breakfast Room	5.65 x 4.81m	18'6" x 15'9"
Master Bedroom	5.65 x 4.78m	18'6" x 15'8"
Dressing Room	4.88 x 3.09m	16'0" x 10'2"
Bedroom 2	5.65 x 3.72m	18'6" x 12'2"
Bedroom 3	6.47 x 4.94m	21'3" x 16'2"
Bedroom 4 / Games Room	4.21 x 4.16m	13'10" x 13'8"
Approximate GIA	302.8 Sq.m	3259 Sq.ft
Lightwell	30 m <sup>2</sup>	323 ft <sup>2</sup>

This plan is a reproduction of existing drawings and is for guidance only, it must not be relied upon as a statement of fact. Attention is drawn to the important notice on the last page of the brochure.

GROUND FLOOR



APPROXIMATE SCALE



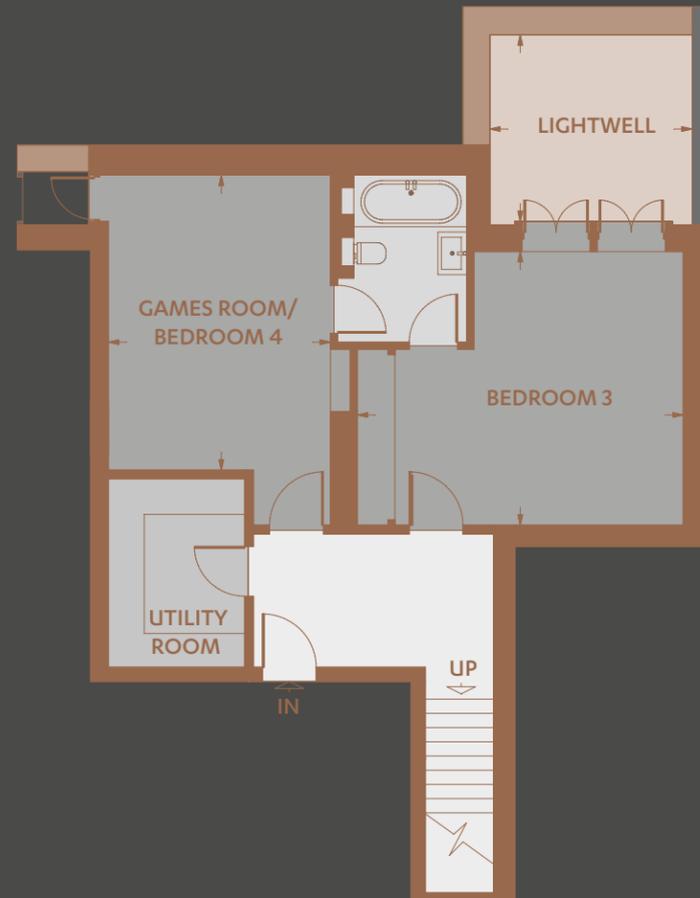
APARTMENT

2

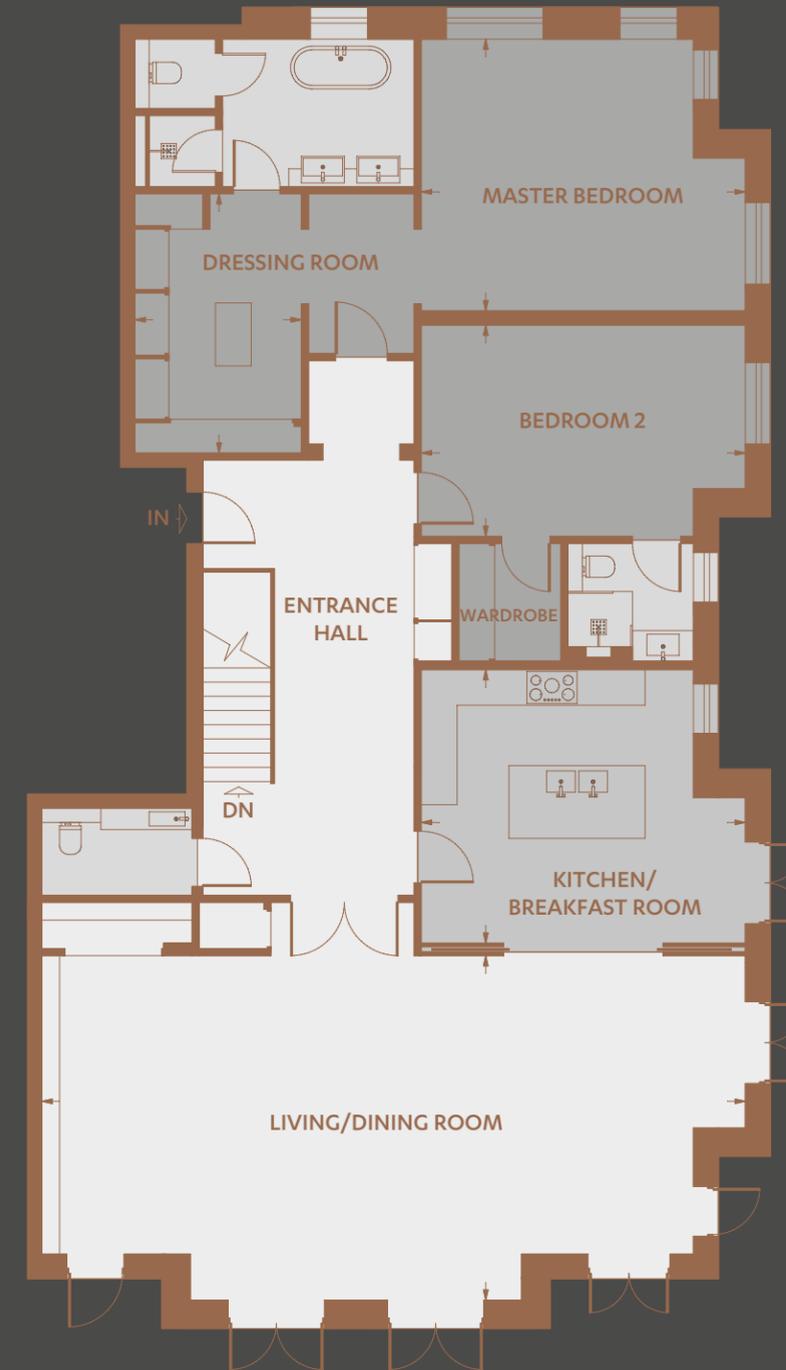
GARDEN FLOOR

Schedule of Areas

Living / Dining Room	12.28 x 6.06m	40'4" x 19'11"
Kitchen / Breakfast Room	5.65 x 4.81m	18'6" x 15'9"
Master Bedroom	5.65 x 4.78m	18'6" x 15'8"
Dressing Room	4.56 x 2.90m	15'0" x 9'6"
Bedroom 2	5.65 x 3.72m	18'6" x 12'2"
Bedroom 3	5.66 x 4.81m	18'7" x 15'9"
Bedroom 4 / Games Room	5.19 x 3.88m	17'10" x 12'9"
Utility Room		
Lightwell	3.53m x 3.35m	11'6" x 11'0"
Approximate GIA	302.8 Sq.m	3264 Sq.ft



GROUND FLOOR



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APPROXIMATE SCALE



APARTMENT

3

FIRST FLOOR

Schedule of Areas

Living / Dining Room	12.25 x 6.06m	40'2" x 19'11"
Kitchen / Breakfast Room	6.22 x 4.81m	20'5" x 15'9"
Master Bedroom	5.69 x 4.78m	18'8" x 15'8"
Dressing Room	4.00 x 2.34m	13'1" x 7'8"
Bedroom 2	3.94 x 3.47m	12'11" x 11'5"
Bedroom 3	5.06 x 3.50m	16'7" x 11'6"
Approximate GIA	246.5 Sq.m	2653 Sq.ft
Balcony	6.2m x 1.43m	20'43" x 4'69"

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APPROXIMATE SCALE



22



23



APARTMENT

4

FIRST FLOOR

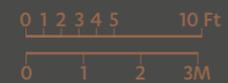
Schedule of Areas

Living / Dining Room	12.25 x 6.06m	40'2" x 19'11"
Kitchen / Breakfast Room	6.22 x 4.81m	20'5" x 15'9"
Master Bedroom	5.69 x 4.78m	18'8" x 15'8"
Dressing Room	4.00 x 2.34m	13'1" x 7'8"
Bedroom 2	3.94 x 3.47m	12'11" x 11'5"
Bedroom 3	5.06 x 3.50m	16'7" x 11'6"
Approximate GIA	246.5 Sq.m	2653 Sq.ft
Balcony	6.2m x 1.43m	20'43" x 4'69"

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APPROXIMATE SCALE



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24<sup>th</sup> ... .. 3<sup>rd</sup> ... ..

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23  
12

26  
THE PENTHOUSE

27

LIVING/DINING ROOM



KITCHEN/BREAKFAST ROOM









## PENTHOUSE SPECIFICATION

### MAIN RECEPTION LOBBY

High-Gloss lacquered front door with Banham Ironmongery

Polished marble floor

LED down-lights and provision for wall lights and feature pendant lighting

Satin lacquered veneer internal doors with bronze inset metalwork and throughout with bronze ironmongery

Timber veneer joinery coat store with full fitted storage units

Polished marble staircase to roof terrace

### FAMILY KITCHEN AND BREAKFAST ROOM

Double aspect spacious open plan kitchen, breakfast and TV room

Bespoke satin lacquered ribbed oak kitchen

Polished marble countertop

Concealed extractor hood

Integrated Miele induction hob, dishwasher, fridge freezer, oven, combi microwave/oven, warming drawer appliances

Franke stainless steel under-mounted sink with Franke taps

Wine display fridge

Polished marble border with Prime grade stained oak timber flooring

TV with ceiling speakers

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

### POWDER ROOM

THG bathroom fittings with inset black onyx detail

Polished stone floors, skirting and architrave

Bespoke fitted stone vanity unit

Over basin mirror wall

### UTILITY

Integrated separate Neff washing machine & tumble dryer appliances

Franke stainless steel under-mounted sink with Franke taps

Composite stone countertop

Full fitted kitchen units with storage

Franke stainless steel under-mounted sink with Franke taps

### RECEPTION ROOM AND DINING ROOM

Double aspect spacious open plan reception room and dining room

Polished marble border with prime grade stained oak timber flooring

Featured Built-in display cabinets and media unit with marble fireplace with bio ethanol burner

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

TV with ceiling speakers

Terrace with glazed double French doors

### MASTER BEDROOM

Imperial velvet carpet with extra thick underlay

Bespoke fitted hi-gloss lacquered veneer walk-in wardrobes with integrated illumination

TV with ceiling speakers

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

### MASTER BATHROOMS

Polished stone floors, walls, bath surrounds and shower, skirting and architrave

Bespoke fitted vanity unit with stone countertop

Over basin mirror wall

Bath with THG deck mounted hand shower and mixer taps

Walk-in shower with frameless glass enclosure

THG rain shower and hand shower

Wall mounted WC & bidet with concealed push button cistern and soft close seat cover

THG bathroom fittings with inset black onyx detail

Polished chrome heated towel rail

Low level lighting

Concealed shaver socket

Heated mirrors

Inset framed mirrors wall

Aqua vision TV

### BEDROOMS

Imperial velvet carpet with extra thick underlay

Bespoke fitted satin lacquered Veneer wardrobes with integrated illumination

Feature coffer ceiling with LED down-lights and provision for wall lights and feature pendant lighting

### GUEST BATHROOMS AND SHOWER ROOMS

Polished stone floors, bath and shower surrounds, skirting and architrave

Bespoke fitted stone vanity unit

Over basin mirror wall

Baths with overhead shower VADO deck mounted hand shower and mixer taps

Walk-in shower with frameless glass enclosure, VADO rain shower and hand shower

Wall mounted WC with concealed push button cistern and soft close seat cover

VADO polished chrome sanitary ware fittings

Polished chrome heated towel rail

Low level lighting

Concealed shaver socket

Heated mirrors

Inset framed mirrors wall

### TERRACES AND GARDEN

Landscape designed gardens by Bowles & Wyer

External lighting with power and water supply

'Jacuzzi' Spa Pool

### GARAGE

Secure underground car parking with 2 penthouse spaces

Automatic garage door entry

### GENERAL

Bespoke satin lacquered veneer internal doors with bronze inset metalwork and bronze ironmongery throughout

Neutral painted palette to walls throughout

LED lighting

Double glazed, hardwood windows and external doors with acoustic and thermal protection

### HEATING AND COOLING

Wet under-floor heating throughout with seven day scheduling, manual override and energy saving options

Thimble sensor thermostatic control with integrated iPad Control

Bathrooms heated via an electric under-floor heating system with electric heated towel radiators

Energy efficient boilers

iPad controlled concealed comfort cooling (to living/dining room, kitchen/breakfast room and all bedrooms)

iPad controlled under floor heating throughout

### AUDIO AND DATA

Crestron multi-room audio system with speakers throughout

Pre-wired motorised window treatments to all principle room

iPad controlled audio visual system

Pre-wired for internet, telephone and multimedia distribution

Satellite, terrestrial TV and telephone sockets to all receptions and bedrooms

All TV sockets Sky HD and 3D enabled (subject to subscriptions)

Crestron lighting control system throughout providing dimmable, scene setting lighting

CAT6 cabling

### SECURITY

Video entry system

Intruder alarm – Redcare ready Intruder alarm covered by SSAIB certification

External multi-angle CCTV security camera

Concierge entrance desk

### INSURANCE

The property is covered by a 10 year building insurance against defects in construction

# THE PENTHOUSE

## Schedule of Areas

Living / Dining Room	15.00 x 9.25m	49'2" x 30'4"
Kitchen / Breakfast Room	9.60 x 9.15m	31'6" x 30'0"
Master Bedroom	8.44 x 6.69m	27'8" x 21'11"
Dressing Room	2.56m x 3.28m	8'40" x 10'76"
Wardrobe	2.19m x 1.69m	7'19" x 5'54"
Bedroom 2	8.44 x 6.69m	27'8" x 21'11"
Bedroom 3	6.38 x 5.63m	20'11" x 18'6"
Bedroom 4 / Study	4.71 x 4.44m	15'5" x 14'7"
Approximate GIA (Including reduced height area below 1.5m - denoted with dashed line)	508.7 Sq.m	5476 Sq.ft
Balcony	4.30m x 2.05m	14'10" x 6'73"
Roof Garden	15.87m x 14.29m	51'1" x 46'9"

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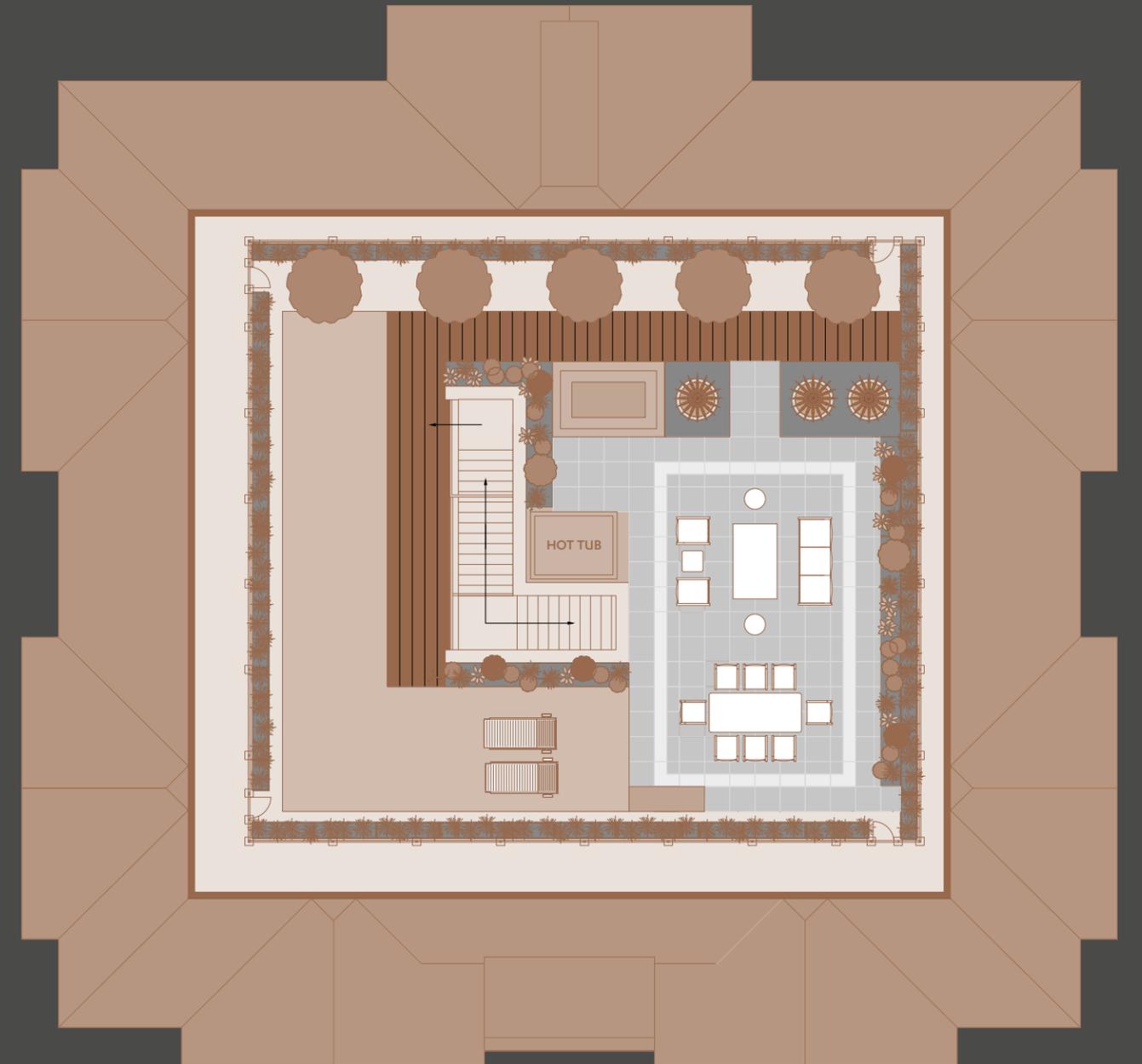
APPROXIMATE SCALE



# THE PENTHOUSE

## TERRACE

The penthouse enjoys a discrete roof garden with a beautifully detailed and landscaped entertaining and dining area alongside a sun deck and hot tub.



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APPROXIMATE SCALE







## THE AMENITIES

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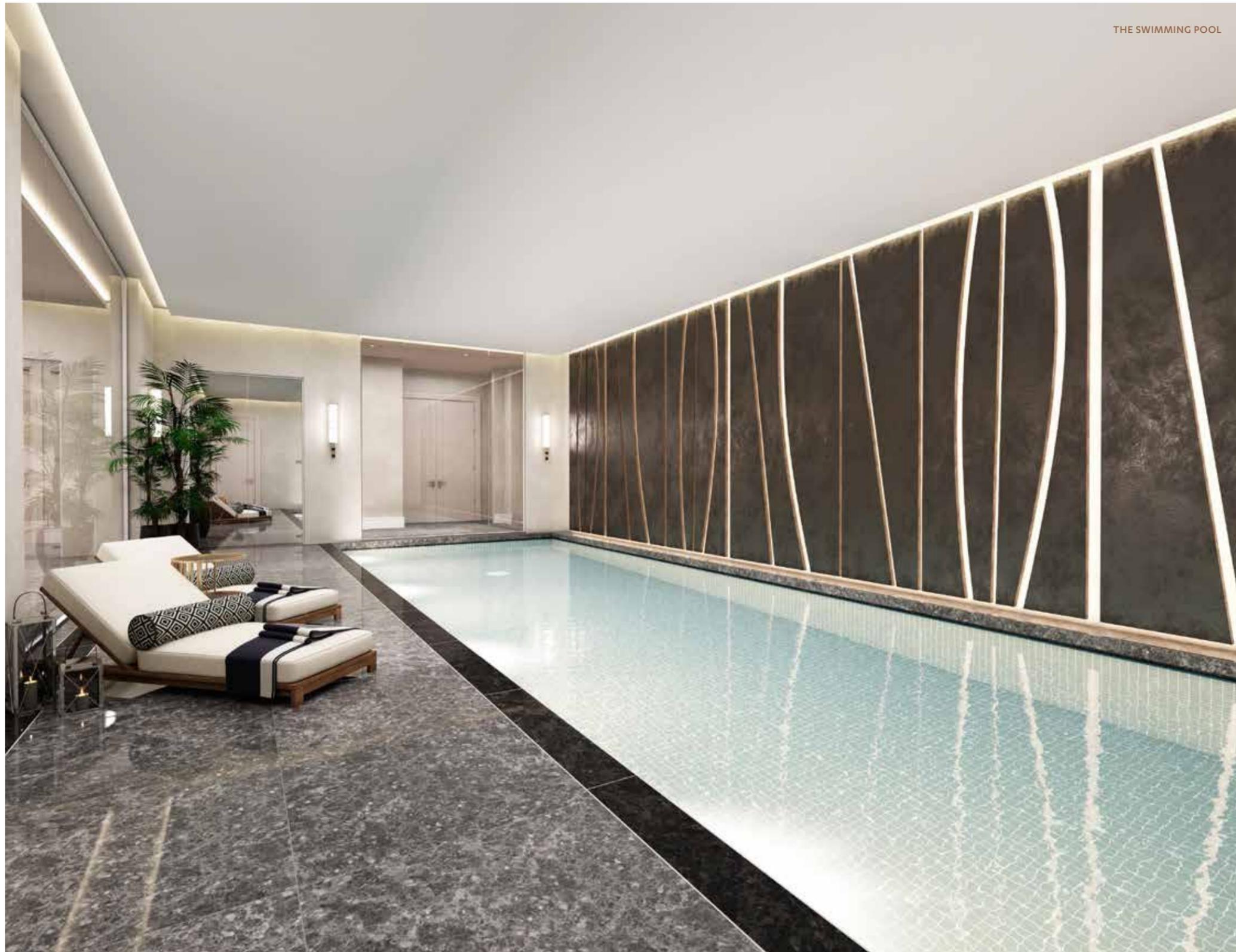
The Eliot delivers the essentials to making living here luxurious, safe, easy and healthy. To meet the day-to-day needs of its residents, the Eliot offers a concierge service with night security. There is private secure underground car parking with storage facilities. The residents' gym and spa provides the perfect environment to relax and re-energise. Next to the 10-metre pool is a fully equipped gym, sauna, steam room and changing rooms. The penthouse, with direct lift access, benefits from an expansive roof terrace complete with alfresco dining seating, a hot tub and stunning views across Hampstead Heath and London. In all these essentials, the Eliot is aiming at a level of quality well beyond the expected. Our philosophy is to provide a lifestyle to all residents in a secure and discreet manner.

1832

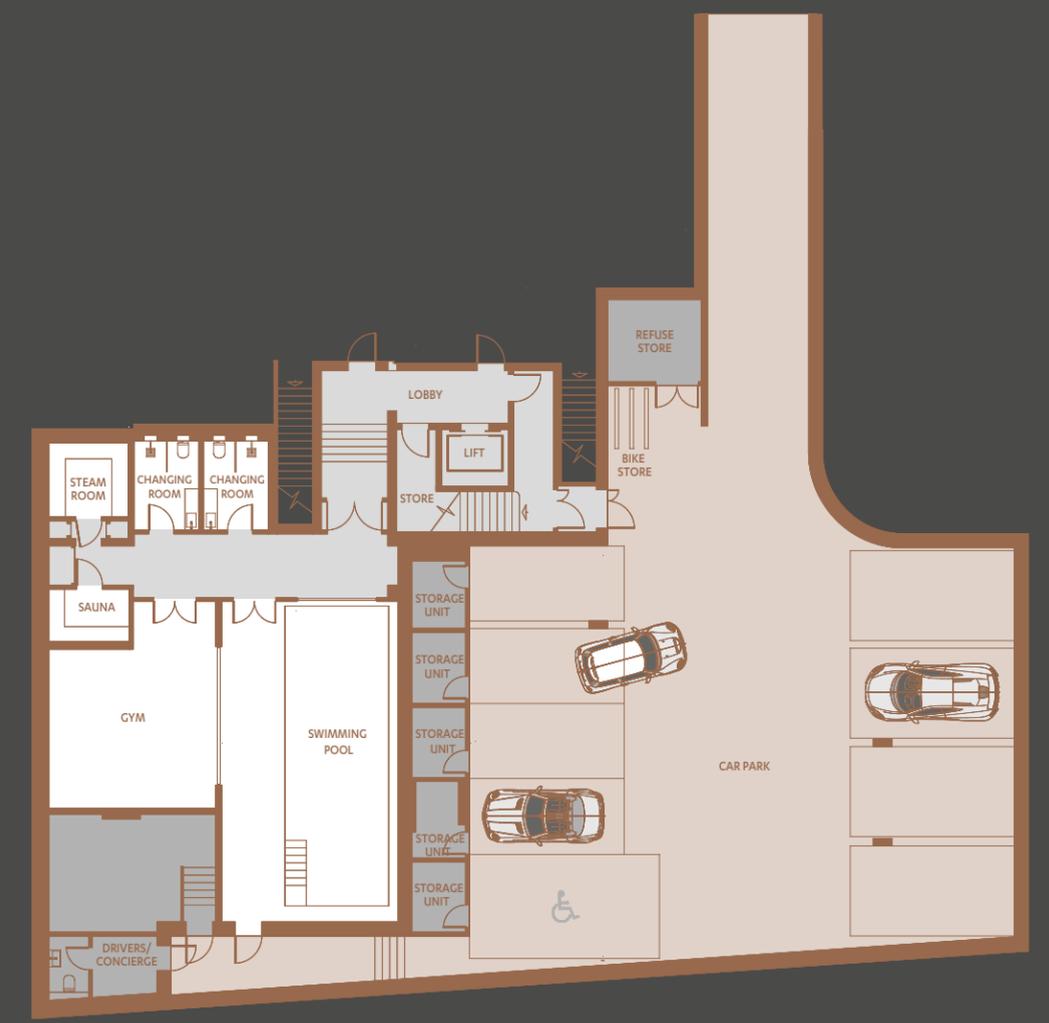
*Charles Dickens lived in a house  
just around the corner from  
The Bishops Avenue.*



THE SWIMMING POOL



THE SPA AND GYM







FIROKA  
THE PURSUIT OF PERFECTION

Firoka is a substantial multi-disciplinary real estate group. The Eliot is being developed by its specialist residential property division focused on creating exquisite luxury apartments and houses in some of London's most sought after locations.

The division embraces each of the principal disciplines necessary to identify opportunities, acquire, plan, design and deliver the very finest homes for its discerning international clients. Considerable attention is paid to researching and understanding the lifestyles and priorities of our customers, informing layouts, specification, resident's services and amenities.

“  
*Considerable attention is  
paid to researching and  
understanding the lifestyles and  
priorities of our customers*  
”

The team works collaboratively alongside exceptional exterior and interior architects, leading spa and leisure consultants, landscaping specialists and interior designers in order to optimise space and light and create distinctive places for peerless lifestyles. Each building, its interiors and landscaping is managed by the Group's experienced project managers, who are consistently focused on each and every detail, ensuring the ambition and vision of the designers are delivered to the quality expected of apartments of this calibre.



HEYTHROP PARK – A FIROKA DEVELOPMENT

Poet  
T. S. Eliot

1888-1965

Thomas Stearns Eliot was born and lived in St. Louis, Missouri, before attending Harvard University. He settled in England in 1914 and took up a job as English teacher at Highgate School, where

one of his alumni was the famous poet Sir John Betjeman. **"This is one moment, But know that another Shall pierce you with a sudden painful joy."**

It was in London that his career as a poet and literary critic blossomed, his work was published in a number of magazines, and his first book of poems was published in 1917, immediately establishing him as a leading poet of the avant-garde.



With the publication of *The Waste Land* in 1922, now considered by many to be the single most influential poetic work of the twentieth century, Eliot's reputation began to grow to almost mythic proportions. In 1948 T. S. Eliot received the Nobel Prize for Literature "for his outstanding, pioneer contribution to present-day poetry". He died in London on January 4, 1965 and was cremated at Golders Green Crematorium.

**"LET us go then, you and I,  
When the evening is  
spread out against the sky  
Like a patient etherized  
upon a table;  
Let us go, through certain  
half-deserted streets."**

Extract from *'The Love Song of J. Alfred Prufrock'*



T. S. Eliot

# CONTACT



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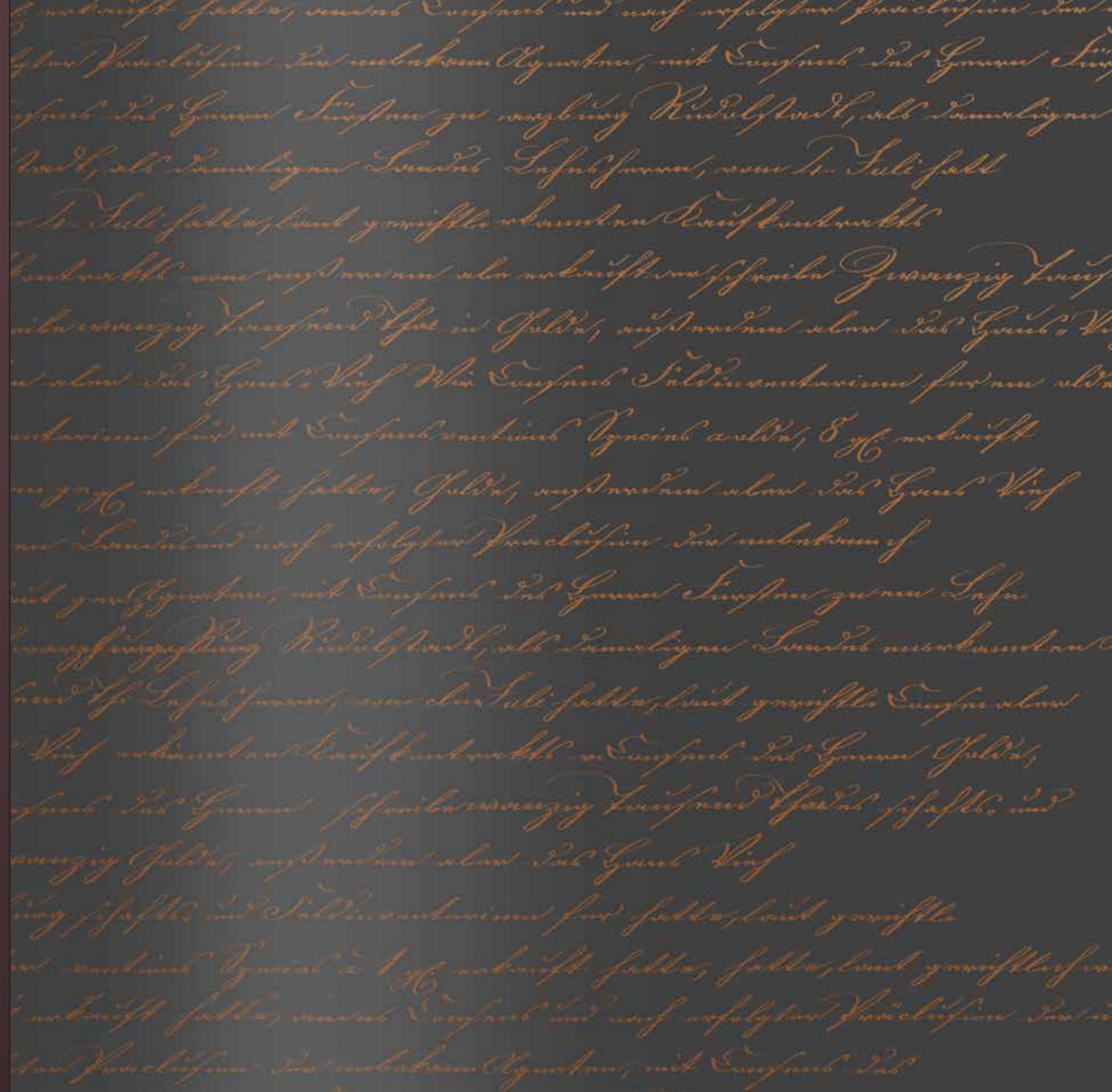
GLENTREE NEW HOMES  
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## A FIROKA DEVELOPMENT

### Important notice

The particulars contained in this brochure are believed to be correct at the date of publication but their accuracy is in no way guaranteed, neither do they form part of any contract. All areas are approximate. All floor areas, measurements or layout plans are for guidance only and should not be relied upon as a statement of fact. Materials shown are indicative only and may be subject to change. All images of the building and its interiors are computer generated images. All journey times are sourced from Transport for London.







Then  
Slipped by the top  
made a  
written paper  
upon  
And seeing that  
a soft October night  
and revisions  
Before the taking