



MARCONI HOUSE
STRAND

WCB
LONDON



MARCONI HOUSE

STRAND

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WGS
LONDON



MARCONI HOUSE

336 - 337 STRAND • LONDON WC2

‘ Imagine the most refined
and highly specified living space
in London...
then honour its residents with
the most sought after address ’

A DEVELOPMENT BY



GALLIARD HOMES LTD

AND



FROGMORE
PROPERTY PROPERTY

An architectural masterpiece

within the Strand Conservation Area, providing a 5 Star 173 room hotel and a magnificent collection of apartments and penthouses created within an imposing Grade II Listed façade.

Architects: FOSTER + PARTNERS

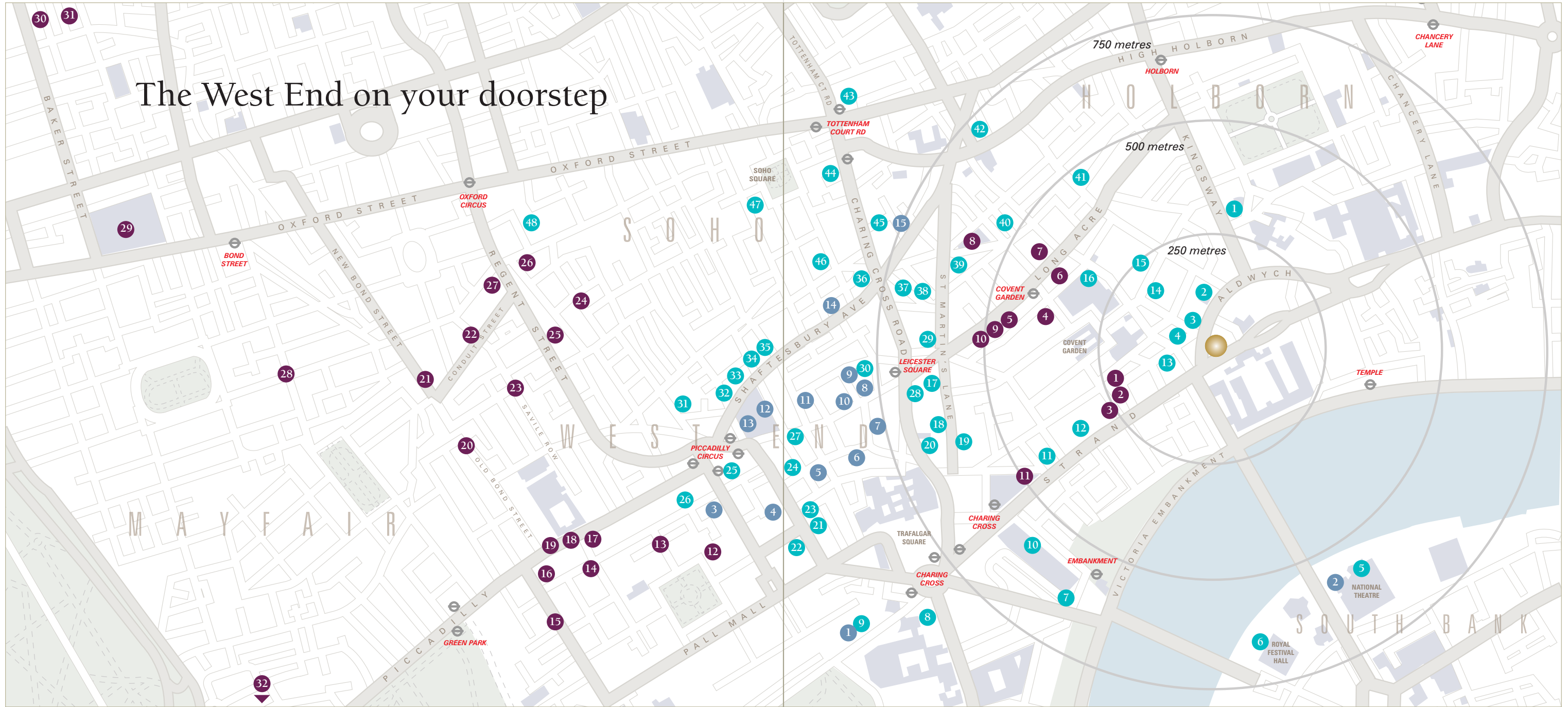


A world class location

moments from Covent Garden and The Royal Opera House, minutes from Theatreland and Leicester Square - and within $\frac{3}{4}$ mile of the most exclusive shopping streets in the world.



The West End on your doorstep



- 1 Cotswold Outdoor
- 2 Ellis Brigham
- 3 Stanley Gibbons
- 4 Dune
- 5 Paul Smith
- 6 Hawes & Curtis
- 7 Ben Sherman
- 8 Fred Perry
- 9 Ted Baker
- 10 Mulberry
- 11 T.M. Lewin
- 12 Thomas Pink
- 13 The Cavendish
- 14 Turnbull & Asser
- 15 Davidoff
- 16 Beretta Gallery
- 17 Fortnum & Mason

- 18 Alfred Dunhill
- 19 Bentley & Skinner
- 20 Old Bond Street
De Beers
Cartier
Gucci
Yves Saint Laurent
DKNY
Chanel
Tiffany & Co.
Prada
Dolce & Gabbana
Alexander McQueen
- 21 New Bond Street
Asprey
Louis Vuitton
Ralph Lauren
Diesel
Canali
Hugo Boss
Emporio Armani
Zara
Bonhams
Burberry
Sothebys
Fenwick
Calvin Klein

- 22 Conduit Street
Vivienne Westwood
Yohji Yamamoto
Bellstaff
East India Food Co.
Donna Karan
Daniel Hersheson
- 23 Savile Row
Santoria
Norton & Sons
Henry Poole & Co.
Hardy Amies
Ozward Boateng
- 24 Carnaby Street
Camper
Benefit
Energie
Ben Sherman
- 25 Hamleys
- 26 Liberty
- 27 Apple Store
- 28 Vidal Sassoon

- 29 Selfridges
- 30 Zelli Porcelain
- 31 Johanna Hehir
- 32 Knightsbridge
Harrods
Harvey Nichols
Louis Vuitton
Gianni Versace
Dolce & Gabbana
Valentino
Yves Saint Laurent
Chanel
Prada
Georgio Armani
Dior
Gucci

- 1 Peacock
- 2 Aldwych
- 3 Novello
- 4 Duchess
- 5 National Theatre
- 6 Royal Festival Hall
- 7 Playhouse
- 8 Trafalgar Studios
- 9 ICA
- 10 New Players
- 11 Adelphi
- 12 Vaudeville
- 13 Lyceum
- 14 Drury Lane
- 15 Fortune
- 16 Royal Opera House

- 17 Noel Coward
- 18 Duke of Yorks
- 19 Coliseum
- 20 Garrick
- 21 Haymarket
- 22 Her Majesty's
- 23 Comedy
- 24 Comedy Store
- 25 Criterion
- 26 Jermyn Street
- 27 Prince of Wales
- 28 Wyndhams
- 29 Arts
- 30 The Venue
- 31 Piccadilly
- 32 Lyric

- 33 Apollo
- 34 Gielgud
- 35 Queens
- 36 Palace
- 37 New Ambassadors
- 38 St Martins
- 39 Cambridge
- 40 Donmar Warehouse
- 41 New London
- 42 Shaftesbury
- 43 Dominion
- 44 Astoria
- 45 Phoenix
- 46 Prince Edward
- 47 Soho
- 48 London Palladium

- 1 ICA
- 2 National Film Theatre
- 3 Apollo (West End)
- 4 Cineworld (Haymarket)
- 5 Odeon (Panton Street)
- 6 Odeon (West End)
- 7 Odeon (Leicester Square)
- 8 Vue (West End)
- 9 Prince Charles
- 10 Empire (Leicester Square)
- 11 Odeon (Wardour St)
- 12 The Other
- 13 Cineworld (Trocadero)
- 14 Curzon Soho
- 15 Odeon (Covent Garden)



Stroll to the most famous Shopping Streets

From the international haute couture fashion on Bond Street to the world renowned, quintessentially British tailoring on Savile Row... Regent Street, Oxford Street, the brands and names that redefine quality, luxury and absolute prestige, they all adorn this niche pocket of London - just minutes from your apartment on the Strand itself.



Theatres & Cinemas

Theatreland, Leicester Square, Soho, the heart of the West End - names synonymous with world class entertainment, stage, drama and showcase culture. This entire spectrum of non-stop exhilarating activity radiates within 750 metres of your apartment at Marconi House.



Restaurants & Hotels

With over 6000 restaurants in Central London, there is a diversity of menus on virtually every street and corner - from modern British to traditional afternoon tea at The Ritz or Claridge's, from eclectic tastes to every European, Continental and Far Eastern table setting.

London's principal Universities

London has one of the largest concentrations of universities and higher education institutions in the world. The Capital has a student population of some 400,000 with an additional 45,000 students in over 180 countries following the University of London external programme. Among the institutions in London are some of the old and world famous colleges that now represent the federal University of London.

London School of Economics
within 5 minute walk

King's College
Strand Campus within 5 minute walk
Waterloo Campus within 10 minute walk

University of the Arts London
within 15 minute walk

University of Westminster
(Cavendish Campus)
Nearest tube: Goodge Street 8 minutes

City University
Nearest tube: Angel 11 minutes



Imperial College
Nearest tube: South Kensington 11 minutes

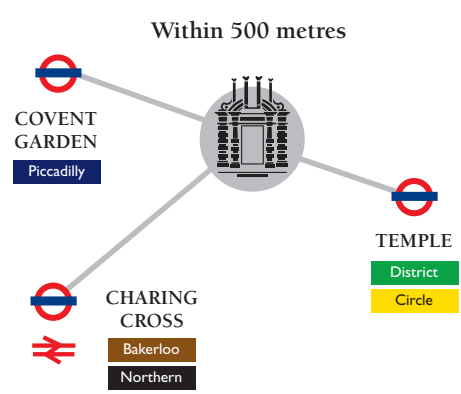
University College London
Nearest tube: Euston Square 13 minutes

Queen Mary, University of London
(Mile End Campus)
Nearest tube: Mile End 22 minutes

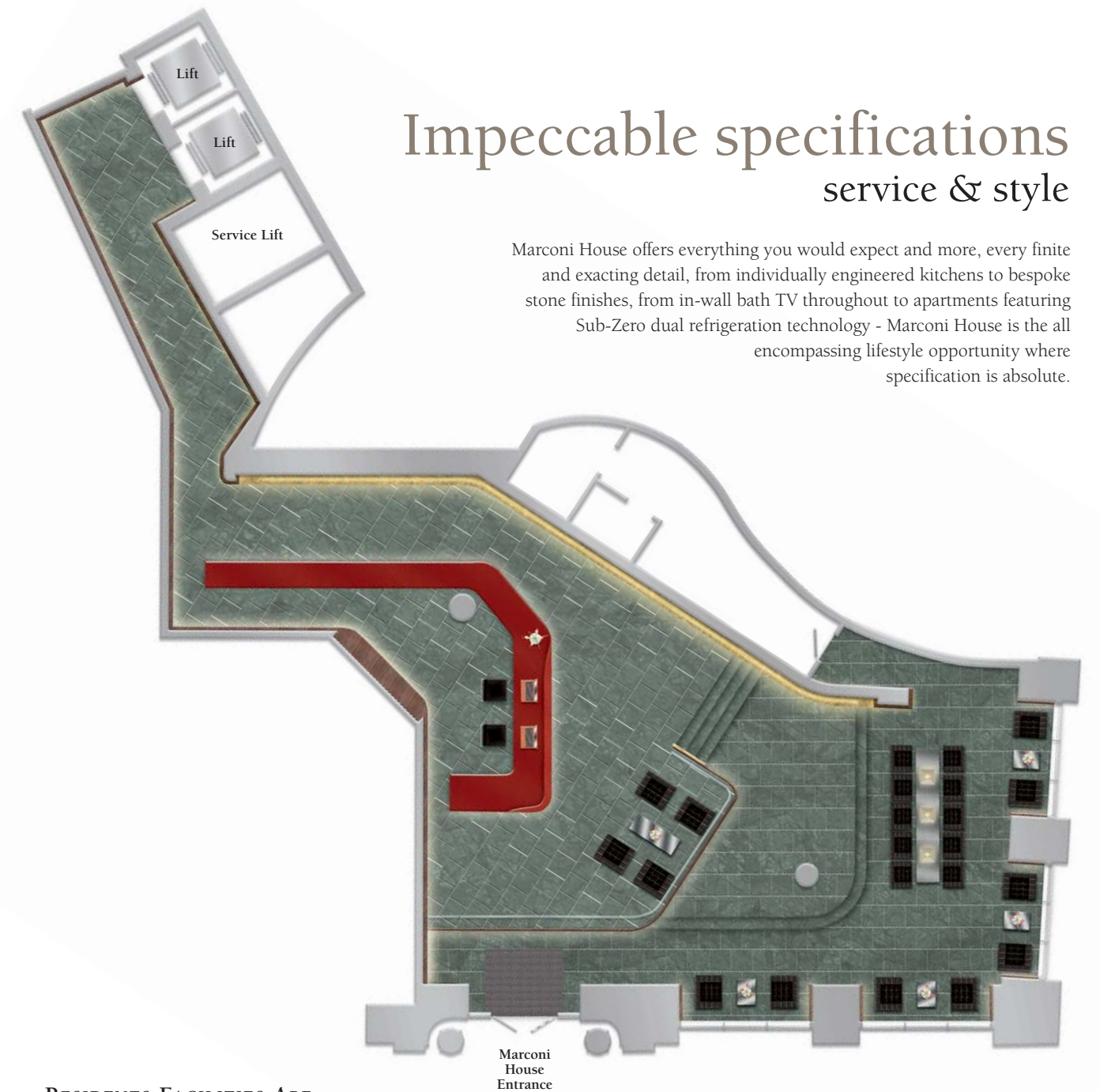


London's principal Landmarks

		
Somerset House	-	2
The Savoy	-	6
Royal Courts of Justice	-	10
Piccadilly Circus	2	12
British Museum	4	16
The Houses of Parliament & Big Ben	4	20
Buckingham Palace	5	35
Hyde Park (Corner)	6	30
Trafalgar Square	8	12
The Mall	8	13
Horse Guards Parade	8	15
Harrods	8	-
Tower Bridge & Tower of London	9	40
The Square Mile (City)	10	25
Regents Park	10	40
British Library	12	45
Barbican	15	38
Canary Wharf	22	-
The O2 Arena	24	-
London City Airport	33	-
London Heathrow Airport	52	-



All journey times are approximate and are calculated from either Covent Garden or Temple. Walking time should be used as an approximate guide only.



Impeccable specifications service & style

Marconi House offers everything you would expect and more, every finite and exacting detail, from individually engineered kitchens to bespoke stone finishes, from in-wall bath TV throughout to apartments featuring Sub-Zero dual refrigeration technology - Marconi House is the all encompassing lifestyle opportunity where specification is absolute.



Step from the Strand into the visionary reception lounge providing over 2000 sq ft of contemporary opulence with feature wall lighting, split level interior designed foyer and bespoke furniture.

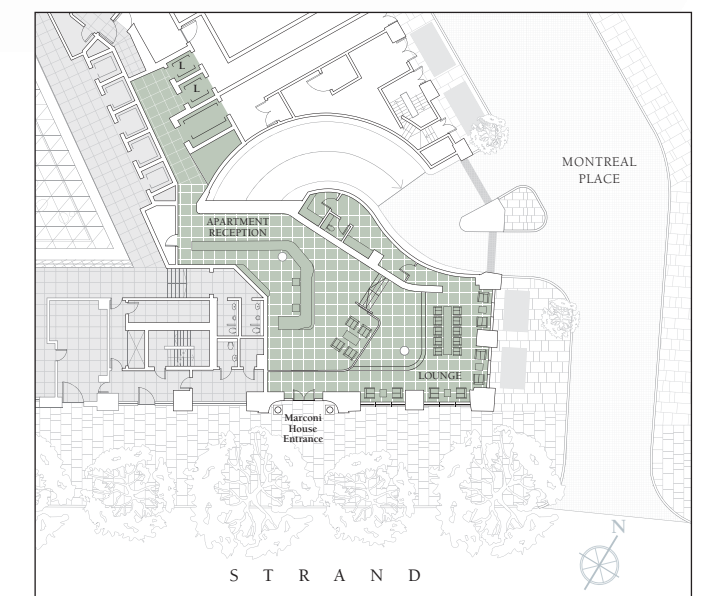
RESIDENTS FACILITIES ARE PLANNED TO INCLUDE:

- Over 2000 sqft reception, lounge and foyer.
- 24 hour concierge desk.
- Secure car parking†.
- Use of hotel restaurant & lounge bars.
- Use of hotel Level 10 Lounge & Sky Bar.
- Use of spa & fitness suite.
- Use of hotel room service.

In addition, the Marconi House concierge will be on hand to arrange bespoke requirements and third party services such as:

- Car valet parking.
- Dry cleaning and laundry.
- Housekeeping.
- Porterage.
- Restaurant reservations.
- Theatre ticket booking.
- Limousine & car hire.
- Secretarial services.

All services and facilities are subject to Marconi House and Hotel operator agreement and finalisation. Hotel facilities and third party services will be on a chargeable basis. † Parking is limited and subject to additional cost.



This magnificent living space is representative of many of the larger dual aspect apartments at Marconi House.





SPECIFICATION

This specification may vary between suites, apartments and duplexes.

KITCHENS

- Individually designed layouts.
- Stone worktops.
- Single or 1½ bowl undermount sink and luxury stainless steel mixer tap.
- High gloss lacquered and veneered finishes to cabinets with recessed handles.
- Pull out pan and racked storage units to selected apartments where appropriate.
- Recessed feature low voltage downlights and individual recessed LED lights to wall units.
- Concealed multi-gang appliance panel and polished nickel socket outlets above work surfaces where appropriate.
- Stone floor finishes.
- Miele inset touch control induction hob.
- Re-circulating integrated extractor or variable height stainless steel island extractor where appropriate.
- Miele stainless steel multi-function single oven.
- Miele stainless steel combination microwave oven.
- Miele built in stainless steel warming drawer to selected apartments.
- Miele built in stainless steel coffee machine to selected apartments.
- Miele integrated fridge/freezer to selected apartments.
- Miele integrated tall larder fridge to selected apartments.
- Miele integrated tall freezer to selected apartments.
- Miele built in wine cooler to selected apartments.
- Miele integrated multi-function dishwasher.
- Integrated washer/dryer within kitchens where appropriate or freestanding model within vented utility cupboard.
- Sub-Zero units in selected apartments.

BATHROOMS

- Villeroy and Boch single ended white bath with stone bath panel.
- Wall mounted shower head above bath in selected locations.
- Complete Hans Grohe hand shower set to baths.
- Bespoke stone vanity unit with wall mounted basin.
- Bespoke stone cladding to selected areas of bathrooms/shower rooms/WCs.
- Villeroy & Boch white wall mounted WC pan with soft close seat/cover and concealed cistern with bespoke dual flush plate.
- Walk in shower area to bathrooms /shower rooms where indicated with frameless glass shower panel.
- Complete Hans Grohe hand shower set and square wall mounted shower head to shower areas.
- LCD television provided to master en-suite.
- Heated towel rail thermostatically controlled to all bathrooms/shower rooms.
- Large format stone wall finishes to selected walls.
- Large format stone floor finishes.
- Mirrored cabinet with shelving, shaver socket and concealed lighting to bathrooms/shower rooms/WCs.
- Recessed low voltage downlights to bathrooms/shower rooms/WCs.



INTERIOR FINISHES

- Feature engineered entrance doors.
- Feature engineered internal doors.
- Bespoke feature sliding doors to create flexible living areas to selected apartments.
- Contemporary recessed skirting and architrave details.
- Polished nickel door handles throughout.
- Bespoke fitted or walk-in wardrobe to master bedrooms, internal fittings include rails and shelves with integral lighting.
- Hardwood, carpet and stone floor finishes in selected areas.

HEATING/COOLING

- Heating and hot water from communal system with metered water supply to all apartments.
- Underfloor heating to bathrooms/shower rooms/WCs.
- Comfort cooling/heating to all reception rooms and bedrooms.
- Heated towel rail to en-suite bathrooms where appropriate.

SECURITY

- Video entry system viewed by individual apartment handset/screens.
- Pre-wired for intruder alarm.
- Mains supply smoke detector to hallway, heat detector to kitchens.
- Multi-point locking and spy hole to apartment entrance doors.
- 24 hour concierge service.

PEACE OF MIND

- 999 year lease.
- All apartments benefit from 12 year build warranty.

ELECTRICAL FITTINGS

- Feature lighting to apartment entrance doors.
- Feature ceiling coffers with concealed lighting in selected locations.
- Recessed downlighters throughout.
- Feature lighting to master bathrooms.
- Automatic lighting to utilities/services/coats cupboards.
- Television (terrestrial and Sky+) points to principal reception rooms and bedrooms.
- Telephone and data points to principal reception rooms and bedrooms.
- Fully integrated Smart Home touch screen technology system to each apartment.
- Polished nickel power sockets and light switches.
- Dimmer light controls where applicable (rocker switches where energy efficient lights used).

CAR PARKING

- Secure underground parking area is available by separate negotiation.

INTERIOR DESIGNED ENTRANCE FOYER

- Spacious reception foyer with bespoke feature floor and wall finishes.
- Sumptuously furnished and equipped lounge for residents and guests.
- Bespoke Concierge desk.
- Feature lighting.

LIFT LOBBIES/COMMUNAL HALLWAYS

- Glass balustrade and polished stainless steel handrail to dual height reception area.
- Bespoke carpet floor finishes and stone resin wall finish.
- Tiled floors and painted walls to car park level.

LIFTS

- Passenger lifts serve all levels with access to underground parking level.



SMART HOME TECHNOLOGY

This technology may vary between suites, apartments and duplexes.

Each apartment will have a fully integrated cable structure that will facilitate a range of advanced home automation features including keypads to replace light switches, Cat 5 cabling for AV, telephone and data systems, iPad style remote control touch screen devices, Sky TV enabled for HD and 3D ready systems and more.



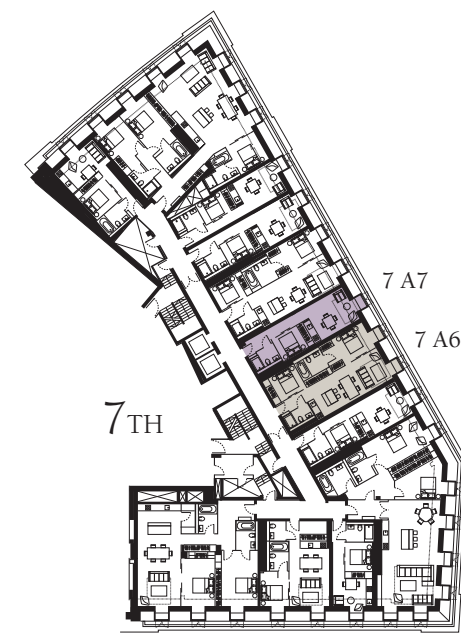
HOME AUTOMATION FEATURES

- Live video door entry service.
- Central WiFi (provided within the service charge).
- Fully integrated mood lighting and scene setting.
- Sky TV or Freeview in-wall TV to master bathroom.
- In-wall touch panel in each room.
- Fully integrated climate control.
- Denon surround sound technology.
- Ceiling speakers in all bedrooms (to include TV sound feed).
- iPod docking stations in all rooms. (apartments with an open plan kitchen will have one iPod dock within the living/dining & kitchen area).
- iPad style tablet touchscreen remote control over all interior facilities.
- Music library and worldwide internet radio.



MARCONI HOUSE
STRAND

THE
EXECUTIVE
COLLECTION



The executive collection has been designed and specified to provide levels of luxury rarely attainable in the Capital - each a testimony to architectural brilliance created within the building's magnificent Grade II listed façade.

EXECUTIVE APARTMENTS • LEVEL

7



7 A6

2 BEDROOM APARTMENT

TOTAL AREA	64.9 sqm	699 sqft
Living/dining & hall	10.8 x 3.1m	35'4" x 10'2"
Master Bedroom	4.6 x 2.7m	15'0" x 8'10"
Bedroom 2	2.4 x 2.7m	7'10" x 8'10"



7 A7

SUITE

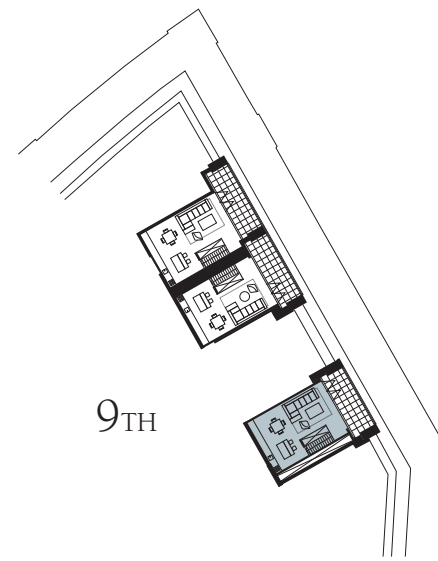
TOTAL AREA	36.6 sqm	394 sqft
Living/dining & hall	10.8 x 3.3m	35'4" x 10'9"
Bedroom area	2.7 x 2.1m	8'10" x 6'10"

WC2
LONDON

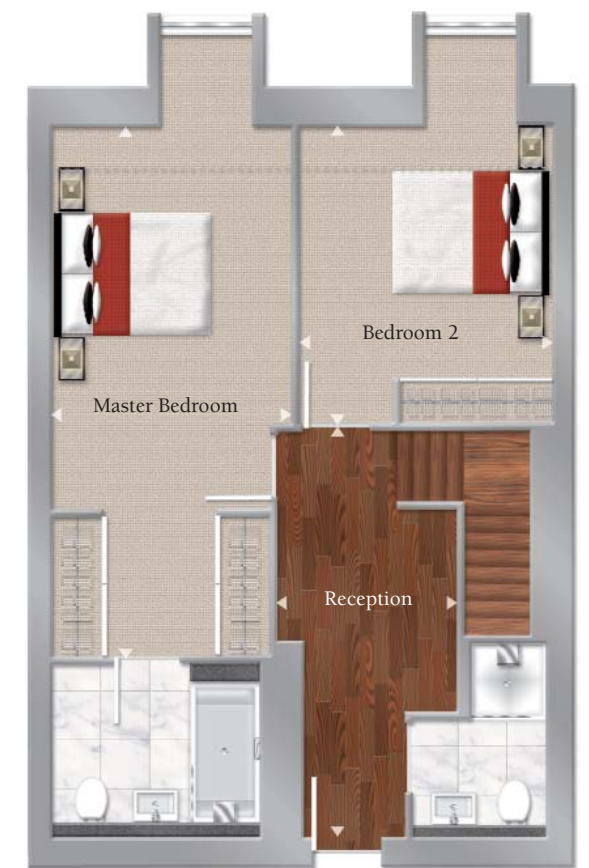
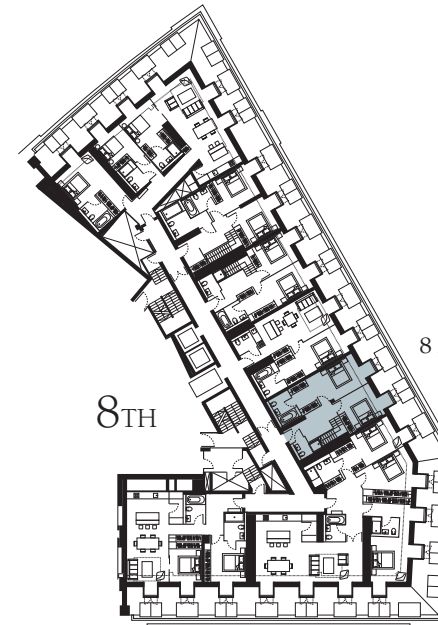
EXECUTIVE PENTHOUSE • LEVEL 8-9



1 BEDROOM		
TOTAL AREA	60.6 sqm	653 sqft
Living/dining (inc. hall)	9.3 x 3.7m	30'5" x 12'2"
Bedroom	6.6 x 3.1m	21'6" x 10'2"



UPPER LEVEL

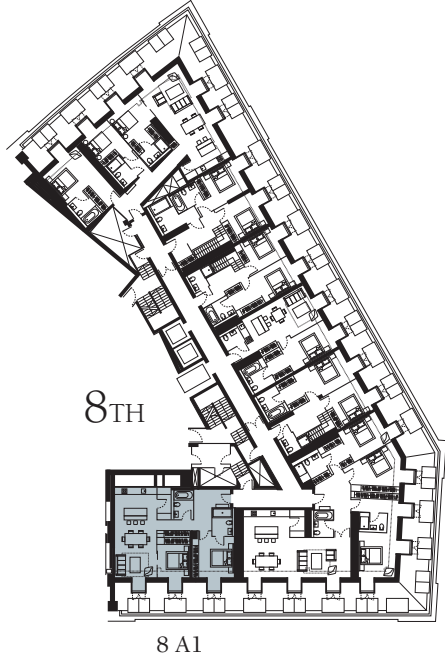


LOWER LEVEL

2 BEDROOM DUPLEX

TOTAL AREA	100.5 sqm	1083 sqft
Living/dining & kitchen	8.0 x 5.3m	26'2" x 17'4"
Reception	2.3 x 5.3m	7'6" x 17'4"
Master bedroom	6.8 x 3.1m	22'3" x 10'2"
Bedroom 2	3.3 x 3.8m	10'9" x 12'5"
Terrace	6.1 x 2.1m	20'0" x 6'10"





This 2 bedroom masterpiece benefits from breathtaking, sweeping views across the River Thames, South Bank and the Savoy Hotel towards Westminster. The apartment is a defined statement of sophisticated style - epitomising the sheer exclusivity of Marconi House.

2 BEDROOM PENTHOUSE

TOTAL AREA	98.2 sqm	1057 sqft
Living/dining & kitchen (inc. utility)	8.5 x 5.3m	27'10" x 17'4"
Reception	3.4 x 3.7m	11'2" x 12'1"
Master bedroom	3.2 x 4.4m	10'6" x 14'4"
Bedroom 2	3.0 x 3.0m	9'9" x 9'9"

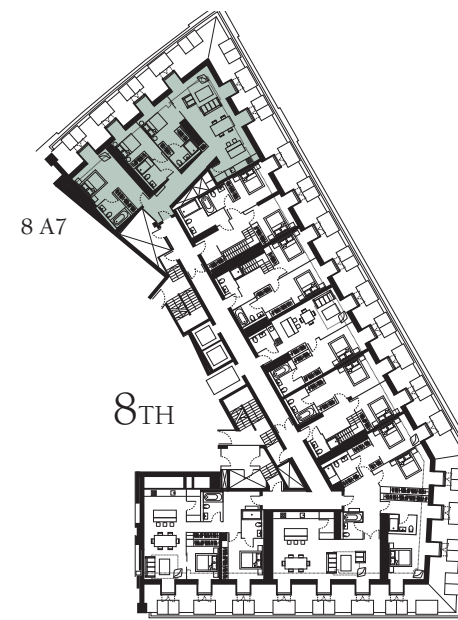




Perhaps the 'jewel in the crown' at Marconi House, this magnificent dual aspect 3 bedroom apartment offers stunning views over Covent Garden, The Royal Opera House and the West End.

As this actual view demonstrates, the Capital's finest theatres and cultural experiences are little more than a stone's throw from the apartment.

EXECUTIVE PENTHOUSE • LEVEL 8 8



3 BEDROOM

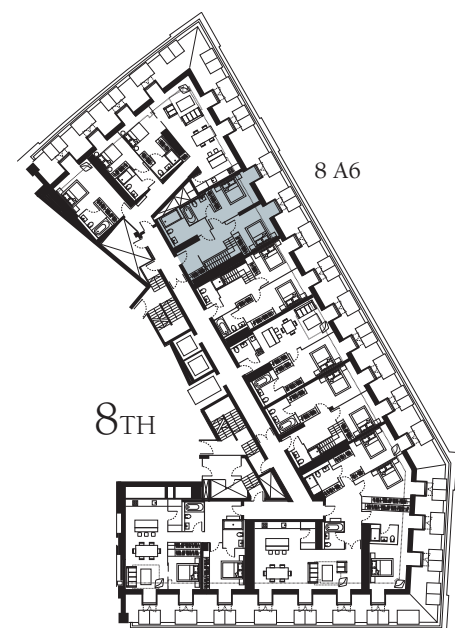
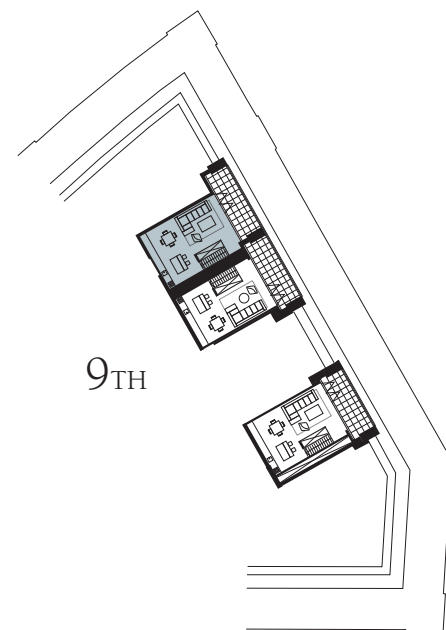
TOTAL AREA	138.0 sqm	1485 sqft
Living/dining & kitchen	9.8 x 4.0m	32'0" x 13'0"
Reception	8.5 x 1.7m	27'10" x 5'6"
Master bedroom	6.3 x 4.1m	20'7" x 13'4"
Bedroom 2	4.4 x 3.7m	14'4" x 12'1"
Bedroom 3	3.0 x 3.7m	9'9" x 12'1"



Computer generated image of sectional cutaway.

Duplex 8 A6 provides over 1,100 sqft of prestigious living space, complete with 9th level private terrace. Finished in stone decking with external lighting, power and water supply.

EXECUTIVE DUPLEX PENTHOUSE • LEVELS 8-9



UPPER LEVEL



LOWER LEVEL

2 BEDROOM DUPLEX

TOTAL AREA	108.0 sqm	1162 sqft
Living/dining & kitchen	8.0 x 5.7m	26'2" x 18'7"
Reception	5.3 x 2.2m	17'4" x 7'2"
Master bedroom	5.1 x 3.3m	16'8" x 10'9"
Bedroom 2	3.7 x 3.4m	12'1" x 11'2"
Terrace	6.6 x 2.1m	21'6" x 6'10"



ME

BY MELIÁ

h o t e l o v e r v i e w



WC2

LONDON

Hotel

Summary

The hotel is planned to provide 168 exclusive rooms arranged around a spectacular marble faced pyramidal atrium rising from ground reception level to 10th floor Sky Bar level. The entire hotel accommodation and facilities are new build with exterior façades of Portland stone to seamlessly blend with the retained Grade II listed façade of Marconi House. There is provision for lower level parking and a taxi drop off along Aldwych.

Atrium

It is anticipated that the atrium will form a visibly dramatic cathedral like void creating a focal heart to the building. The atrium may be available for private and corporate events, house works of art and provide numerous hotel function requirements.

Refined Services are planned to include

- 24 hour concierge.
- Porterage.
- Car valet.
- Secure Parking.
- Theatre ticket reservations.
- Limousine, car rental, airline and Eurostar reservations.
- On-line booking data system.
- Room service cuisine to all rooms.
- 24 hour security & CCTV monitoring.
- Luggage lift & store.

Corporate, private and business facilities are planned to include

- Banqueting suite.
- Conference facility.
- Business lounge.
- Spa & fitness suite.
- Destination bars & restaurants.

Rooms & Suites

It is anticipated that all accommodation will be sophisticated, luxuriously finished, and equipped for 'new generation' digital recreation and communication.

The hotel is planned to have rooms ranging from standard to deluxe and boutique, suites with highly refined finishes together with 4 way panoramic views culminating in a single presidential suite occupying two floors.

This unique accommodation will have a private roof terrace, and bedroom arranged within the tower's glass cupula offering breathtaking 360° views across the Capital's iconic skyline.

All hotel services and facilities are subject to operator finalisation and should be used as a general guide only. The operator reserves the right to alter specifications, facilities and services without notice. Nothing contained above should be treated as a representation or warranty as to any facilities which are to be provided within the hotel, or as to the availability of such facilities for non hotel guests.



Historical Context

1868 - 2005

The Gaiety Theatre

1868-1953

The original Gaiety Theatre was built in 1868 on the site of the former Strand Music Hall in Wellington Street with an additional entrance from the Strand. The new theatre was built between 1902-3 to the design of Ernst Runtz and George McLean Ford, specialists in theatre design, with assistance from Norman Shaw RA.

It was the first building to be erected as part of the Aldwych development of 1900 and in many ways it was by far the most accomplished.

The Gaiety Restaurant, opened in 1904, occupied premises in the same block as the Theatre but fronting onto the Strand. Hotel or serviced apartments accommodation was also included on the upper floors of the building, attached to either the Restaurant or Short's Inn.

The hotel use associated with Short's Inn continued until the 1950's when a Strand Hotel was listed at 333 Strand as well as Short's Public House.



The Gaiety Theatre

Marconi House

1955

In 1912 the Marconi Company acquired a new 99 year lease from the London County Council for the Gaiety Hotel and Restaurant building and converted it to headquarters for the Marconi Company and it became an important world famous location for the emerging technology of broadcasting.

In 1946, Marconi's Wireless Telegraph Company was taken over by English Electric and in 1955 they acquired the rest of the site including the part owned by Short's so that, for the first time, ownership of the whole site rested with a single party and enabled redevelopment to be carried out.



Marconi House

English Electric House

1959-1960

In 1955 English Electric held an architectural competition for the redevelopment of the site as offices including the demolition of the redundant Gaiety Theatre, which remained unused. The winning design was the one prepared by Mr Gordon Tait. The new building, opened in 1959-60 as English Electric House at a cost of £250,000.



English Electric House

Citibank House

1970-1972

In 1970-72, Citibank acquired the lease of the building and carried out major refurbishment work in Marconi House including the introduction of steel structures at high level, infilling of the former restaurant gallery and support onto columns to the basement. The main corner entrance of the former English Electric building was altered and the two allegorical bronze statues by Sir Charles Wheeler flanking the entrance were removed.

Hotel

2005

Planning permission and listed building consent was granted on 15 April 2005 for the demolition and redevelopment of the existing office buildings, behind the retained façade of the former Marconi House.



MARCONI HOUSE
STRAND

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www.marconihouseapartments.com

A



JOINT VENTURE