

44
WHITFIELD
STREET



A NEW SPACE FOR
ENQUIRING MINDS

FOR THE PERCEPTIVE AND THE DISCERNING

At 44 Whitfield Street, every considered detail forms a part of something intriguing, enriching and noteworthy.

A distinctive presence in London's creative Fitzrovia, this is a keenly commercial space with a true bohemian soul.

Beauty, art, flow. This isn't 'just' a workspace.

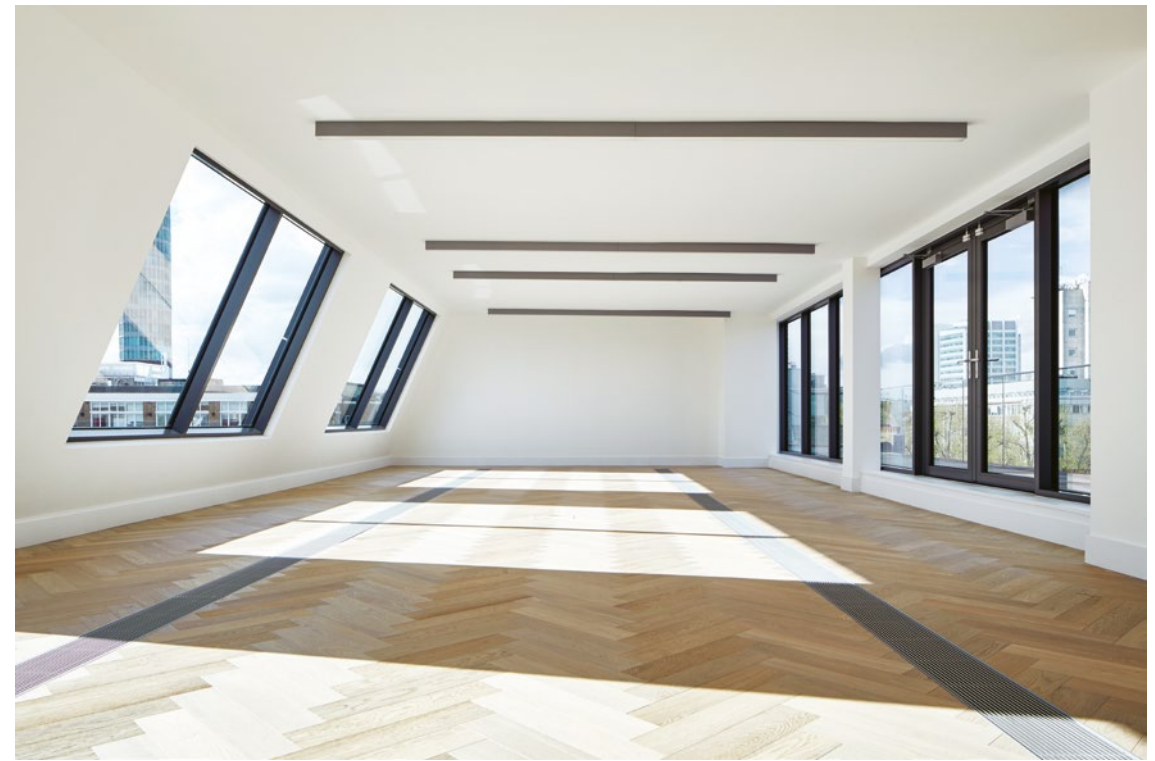
BUILDING

44 Whitfield offers 12,000 sq ft of contemporary office space over six floors. A striking street presence features giant brass-framed box windows. Inside, these windows ensure abundant light. Exposed ceilings create a sense of space, while decked terraces provide ever-changing city views.





FROM THIS PERSPECTIVE
Terraces on floors three, four and five.



CASTING LIGHT
Abundant natural light throughout the building.



PERSPECTIVES ON FITZROVIA

Fitzrovia's streets are richly lined with captivating galleries, celebrated eateries, boutique hotels and noted drinking dens. This central London quarter may have grown into a place of elegance and confidence, but it still retains its irresistible air of Bohemian insouciance.



AREA

Business leaders and corporate innovators rub shoulders with poets and musicians in Fitzrovia – it's this very eclecticism that gives the district its distinctive personality. Here you'll find some of the capital's most fashionable eateries, bars, speakeasies and coffee houses, along with its most intriguing arts destinations.



RIVET AND HIDE

Fine Japanese selvedge denim brands.



BARNYARD

Farmhouse cooking, shakes and shandies.



BERNERS TAVERN

A gastronomic gem in an exquisite setting.



TRAVEL TIMES

Station	Mins	Mode
GOODGE STREET	2	🚶
TOTTENHAM COURT ROAD	8	🚶
WARREN STREET	8	🚶
Via Goodge Street		
EUSTON	2	🚇
WATERLOO	6	🚇
KING'S CROSS ST PANCRAS	8	🚇
Via Tottenham Court Road		
LIVERPOOL STREET	9	🚇
HEATHROW	36	✈️

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EATING AND DRINKING

- 1 Pied à Terre
- 2 Roka
- 3 Dabbous
- 4 Sardo
- 5 Lima
- 6 Bubbledogs
- 7 Barnyard
- 8 Bobo Social
- 9 Berners Tavern
- 10 Charlotte Street Hotel
- 11 Draft House
- 12 The Riding House Café
- 13 The Reverend JW Simpson

ART & LIFESTYLE

- 14 Rosenfeld Porcini
- 15 Rollo Contemporary Art
- 16 FOLD Gallery
- 17 Rebecca Hossack Art Gallery
- 18 Nancy Victor
- 19 Epoch Fitness
- 20 The Disguisery
- 21 Sharps
- 22 Jonathan Quearney
- 23 Black Eyewear
- 24 Rivet & Hide
- 25 Heals

MEET THE LOCALS



OLLIE DABBOUS
CHEF

—
Within a few months of opening Dabbous in 2012, Ollie had bagged both a Michelin star and a rare five-star review from Fay Maschler. Since then, Dabbous has been one of London's hottest tickets, with reservations taken months in advance. The restaurant helped

shape Fitzrovia's reputation as one of London's most exciting food districts. For Ollie, who previously worked at Noma, Le Manoir aux Quat'Saisons and The Fat Duck, the runaway success of Dabbous secured him a reputation as one of the culinary world's brightest stars.



IAN ROSENFELD
GALLERIST

—
Ian Rosenfeld co-founded Rosenfeld Porcini in 2011. Looking for a gallery space in London, he was drawn to Fitzrovia's vibrant energy. Back then, Ian's was one of a handful of galleries in the area. Today, Fitzrovia is one of London's most exciting art hubs, and Rosenfeld Porcini is one of its best-known galleries.

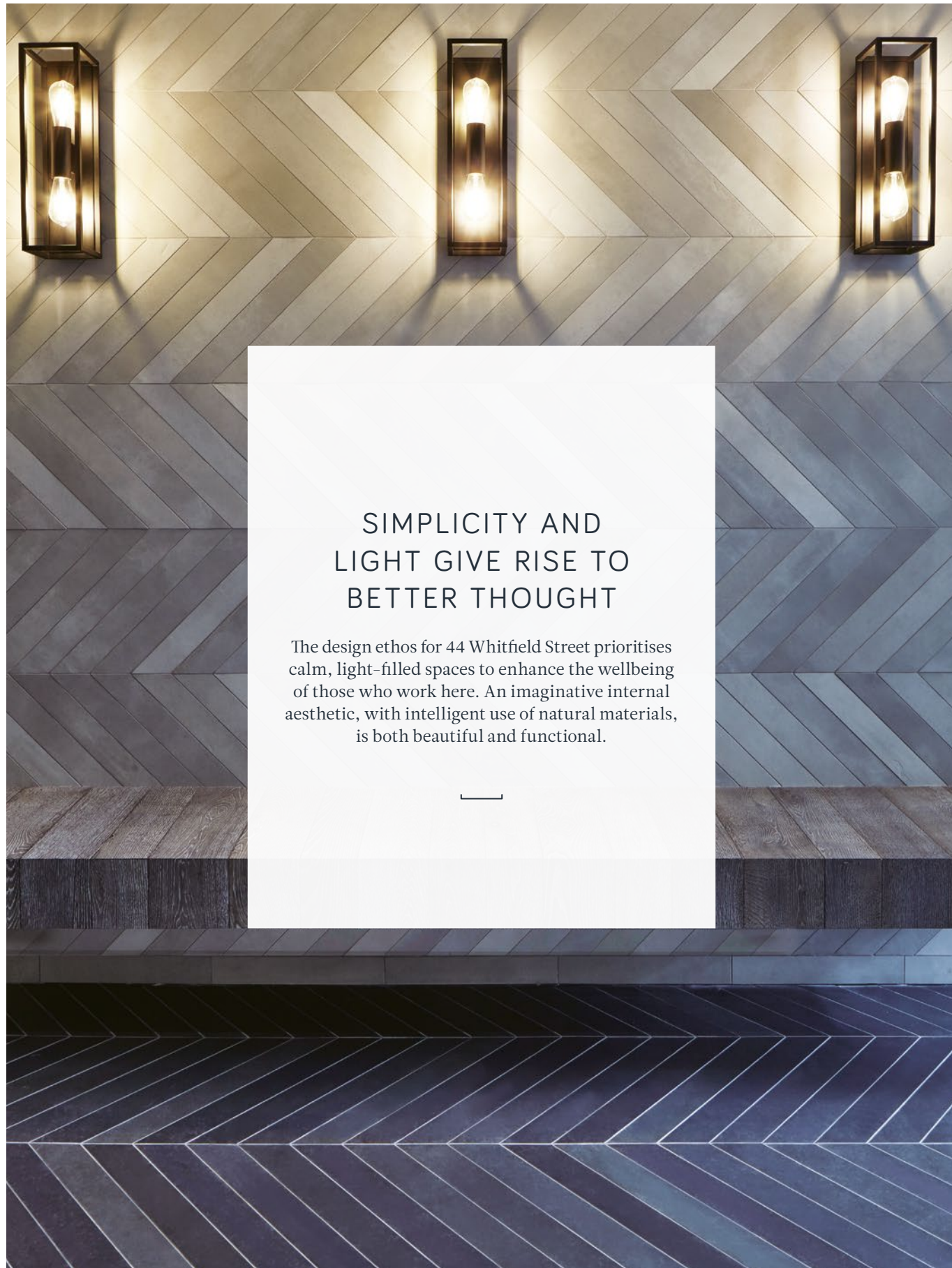
Ian considers Fitzrovia a 'leitmotif for London', and is inspired by its dynamism. He's also a devoted fan of the area's restaurants – from heavy-weights Dabbous and Pied à Terre, to his favourite little Genoese eatery.

JONATHAN QUEARNEY
TAILOR

—
Jonathan first learned about tailoring as a boy, helping out at his father's bespoke tailoring business in Dublin. His love of cloth and cut led him to Savile Row, where he diligently mastered his craft.

Once Jonathan began to cut his own bespoke silhouettes, demand grew quickly for his subtle but individual suits, and he opened his first store in Fitzrovia over a decade ago. Today, the master tailor travels the world serving a global clientele, while his brand is set to launch its first ready-to-wear capsule collection.





SIMPLICITY AND LIGHT GIVE RISE TO BETTER THOUGHT

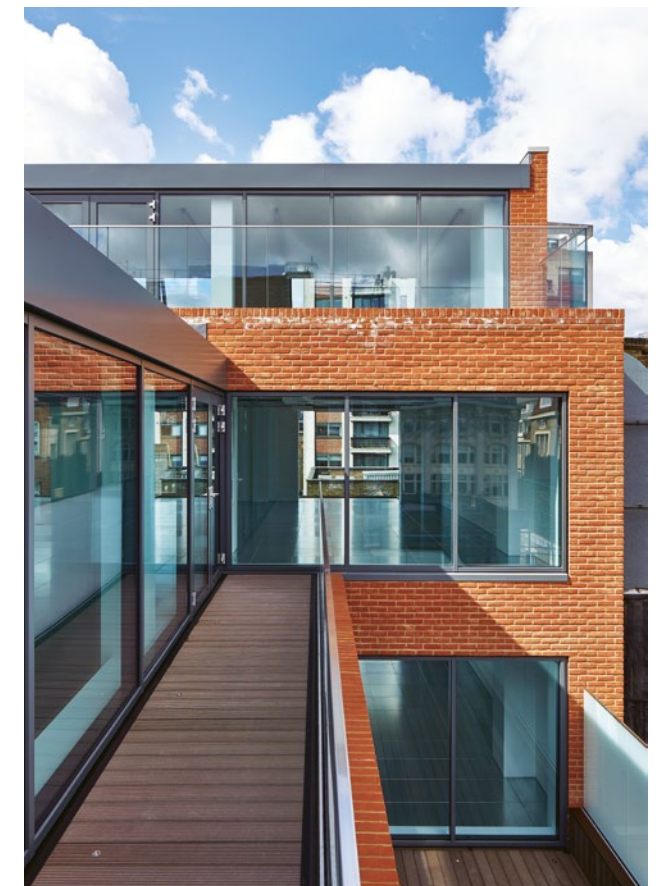
The design ethos for 44 Whitfield Street prioritises calm, light-filled spaces to enhance the wellbeing of those who work here. An imaginative internal aesthetic, with intelligent use of natural materials, is both beautiful and functional.



REFINED FINISHES
Engineered herringbone craftsmanship.



EXCELLENT FACILITIES
On-site showers and lockers for added convenience.



CAPITAL VIEWS
Tranquil outdoor spaces for work and relaxation.



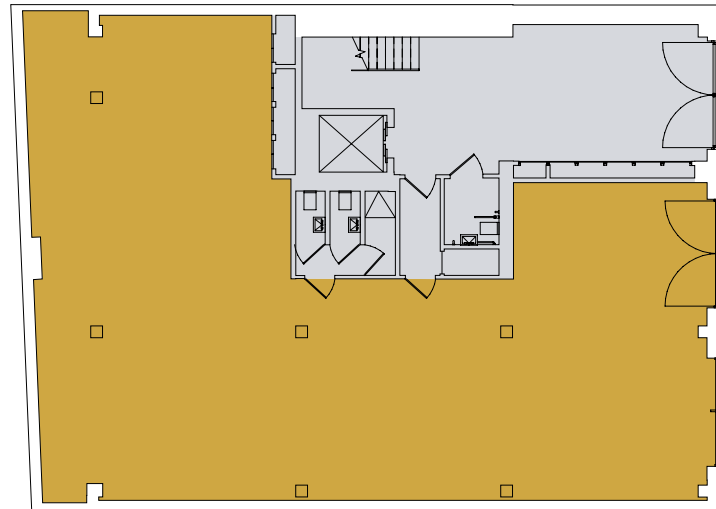
SCHEDULE OF AREAS

Floor	sq ft	sq m
FIFTH	890	82.7
FOURTH	1,862	173
THIRD	2,026	188.2
SECOND	2,372	220.4
FIRST	2,300	213.7
GROUND	2,173	201.9
RECEPTION	408	37.9
TOTAL	12,031	1,117.9

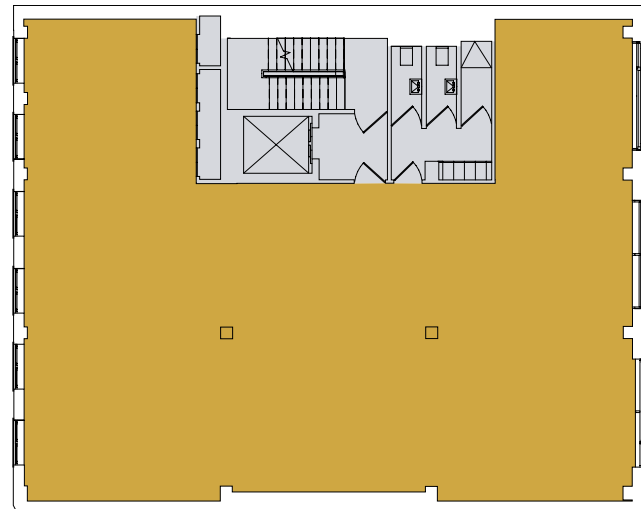
IPMS measurements available upon request.

FLOOR PLANS

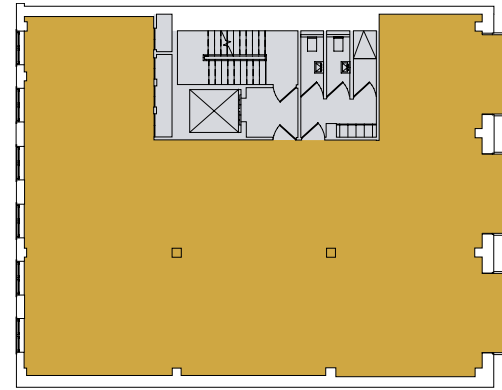
GROUND FLOOR



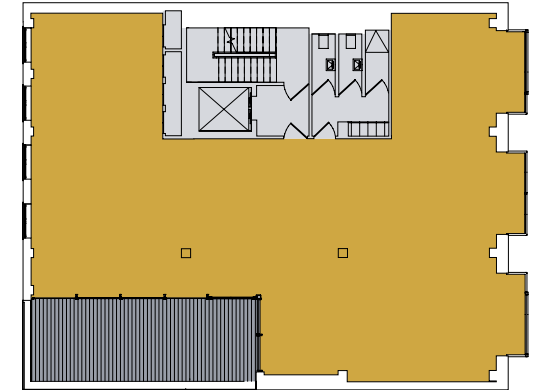
FIRST FLOOR



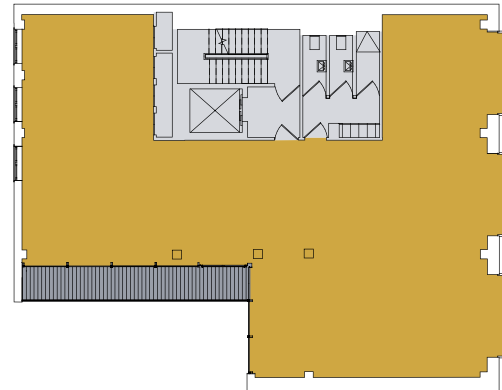
SECOND FLOOR



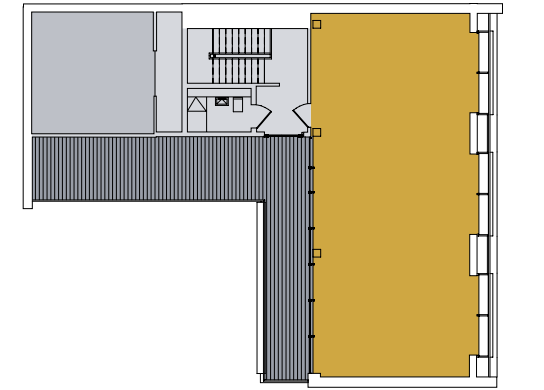
THIRD FLOOR



FOURTH FLOOR



FIFTH FLOOR



- Office
- Terrace
- Plant

Floor plans are not to scale.
For indicative purposes only.

SPECIFICATION

- Comprehensively redeveloped behind a new glazed brick facade
- Contemporary back painted glass art printed bay windows and feature gold frames
- New penthouse floor with oak herringbone engineered wooden floor
- Terraces on the third, fourth & fifth floors
- Exposed VRF air conditioning with suspended plasterboard rafts
- 150mm fully accessible raised floor
- LED lighting throughout
- Spectacular views and natural light
- Demised WC's, showers and lockers
- 8 person passenger lift
- BREEAM 'Very Good'
- EPC - B



VERTICAL EXPOSURE
Exposed ceilings enhance the feeling of space.

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