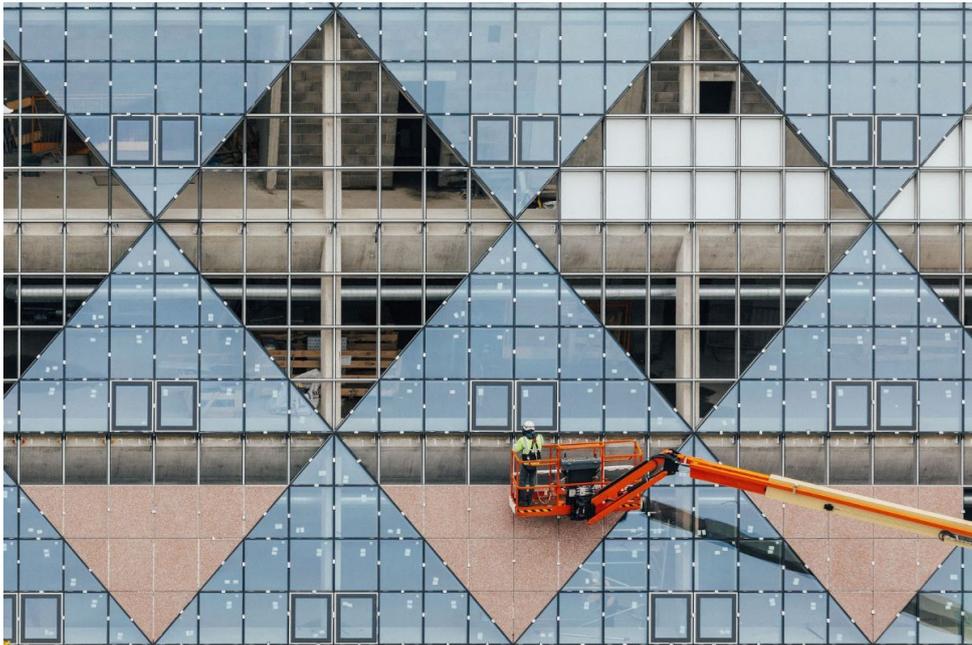


The countdown begins

First Design District tenants move in this spring



Design District comprises 16 buildings by 8 leading practices. Here glazing is being installed on the magnificent, chamfered facade of one building by 6a architects. Photograph by Taran Wilkhu.

Despite a year of unexpected pandemic-induced delays, construction is almost complete on a handful of buildings as Design District confirms its first tenants will move in this spring – fantastic news for the future of the UK's creative economy.

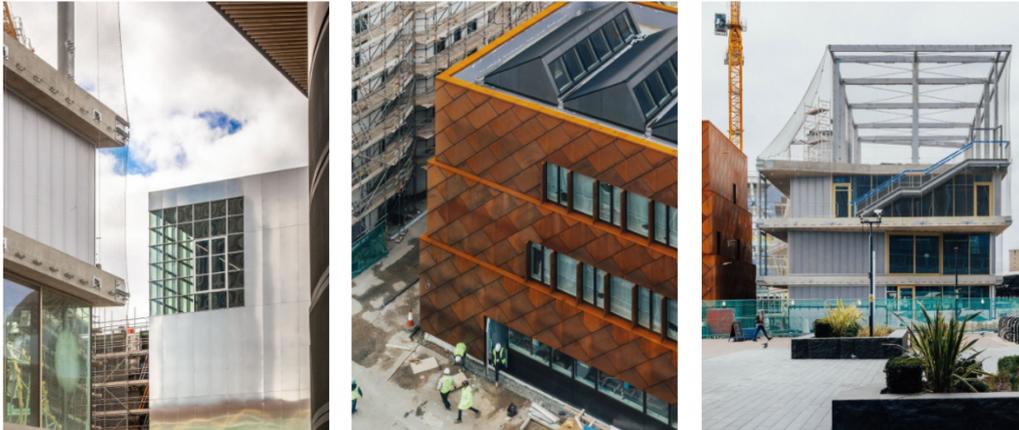
So, if you're interested in covering any aspect of this optimistic post-pandemic project, whether a story about particular buildings, architects, or tenants, or how the Design District's ecosystem of creative collaboration will provide one of the most relevant and desirable workplaces for the new working paradigm, now's the time to let us know.

The perfect post-pandemic creative hub

Design District encompasses a one-hectare plot on Greenwich Peninsula, steps away from North Greenwich Tube station and the O2. Its 16 buildings, designed by eight leading architects, are arranged in four deliberately irregular quadrants, set around a central square and interwoven with greenery.

Built to maximise affordability to tenants – note the incredible £5 per square foot offer below – and consciously designed to be low-lying, architecturally diverse, playful and stimulating to work in and navigate, these buildings will provide homes to businesses of all sizes – from globally established names to emerging start-ups and freelancers – working across every creative discipline, including design, art, tech, food, fashion and music.

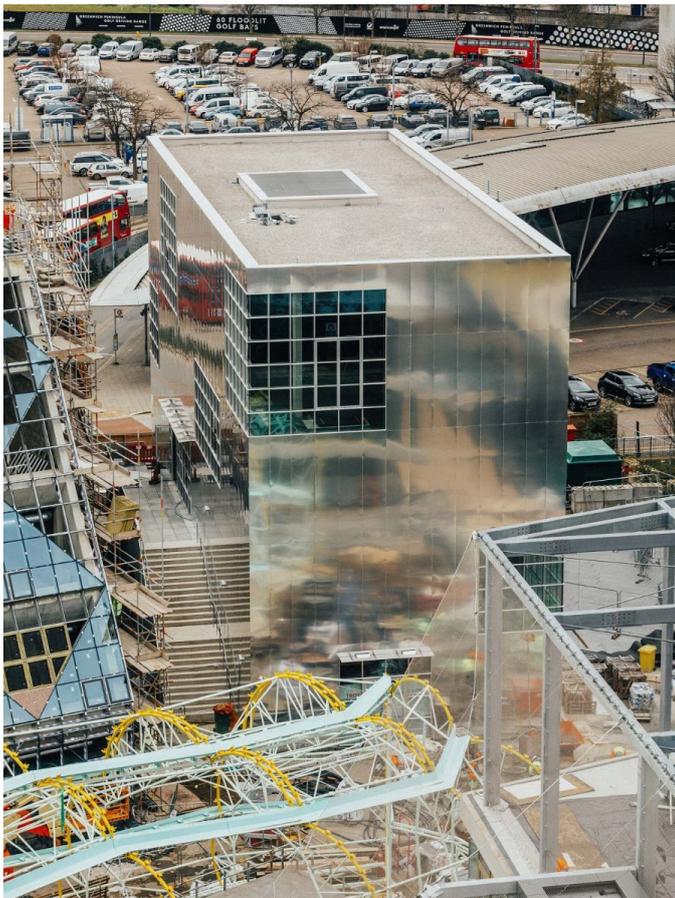
The first wave of tenants includes Ravensbourne University, opening a new Institute for Creativity and Technology to kickstart creative careers, and Bureau, London's new members club for the creative industries – more will be revealed over the next few months.



A number of buildings are nearing completion, revealing the forms and textures of this landmark project. Photographs by Taran Wilkhu.

First buildings open this spring

Institute for Creativity and Technology
A1 by Barozzi Veiga

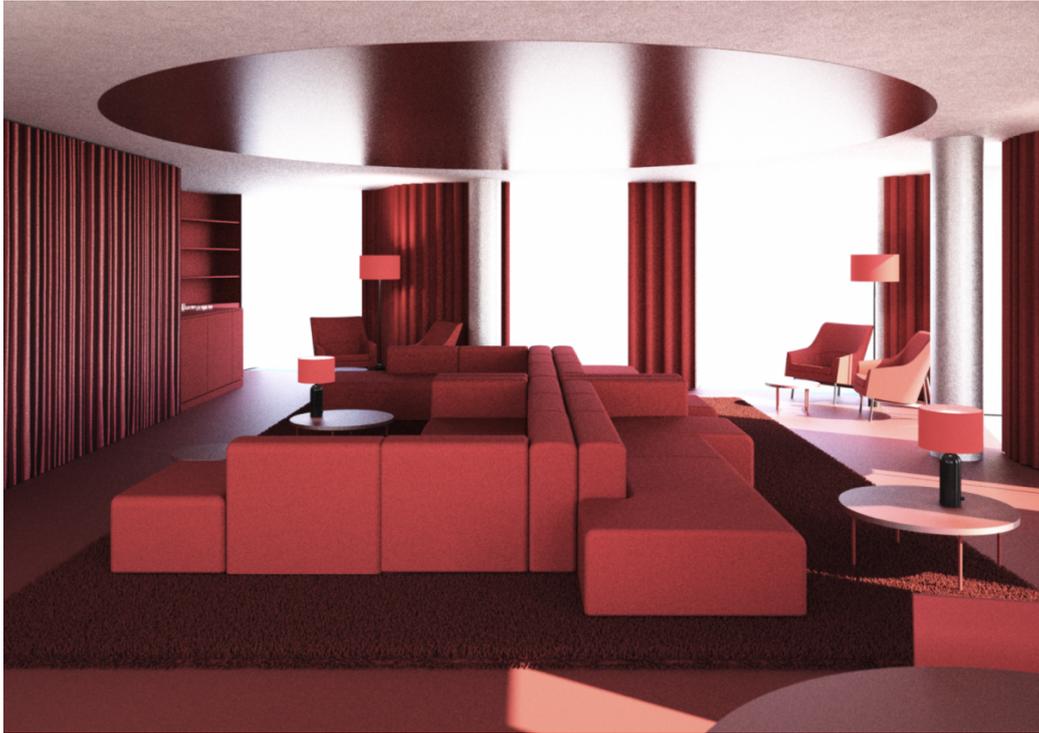


Barozzi Veiga's mirror-finish building will be among the first to complete, with Ravensbourne's Institute for Creativity and Technology moving in this spring. Photograph by Taran Wilkhu.

The polished aluminium façade of Barozzi Veiga's four-storey building will house Ravensbourne's new Institute for Creativity and Technology, with interiors by Brinkworth. It will open this spring, comprising the university's postgrad department, business incubator, in-house creative agency and four new MA courses.

Bureau takes two buildings

C3 by HNNA and D1 by Architecture 00. Interiors by Roz Barr Architects.



Render of Bureau interior by Roz Barr.

The undulating, courtyard-roofed C3 by HNNA is one of two buildings that make up Bureau, the new members' club and £80+pcm workspace, with interiors by Roz Barr Architects.

Architecture 00's D1 forms the second half of Bureau, and contains a diverse array of versatile workspaces – including open-air terraces – offering members more intimate areas for focused tasks.

Canteen

C4 by Selgas Cano



Top: a glance at the colourful structure of C4 that will become Selgas Cano's verdant Canteen. Photograph by Taran Wilkhu. Bottom row: renders of Canteen courtesy of Design District.

C4, Selgas Cano's translucent, caterpillar-shaped structure filled with trees and greenery will contain Canteen and will thus become the social heart of the neighbourhood. (And their second building, B1, will bring their structurally spectacular jungle-themed vision to a modern workplace. More news coming soon!)

Over 150,000 sq ft of affordable workspace for 1,800 creatives

Together, the buildings of Design District will offer 150,000 sq ft of affordable, purpose-designed workspace to around 1,800 creatives, making its opening among the most important creative-industry news of 2021.

Each building has a distinct story to tell, and we're currently discussing and placing stories for the spring launch programme; hi-res imagery, exclusives and architect interviews are all available – just get in touch.

Design District's lifeline to London creatives: workspace for £5 per sq ft rent for the first year

In the hope of relieving pressure on the sector and kick-starting the capital's creative recovery, Design District has announced a 12-month across-the-board rent reduction to just £5 per square foot rent for every creative business taking up tenancy in any space across its 16 buildings, which total 150,000 sqft. For example, if a tenant is renting a 100 sq ft space at £5 per sq ft, the monthly rent would be £41.66 + VAT for the first year (excluding business rates and service charge).

By allowing creative businesses to focus their resources on restoration and growth rather than worrying about rent, Design District hopes its own incentive will play a role in getting London's economy back on track – fast.

"The creative industries are the lifblood of our city – it's what makes London the vibrant international hub that it is and we wanted to give back to the creatives how we could, to ensure we can keep London creative for future generations.

"Throughout the Coronavirus crisis we have been reviewing our launch strategy to see how we could best support the communities that we have created Design District to serve. Our proposal to enable significantly reduced overheads to businesses at Design District will enable them to reinvest in their growth and in turn boosting the creative industries' contribution to rebuilding the economy."

– Helen Arvanitakis, director of Design District



Design District's director Helen Arvanitakis is available for comment and interviews.
Photograph by Taran Wilkhu.

Notes to editors

For more information about this announcement, please contact Rupert Evans-Harding at designdistrict@zetteler.co.uk.

Coronavirus

Due to the unpredictable nature of the coronavirus pandemic, the programme detailed in this announcement could be delayed.

The health and safety of teams, contractors and community remain the priority of Design District. Knight Dragon has been in continuous dialogue with construction partners to uphold working practices that align with guidance from the World Health Organisation and UK government.

Design District

At the heart of Greenwich Peninsula, Design District is London's first permanent, purpose-built hub for the creative industries.

Conceived and developed by Knight Dragon, and designed by eight leading architects, the Design District's collection of 16 unique buildings supports an ecosystem of 1,800 creatives, encompassing individual makers, ambitious start-ups, ground-breaking enterprises and industry leaders. The closest Tube station is North Greenwich (30 metres). The Jubilee line (24-hour on Friday and Saturday), gets you to London Bridge in eight minutes and Waterloo in 11.

Rent a light-filled studio, a floor or an entire building for just £5 per sqft rent for the first year. With affordable spaces, comprehensive facilities and flexible leases, everything is designed to help creative Londoners thrive.

designdistrict.co.uk

Greenwich Peninsula

Greenwich Peninsula is fast becoming the capital's most boldly modern landscape, with 15,000 new homes, 13,000 new jobs and 48 acres of open public space emerging over the coming years. Here, a community of thousands of pioneers have the opportunity to live in new riverside homes, work in a cutting-edge Design District (launching in 2021) and enjoy a new linear park, the Tide – all wrapped by the River Thames. This is new London: a destination for modern urban living.

greenwichpeninsula.co.uk

Knight Dragon

Knight Dragon is an entrepreneurial urban regenerator and property developer. They create places, build properties and invest in related projects that bring new ideas and set new standards for urban living. The team uses creativity and collaboration to innovate. Backed by Dr. Henry Cheng, Chairman of New World Development Company Ltd and Chow Tai Fook Jewellery Group Ltd, and led by entrepreneur Sammy Lee, KD has a solid foundation and a global outlook. Their flagship project is Greenwich Peninsula in London where the team is delivering a new district that encapsulates Knight Dragon's approach and expertise in creative placemaking.

knightdragon.com