Like a patient etherized upon a bed
When the evening is spread against the sky

When the evening

Let us go

you and I again

read or

David against the sky

certain half-deserted streets

THE ELIOT
THE BISHOPS AVENUE
LONDON NY
THESE STUNNING AND EXCLUSIVE APARTMENTS AND PENTHOUSE ARE SITUATED ON THE BISHOPS AVENUE, A LEAFY AND ILLUSTRIOUS LOCATION WHICH RUNS NORTH FROM HAMPSTEAD HEATH. THESE BRIGHT AND SPACIOUS HOMES INCLUDE A SECURE UNDERGROUND CAR PARK, CONCIERGE, POOL AND GYM, AND SIT WITHIN BEAUTIFULLY LANDSCAPED GATED GROUNDS.
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 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.

**HAMPSTEAD AND HIGHGATE**

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.
<table>
<thead>
<tr>
<th>Destination</th>
<th>Travel Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Euston</td>
<td>11 mins</td>
</tr>
<tr>
<td>King’s Cross St Pancras International</td>
<td>13 mins</td>
</tr>
<tr>
<td>Oxford Street</td>
<td>16 mins</td>
</tr>
<tr>
<td>Bank</td>
<td>21 mins</td>
</tr>
<tr>
<td>Waterloo</td>
<td>21 mins</td>
</tr>
<tr>
<td>Bond Street</td>
<td>23 mins</td>
</tr>
<tr>
<td>Knightsbridge</td>
<td>26 mins</td>
</tr>
<tr>
<td>Paddington</td>
<td>36 mins</td>
</tr>
<tr>
<td>Heathrow</td>
<td>56 mins</td>
</tr>
<tr>
<td>Gatwick</td>
<td>63 mins</td>
</tr>
<tr>
<td>Heathrow</td>
<td>56 mins</td>
</tr>
</tbody>
</table>

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

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.
**APARTMENT SPECIFICATION**

**POWDER ROOM**
- THC bathroom fittings
- Polished stone floorings, skirting and architrave
- Bespoke fitted stone vanity unit
- Over basin mirror wall

**MASTER BEDROOM**
- Imperial velvet carpet with extra thick underlay
- Bespoke fitted hi-gloss lacquered veneer walls in wardrobes with integrated illumination
- Feature ceiling with LED down-lights and provision for wall lights and feature pendant lighting
- TV with ceiling speakers
- Feature corner ceiling with LED down-lights and provision for wall lights and feature pendant lighting

**MASTER BATHROOMS**
- Polished stone floors, wall, 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

**BEDROOMS**
- Imperial velvet carpet with extra thick underlay
- Bespoke fitted satin lacquered veneer wardrobes with integrated illumination
- Venner wardrobe with integrated illumination
- Bespoke fitted hi-gloss lacquered veneer wardrobes with integrated illumination

**TERRACES AND GARDEN**
- Landscape designed gardens by floristes & styler
- Extranal lighting with power and water supply

**GARAGE**
- Secure underground car parking, 2 parking spaces per apartment
- Automatic garage door entry

**AUDIOTO & DATA**
- Central multi-room audio system with speakers throughout
- Pre-wired motorised window treatments for 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 signals Sky HD and HD enabled (subject to subscription)

**SECURITY**
- Crestron lighting control system throughout providing dimmable, scene setting lighting
- CAT6 cabling

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

**GARAGE**
- Secure underground car parking, 2 parking spaces per apartment
- Automatic garage door entry

**AUDIOTO & DATA**
- Central multi-room audio system with speakers throughout
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## Schedule of Areas

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Dimensions</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living/Dining Room</td>
<td>12.28 x 6.06m</td>
<td>40'4&quot; x 19'11&quot;</td>
</tr>
<tr>
<td>Kitchen/Breakfast Room</td>
<td>5.65 x 4.34m</td>
<td>18'6&quot; x 14'2&quot;</td>
</tr>
<tr>
<td>Master Bedroom</td>
<td>5.65 x 3.72m</td>
<td>18'6&quot; x 12'2&quot;</td>
</tr>
<tr>
<td>Dressing Room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bedroom 3</td>
<td>6.47 x 4.94m</td>
<td>21'3&quot; x 16'2&quot;</td>
</tr>
<tr>
<td>Bedroom 4 / Games Room</td>
<td>4.21 x 4.16m</td>
<td>13'10&quot; x 13'8&quot;</td>
</tr>
<tr>
<td>Approximate GIA</td>
<td>325.8 Sq.ft</td>
<td>326.8 Sq.ft</td>
</tr>
<tr>
<td>Lightwell</td>
<td>10 m²</td>
<td>32.3 ft²</td>
</tr>
</tbody>
</table>

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.
Schedule of Areas

- Living/Dining Room: 12.38 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 3.72m (18'6" x 12'2"
- 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"
- Approximate GIA: 102.8 Sq.m (1264 sq.ft.
- Lightwell: 3.53m x 3.35m (11'6" x 11'0"

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APARTMENT 3

FIRST FLOOR

Schedule of Areas

- Living/Dining Room: 12.25 x 6.00m 40'2" x 19'11"
- Kitchen/Breakfast Room: 6.22 x 4.31m 20'5" x 14'1"
- 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"
- Balcony: 6.2m x 1.43m 20'4" x 4'8"

Approximate GIA: 246.5 Sq.m 2653 Sq.ft

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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 6.20m x 1.43m 20'4" x 4'6"

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PENTHOUSE SPECIFICATION

MAIN RECEPTION LOBBY
High-Gloss lacquered front door with bronze/ironmongery
Polished marble floor
LED down lights and provision for wall lights and feature pendant lighting
Satin lacquered veneer internal doors with bronze metal handles and throughbolt 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
Steak satin lacquered ribbed oak kitchen
Polished marble countertops
Concealed extractor hood
Integrated fridge induction hob, dishwasher, fridge freezer, oven, combi microwave, oven, warming drawer, appliances
Franke stainless steel under-mounted sink with Franke taps
Composite stone countertop
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 bulk in display cabinets and mantel with marble fireplace with bio-ethanol burner
Feature coffee ceiling with LED down lights and provision for wall lights and feature pendant lighting
TV with ceiling speakers
Feature coffee ceiling with LED down lights and provision for wall lights and feature pendant lighting

BEDROOMS
Imperial velvet carpet with extra thick underlay
Bespoke fitted hi-gloss lacquered veneer wall in sandblasted 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, wall, bath surrounds and shower, skirting and architrave
Bespoke fitted vanity unit with stone countertop
Over basin mirror wall
Bath with Therma Tec mounted hand shower and mixer taps
Wall in closet with framed glass enclosed
Triton over shower with concealed glass wet room, VADO rain shower and wall shower

BEDROOMS
Imperial velvet carpet with extra thick underlay
Bespoke fitted satin lacquered veneer wall in sandblasted with integrated illumination
Feature coffer ceiling with LED down lights and provision for wall lights and feature pendant lighting

MASTER BATHROOMS
Polished stone floors, wall, bath surrounds and shower, skirting and architrave
Bespoke fitted vanity unit with stone countertop
Over basin mirror wall
Bath with overhead shower and mixer taps
Wall in closet with framed glass enclosed
Triton over shower with concealed glass wet room, VADO rain shower and wall shower

TERRACES AND GARDEN
Jacuzzi Spa Pool
External water supply
External lighting with power and control via iPad

GARAGE
Automatic garage door entry
Space for two penthouse spaces
Secure underground car parking

INSURANCE
10 year building insurance against structural defects in construction

SECURITY
Concierge entrance desk
Intruder alarm – Redcare
Video entry system
CAT6 cabling

ENERGY
iPad controlled concealed comfort coiling bio-heat/floor heating

AUDIO AND 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

HEATING AND COOLING
Medicine heat radiators
Pre-wired motorised window treatments

Privacy settings for all principle rooms
iPad controlled under floor heating throughout
Schedule of Areas

Living/Dining Room 15.00 x 9.25m 49'2" x 30'4"
Kitchen/Breakfast Room 9.60 x 6.15m 31'6" x 20'1"
Master Bedroom 8.44 x 6.69m 27'8" x 21'11"
Dressing Room 2.56m x 3.28m 8'4" x 10'7"
Wardrobe 2.19m x 1.69m 7'2" x 5'5"
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 GFA 508.7 Sq.m 5476 Sq.ft

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

THE AMENITIES
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.

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.

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

Firoka is a substantial multi-disciplinary real estate group. The Elliot 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.
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 students was the famous poet Sir John Betjeman.

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, / From the evening’sM Thursday is spread out against the sky / Like a patient etherized upon a table, / Let us go, through certain half-deserted streets,”

*Excerpt from* The Love Song of J. Alfred Prufrock.
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A FIROKA DEVELOPMENT

Important notice

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Before the fact is
and revisions.

Act, but right.

Proceeding that
accidental

Then

Michael by the

The Eliot