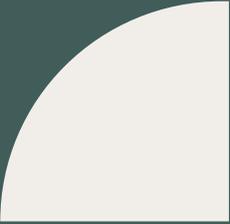


the 
Curve





welcome to the curve

Creating new homes generates substantial waste and carbon, but they remain essential for our growing population.

We move beyond conventional developments and standard designs because we recognise that lives aren't lived in simple boxes.

We relish the challenge of using existing structures to create beautiful design; spaces people yearn to inhabit while making them as energy and cost-efficient as possible.

At Green City Homes, we've dedicated ourselves to finding the balance between human needs and environmental responsibility. By repurposing existing buildings rather than constructing new ones, we reduce waste and embodied carbon by 50-75%.

"We could not be prouder of what we have created with The Curve."

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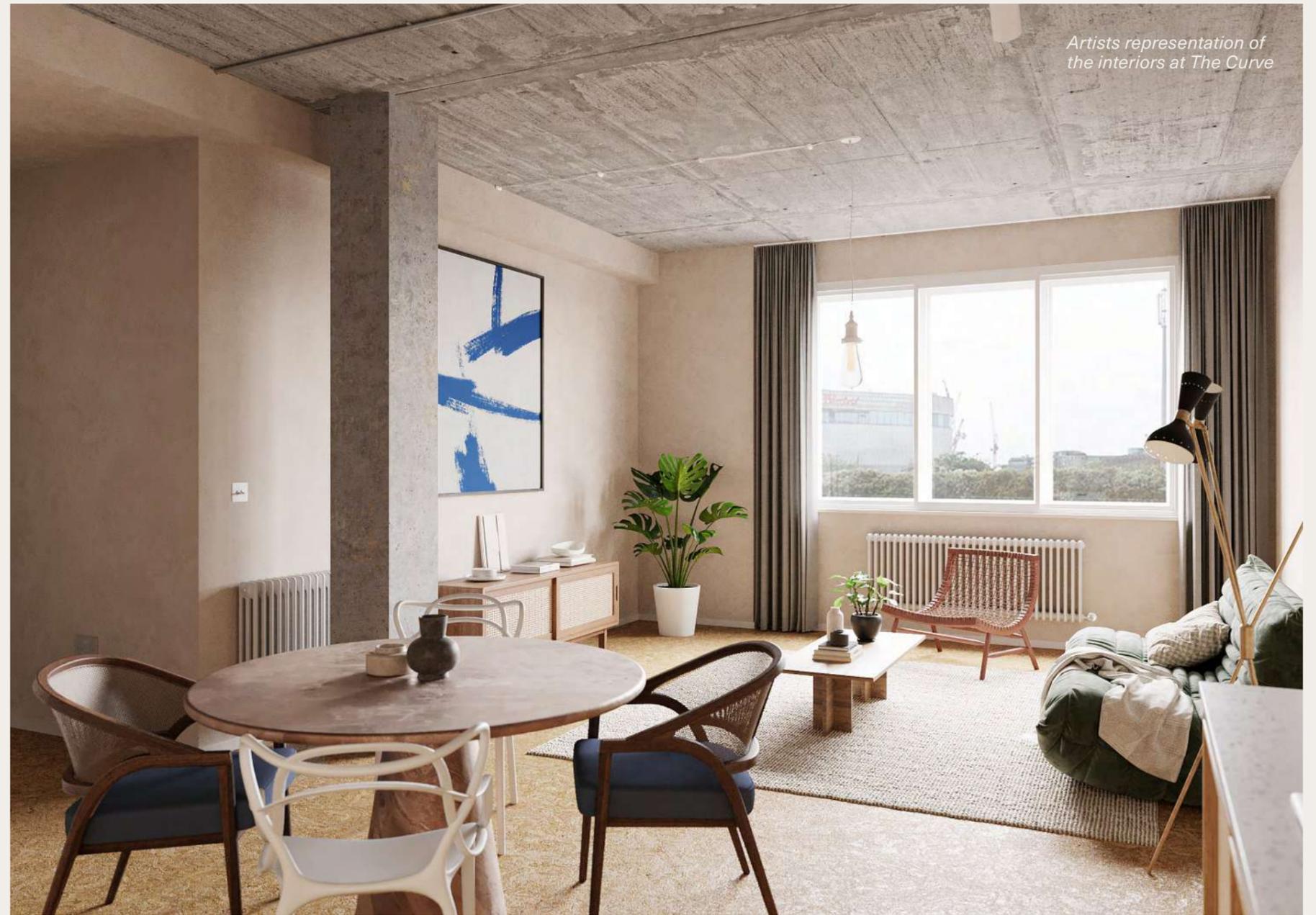
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Artists representation of the interiors at The Curve



introduction

The Curve sits between established Notting Hill on one side and the regeneration of White City on the other.

White City is currently the centre of an £8 billion regeneration project, boosting the local economy and creating 20,000 new jobs.

Spread over 17 acres, White City Place is a new and growing commercial hub for creativity, technology and innovation, attracting leading fashion and media tenants including:

- Net- a-Porter
- L'Oreal
- Ralph & Russo

ITV has relocated its headquarters to Broadcast Centre in White City bringing 2,000 ITV London staff to one place for the first time.

The new campus of Imperial College brings together 180,000 square metres of research space, while Westfield White City - the largest shopping centre in Europe - continues to expand.

Having called this neighbourhood home for years, we recognise it's special character. As much as we appreciate the period charm of a lot of North Kensington, we're really drawn to the more eclectic side.

This distinctive pocket of West London truly offers the best of both worlds. It remains the only place in the borough where leafy Victorian terraces blend with industrial creative spaces now home to photography studios, fashion showrooms, media and design agencies.

The architecture honours its utilitarian past: robust brick facades, large windows and loading-bay doors. Bard Road and the surrounding streets feel deliberately set apart from the more polished sections of Kensington and Notting Hill, maintaining a rawness that contrasts with the more traditional terraces.



history

North Kensington's transformation from rural pastures to urban landscape traces back to the mid-19th century.

The land was once part of the Portobello Farm estate, named after Admiral Vernon's 1739 capture of Puerto Bello in the Caribbean. In the early 1800s, the Ladbroke family began developing their southern holdings into the grand crescents and garden squares of Notting Hill.

North Kensington, meanwhile, remained dominated by pig farms and brick fields. Its clay-rich soil supported a thriving brick industry that helped build much of Victorian London.

The arrival of the Hammersmith and City Railway in 1864 transformed the area. New stations at Latimer Road and Ladbroke Grove connected it to the City, drawing in workers and industrialists. Rows of cottages and terraced houses appeared alongside factories and workshops. The railway also enabled bricks from local kilns to be transported across London, fueling growth.

By the 1880s, potteries and pig farms had been replaced by housing and light industry that would define North Kensington for generations.





Notting Hill Carnival began in 1966, emerging from the Windrush Generation —Caribbean people who arrived from 1948 to help rebuild post-war Britain.

That first year, a steel band drew crowds through local streets. By the 1970s, Caribbean masquerade traditions introduced elaborate costumes, with soca, calypso, dub and reggae providing the soundtrack. Today, Carnival celebrates Caribbean and pan-African culture every August.

North Kensington’s artistic heritage took root in the mid-20th century, as painters, writers and musicians were drawn to its affordable spaces and vibrant atmosphere.

At the same time, communities from the Caribbean, West Africa and the Indian subcontinent brought cultural influences that remain central to the area’s identity. From spice-filled markets to music heard on street corners, these traditions became woven into the fabric of the neighbourhood, creating a cultural mosaic found nowhere else in London.

Studios and rehearsal spaces appeared in former industrial buildings, turning North Kensington into a hub for creative movements. This laid the groundwork for its later emergence as a centre for design and media.

In the 1970s and 1980s, North Kensington became a centre for social change. Local activism grew, as residents campaigned for better housing and living conditions. This spirit took a distinctive form in Frestonia, where in 1977, squatters in Victorian cottages on Freston Road declared independence from Britain.

With their own flags, stamps and newspaper, the “Free Republic” later became a housing cooperative, where descendants of the original members still live today.

North Kensington’s rise as prime real estate accelerated in the 1990s, as artists and creatives were drawn to its industrial spaces and cultural mix.

Property values have since surged, with average prices rising over 300% in the past two decades.

Despite this shift, the area has retained its architectural character and cultural depth, offering a rare mix of heritage and modern appeal that continues to attract demand.



map

Just minutes from The Curve, you'll find a vibrant mix of independent boutiques, restaurants, historic pubs, artisan cafés and green parkland. The area blends long-standing local favourites with a constant flow of new openings.

Cafes

1. Freston Cafe
2. St Clair Cafe
3. Deluxe Coffceworks
4. Cable Co.

Dining

5. Core
6. Canteen
7. Dove
8. Dorian

Drinks

9. Naked and Famous
10. The Little Yellow Door
11. The Castle
12. The Pelican

Wellness

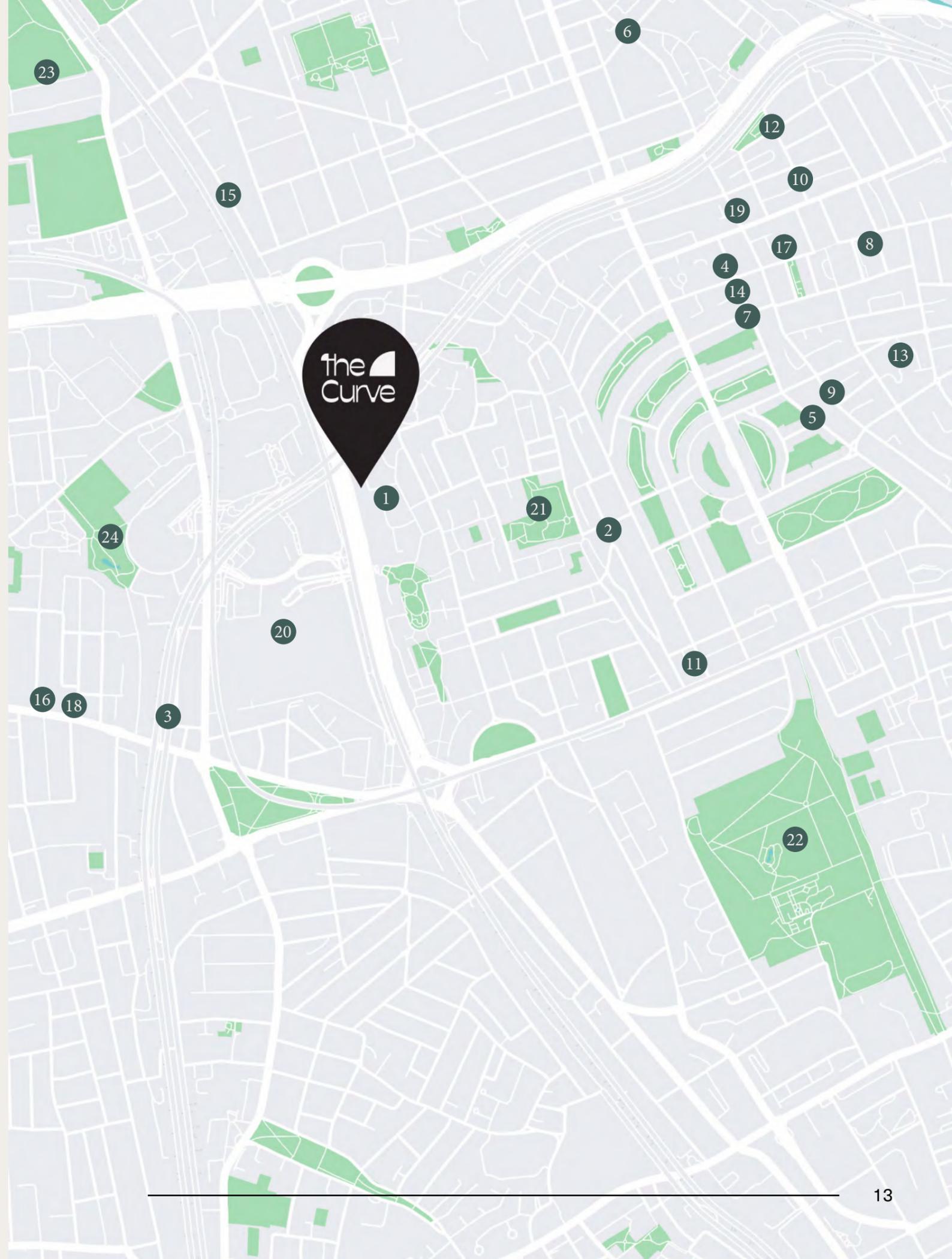
13. Body Works West
14. Electric Cinema
15. Playground Theatre
16. Bush Hall

Shopping

17. Rough Trade West
18. Next Door Records
19. Portobello Road Markets
20. Westfield White City

Parks

21. Avondale Park
22. Holland Park
23. The Scrubs
24. Japanese Garden at Hammersmith Park



connecting with nature

London's green spaces offer year-round refuge.

This area encompasses nearly 700 acres of parkland across Holland Park, Notting Hill, and North Kensington, with Hyde Park a short stroll away.

Both Kensington Memorial Park and Normand Park serve as community hubs for local residents hosting seasonal events from cultural festivals to local football tournaments and outdoor movie nights.

afternoon walks *the scrubs*

Explore this nature reserve, its open spaces, and enjoy seasonal blackberry picking.



picnics *holland park*

Tranquil grounds featuring a Japanese Garden and resident peacocks.



sports *avondale park*

Tennis courts, cricket pitches, and outdoor sports facilities.



art *hyde park*

Home to the renowned Serpentine Gallery and Kensington Palace.



a world of flavour

North Kensington hosts over 300 dining destinations within two miles, from three-Michelin-starred restaurants to acclaimed street food vendors.

The area's diverse food scene reflects its multicultural roots, with everything from refined British dishes to bold Middle Eastern and Asian flavours. At Portobello Market, artisanal producers offer fresh bread, cheeses, fruit and vegetables, olive oils, spices and handmade chocolates.



BEAM
breakfast

Middle Eastern inspired brunch and specialty coffee.



Canteen
lunch

Fresh pasta, seasonal ingredients, and their unmissable chocolate mousse.



Dove
dinner

Innovative casual dining with expert wine pairings by Benedict, their talented sommelier.



Little Yellow Door
drinks

A hidden cocktail bar with the warmth of a friends living room.



from antiques to avant-garde

Portobello Road hosts the world's largest antiques market, offering vintage furniture, collectables, rare books, and retro treasures.

Alongside antiques, discover vintage clothing and accessories, and quirky homeware. Golborne Road specializes in fabrics, textiles, and haberdashery. Ledbury Road's boutiques showcase high-end fashion, bespoke tailoring and unique gifts. At 2.6 million square feet, Westfield White City stands as Europe's largest shopping destination, housing over 450 retailers

Robin Martin Antiques

home furnishings

Period furniture and art
on Ledbury Road

Apple Westfield

technology

Apple's flagship store and John Lewis
at Westfield White City

Lovers Lane

vintage clothing

Classic pieces and distinctive fashion.



Portobello Market

gifts

An ever-changing treasury
of unique finds

discover new worlds



Playground Theatre

live drama

Housed in a converted bus depot, The Playground Theatre opened 1998 as a haven for innovative theatre artists. Founder Peter Tate envisioned a platform for artists to “play” with their imaginative ideas and experiment freely. The Theatre stands as a dynamic force in London’s experimental theatre scene.



Bush Hall

music

Built in 1904 as one of three dance halls gifted by a publisher to his daughters, Bush Hall remains the only surviving. Restored in 2001, it thrives as a fully independent grassroots music venue featuring music legends including Amy Winehouse, Florence + The Machine, Ed Sheeran, Lana Del Rey, and The Killers.



Electric Cinema

movies

One of Britain’s oldest working cinemas, became Britain’s first black-owned cinema in 1993. Reimagined in 2002, it now houses the Electric Brasserie alongside Electric House, part of the Soho House group.

Watch new releases and cult classics from the cinema’s signature red leather armchairs.

education

Four of London's top five universities and 15 outstanding schools lie within a 30-minute radius.

Primary Schools

- St Thomas' C of E Primary School
- Ashburnham Community School
- Colville Primary School
- Fox Primary School
- St Joseph's Catholic Primary School
- Christ Church C of E Primary School
- Avonmore Primary School

Universities

- Imperial College White City
- Royal College of Art White City
- University College London
- London School of Economics
- King's College
- Central Saint Martins

Secondary Schools

- Kensington Aldridge Academy
- All Saints Catholic College
- Ark King Solomon Academy
- Godolphin and Latymer School
- Westminster School
- St Pauls Girls School
- Eton College



Imperial College

White City Campus

Imperial College London's 23-acre White City research campus brings together thousands of students, academics, researchers, established businesses, and innovative start-ups. The university ranks among the world's top 10 academic institutions.

connected living

Seamless transport links including tube, bus and rail make every corner of London easily accessible.

your closest stations

0.2 Miles

5 min Walk

Latimer Road Station

- Hammersmith & City Line
- Circle Line

0.7 Miles

15 min Walk

Shepherds Bush Station

- Central Line
- Mildmay Overground
- National Rail

0.7 Miles

16 min Walk

Wood Lane

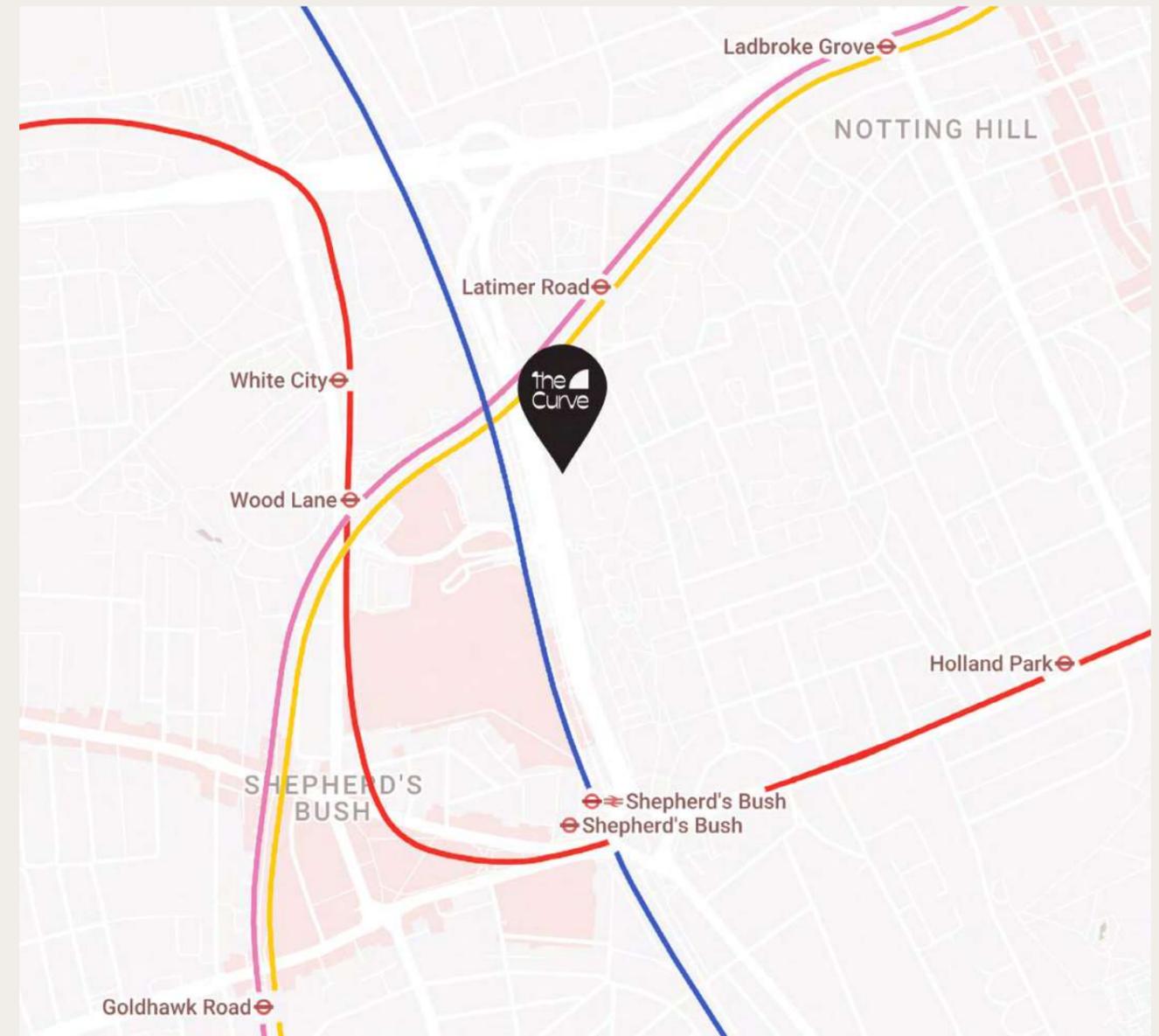
- Hammersmith & City Line

0.8 Miles

18 min Walk

White City

- Central Line



journey times from Latimer Road station

Paddington Station

6 minutes

Kings Cross Station

19 minutes

Baker Street Station

12 minutes

journey times from Shepherds Bush station

Clapham Junction

16 minutes

Liverpool Street

19 minutes

Gatwick Airport

46 minutes

Artists representation of
the interiors at The Curve



Artists representation of the interiors at The Curve



The Curve embodies a thoughtful dialogue between industrial heritage and environmental consciousness.

Every finish tells a story – raw, honest materials that celebrate their natural origins.

The palette draws directly from earth and stone, with nuanced, elemental tones that soften the concrete ceilings. Walls in exposed and sealed plaster – creating depth that flat paint simply cannot achieve while eliminating unnecessary chemicals.

A textural backdrop that brings subtle movement to still surfaces. Underfoot, cork provides unexpected luxury – visually warm yet resilient, naturally insulating both temperature and sound.

Large windows become living canvases, framing the urban perspective while flooding interiors with light.

Eight distinct residences, each crafted with meticulous attention to environmental impact and human experience.

Artists representation of the interiors at The Curve





cork - a living material

Walking across The Curve's floors reveals an unexpected sensory experience.

Cork's cellular structure creates a subtle give underfoot – responsive and cushioning without sacrificing stability. These natural air pockets do double duty: absorbing vibrations between floors while trapping heat to enhance the home's thermal efficiency.

The material tells a story of resourcefulness. Harvested from the bark of cork oak trees without damaging the living trunks, these floors repurpose by-products from wine production.

The natural wax inherent to cork creates water resistance without chemical treatments, while its organic composition ensures eventual biodegradability should it ever require replacement – though its durability means this should be decades away.

Wicanders stands at the forefront of sustainable flooring innovation. Their approach extends beyond material selection to their manufacturing processes. Cork oak forests represent vital carbon capture ecosystems across Portugal and Spain, with each tree absorbing up to 14 kg of CO₂ annually. By supporting this traditional industry, The Curve contributes to preserving these ancient woodlands.

The harvesting cycle respects natural regeneration – cork is gently stripped every nine years without harming the trees, which can thrive for two centuries. Production facilities harness waste cork as biomass to power their operations, creating a closed-loop system that reduces fossil fuel dependency while dramatically lowering carbon emissions.

This commitment to circular economy principles transforms what might be discarded into both beautiful flooring and renewable energy.

the heart of the home

German manufacturer Leicht brings their legacy of precision engineering to the kitchens at the curve, creating environments that balance aesthetics with function.

These kitchens embrace a timeless design language that will feel as relevant a decade from now as it does today. Clean lines and thoughtful proportions create a sense of calm, while responsibly sourced wood adds natural warmth. Every detail – from the positioning of glass sided drawers to the seamless integration of appliances – reflects Leicht’s understanding that true luxury lies in how a space performs day after day.

Leicht’s manufacturing facilities operate entirely on green electricity, with heat derived from regenerative sources.

Their factory rooftop supports a thriving ecosystem through extensive green roof installation, part of a holistic approach to production that includes supporting climate-neutral energy initiatives worldwide.

Bosch appliances complete these kitchens with their characteristic German engineering. Their advanced motors, sensor-controlled cycles and water-saving systems deliver significant reductions in resource consumption without compromising performance. Energy efficiency becomes part of the daily rhythm of home life, working quietly in the background to reduce environmental impact over years of use.

The worktops deserve special attention. Foresso’s distinctive terrazzo-like surfaces combine reclaimed wood fragments with bio-based resin, creating patterns unique to each kitchen. This innovative material transforms discarded timber into something both beautiful and enduring.

FORESSO®

LEICHT

BOSCH





material alchemy

Foresso worktops represent a perfect marriage between environmental consciousness and striking aesthetics.

Each surface tells a unique story through its mosaic-like composition of reclaimed timber fragments set within bio-based resin.

The creation process begins with careful collection of wood offcuts that would otherwise face incineration or landfill. These timber fragments, selected for their distinctive grain patterns and tonal variations, find new purpose when transformed into terrazzo-style chips. The result is a surface where no two areas are identical – a celebration of wood's natural variation rather than an attempt to impose uniformity.

Foresso stands apart from conventional manufacturers through their comprehensive commitment to sustainability. Their delivery fleet runs exclusively on electric vehicles, eliminating transportation emissions beyond their already minimal 43-mile supply chain. The workshop operates on a zero-waste principle, with even the finest sawdust collected for biomass energy production or composting. Unlike traditional worktop producers that rely on harsh adhesives and sealants, Foresso uses only plant-derived binders free from formaldehyde and other volatile organic compounds.

Water conservation features prominently in the production process. Their closed-loop water system recycles 98% of water used in manufacturing, with the remainder treated on-site before release. This approach eliminates industrial wastewater while drastically reducing freshwater consumption. Even their packaging materials come from recycled sources and are fully biodegradable.

The durability of these surfaces is impressive. When signs of wear eventually appear after years of service, these surfaces can be refreshed through simple sanding and refinishing rather than requiring complete replacement. This maintenance approach extends the material's lifecycle while preserving its unique character.

Perhaps most remarkable is Foresso's transparent supply chain. Each worktop arrives with documentation detailing the origins of its wood components, the carbon footprint of its production, and its anticipated lifespan.

These worktops embody a fundamental truth: sustainability need not demand visual compromise. Their distinctive presence adds character to each kitchen while representing a genuinely forward-thinking approach to production.

FORESSO®

a sanctuary of curves

The bathroom spaces at The Curve reference the building's distinctive exterior architecture through thoughtfully selected forms.

Sweeping arcs appear in the custom mirrors, lighting fixtures, and brassware, creating a subtle design language that flows throughout the space.

A muted palette creates warmth without overwhelming the senses, transforming utilitarian spaces into environments of genuine tranquillity. Against this backdrop, white metal fixtures from Lusso Stone establish a clean, contemporary presence while ensuring longevity through their quality construction.

This British manufacturer's commitment to timeless design and precision engineering makes their brassware both a visual and functional highlight of these spaces.

The ensuite bathrooms feature generous walk-in showers with minimalist profiles, while family bathrooms offer dual functionality with over-bath showers. Both configurations include low-flow Lusso shower heads and thermostatic mixers that maintain precise temperature control while reducing water consumption by up to 30% compared to standard fixtures.

Perhaps most distinctive are the terrazzo elements that introduce subtle visual texture. This material embodies circular economy principles in its very composition. Created primarily from stone waste reclaimed from quarrying operations, terrazzo represents one of history's earliest examples of upcycling. The particular terrazzo selected for The Curve comes with impeccable environmental credentials – certified under the international Environmental Product Declaration standard.

In Opera, the Italian manufacturer behind the terrazzo, employs a production process that eliminates the use of heat entirely. Their facility in Verona captures rainwater for production needs and operates a zero-chemical-waste policy throughout manufacturing.

The resulting Multicolor Verde material forms bathroom shelving that is both visually striking, hardwearing and environmentally sound.

Artists representation of the interiors at The Curve



specifications

General

- Interior design crafted by Scen Smith, blending industrial heritage with contemporary warmth
- Future-proofed heating via Valliant air source gas-free heat pumps with intuitive smart controls
- Constant flow of filtered fresh air through mechanical ventilation with a heat recovery system
- Superior sound isolation through quadruple glazing enhanced with an acoustic secondary layer
- Dramatic ceiling heights that honour the building's original character
- Authentic, sealed concrete ceilings
- Tactile, exposed plaster walls protected with Zinsser Gardz for longevity
- Responsive cork flooring throughout living spaces and bedrooms
- Peace of mind through a comprehensive 10-year new home warranty
- Architectural white column-style radiators
- Thoughtful pre-plumbing for washing machines

Kitchens

- Individually crafted Leicht kitchens combining form and function
- Distinctive Forresso worktops offering exceptional resilience against chips and wear
- Premium integrated appliances from Bosch and Smeg: precision ovens, responsive induction hobs, generous fridge freezers, whisper-quiet dishwashers, and powerful extractors
- Under-counter lighting to illuminate worksurfaces

Electrics

- Energy-efficient dimmable lighting
- Distinctive white metal dolly switches and sockets
- Lightning-fast fibreoptic broadband ready for work and entertainment demands
- Braided cable pendant lights, adaptable matt white track lights and hanging bedside lights in master bedroom
- Access via a smooth, quiet lift to all floors

Safety & Security

- High-definition color video entry system
- Secure, designated bicycle storage
- Comprehensive sprinkler protection throughout
- Integrated smoke and heat detection systems for complete peace of mind

Bathrooms

- Serene Minoli Cream Matt tiles for a tranquil backdrop
- Rich textural contrast from In Opera Cement Terrazzo tiles
- Lusso Stone white metal fixtures with concealed thermostatic shower control for precise temperature
- Minimalist white framed shower screen
- Soft sage vanity units complemented by white metal hardware
- Luxurious white heated towel rails for year-round comfort
- Concealed cistern WCs with soft-close functionality
- Bespoke wall-mounted mirrors enhancing light and the sense of space
- Statement globe vanity lighting for perfect illumination

the team

At Green City Homes we believe that quality housing should be accessible to everyone.

We work to address the housing shortage by creating sustainable, enduring homes built to serve generations. Our standing in the industry stems from an unwavering focus on excellence and integrity at every stage. We extend beyond typical development roles – we're builders and designers driven by creating homes people genuinely love.

The collective we've assembled brings together visionary specialists, each selected for their forward-thinking approach and ability to push beyond standard residential design principles. Together, we've fostered a culture where quality is non-negotiable, drawing on our diverse expertise to craft spaces that meet our personal measure of success: would we choose to live here ourselves?

Artform
Construction

PWP Architects
Architecture

Scenesmith
Design Studio
*Interior Architecture
and Design*

SourcePot
*Home staging and
interior styling*

Blair Reigns M
and E Design
*Mechanical and
Electrical Design*

Charlie McQuade
*Brand Design
& Graphic Design*

The logo for 'The Curve' features the word 'The' in a dark teal, sans-serif font, followed by a solid teal shape that curves into the word 'Curve', which is also in a dark teal, sans-serif font.The logo for 'MARSH & PARSONS' features the words 'MARSH' and 'PARSONS' in a dark red, serif font, with a red ampersand between them.

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