

**LIVE
IN
LONDON'S
LATEST
LANDMARK**

strata^{SE1}

Perfect for The City, Wonderful for the West End

Developed and constructed by Brookfield, Strata SE1 is the architectural icon soaring forty three storeys above Elephant and Castle. The tallest residential building in central London, Strata SE1 has a mixture of stunning new studios, one, two and three bedroom apartments on levels 11 to 41 to let – all with floor to ceiling windows and inspiring views of London.

The apartments are accessed through a cool and contemporary entrance lobby that will be manned 24 hours a day by a dedicated concierge team.

Minutes from town, Strata SE1 is exceptionally well located for both the City and West End. With a zone one location, one mainline train station, two underground lines and 27 bus routes you can get to most parts of central London in minutes.

Setting new standards in sustainable living, Strata SE1 is the first development in the world where wind turbines have been integrated into the fabric of the building.



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Tallest & Coolest

The apartments have been designed and finished to the highest standards. They are all bright and roomy with floor to ceiling windows, fully integrated bespoke Dada kitchens, stylish bathrooms, solid timber floors in the living rooms and comfortable carpet in the bedrooms.

Comfort cooling or air conditioning and a comprehensive noise insulation system provide serene and quiet sanctuaries with awe inspiring views of London.

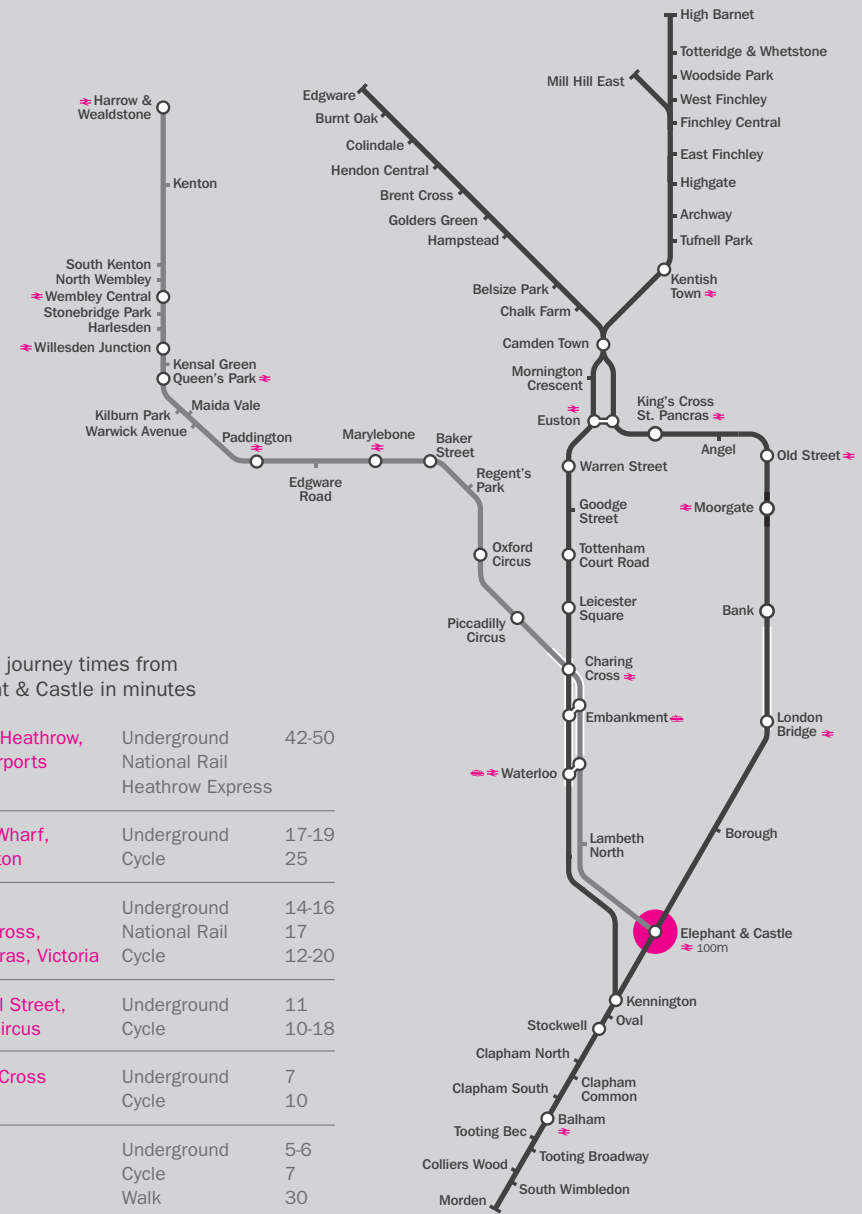
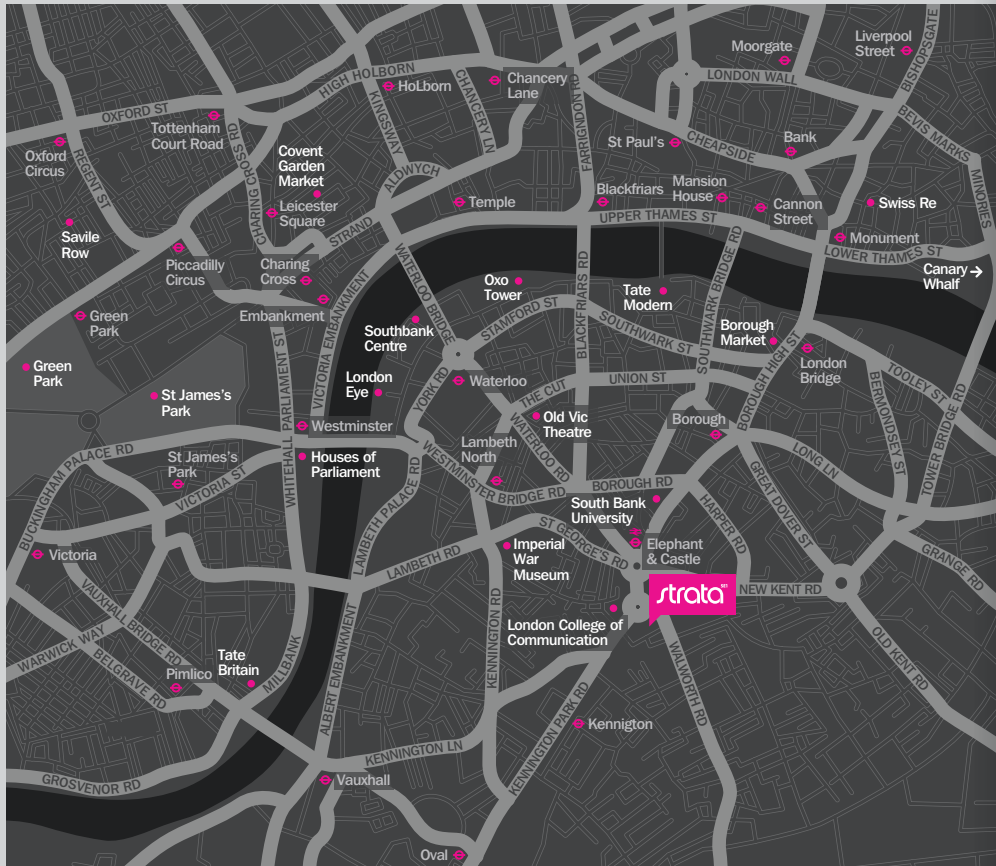


Strata SE1 has been designed to achieve exceptionally high levels of sustainability meaning running costs are estimated to be up to forty percent lower than other buildings.



Strata SE1 is exceptionally well located - often perceived as being deep in South London, Elephant and Castle is further north than Victoria and is close enough to central London for you to walk to the West End. Indeed, its nearer to some key attractions such as the Thames, South Bank, Houses of Parliament than the West End itself.

Access to employment hubs such as Waterloo, Embankment, Canary Wharf and the City is quick and easy. Whether traveling near or far, Strata SE1 could not be better served by public transport with two London Underground stations, a mainline railway station and abundant bus routes. Direct links to Kings Cross station gives easy access to the Paris and Brussels and Heathrow and Gatwick are both under an hour away.



Culture & Capuccino's

Elephant and Castle sits at the center of culinary and cultural excellence.

You can easily walk to the South Bank – alive with culture it is home to some of London's finest theatre, film, art and music as well as numerous bars and restaurants.

If food is your passion, Borough is so close – with its world renowned food market and culinary shops. You can also take time to discover the hidden gems on your doorstep – local pubs, theatres, comedy clubs, music venues and neighbourhood cafes.



A Personal Welcome

Strata SE1's modern entrance hall is the stunning gateway to all apartments. The helpful and friendly team will man the concierge desk twenty four hours a day so there will always be someone on hand to provide help and advice.

Guests are also personally welcomed by the concierge team. They will contact residents to let them know they have a visitor and then show guests into a high speed lift for direct access to the right level.



Our exclusive **inhabit** website provides residents access to property information, links to the concierge, travel updates, building announcements and local news. Developed especially for Strata SE1 it will also enable residents to order services such as cleaning and dry cleaning.





GORDON & CO THE LETTING AGENTS

THE DEVELOPERS CHOICE

Brookfield recognise the need for a bespoke, onsite lettings and management service for Strata SE1. In Gordon & Co we have identified a modern and reliable company which offers a professional and personal service. Based at Strata SE1, the lettings and management team will provide the best advice, if you wish to live at Strata SE1.

WHO WE ARE

Established in 1948

Gordon & Co is an independent residential estate agency with five offices in London and was originally founded as a property management company.

Property Professionals

We have a wealth of experience and are members of many professional bodies. We are committed to maintaining the highest standards.

Individual Service

Strata SE1 is an iconic building that offers residents a unique urban lifestyle. Our individual service ensures that from the first time you speak to us, you will enjoy the refreshing approach that Strata SE1 and Gordon & Co share.

WHY RENT THROUGH US?

- The only recommended agent
- The largest selection of apartments
- In depth knowledge of the building
- Advice on property options and more
- On site office for ease and convenience
- Peace of mind with ARLA protection





LIVING IN STRATA THE NEXT STEPS

Register

Call, click or come in to discuss your requirements with us. You can search for property on stratalondon.com and goandco.co.uk. In many cases we will have brochures, floor plans and even virtual tours to help you find the perfect home.

Viewing

We will arrange a private viewing session with one of our knowledgeable staff.

References*

Once you have chosen the best apartment for your needs, you will need to supply an advance payment and undergo reference checks carried out by an independent referencing company.

Move in*

On the day of your move we will arrange an appointment to meet at our office suite at the Pavillion. You will need to sign a tenancy agreement, pay rent, a security deposit (less your advance) and a small fee towards the moving in costs. In most cases our inventory clerk will then accompany you to the apartment.

* full terms and conditions available at our office

Marketing Office

4 Walworth Road, London SE1 6EB
T 020 7703 7088
F 020 7703 7099

Offices at:

Elephant and Castle
Strata SE1 Pavillion
4 Walworth Road,
London, SE1 6EB
T 020 7703 7088

Tower Bridge

212 Tower Bridge Rd
London SE1 2UP
T 020 7407 2790

Battersea

200 Lavender Hill
London SW11 1JA
T 020 7223 3100

Paddington

6 London Street
London W2 1HR
T 020 7706 7845

Block Management

T 020 7724 4477
F 020 7402 3389

www.goandco.co.uk/strata
strata@goandco.co.uk

Naming Elephant and Castle

There are a number of theories and flights of fancies as to the origin of the name Elephant and Castle.

These include:

- Someone's vision on London Bridge of an elephant with a castle on its back in the clouds about which a pamphlet allegedly exists in the British Library.
- It is an etymological corruption of "la Infanta de Castile", referring to Spanish princesses in English history, particularly Eleanor of Castile, wife of Edward I.
- It refers to the King's menagerie located at the Tower of London. Gifts were given to the monarch that included lions, tigers and even an elephant.
- The name derives from the Elephant and Castle inn on the site, which was converted in about 1760 from a workshop used by both blacksmiths and cutlers. The Cutlers' Company was a guild founded in the 13th century, which also dealt in ivory. The medieval symbol for the ivory trade was an elephant with a seat on its back, which resembled a castle.

The photographs of apartments in this brochure are of an indicative apartment in Strata and do not necessarily represent those available to let.



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DISCLAIMER

Gordon & Co and their clients give notice that: 1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact. 2. Any areas, measurements or distances are approximate. The text, photographs and layouts are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Gordon & Co have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise. 3. These are illustrations to show the layout of the accommodation only. To view the architectural and structural items excluded on these accommodation layouts, please request the architectural plans from the contacts above. July 2010.

