

SETTLE

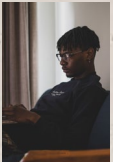
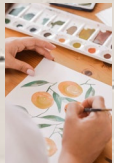


A development by



SETTLE



A place to cook up a storm () , call your family, spend too long building flat-pack furniture, have a late breakfast () , read that last chapter () , binge watch that new show, take your time, make plans, catch your breath, show someone how you feel, perfect your coffee brewing technique, practice that instrument () , fulfil the craving you've had all day () , start your own art collection, recline () , get cozy, re-heat those leftovers () , lose your keys, find your keys again, kick back and relax, remember to water the plants, get creative () , listen to that album, knuckle down, try out the juicer you've not un-boxed yet, try something new () , express yourself, lose track of time () , put your feet up or entertain friends () . A place to make your own.





Drawing inspiration from the arched apertures along Settle's façade, the interior designers at Scen Smith have woven these sweeping forms into each apartment. Playful, rounded architraves reach around windows and doors that open with spherical handles. Ensuities feature curved mosaiced walls with recessed sinks. And arched bathroom mirrors are paired with soft globe-shaped lights.

The building's red brick has also been pulled from outside, flowing along the winter garden floors and inside the apartments with a single brick course. Engineered timber lines the living spaces, halls and bedrooms, all with exposed plaster walls that provide a warm backdrop for your favourite photographs and pieces of art.

This tonal palette is complemented by natural touches of sage in the kitchens and shared bathrooms, plus a deep berry wine in the ensuites. Each room is distinctive, bearing its own character, all tied together with the subtle mushroom-coloured thread of the skirtings and doors.

A place to make your own.



*Artist representation
of the interiors at Settle*

Over the following pages we speak to Jesse Dunford Wood, owner of cosy neighbourhood restaurant Parlour, and Adam Hills, who runs and curates the salvage emporium Retrouvius, about why this corner of North West London is the place to be.

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Parlour ¹
Morso ²
Ida ³
Cha Cha x Sister Jane ⁴

Gail's ⁵
Wildcard ⁶
Vicki's ⁷
Bel & Nev ⁸

The Island ⁹
Rise & Vine ¹⁰
Milk Beach ¹¹
The Whippet Inn ¹²
Wolfpack ¹³

Retrouvius ¹⁴
Scarlet & Violet ¹⁵
Kensal Vintage ¹⁶
Verandah ¹⁷
Planet Organic ¹⁸
Brooks ¹⁹

Grand Union Canal ²⁰
Queen's Park ²¹
Meanwhile Gardens ²²

Kensal Green
10 mins to Paddington
18 mins to Oxford Circus
29 mins to Waterloo
31 mins to Liverpool St

13-min walk
Kensal Rise



Parlour

12-minute walk
from SETTLE



A place to take a long,
cosy brunch with friends





Jesse Dunford Wood, Owner & Head Chef

Why do people come to Parlour?

People come to Parlour for personality. We offer consistent, exciting, colourful, sometimes delicious, often entertaining food with quirk and glamour down a little side street off Kilburn Lane. We're interested in developing community. There are some restaurants where you'll likely never see the same customers, but here, you have to be nice to everyone because they're probably going to be coming back. It's like getting on with your neighbours. There are lots of in-jokes here.

What's your favourite thing on the menu?

Newton's popcorn. Newton only works on Thursdays, Fridays and Saturdays, so don't come on any other days because I'll be making it and Newton is better at making popcorn than I am. If you're not really into popcorn, then it's the soda bread, which is a mainstay of breakfast, lunch and dinner. It's very easy to make, but most people can't be bothered, so they come here for it.

How long have you been in Kensal Rise?

Eight years. I'd never been to Kensal before opening here; I'd only ever reached as far north as Sainsburys on Ladbroke Grove. It's real here. The customers are a bit more like me. I think part of the success of the business is that it's run by someone who's like the people who come here. There's a good dynamic and flow of understanding between me and them and this place; I'd be happy to sit down with most of our customers at any time.



"It's real here. The customers are a bit more like me. I think part of the success of the business is that it's run by someone who's like the people who come here."

Jesse's places to be

*A Mama and Papa
Italian restaurant*
Ida
167 Fifth Ave
Queen's Park
W10 4DT

*Tapas bar with bagpipes
performance at midnight!*
Centro Galego de Londres
869 Harrow Road
NW10 5NG

*In my opinion the best
espresso in the area*
Wildcard
30 Chamberlayne Rd
NW10 3JD



The Canal



12-minute walk
from SETTLE



Starting in Paddington this branch of the Grand Union Canal was built in 1801 and forms the oldest part of the canal system linking central London to the Midlands. Whereas historically it would have been a well used thoroughfare for trade, the canal is now a leafy escape from the bustling streets above. Perfect for weekend walks, quiet runs or getting your cycle commute off to a relaxed start in nature.





3-minute walk
from SETTLE



A place to find unique
pieces for your home

Retrouvius

“London has lost a lot of tradesman’s, artist’s or salvage workshops, but Harrow Road has managed to retain a lot of that sort of activity, which I think is hugely positive.”

Adam’s places to be

A fantastic small Persian restaurant
Behesht
1082-1086 Harrow Road
NW10 5NL

A big favourite with all the Retrouvius staff
Bel and Nev’s Cafe
15 Station Terrace
NW10 5RX

Explore all the different lunch offerings
Golborne Road
W10 5PR



Adam Hills, Co-founder at Retrouvius

Why did you start Retrouvius?

The primary philosophy—if that’s not too grand a word—is ecological and historical saving of things in a very basic way. I like walking around the warehouse with clients and shouting out the provenance of every piece; it’s what makes us feel tied into the city. Generally speaking, we source things from London and the South East. Occasionally Italian or French things will find their way here, but we try to save things locally that need to be saved.

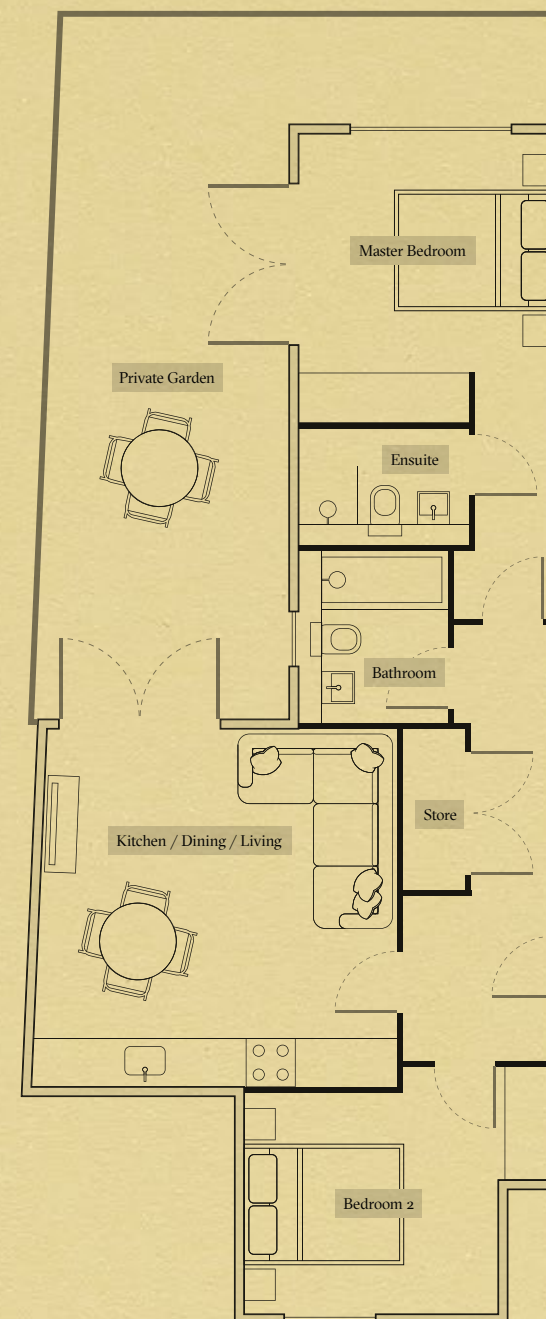
What’s your favourite thing you’ve salvaged?

We’ve been doing a lot of work with the museums over the last ten years. We’ve got some incredible cardboard boxes, which sounds desperately unexciting, but they’re the best cardboard boxes you’ll ever see. They’re riveted together with aluminium reinforcing and they’re really beautiful and worth saving.

How long have you been on Harrow Road for?

We bought this building 20 years ago. Kensal Green wasn’t a target area; it was an area I fell into because, particularly the Harrow Road, has a vibrancy to it. London has lost a lot of tradesman’s, artist’s or salvage workshops, but Harrow Road has managed to retain a lot of that sort of activity, which I think is hugely positive. I could take you round the area and show you the joiner’s shop, the metal worker’s place and the upholsterer we use; it’s great to not have to send everything to Essex or Poland to be restored.





Apartment 1

Ground Floor
62 sqm / 667 sqft

Kitchen / Dining / Living
4.5m x 4.5m / 14.8ft x 14.8ft

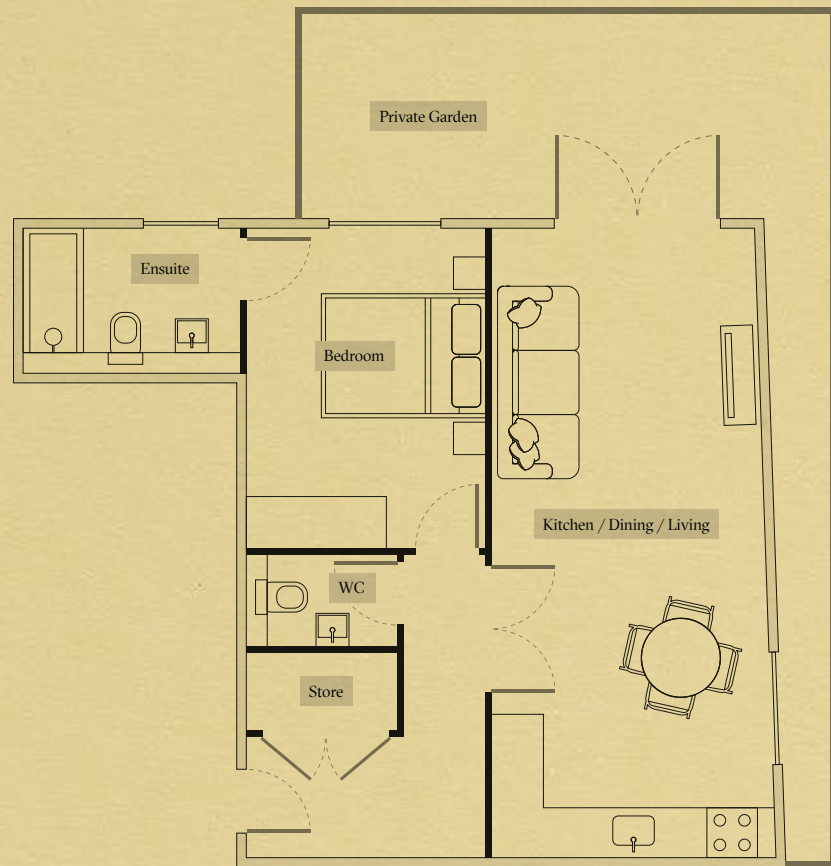
Master Bedroom
3.1m x 3.6m / 10.2ft x 11.8ft

Ensuite
2.1m x 1.5m / 6.9ft x 4.9ft

Bedroom 2
3.2m x 2.8m / 10.5ft x 9.2ft

Bathroom
1.8m x 2.1m / 5.9ft x 6.9ft





Apartment 2

Ground Floor
53 sqm / 570 sqft

Kitchen / Dining / Living
3.4m x 7.6m / 11.2ft x 24.9ft

Bedroom
2.9m x 3.9m / 9.5ft x 12.8ft

Ensuite
2.6m x 1.7m / 8.5ft x 5.6ft

W/C
1.8m x 1.1m / 5.9ft x 3.6ft



Apartment 3

Ground Floor
54 sqm / 581 sqft

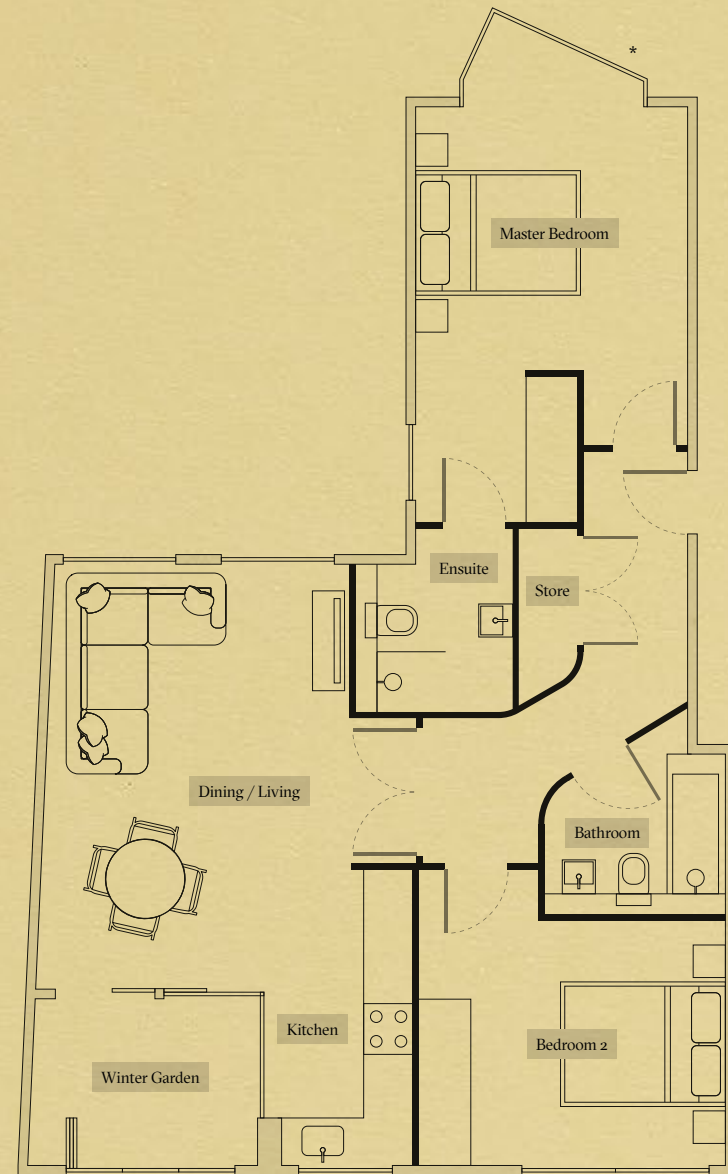
Kitchen / Dining / Living
7.7m x 3.7m / 25.3ft x 12.1ft

Bedroom
3.0m x 4.5m / 9.8ft x 14.8ft

Ensuite
2.2m x 1.9m / 7.2ft x 6.2ft

W/C
1.0m x 1.9m / 3.3ft x 6.2ft





Apartment 4

First Floor
79 sqm / 850 sqft

Dining / Living
3.7m x 5.1m / 12.1ft x 16.7ft

Kitchen
1.8m x 3.6m / 5.9ft x 11.8ft

Master Bedroom
3.2m x 5.0m / 10.5ft x 16.4ft

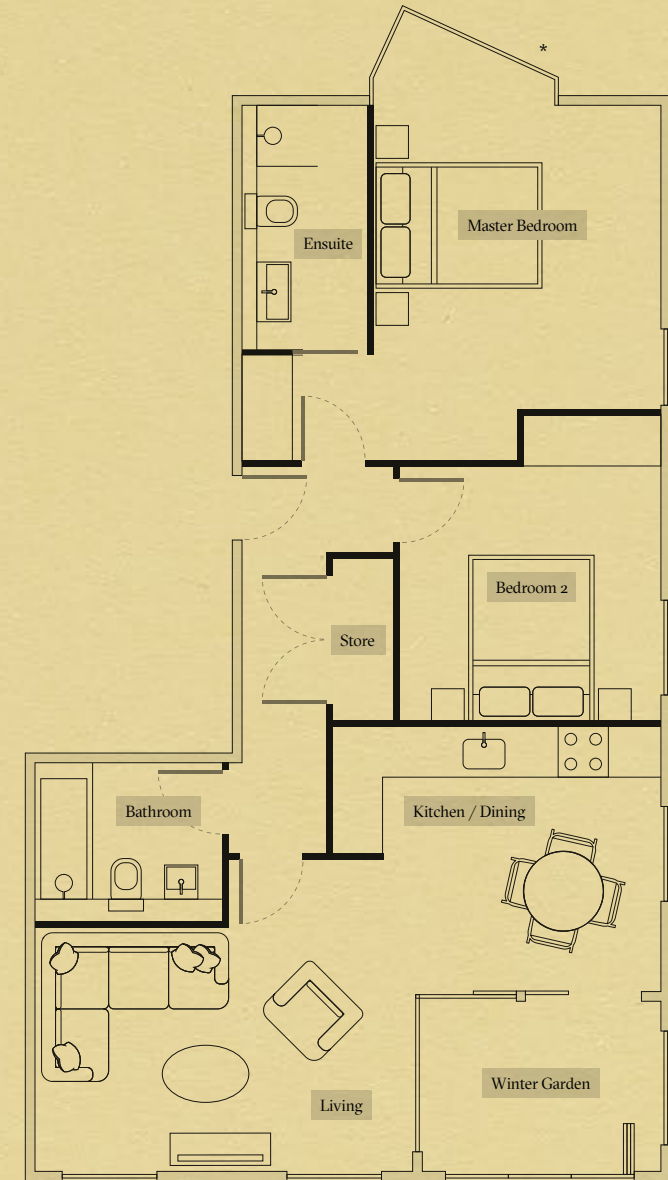
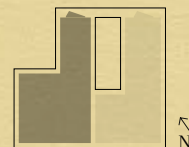
Ensuite
1.9m x 2.2m / 6.2ft x 7.2ft

Bedroom 2
3.8m x 3.0m / 12.5ft x 9.8ft

Bathroom
2.2m x 1.9m / 7.2ft x 6.2ft

Winter Garden
3.0m x 2.0m / 9.8ft x 6.6ft

* PRIVACY GLAZING TO 1.7 METRES



Apartment 5

First Floor
78 sqm / 843 sqft

Kitchen / Dining
3.9m x 3.2m / 12.8ft x 10.5ft

Living
4.5m x 3.0m / 14.8ft x 9.8ft

Master Bedroom
3.5m x 4.2m / 11.5ft x 13.8ft

Ensuite
1.5m x 3.0m / 4.9ft x 9.8ft

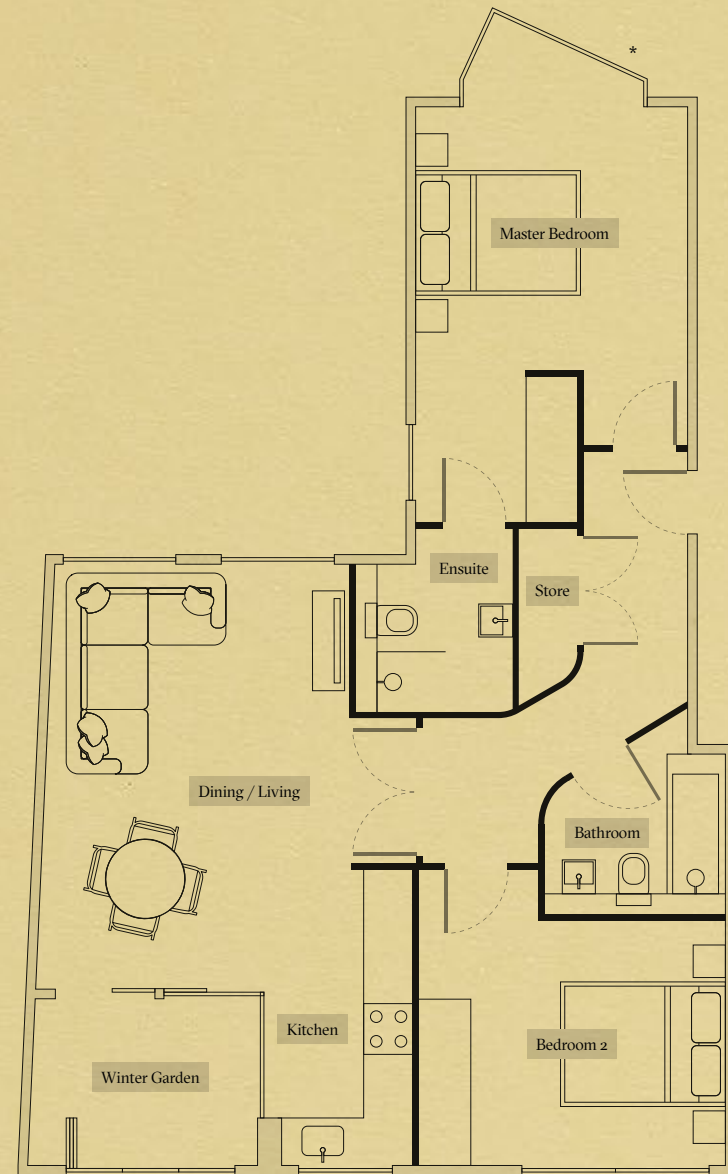
Bedroom 2
3.1m x 3.1m / 10.2ft x 10.2ft

Bathroom
2.3m x 1.9m / 7.5ft x 6.2ft

Winter Garden
2.9m x 2.0m / 9.5ft x 6.6ft

* PRIVACY GLAZING TO 1.7 METRES





Apartment 6

Second Floor
79 sqm / 850 sqft

Dining / Living
3.7m x 5.1m / 12.1ft x 16.7ft

Kitchen
1.8m x 3.6m / 5.9ft x 11.8ft

Master Bedroom
3.2m x 5.0m / 10.5ft x 16.4ft

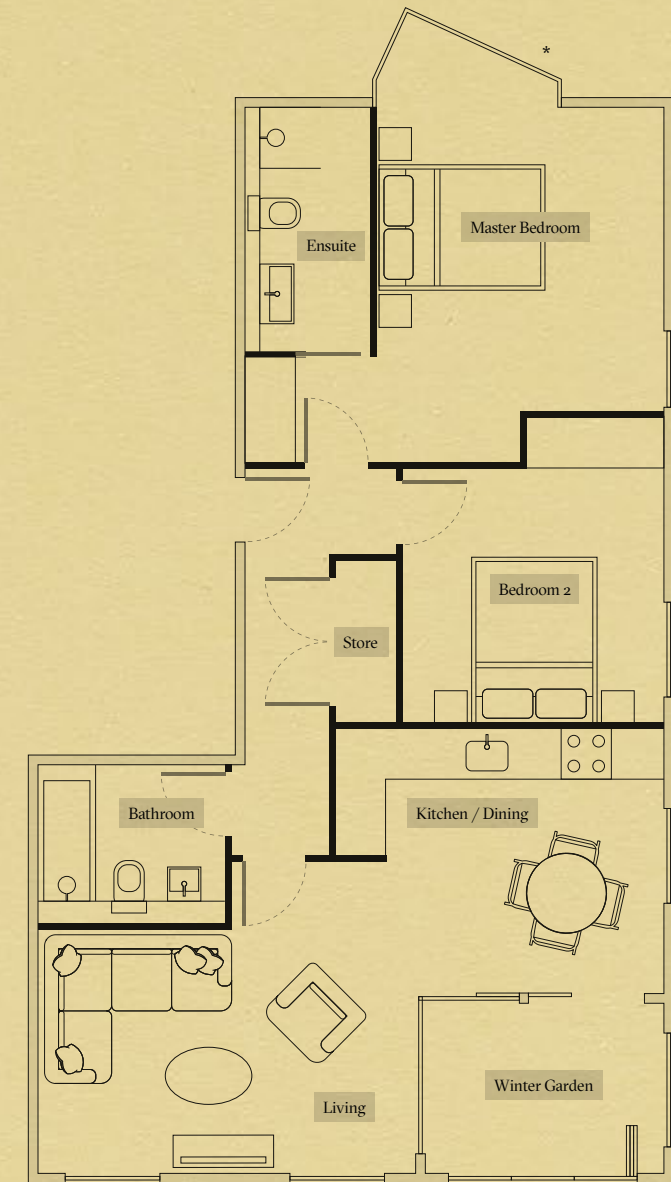
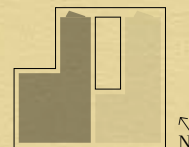
Ensuite
1.9m x 2.2m / 6.2ft x 7.2ft

Bedroom 2
3.8m x 3.0m / 12.5ft x 9.8ft

Bathroom
2.2m x 1.9m / 7.2ft x 6.2ft

Winter Garden
3.0m x 2.0m / 9.8ft x 6.6ft

* PRIVACY GLAZING TO 1.7 METRES



Apartment 7

Second Floor
78 sqm / 843 sqft

Kitchen / Dining
3.9m x 3.2m / 12.8ft x 10.5ft

Living
4.5m x 3.0m / 14.8ft x 9.8ft

Master Bedroom
3.5m x 4.2m / 11.5ft x 13.8ft

Ensuite
1.5m x 3.0m / 4.9ft x 9.8ft

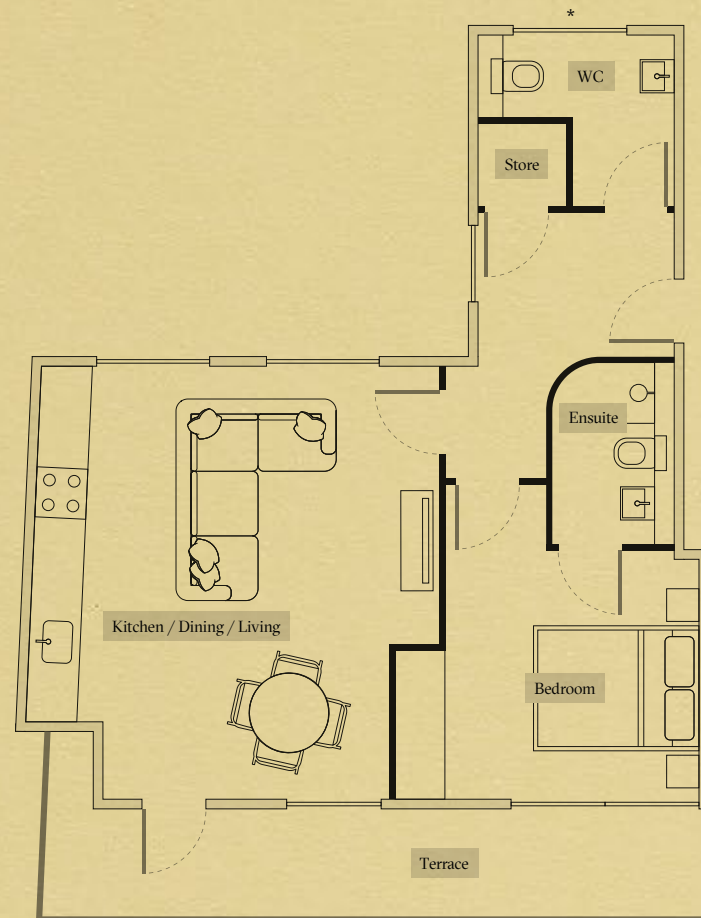
Bedroom 2
3.1m x 3.1m / 10.2ft x 10.2ft

Bathroom
2.3m x 1.9m / 7.5ft x 6.2ft

Winter Garden
2.9m x 2.0m / 9.5ft x 6.6ft

* PRIVACY GLAZING TO 1.7 METRES





Apartment 8

Third Floor
50 sqm / 538 sqft

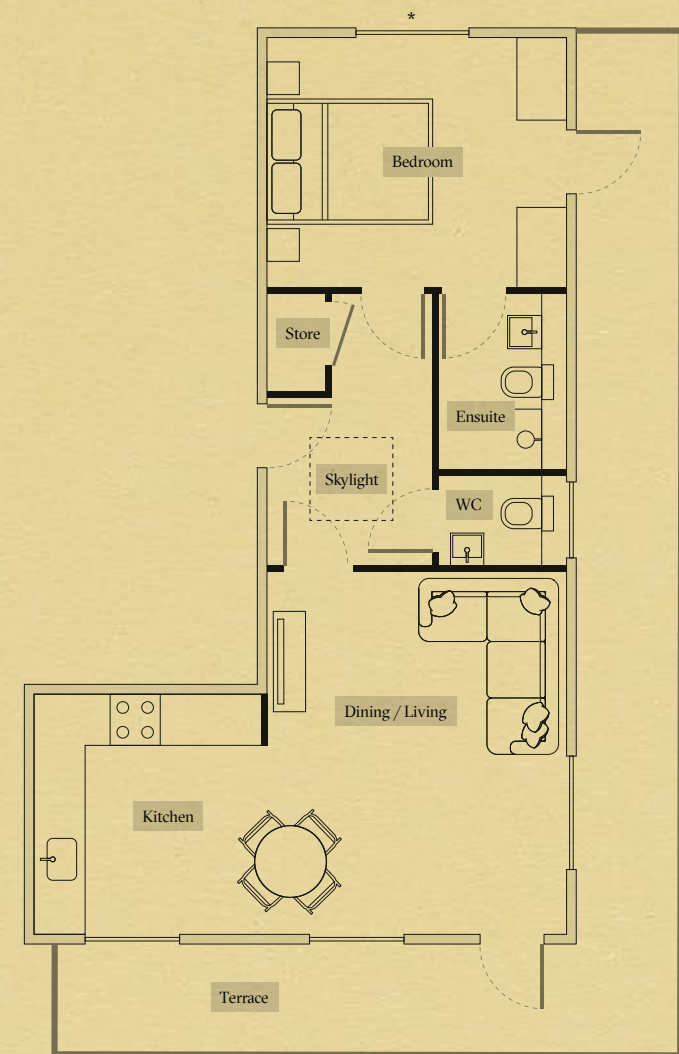
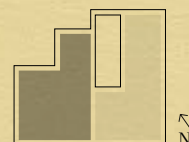
Kitchen / Dining / Living
4.9m x 5.2m / 16.1ft x 17.1ft

Bedroom
3.1m x 3.8m / 10.2ft x 12.5ft

* PRIVACY GLAZING TO 1.7 METRES

Ensuite
1.5m x 2.2m / 4.9ft x 7.2ft

W/C
2.4m x 2.1m / 7.9ft x 6.9ft



Apartment 9

Third Floor
47 sqm / 505 sqft

Kitchen
2.7m x 2.9m / 8.9ft x 9.5

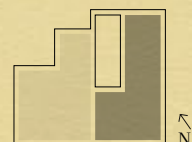
Living / Dining
3.6m x 4.3m / 11.8ft x 14.1ft

Bedroom
3.6m x 3.0m / 11.8ft x 9.8ft

Ensuite
2.1m x 1.5m / 6.9ft x 4.9ft

W/C
1.5m x 1.1m / 4.9ft x 3.6ft

* PRIVACY GLAZING TO 1.7 METRES



Specification

General

Interior architecture
and design by Scenesmith

Zoned underfloor heating

Private amenity space
to all apartments

Bespoke winter garden
glazing to Apartments 4-7

Feature arched doors to ground floor
with slate effect mansard roof

Exposed plaster walls

Rounded architraves
to doors and windows

Floors

Engineered timber floors throughout
(except bathrooms and ensuites)

Kitchens

Fully integrated Bosch appliances,
including fridge freezer,
oven, microwave, induction hob,
dishwasher and extractor fan

Bosch washer/dryer located
in store cupboards

Handmade kitchens with bespoke,
curved details by MILK

Terrazzo worktops

Bathrooms

Sanitary ware and
brassware by Saneux

Saloni porcelain tiled bath
and shower rooms

Vanity units to ensuites

Stone flooring by Mandarin
Stone to ensuites

Electrics

Touch screen thermostats

Energy-efficient recessed
LED downlights

Smoke and heat detectors

Security

Fully designed external
lighting scheme

Door entry system with monitor

Security fob enabled entry to building
10-year new home warranty

In partnership with Hira Construction, Artform are delighted to present Settle, our latest collection of new homes in Kensal Green. Our projects are crafted from our passion for innovation, creativity and collaboration. Having worked closely with exceptional local talent at Settle, we seek to push the boundaries of conventional developments to create unique living spaces, inspired by and focused on good design.

We've achieved our reputation through our professionalism and commitment to delivering the highest quality of service and product. Our attention to detail is with the end user in mind which ensures the highest standards of finish both inside and out.

Our unique team is comprised of handpicked experts in their fields, who are constantly looking forward to build homes that surpass standard design benchmarks. We've cultivated an environment of unquestionable dedication to quality, and with the wealth of our combined experience we create spaces that any of us would be proud to call home.

4 Iron Bridge House
3 Bridge Approach
London NW1 8BD

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- Credits**
- Developer*
Artform
- Construction*
Hira Construction
- Architecture*
Gpad
- Interior Architecture & Design*
Scenesmith
- Structural Engineer*
Barrett Mahony
- Photography*
Liz Seabrook
- Art Direction*
Ric Bell
- Branding & Design*
POST
- Print*
CTRL-P

- Papers**
- Gmund Bier Ale*
This FSC certified paper from the Gmund Mill is made using elemental chlorine-free pulp and spent brewer's grain. The Gmund mill gets up to 75% of its electrical current using regenerative energy.
- Neenah Environment Birch*
With a minimum of 30% post consumer fibres and sustainable raw materials, this paper is manufactured by the Neenah paper mill in Wisconsin where 90% of the water used in the process is returned to the Fox River.
- Colorplan Sorbet Yellow*
G. F Smith Colorplan is FSC certified and sustainably manufactured in the UK at the mill James Cropper. The effluent plant at James Cropper also provides a source of recovered fibre which can be distributed as a compost across local farms for agriculture.

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(1050A HARROW ROAD, KENSAL GREEN NW10 5NL)