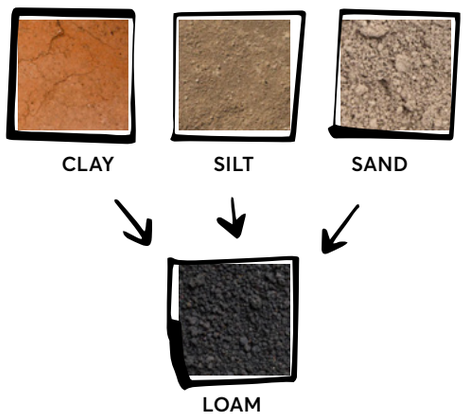
LOAM

Welcome to Loam

What we're made of

Loam is the main element in the bricks we've used. It comes from even parts of clay, silt and sand. *Equal. Elemental. And natural.*



From beginning to end, we've enjoyed every minute spent planning, designing and building Loam. This collection, or triplet shall I say, of houses set back from Tollington Park showcases exactly what Artform looks to achieve. Spaces that feel considered, cared for and loved, before their eventual homeowner has even walked through the door, hung up their coat and made it their own.

We've collaborated with some incredibly talented people – from the architects and interior designers to the craftspeople and artisans who've pulled together everything you see today. The team at Artform, myself included, couldn't be happier to share Loam with you.

Feel free to make yourself at home.

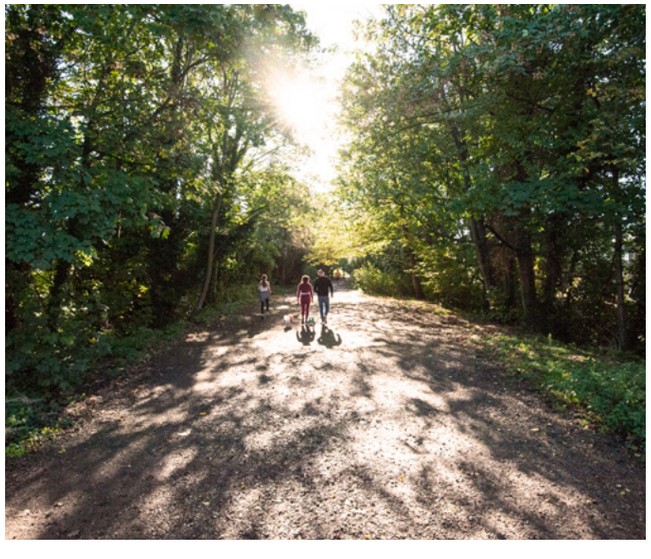
Jonathan Ellis
Managing Director at Artform

Contents

6–7 THE DEVELOPMENT

8–13 SPECIFICATIONS

14–16 ALL THINGS RELAXING



17 FEELING HUNGRY

20–23 SITE PLAN/FLOORPLANS

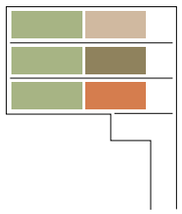
24–25 MEET THE TEAM

18–19 FUN AND GAMES

26–28 MAP

This is Loam

A collection of just three homes at the end of a private, gated lane in Crouch Hill. Discover Clay, Sand and Silt. Energy efficient and completely gas free. Styled by Scenesmith, built by Artform. Refreshingly different from the norm.



House One
Clay

House Two
Silt

House Three
Sand

London is the reason.

So live in a one-of-a-kind house.

Discover three homes with three bedrooms apiece, made to be *balanced* and *thoughtful* places to live and designed with the planet in mind.

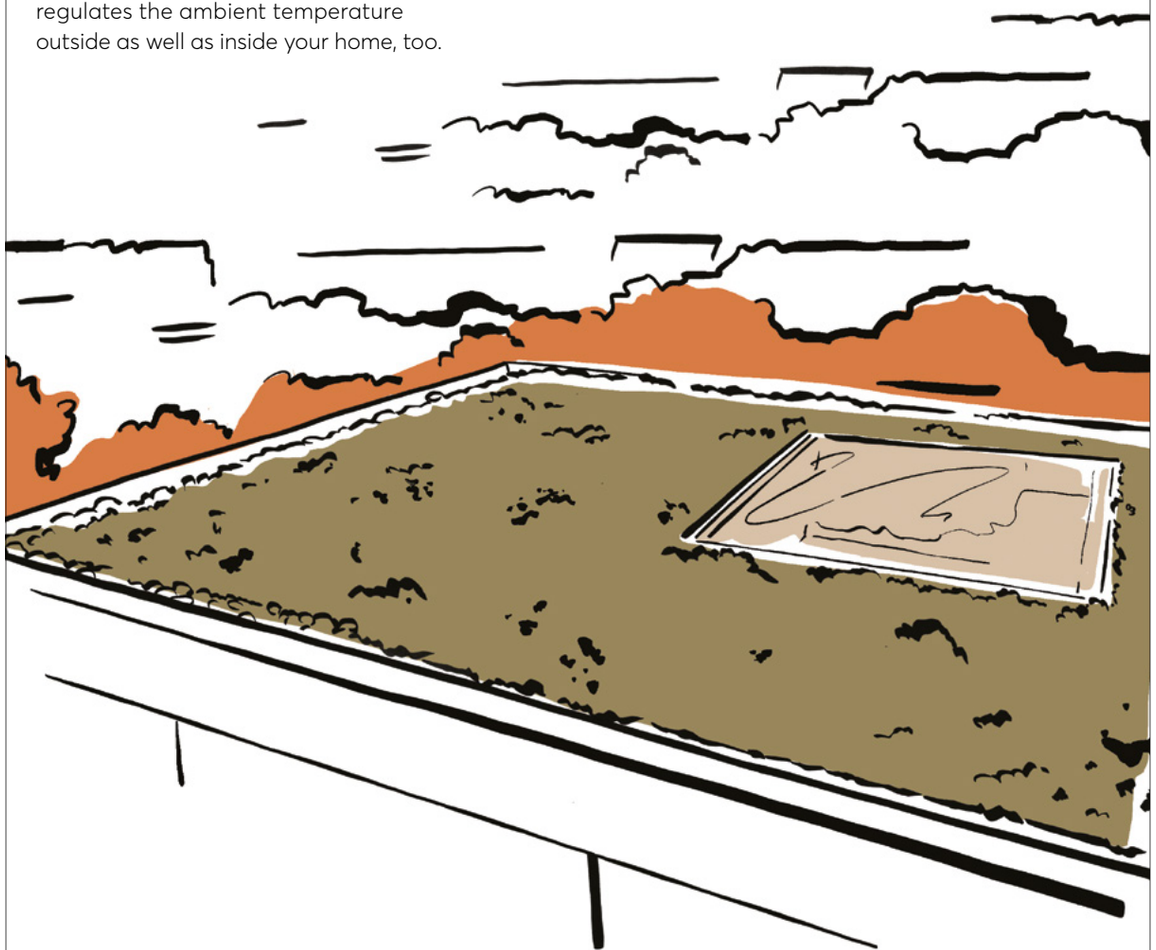
Characterised by their indoor/outdoor space, sunken living rooms and textural finishes, think *linear* and *considered*, *intelligent* and *warm*.

Loam is the perfect place to call home.

Abuzz with biodiversity

Loam is built with biodiversity in mind
Like the green roofs that let nature thrive and do its thing, and welcome in all the buzzing, pollinating insects the planet needs.

As well as attracting wildlife, sedum green roofs are one of the most sustainable design details for urban spaces. Why? Because climate-proof construction helps absorb noise, it's a rainwater buffer, saves energy, and regulates the ambient temperature outside as well as inside your home, too.

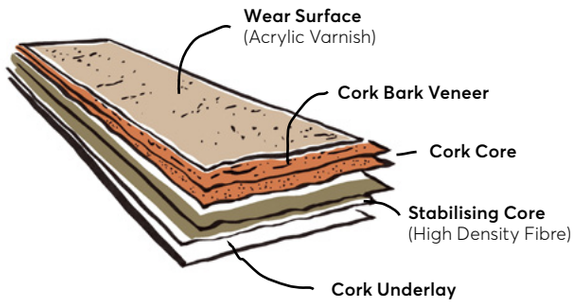


A natural landscape

Designed from outside in
Loam's gated front courtyard, designed in collaboration with Ireland Albrecht, features bricks that flow down the façade and along the ground, pooling around each front door. The soft greys of the gravel meet an organic crescent of evergreens, shrubs and grasses growing around the bay windows.

Let the garden grow
Out the back, oversized glazing frames each 65 sqm / 700 sq ft garden. Slide the doors open and step out with a morning mug of something warm and listen to the birds – a seamless blend of inside and outside living, ready to make your own.

Top tip
Pollinators attract
Plant daisies, lavender, sunflowers and snapdragons (the ultimate bee favourite).



Cork flooring
It's an unfortunate fact that wood floors mean that a number of trees have been cut down. But, that's not the case with cork. This sustainable product is harvested from the outer bark of the cork oak tree, which then grows a new layer each time. Cork forests are some of the most biodiverse and ecologically rich places on the planet, absorbing carbon and defending against desertification. We've also chosen to avoid using glue, meaning the floor can be taken apart without damaging the boards to be reused elsewhere.

Underfloor heating
When used in tandem with our air source heat pump system, underfloor heating is up to 40% more efficient than radiators. This is due to its larger surface area; underfloor heating doesn't need to be heated to as high a temperature as a radiator to provide the same increase in room temperature.

Kitchens by Leicht
During the creation of Loam's kitchens, there has been no overall emission of carbon to the atmosphere. Leicht's decision to offset their carbon footprint via initiatives such as tree planting means they've been accredited as a carbon neutral manufacturer by DGM, the German furniture quality association.

Instant hot taps
An instant hot tap uses up to 50% less energy than boiling a kettle. Not only is this better for the planet, it's better for your wallet too. And who doesn't want instant cups of tea?

Worktops by Foresso
Resting above kitchen cupboards by Leicht, the counter by Foresso is made of recycled sanding dust and wood waste in a durable bio-resin binder. Each worktop is handmade using natural materials, containing no VOCs and no formaldehyde, making it a healthy and long-lasting choice. Less than 5% of Foresso's waste goes to landfill, with an aim to become 'waste negative' – consuming more waste than they produce.

Completely gas-free

What this means for your bills
With an air source heat pump, you can save up to 27% on your heating bill when compared to gas.

Air source heat pumps
This fully electric system works by leveraging the temperature difference between the air inside and outside your home. You can think of it like a refrigerator in reverse. Air source heat pumps are 3 to 4 times more efficient than typical gas and electric boilers – it's no surprise that they're known as the low-carbon future of home heating.

Carefully considered *details*

Lighting
Each living space is dual aspect, bringing light into the Loam houses throughout the whole day. This means less electrical lights are needed, saving you energy and money. Additionally, we've designed a low-energy lighting scheme with directional and focused LED lights (rather than positioning them sporadically throughout each room). The lifespan of LEDs is 10 times longer with 90% efficiency when compared to conventional lighting, meaning only a fraction of energy is lost in heat. The bottom line is that your annual energy consumption and replacement costs are reduced.

Light coloured walls
Paired with the exposed blockwork, we're painting the walls and ceilings in light colours in order to bounce the light around each space. By increasing the brightness inside, we're reducing the need for electric lights throughout the day.

Oversized windows
By designing the houses with oversized glazing, such as the vast glass-to-glass bay windows, we're looking to bring as much natural light into each space as possible. The windows we've chosen go above and beyond the thermal requirements set out by Building Control, which means they're great at keeping your heat in during the winter and out during the summer. When compared to an existing 1930s terrace in the area, our windows at Loam benefit from 71% less heat loss.

Ceilings
The ground floor kitchen and dining spaces will have oversized floor-to-ceiling heights of 2.9m with exposed feature beams made from FSC & PEFC certified wood. Nestled between each beam, we're placing natural wood wool panels which are not only efficient at insulating, but they also have great acoustic properties. This is a cradle-to-cradle product where the panels contain no harmful substances and can therefore be composted and returned to nature as soil conditioner.

Brick detail
Working alongside the architects at Dowen Farmer Architects, we've created staggered brick details across the façade.

Building fabric
Just like our windows, we've exceeded the requirements set out by Building Control when it comes to the wall build-up, roofing, flooring and insulation materials that we've used. When comparing the efficiency to a local 1930s property, our external walls and floors are 12 x more efficient, and the roof is 23 x more efficient. This means you'll need to use your heating less, saving energy and money.

Specification

General
- Interior architecture and design by Scenesmith
- Exposed timber joists to kitchen and dining areas
- Natural wood wool ceiling to living spaces
- Private gardens to all houses
- Landscaped entrance to houses
- Feature bay windows to living spaces and master bedrooms
- Walk in wardrobes to master bedrooms

Floors
- Cork flooring to ground floor
- End grain timber to sunken living spaces
- Carpet to bedrooms

Kitchens
- Bespoke kitchens by Leicht
- Hot tap
- Foresso worktop
- Fully integrated Bosch appliances including microwave, induction hob, oven, fridge freezer, dishwasher and extractor fan
- Bosch washing machine located in store cupboard

Bathrooms
- Sanitary ware by Saneux
- Brassware by Hansgrohe
- Solus tiles & terrazzo
- Mirror cabinets to ensuites

Electrics & Heating
- Touch screen thermostats
- Zoned underfloor heating
- Air source heat pumps
- Energy efficient lighting layout
- Smoke and heat detectors

Security & Peace of Mind
- Set back, private lane
- Fully designed external lighting scheme
- 1-year defect liability cover
- 10-year new home warranty

Your neighbourhood in the city

If it's more green space to find yourself in, you're in luck. Loam sits at the meeting point between Crouch Hill and Finsbury Park; Stoke Newington is by your side, Highgate a wander to the west.

London's where we want to be.

It's why we make this city home.

From cafés to meander to and shops to unearth, great schools to know about, and cosy pubs to make your own.

Close to Islington, Clissold Park and Hampstead, it's just as easy to head east or stay in the area, where there's always a new restaurant to try, and an *old favourite* to come home to.

All things relaxing

Finsbury Park
13-min walk
The green, open spaces of Finsbury Park are home to a boating lake, play area, cafe and art exhibition space, as well as a carefully-curated formal garden. Perfect for a morning jog or an afternoon picnic.

haringey.gov.uk
Endymion Road, N4 1EE

New Beacon Books
9-min walk
One of London's most important bookshops – opened in 1966, you'll find works from Caribbean, Black British, African and African American writers. A cultural stronghold within the neighbourhood.

newbeaconbooks.com
76 Stroud Green Road, N4 3EN

Wray Crescent Open Space
2-min walk
Located behind our upcoming Loam houses, Wray Crescent Open Space features a cricket pitch, basket ball courts, playground and community garden.

islington.gov.uk
Wray Crescent, N4 3LP

Parkland Walk
12-min walk
London's longest linear nature reserve, stretching along the former railway line between Finsbury Park and Alexandra Palace. It's a haven of greenery amongst the quiet residential streets of N4.

parkland-walk.org.uk
Florence Road, N4 3EY

Boulangerie Bon Matin
7-min walk
It's impossible to walk past the window of Bon Matin without heading inside for a flaky pastry, washed down with a coffee. At lunch, the baguettes and crepes shouldn't be missed either.

boulangeriebonmatin.co.uk
178 Tollington Park, N4 3AJ

Green & Glory
9-min walk
This family-run greengrocers is the go-to for carefully-selected, fresh fruit and veggies, organic products and a healthy selection of vegan products.

green-glory.edan.io
55 Stroud Green Road, N4 4HL

Big Jo
4-min walk
You'll find Big Jo recommended on the Michelin Guide, known for its farm-to-table dishes served in a relaxed setting. With a focus on ethical farming and regenerative food systems, you can rest assured your plate hasn't cost the earth.

bigjobakery.com
324 Hornsey Road, N7 7HE

Feeling *hungry yet?*

The WB Yeats N4
6-min walk
For a classic British pub serving craft and cask ales, WB Yeats can't be beaten. Throughout the week expect live music, a quiz and their famous roast on Sunday.

thewbyeatsn4.co.uk
20 Fonthill Road, N4 3HU

Common Ground
9-min walk
Come for the coffee, pastries and brunch but stay for the cocktails and seasonal evening menu. There's also a foliage filled terrace out back (with igloos for the chillier months).

commongroundlondon.co.uk
49 Stroud Green Road, N4 3EF

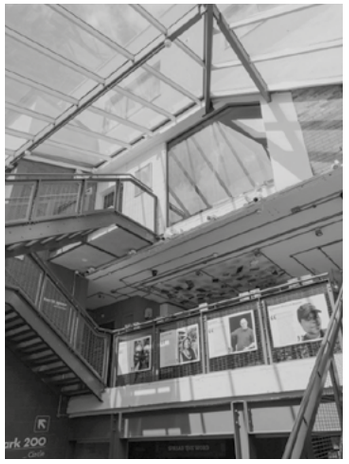
It's all fun and games

Finsbury Park Picturehouse
11-min walk
With plush, reclining seats, a cafe and members' bar, this seven-screen cinema has been welcomed to the area with open arms since opening in 2021. Watch a film with a freshly baked sourdough pizza on the side.

picturehouses.com
17 City North Place, N4 3FU

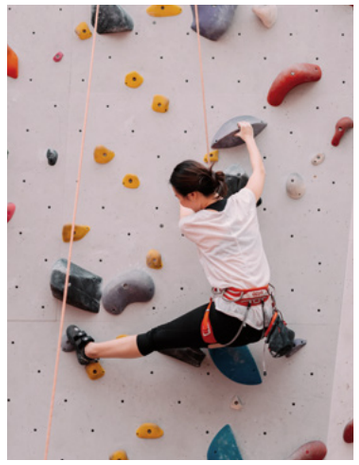
Park Theatre
10-min walk
Only minutes from the tube station, this community theatre features two stages, showcasing a programme of new dramas, musicals and experimental productions.

parktheatre.co.uk
Clifton Terrace, N4 3JP



Rowans Tenpin Bowl
13-min walk
A Finsbury Park staple, Rowans is the place for family outings, date nights and fun with friends. As well as the bowling lanes, you'll find arcades and karaoke booths, plus a DJ at the weekend.

rowans.co.uk
10 Stroud Green Road, N4 2DF



The Castle Climbing Centre
25-min walk
Climbing centre inside a Victorian former pumping station, with 450 routes and 90 roped lines.

castle-climbing.co.uk
Green Lanes, London N4 2HA

Best *of the* rest

Clapton Craft
8-min walk
Whether you're after a funky beer, tasty wine or an interesting alcohol-free option, Clapton Craft have you covered. Pop in and shop or take a seat, grab a drink and have a chat with the knowledgeable team inside.

claptoncraft.co.uk
77 Stroud Green Road, N4 3EG

89 Social
8-min walk
While away an evening on 89 Social's terrace with a glass of wine from their impressive menu (and a cheese board, perhaps!). There's always a warm atmosphere thanks to the friendly owners and regular live musicians.

89social.co.uk
89 Stroud Green Road, N4 3PX

Brave Sir Robin
12-min walk
With a huge selection of craft beer and ciders, plus numerous cocktails to choose from, there's something for everyone here. If you're feeling peckish, a changing pop up restaurant menu is on offer.

bravesirrobin.co.uk
29 Crouch Hill, N4 4AP

Schools

North Islington Nursery School and Children's Centre
4-min walk
A nursery that puts children at the heart of all they do.

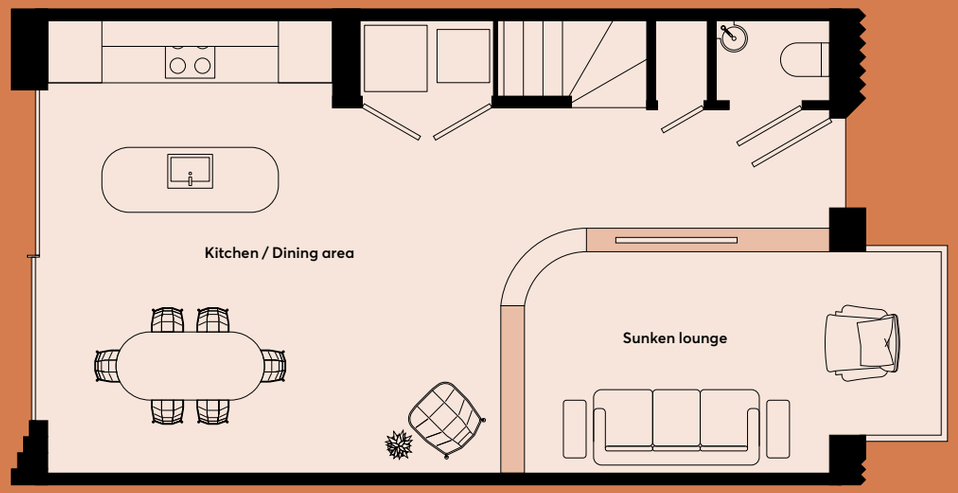
Arts and Media School Islington
4-min walk
This friendly secondary school's tagline reads 'Every child a scholar'.

Pooles Park Primary School
6-min walk
A garden school in the heart of the city that champions every child.

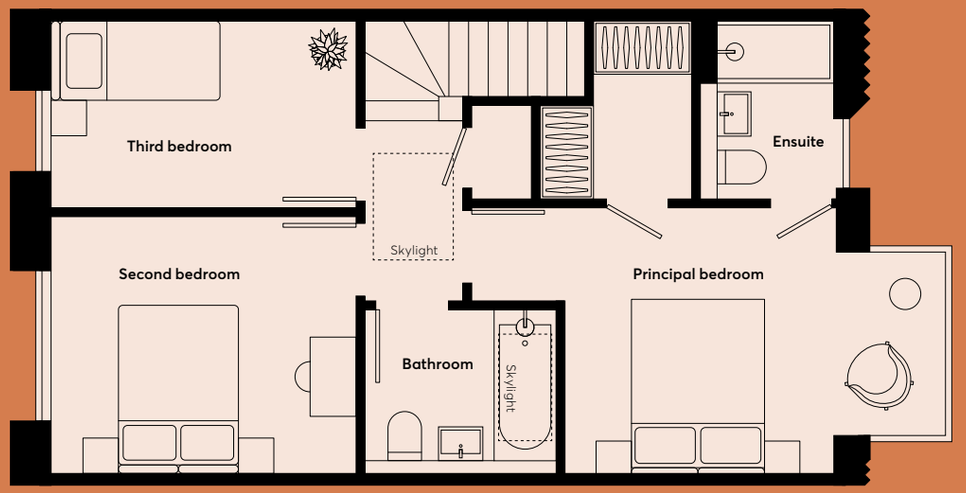
Site map *and* floorplans

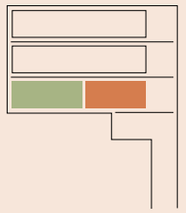
House One: Clay

Ground Floor



First Floor

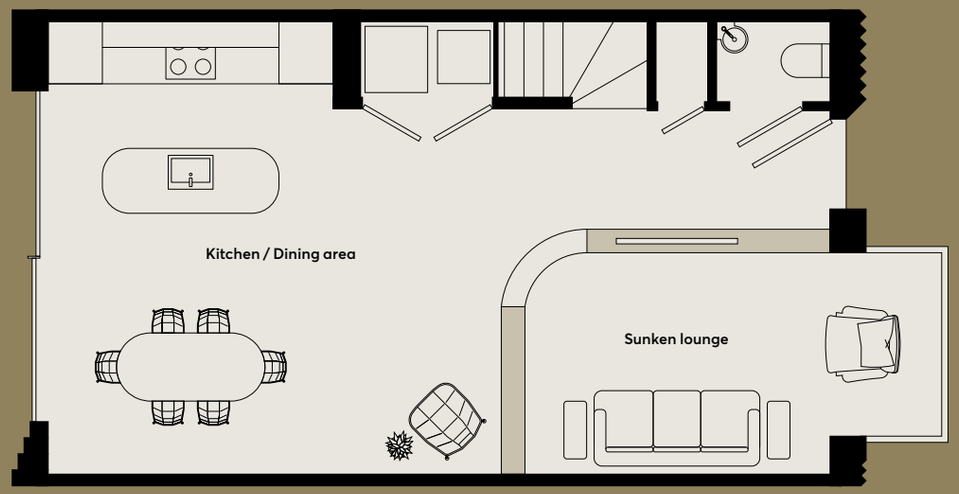




Kitchen / Dining area 5.2m x 5.2m / 17.1ft x 17.1ft	**Sunken lounge** 4.8m x 2.8m / 15.7ft x 9.2ft
Principal bedroom 4.2m x 3.0m / 13.8ft x 9.8ft	**Second bedroom** 3.5m x 2.9m / 11.5ft x 9.5ft
Third bedroom 3.5m x 2.1m / 11.5ft x 6.9ft	**Total** 98sqm / 1055sqft

House Two: Silt

Ground Floor



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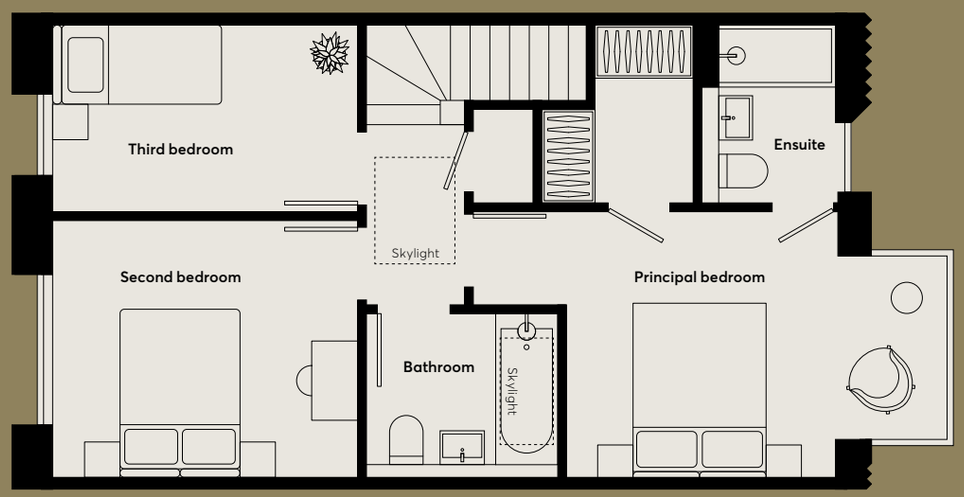

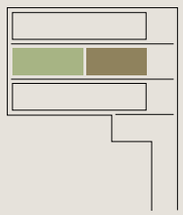

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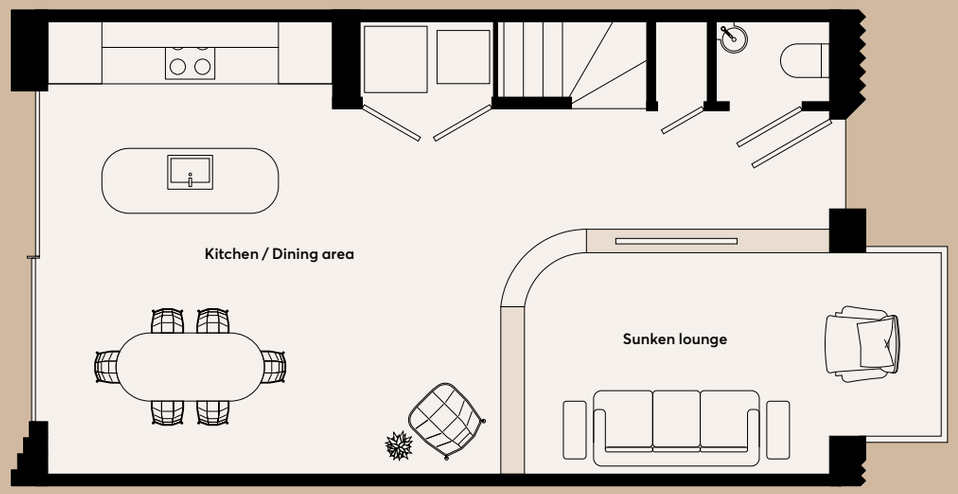
House Three: Sand

Ground Floor



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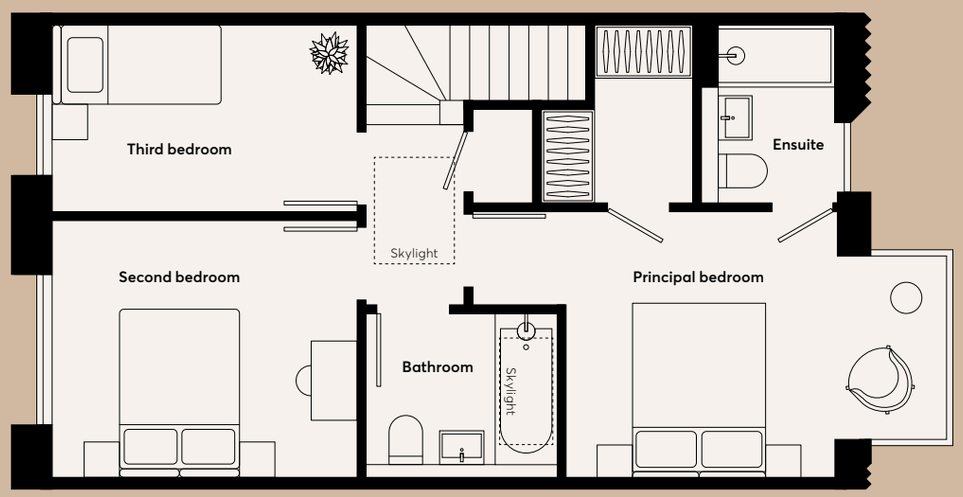

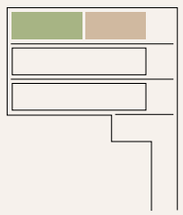

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Meet the team

At Artform, we like to do things differently. And not just for the fun of it (although it *is* a lot more fun).

We think new homes should be innovative, beautiful and unique – spaces that ultimately make people's lives better. And that means we're consistently finding and working with exceptional talent, pushing the boundaries of conventional development to create spaces focused on good design.

Our attention to detail is woven into our DNA. We care deeply about what we do, and we hope that it shows within our project at Loam. As with all our developments, from start to finish, we've had *you* in mind, creating a collection of houses that any of us would be proud to call home.

Developer
Artform

Contractor
AF Build

Architecture
Dowen Farmer Architects

Design
Scenesmith

Branding + Art Direction
NotOnSunday

Brand Management
Natalie Smith

Location Photography
Stan Lau
Natalie Smith

Illustration
Hollie Brown

art form

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London
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info@artformgroup.co.uk

@artformgroup_

Artform's directors, Ben, Jon & Dan

Scenesmith's founder, Sophie

The Artform Team

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Local area *and* Map

Crouch Hill & Finsbury Park

Cafes
1. Common Ground *9-min walk*
2. Boulangerie Bon Matin *7-min walk*
3. N4 Coffee Fruit *8-min walk*

Dining
4. Big Jo *4-min walk*
5. Osteria Tufo *7-min walk*
6. Max's Sandwich Shop *12-min walk*

Drinks
7. 89 Social *7-min walk*
8. The WB Yeats N4 *6-min walk*
9. Brave Sir Robin *12-min walk*

Shopping
10. Clapton Craft *8-min walk*
11. New Beacon Books *13-min walk*
12. Green & Glory *9-min walk*

Fun
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15. Park Theatre *10-min walk*

Nature
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18. Wray Crescent Open Space *2-min walk*

Schools
19. North Islington Nursery School and Children's Centre *4-min walk*
20. Arts and Media School Islington *4-min walk*
21. Pooles Park Primary School *6-min walk*

Transport

Overground
Crouch Hill *12-min walk*
Finsbury Park *12-min walk*
Upper Holloway *16-min walk*
Manor House *21-min walk*
Harringay *21-min walk*

Underground
Finsbury Park *12-min walk*
Archway *20-min walk*
Manor House *21-min walk*
Arsenal *22-min walk*

Loam Lane
Crouch Hill, N4 3FX

Local area *and* Map

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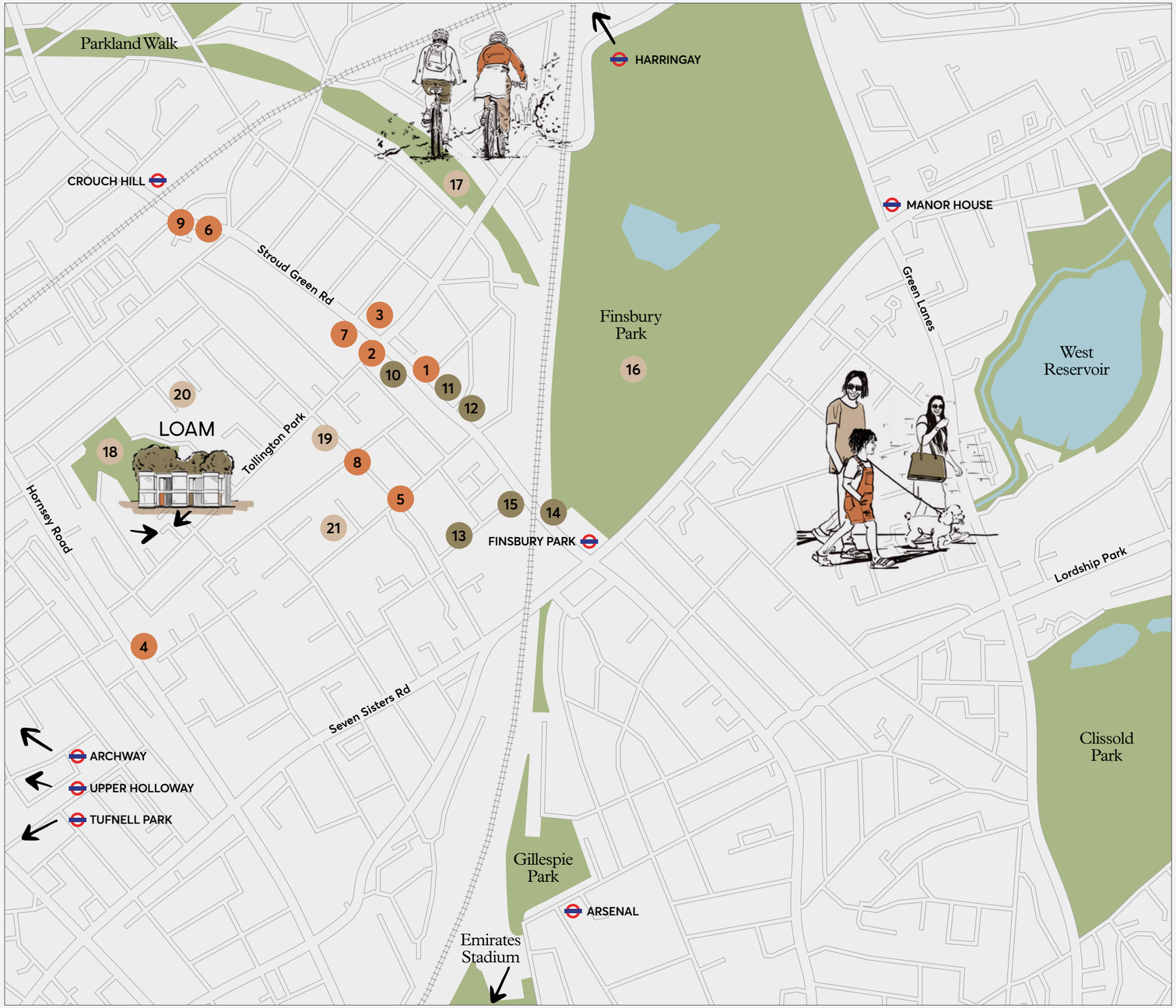

art
form

artformgroup.co.uk