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# LONDON:

A different perspective

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“BY SEEING LONDON, I HAVE  
SEEN AS MUCH OF LIFE AS  
THE WORLD CAN SHOW.”

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**Samuel Johnson, 1709-1784**

London: one of the most photographed cities in the world. Every day thousands of images of this great city are composed and captured. On canvas and online, on the big screen and the small screen, in print and in our memories; London's iconic imagery has made it familiar the world over. But these ubiquitous images of the capital tend towards the similar, only offering one traditional view of the city. Created for Great Minster House, SW1, this book presents a new, privileged perspective on London. In these pages you'll discover another side to the city, a side rarely seen, a side reserved for the fortunate few. Like this book, Great Minster House offers residents a different perspective on London. A new collection of remarkable residences in the very heart of Westminster, Great Minster House presents residents with a peerless luxury lifestyle and priceless views of some of London's most iconic landmarks. Great Minster House gives you a uniquely privileged view of London.



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## LONDON. SINCE AD 43.

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The historic origins of the sprawling metropolis of modern London are forever lost to the mists of time. Whilst remains of a bridge and a large timber structure, both near Vauxhall, have been dated to 1500 BC and 4500 BC respectively, our headline relates to the year the first major Roman settlement was founded near the Thames. In the intervening years both London and the River Thames have changed beyond all recognition. Man's influence means even the course of the river has been altered; remarkably, the land now occupied by the Palace of Westminster and Westminster Abbey was once an eyot in the Thames known as Thorney Island. Whilst the passage of time has seen Westminster change beyond all recognition, its position amongst London's most celebrated, most coveted and most iconic locations endures.





### WESTMINSTER: HISTORIC SEAT OF POWER.

The seat of government for almost a thousand years, Westminster is a name synonymous with power, politics and privilege. The current Palace of Westminster (or Houses of Parliament, as it's less formally known) is the third building to occupy the position; the first two being destroyed by fire. The current building is far younger than its Perpendicular Gothic style would indicate, being finished around 1870. The Palace's iconic Elizabeth Tower, home to Big Ben, is a global icon known the world over. Less known is that the tower has a subtle but distinct lean to the northwest, partly due to tunnelling for the Jubilee Line below. Walk around Westminster's hallowed streets and you walk in the footsteps of political luminaries like Sir Robert Walpole, the first and longest serving Prime Minister and Britain's wartime leader Sir Winston Churchill. On the opposite bank of the river, the remarkable London Eye stands in stark contrast to the old County Hall, today home to the London Sea Life Aquarium and the London Film Museum. Both structures are popular tourist attractions and both evidence of London's constantly evolving skyline.







## HIDDEN WESTMINSTER.

Despite its enduring connection with politics, away from the iconic landmarks and well-trodden tourist trails Westminster is a sought-after residential locale, possessed of a surprisingly village-like atmosphere. A walk around the leafy streets reveals traditional London pubs, discrete private clubs, shops including oddities like an ecclesiastical supplier, a disparate range of restaurants and a number of highly sought after schools. It's no surprise to learn that many of the families living in this most coveted of locations have been here for generations. It's also a major business centre; on Horseferry Road you'll find the strikingly modern headquarters of Channel 4 Television. This Richard Rogers designed building features a 50 foot high metal '4' outside that is periodically 'skinned' in a variety of colourful designs by both established and emerging artists.







## EVOLVING LONDON.

London is a city full of spectacular visual juxtapositions where the co-existence of the old and the new become visual metaphors for the city's constant state of reinvention. On the South Bank, 108 years separate the opening of the Norman Foster designed City Hall and the adjacent Tower Bridge, two London icons yet polar opposites in terms of architecture. St Paul's Cathedral, viewed from the Millennium Bridge is an equally arresting image; with Sir Christopher Wren's iconic dome in the background and the stunningly modern footbridge leading your eye across the Thames, the capital's vibrant and varied architectural fusion comes vividly to life. Behind you, the re-purposed former Bankside power station (now the celebrated Tate Modern) sits minutes from a recreation of the ancient Shakespeare's Globe theatre. Nearby the Shard, the latest addition to London's skyline, towers above historic Borough Market, London's most renowned food market in existence since 1014.







## THE CITIES OF LONDON.

Along with the City of Westminster, the neighbouring City of London is the second in London's tale of two cities. The historic centre of London, the Square Mile is a unique city-within-a-city, replete with its own independent police force, distinct from London's Metropolitan Police. The City is the world's leading centre of global finance and along with the relatively new Canary Wharf makes London an international financial powerhouse. Despite its status as the pre-eminent financial hub, the City is a fabulous destination for shopping and dining. The strikingly modern One New Change, a recent addition to the City's ancient streets, boasts 60 shops and restaurants whilst the ancient Leadenhall Market has a fabulous selection of boutique shops and eateries beneath its glorious ornate roof.





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## STEEPED IN CULTURE, ART AND ENTERTAINMENT.

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Samuel Johnson's oft-quoted phrase "When a man is tired of London, he is tired of life; for there is in London all that life can afford" neatly sums up the city's magical appeal: a magnificent variety of things to do, discover and explore. The history of London's cultural landscape is as long and as varied as the city itself. Remains of a Roman amphitheatre can be seen in the basement of the Guildhall Art Gallery in the City whilst London's first permanent public playhouse, known simply as The Theatre, was opened in 1576 in Shoreditch. Whether your tastes run to the shows and musicals of the West End's Theatreland, the historic treasures found in many famed museums or the cutting-edge art and design of the city's galleries, London never fails to delight and enthrall.









### LONDON'S HISTORIC THEATRES.

The West End and Theatreland; names synonymous with entertainment and the arts, conjuring up images of historic theatres, celebrated thespians and legendary productions. London's Theatreland can trace its roots back to 1663 and the opening of the Theatre Royal. Destroyed by fire nine years later, it was replaced by Sir Christopher Wren's Theatre Royal, Drury Lane, which still occupies the site to this day. Moments away in Covent Garden, the Royal Opera House, home of the Royal Opera and the Royal Ballet was once also known as the Theatre Royal. In a remarkable case of coincidence, this too has been twice destroyed by fire. Arguably the capital's most recognisable venue, the Royal Albert Hall plays host to music ranging from classical to contemporary. This iconic venue was originally plagued by an echo so bad it was labelled "the only place where a British composer could be sure of hearing his work twice."



### OUTSTANDING MUSEUMS AND GALLERIES.

Housed in grand edifices (Tate Modern or the Bank of England Museum), ordinary family homes (Freud Museum London or Benjamin Franklin House) or even secreted away underground (Churchill War Rooms), London's museums and galleries are as architecturally diverse as their subjects. Exhibition Road in South Kensington is home to the Science, Natural History and Victoria & Albert museums. In Bloomsbury, the British Museum's permanent collection numbers some eight million works documenting the story of human culture from its very beginnings to the present. Both the Tate Britain and Tate Modern display art from the ancient to the contemporary, one in a classically elegant building on the site of the former Millbank Prison, the other in a spectacularly converted former power station.







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## A CULINARY CAPITAL.

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Universally renowned as one of the culinary centres of the world, London can also lay claim to some surprising gastronomic innovations. In 1762, the term sandwich was reputedly coined in a Covent Garden pub when John Montagu, the fourth Earl of Sandwich, ordered beef served between slices of bread whilst playing cribbage, in order that he didn't get his cards greasy. Similarly, in around 1893, renowned French chef Auguste Escoffier created the Peach Melba whilst working at The Savoy, in honour of the celebrated Australian soprano Nellie Melba who was staying there. More recently, The Eagle pub in Clerkenwell introduced the world to the gastropub concept in 1991, an idea that has since swept the capital and the globe.





## REMARKABLE RESTAURANTS.

The culinary landscape in London is amongst the most diverse in the world. On the capital's streets you'll find everything from critically acclaimed restaurants to grand hotel dining rooms and from über-trendy pop-up restaurants to street food sensations selling authentic world cuisine. At the time of writing, there are a remarkable 56 Michelin-starred restaurants within five miles of Central London, including two establishments with three stars and eight with two. In many venues (like the Oxo Tower Restaurant whose illuminated, OXO-shaped windows were a clever ruse to get around advertising restrictions), the sweeping London panoramas outside are every bit as spectacular as the masterpieces conjured up by the kitchens.







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## LEGENDARY SHOPS, COVETED BRANDS.

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Fortnum & Mason and Harrods; few shops have such evocative names or have formed such lasting associations in the mind with London. The glorious, gilded emporium of Fortnum & Mason, the birthplace of the Scotch egg and the first shop in the world to sell Heinz baked beans, is still 300 years after opening, one of the most wonderful shops in London and the proud holder of several Royal Warrants. With over one million square feet of selling space and an incredible 330 departments, Harrods is the largest department store in Europe and in 1898 opened England's first 'moving staircase.' Nervous customers who rode what we'd now call an escalator were reputedly offered brandy at the top to revive them after their 'ordeal.' Augmented by the capital's dazzling array of famous brands, independent boutiques and celebrated markets, London's position as one of the world's best shopping destinations is assured.







### PICCADILLY AND THE WEST END.

Bond Street, Savile Row, Regent Street; names that have passed into the vocabulary, universally recognised bywords for luxury, excellence and opulence. On these celebrated roads the most famous names in fashion, jewellery, design and accessories can be found in flagship stores, independent boutiques and historic arcades. The longest covered shopping street in Britain, Burlington Arcade on Piccadilly is one of the country's first shopping arcades and to this day is still patrolled by Beadles in their traditional uniform of Edwardian frock coats and gold braided top hats. Introduced in 1819, the Beadles are the smallest private police force in existence and provide a tangible link with the arcade's rich past.



**SAVILE  
ROW W1**  
CITY OF WESTMINSTER

VIGO STREET W1  
CITY OF WESTMINSTER

12 BURLINGTON PAINTINGS

19th AND  
CENTURY PAINTINGS

8





### GRAND DEPARTMENT STORES.

Think of London shopping and images of the city's grand department stores are conjured up, famous names indelibly linked with the capital. Along with the aforementioned Harrods, Knightsbridge is home to Harvey Nichols, a temple to the very best in fashion, beauty, jewellery, wine and food. In the West End, the beautiful Liberty building on Great Marlborough Street, whose Tudor revival frontage incorporates the timbers of two old warships, is a meandering treasure trove of beautiful home wares, gifts, fashion and accessories. On the world renowned Oxford Street you'll find the flagship premises of Selfridges; this landmark store was labelled "the most imperial building in London" by Architectural Design Magazine in the late 1920s and held the first public display of television in 1925.



TO  
FASHION FLOOR



GREAT  
Summer Sale  
Super Quality  
All Silk  
GEORGETTE  
39 inch  
Usual Price  
10<sup>9</sup>  
**4/11**

GREAT  
Summer Sale  
NOVELTY  
CROPPERS  
39 inch  
9/11

GREAT  
Summer Sale  
ART SILK  
STRIPED  
KNICKERS  
39 inch  
\$ 1.11

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## LONDON'S GREAT OUTDOORS.

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London is one of the greenest cities in the world, blessed with a huge and disparate variety of open spaces, ranging from formal, manicured parks to wild, undulating commons and miles of canals and Thames waterfront. The Royal Parks are pockets of peace and tranquility in the midst of the urban landscape; green oases in the very heart of the city. St James's Park is the oldest of the Royal Parks and the first in a series of three, closely linked open spaces running west to east linking Westminster and Kensington. Take a stroll along Birdcage Walk, cross The Mall and you're in Green Park where a walk along Constitution Hill brings you to the Wellington Arch and Hyde Park.







### HISTORY AND HORTICULTURE.

Given their age, it's not surprising that London's parks have a fascinating history. The incongruously named Rotten Row is actually a beautiful tree-lined avenue in Hyde Park and holds the unique distinction of being the very first artificially lit street in the world. During the reign of William III (1650-1702) a person was employed to light the lamps at night and extinguish them in the morning. On the southern bank of the Thames, Battersea Park was once a popular spot for duelling with pistols and was witness to a duel of an altogether different nature in 1864, when it hosted the first football game played under the rules of the recently formed Football Association.





### FROM HEATHLAND TO RIVERSIDE.

In north London, beautiful Primrose Hill and Hampstead Heath are noted for their fabulous views of the London skyline. The Heath is home to Kenwood House and gardens, both of which are open to the public. The Heath's swimming ponds are a major attraction in the summer months as well as the source of the River Fleet, a 'lost' river that now flows entirely underground to the Thames, giving Fleet Street its name along the way. The meandering Thames itself ranks highly amongst London's outdoor assets; walking, cycling or sailing along its miles and miles of waterfront reveals a whole new angle on the city. From the water's edge historic wharves, glittering towers, bridges ancient and modern and some of the most iconic buildings in the world are revealed.







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## A HISTORY OF TRANSPORT INNOVATION.

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As befits one of the busiest and most populous cities in the world, London's transport system has a rich and intriguing history. Perhaps the most fascinating element is the London Underground or the Tube as it's colloquially known, the oldest underground railway in the world. The first section between Paddington Station and Farringdon opened in 1863 with carriages hauled by steam locomotives. Electricity replaced steam power in 1905, liberating trains from the shallow, sub-surface lines with their ventilation shafts and allowing the building of the round 'deep level' tunnels, up to 200 feet below the city streets. Today, the Underground serves 270 stations via 250 miles of track, although perhaps ironically, only 45 per cent of it is actually underground.





### UNDER THE SURFACE, ON THE WATER.

In few London stations is the juxtaposition of old and new as evident as in Westminster. Here the original shallow platforms opened in 1868 are contrasted by the startlingly new and multi award-winning Jubilee line station below. The Thames, only moments away, has been an important transport and trade route since London's inception and is today the busiest inland waterway in the UK, transporting two million tonnes of freight and over six and a half million passengers a year. Befitting the river's status as a major transport network there are four constantly in demand RNLI lifeboat stations. In 2009 the institution's Tower Lifeboat Station was named the busiest in the UK, launching its lifeboat 380 times and rescuing 148 people.







## VICTORIAN RAILWAYS AND MODERNIST AIRPORTS.

London's magnificent railway termini hint at the huge influence and power once wielded by Britain's pioneering railway companies. Today, decades later, these buildings continue to serve their purpose, albeit with a greatly enlarged role; could the builders of St Pancras ever imagine trains arriving at its platforms from destinations like Paris and Brussels? Around 12 miles west of central London, Heathrow Airport is the busiest airport in the UK, and the strikingly modern Terminal 5 is the largest free-standing structure in the UK. During construction, engineers needed custom-built towers to lift the roof into place, as conventional cranes would have appeared on the airport radar.





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## THE BEST IN EDUCATION.

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Housed in buildings that range from the classically elegant to the startlingly modern and dispersed throughout the city, London's 43 universities form the largest concentration of higher education in Europe. Naturally, these revered institutions all have their own fascinating stories to tell. The beautiful and imposing art deco tower of Senate House, the administrative centre of the University of London, has been seen in Hollywood blockbusters and also served as the inspiration for the Ministry of Truth building in George Orwell's Nineteen Eighty-Four. Nearby at University College London the preserved body of Jeremy Bentham, the noted British philosopher, jurist and social reformer, is on display and occasionally present at meetings of the College Council where he is listed as "present but not voting."





### FOR YOUNGER PUPILS.

As well as superb standards in university education, London's schools are equally well respected. In the shadow of Westminster Abbey, The Royal College of St. Peter in Westminster (or Westminster School as it's better known) is one of Britain's leading independent schools with the highest Oxford and Cambridge acceptance rates of any secondary school or college in Britain. Able to trace its history back to 1179, the intervening years have seen alumni including Sir Christopher Wren, A. A. Milne and seven Prime Ministers pass through its hallowed halls. Over the years, this esteemed institution has evolved many unique customs and its own particular terminology. Perfectly illustrating both is the 'Greaze' (a mass scramble for shreds of a horsehair-reinforced pancake, tossed over a 15 foot bar) which has been held 'up School' (in the School Hall) on Shrove Tuesday since 1753.

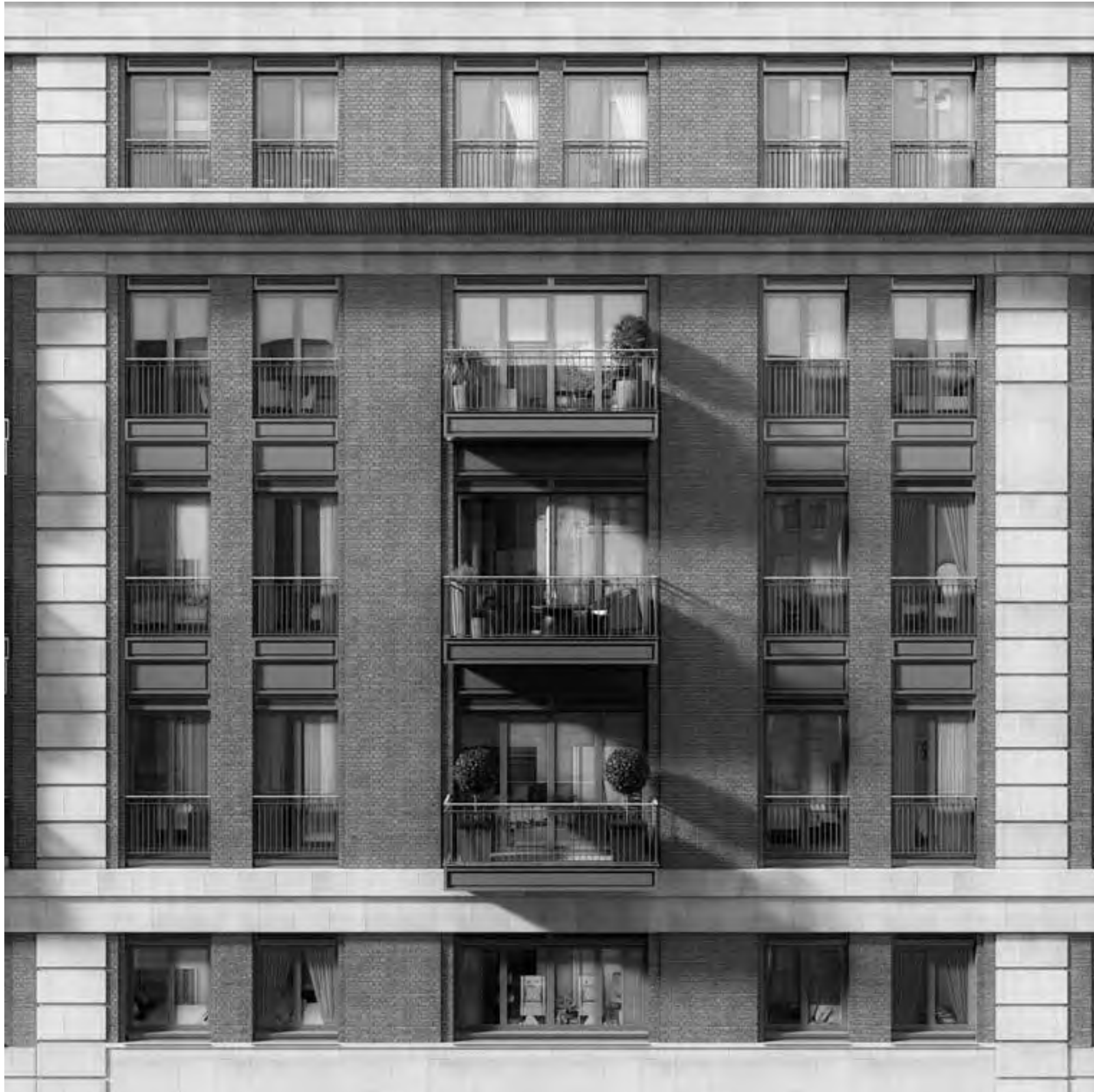
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## GREAT MINSTER HOUSE, SW1.

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In the heart of Westminster on the corner of Marsham Street and Horseferry Road, Great Minster House represents a rare chance to live in this most privileged part of London. An exquisite re-imagining of an existing building, this singular new development offers discerning residents a unique combination of unparalleled luxury and spacious accommodation, in a remarkably sought after address. These breathtaking apartments have been designed without compromise and with the utmost attention to detail; most boast outdoor space, high ceilings and beautifully engineered wooden parquet floors as standard.





### FIVE STAR LIVING.

A tangible sense of luxury permeates every aspect of life at Great Minster House. From the moment you set foot inside the elegant lobby, you're greeted by all the hallmarks of a luxury lifestyle. The beautifully appointed foyer sets a tone of refined sophistication and is home to a concierge and porter service, on hand for day-to-day needs. Different car parking options are available and can be negotiated for the majority of apartments and a Sainsbury's Local just a few moments' walk from the lobby add to the convenience of life at this remarkable development.





### WESTMINSTER AND THE WORLD OUTSIDE.

Akin to having the world's most famous clock as your personal timepiece, living within earshot of Big Ben is a privilege afforded to only a select few. Embellishing the experience further, the majority of apartments at Great Minster House are blessed with outdoor space where you can enjoy an alfresco early morning cappuccino or a perfectly aged evening Scotch.







### INDIVIDUALLY DESIGNED HOMES.

Affording everything from pieds-à-terre to spacious contemporary homes, accommodation at Great Minster House encompasses stylish studios, elegant 1, 2 and 3 bedroom apartments and truly breathtaking luxury penthouses. Design individuality is key; with every layout carefully conceived to provide residents with flexible, adaptable indoor and outdoor space perfectly in tune with modern lifestyles.





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**GREAT MINSTER HOUSE, SW1:  
A UNIQUELY PRIVILEGED  
PERSPECTIVE ON LONDON.**

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A celebration of the capital created by Barratt London for

great minster house • SW1

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