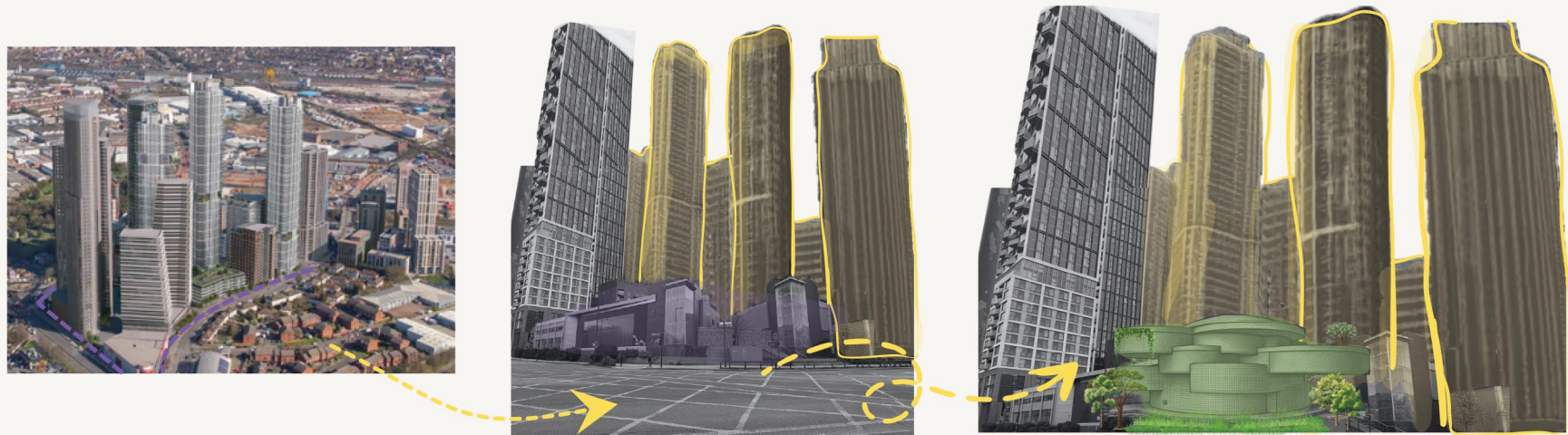
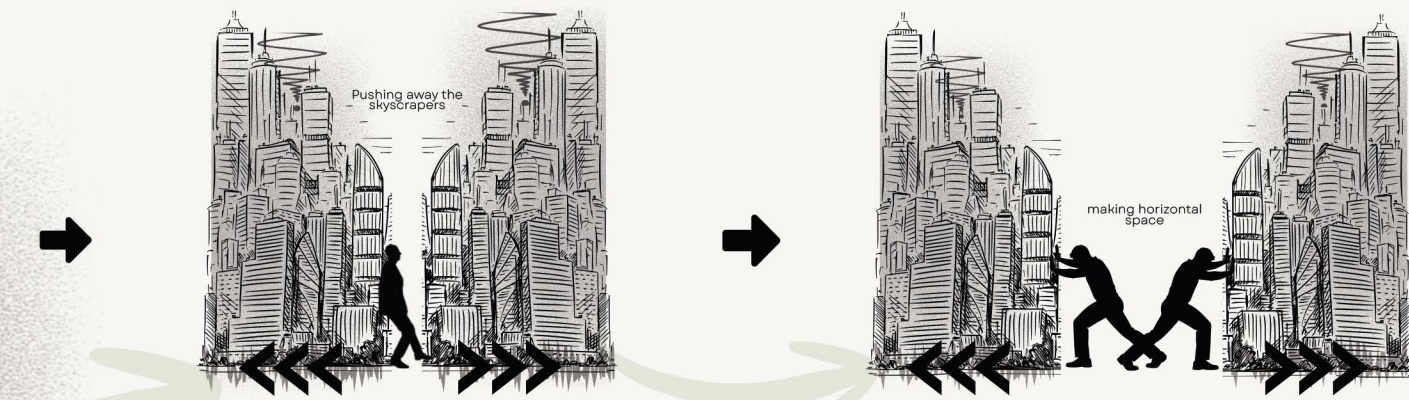


## MAKING SPACE IN A VERTICAL CITY



North Acton is experiencing rapid vertical growth, yet opportunities for social interaction, study, work and community life remain limited. This project reintroduces horizontal space within a vertical city – organising a sequence of interconnected environments around a central atrium, each designed with its own atmosphere, material palette and sensory quality. From the social energy of the ground floor food hall to the quiet focus of the study space and the open air of the rooftop garden above, the design is driven by how space is inhabited and felt, not just how it looks. It is a building designed to be stayed in.

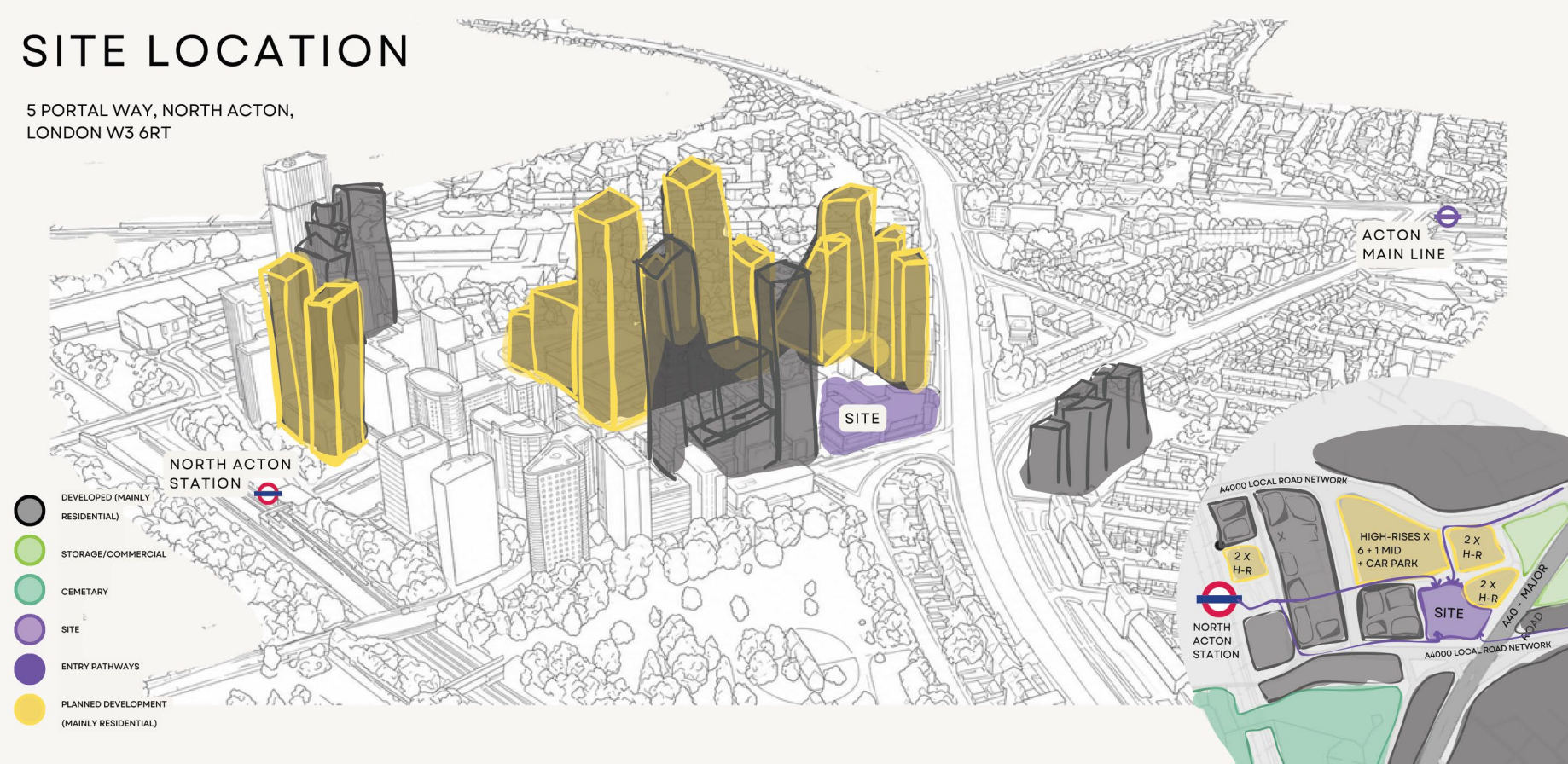
## LIFE WITHIN COMPACT LIVING



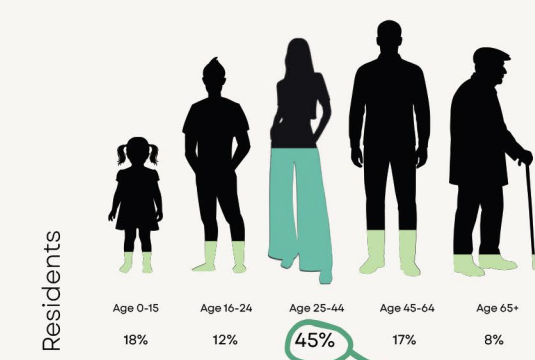
Living in a compact apartment can often mean that sleeping, working, studying and relaxing all take place within the same limited space. As residential units become smaller and urban density continues to increase, opportunities to physically and mentally separate daily activities become increasingly restricted. The result can be a feeling of confinement, where the boundaries between work and rest begin to blur, affecting both wellbeing and productivity. While parks and public spaces provide opportunities for movement and recreation, there are often few places where residents can comfortably spend extended periods of time to work, study, meet others or simply exist outside the confines of their home. In many high-density neighbourhoods, people have a place to live, but limited space to support everyday life beyond it.

## SITE LOCATION

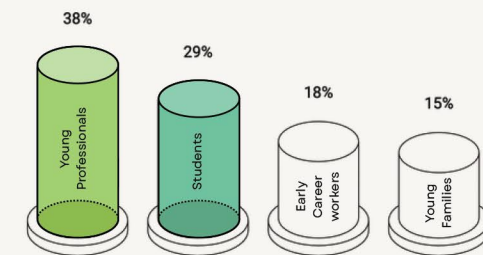
5 PORTAL WAY, NORTH ACTON,  
LONDON W3 6RT



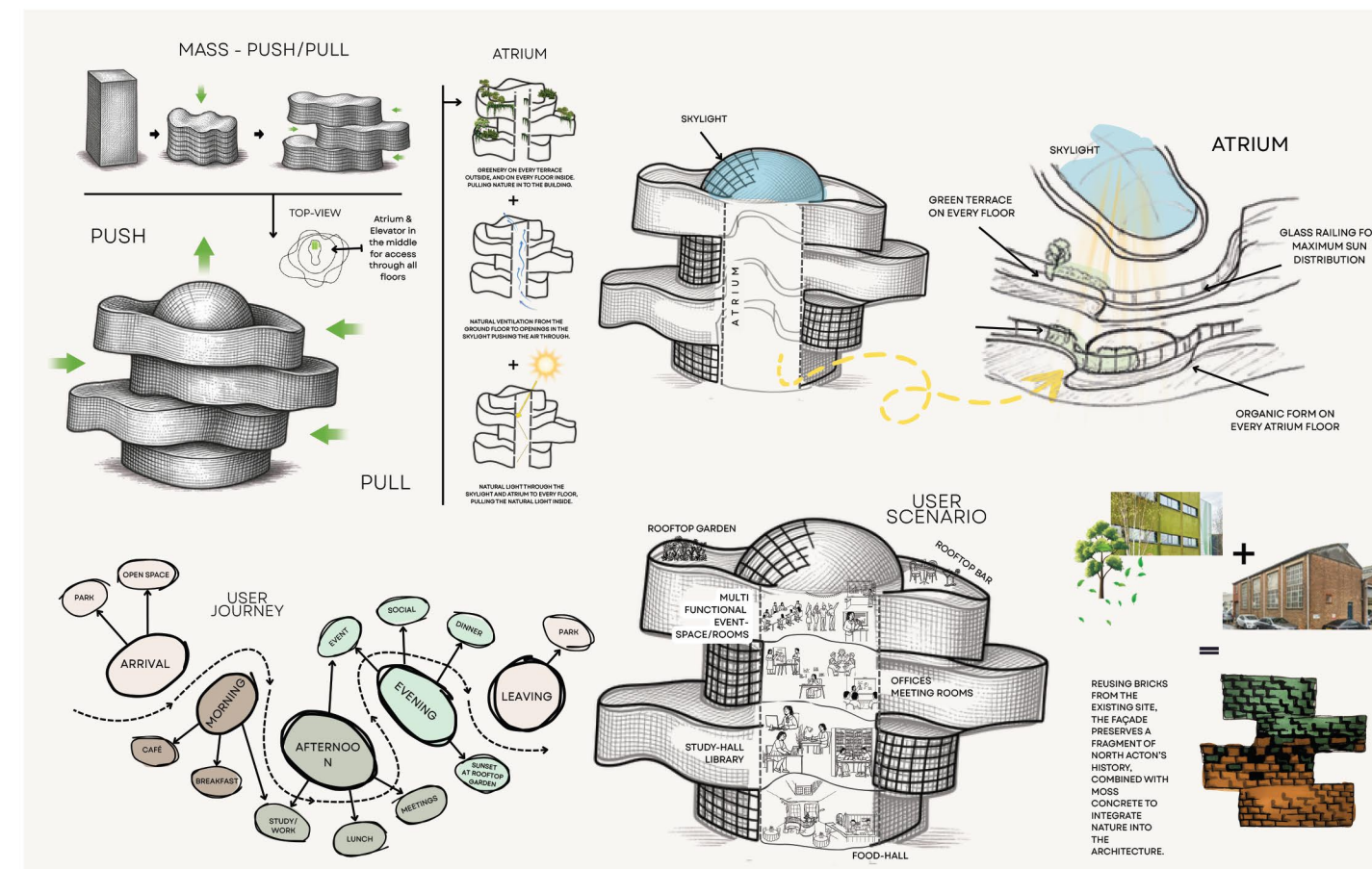
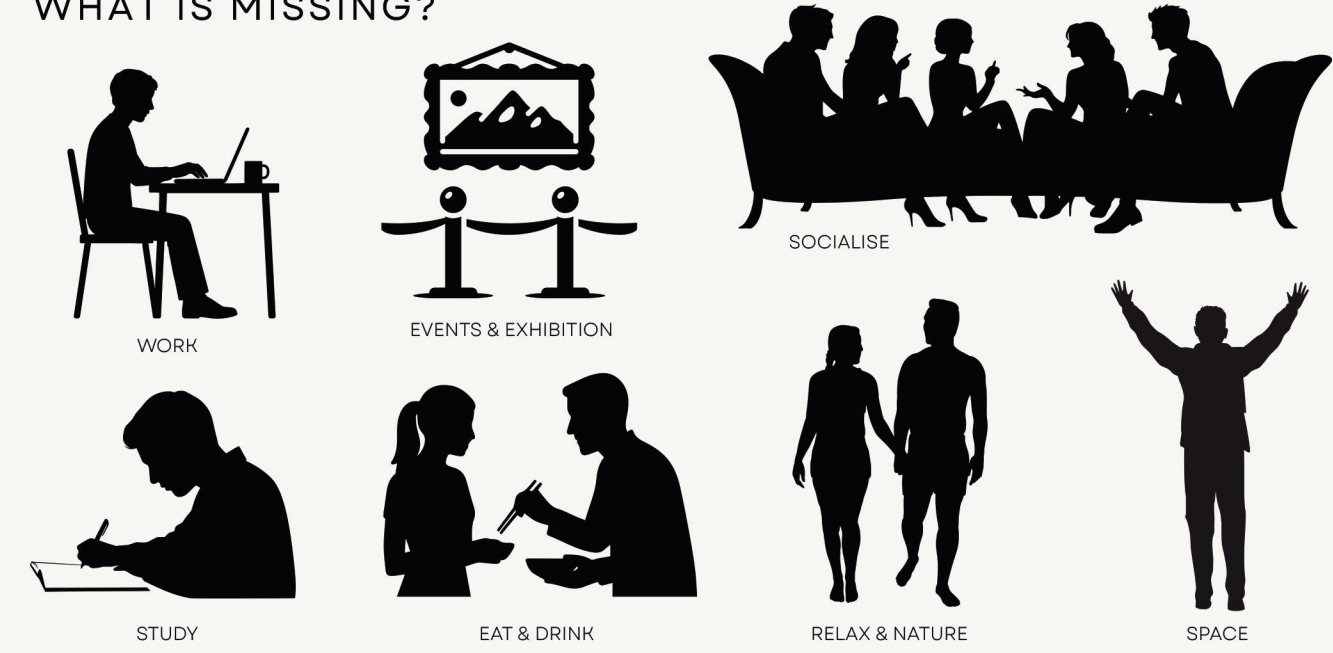
## WHO IS IT FOR?



The local population is primarily composed of students, young professionals and hybrid workers, many living in compact spaces with limited room for work, focus and social interaction.



## WHAT IS MISSING?





# NORTH ACTON HUB

EAT - WORK - CONNECT

## Moodboard

The interior strategy responds to North Acton's young and growing population by introducing colour, greenery and natural materials into an area dominated by concrete, glass and high-density development. A neutral base palette maximises daylight and creates visual consistency, while carefully selected accent colours help define the character and function of each floor. Natural materials add warmth and texture, supporting wellbeing, productivity and social interaction.



- SOCIAL DESTINATION**  
Public rooftop venue with views, greenery and hospitality.
- COMMUNITY**  
Bookable event spaces for organised activities and programmes.
- FOCUSED WORK**  
Semi-private workspace for businesses, freelancers and start-ups.
- QUIET & REFLECTIVE**  
Accessible study and reading spaces for everyday use.
- PUBLIC & SOCIAL**  
Open to all visitors throughout the day.



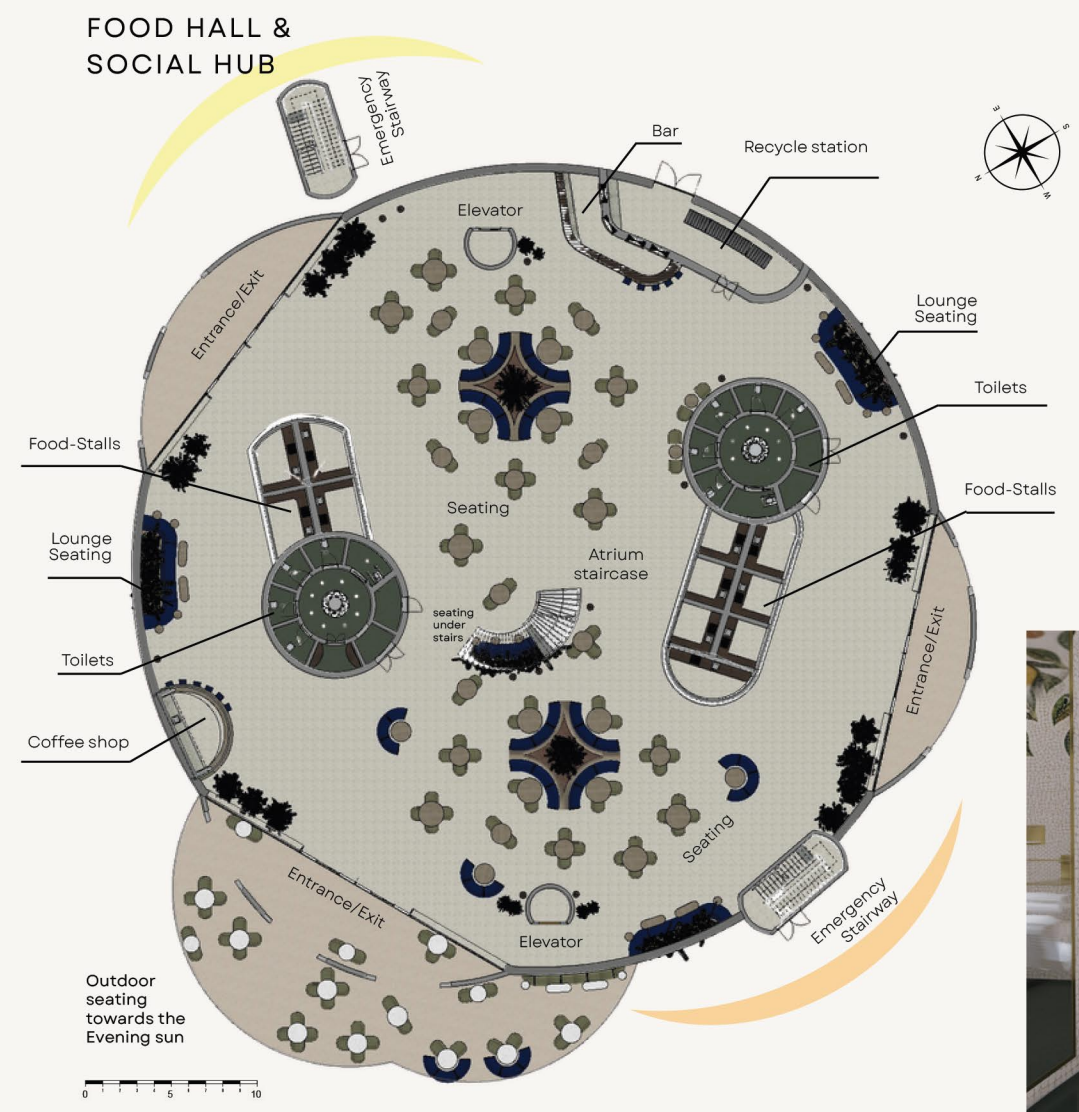
### INCLUSIVE & ACCESSIBLE BATHROOM DESIGN

The bathroom facilities are identified by toilet type rather than gender, creating a more inclusive and welcoming environment for all users. Accessible toilets have been designed to match the same aesthetic quality as the standard facilities, ensuring that accessibility does not come at the expense of design.

Instead of compromising the interior to meet accessibility requirements, the necessary features have been carefully integrated into the overall design language. Brass detailing to sinks and fittings reflects the material palette used throughout the project, including the brass-toned railings, creating a cohesive and dignified user experience for every visitor.



## GROUND FLOOR



**COLOUR PALETTE**

DEEP GREEN	SAOE	TERRACOTTA	BURNT ORANGE	DEEP BLUE	WARM NEUTRAL
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**MATERIALS**

WALL TILES GLOSSY ORANGE	WALL TILES GLOSSY GREEN	TERRAZZO FLOORING	CHAIR GREEN TEXTILE	SOFA BLUE VELOUR
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### FOOD HALL & SOCIAL HUB

Stepping off the street into the food hall, the atmosphere shifts immediately — the smell of coffee and food, the warmth of terracotta and brass, the sound of conversation absorbed by planting and soft furnishings. The space is designed to feel generous without being grand: approachable, colourful, and alive with everyday life. The atrium staircase rises visibly from the centre, drawing the eye upward and connecting the ground floor socially and spatially to everything above.

**IDEAL FOR**

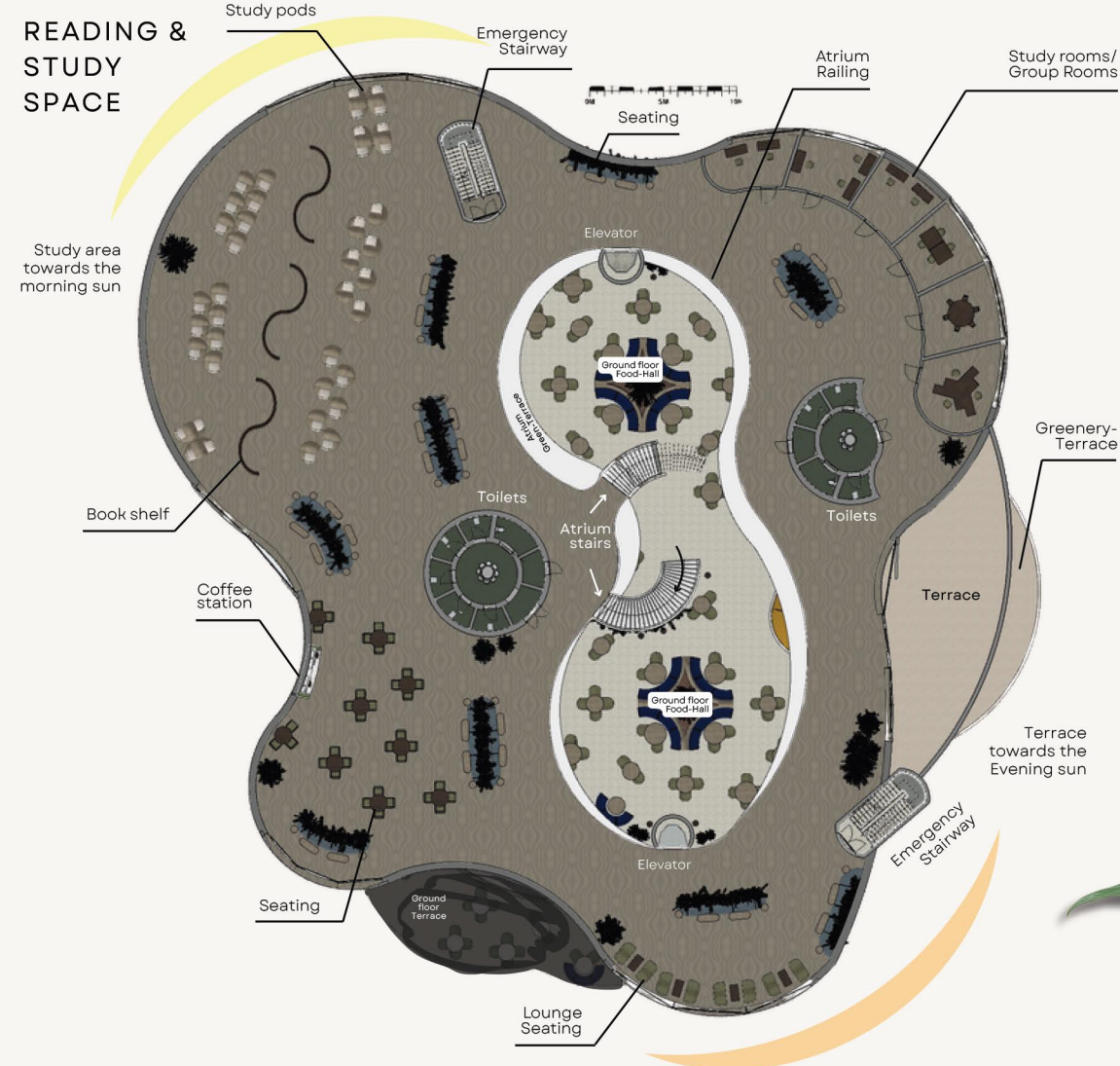
SOCIALIZE	EATING	DRINKS	COMPUTER WORK



# NORTH ACTON HUB

EAT - WORK - CONNECT

## 1<sup>ST</sup> FLOOR



CALM • FOCUS • COMFORT



### COLOUR PALETTE



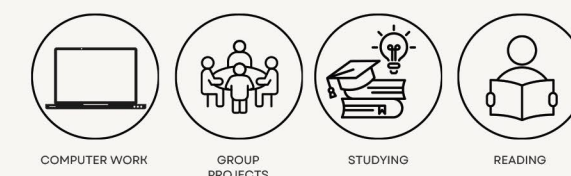
### MATERIALS



### READING ROOM & STUDY SPACE

The study floor is deliberately unhurried. Carpet absorbs sound, timber warms the surfaces, and the views down through the atrium railing connect the reader to the life of the building without interrupting their focus. Morning light fills the study area; the terrace catches the evening sun for those who stay late. It is the kind of place designed to be stayed in — not passed through.

### IDEAL FOR

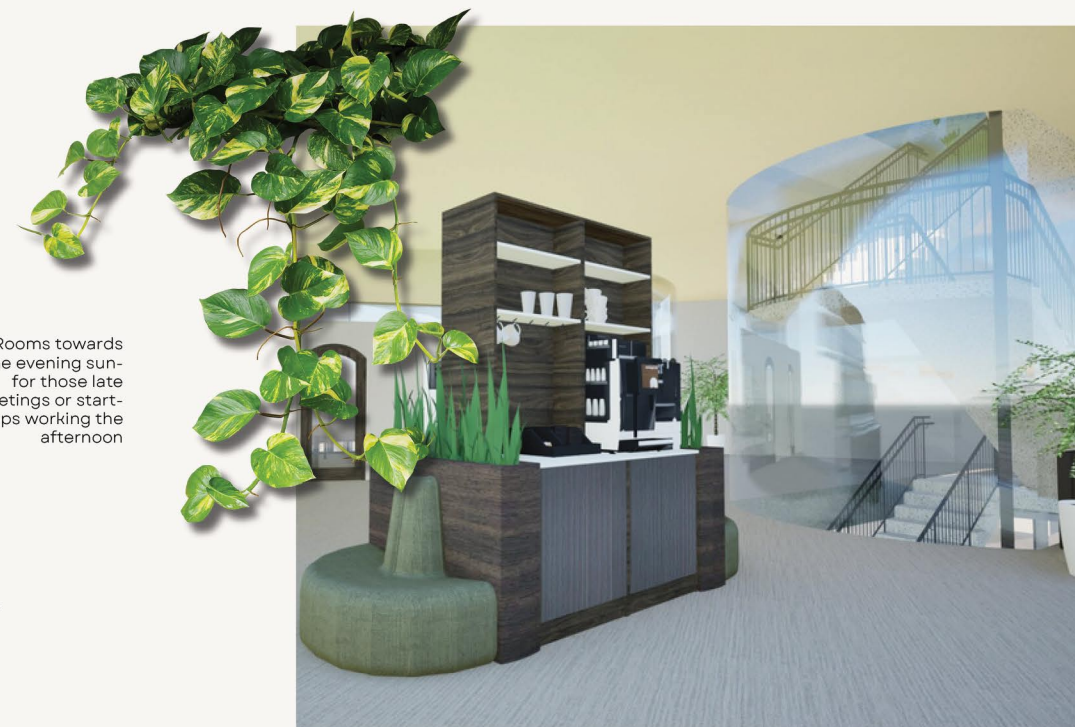
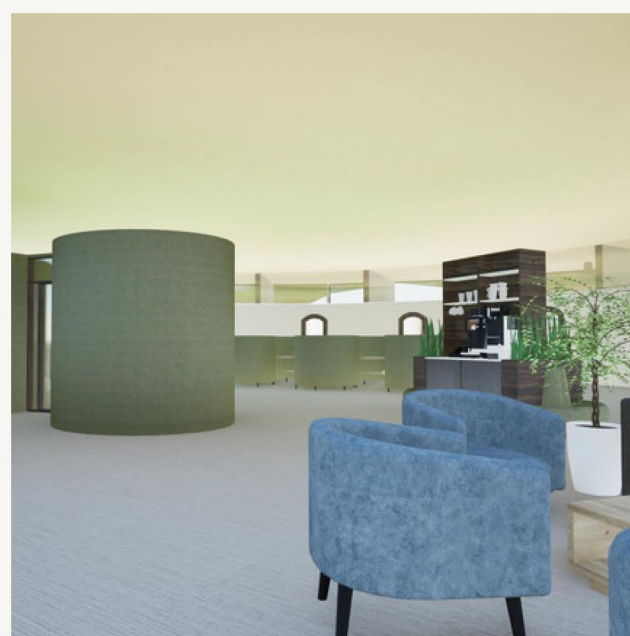


## 2<sup>ND</sup> FLOOR

OFFICES & MEETINGS



WORK • CONNECT • GROW



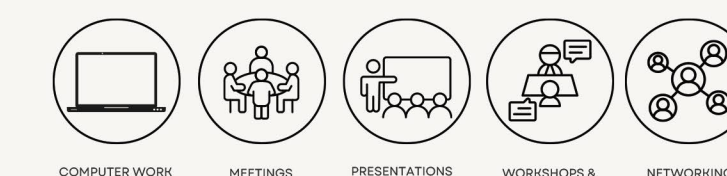
### COLOUR PALETTE



### MATERIALS



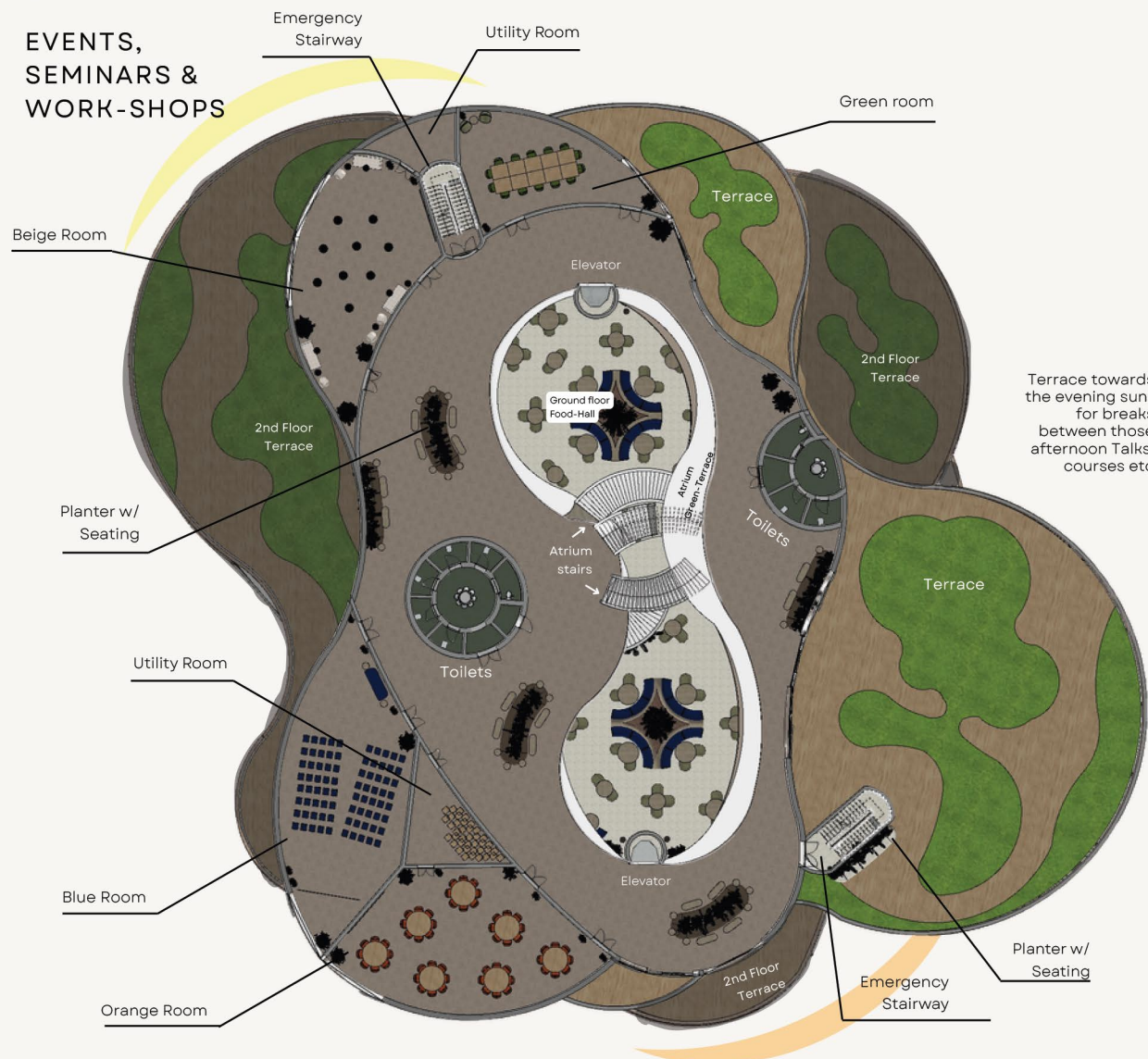
### IDEAL FOR



### CO-WORKING & BUSINESS HUB

The co-working floor offers a more purposeful register — structured, but no less considered. Acoustic pods provide privacy for focused work; the lounge encourages informal collaboration; terraces bring daylight and air to those who spend the full day working. Blue tones are chosen for their association with trust and calm — creating an environment where independent workers feel settled, professional and at ease.

### 3<sup>RD</sup> FLOOR



**COLOUR PALETTE**

**BASE PALETTE**  
BLACK/ ANTHRACITE, WARM WHITE, TAUPE

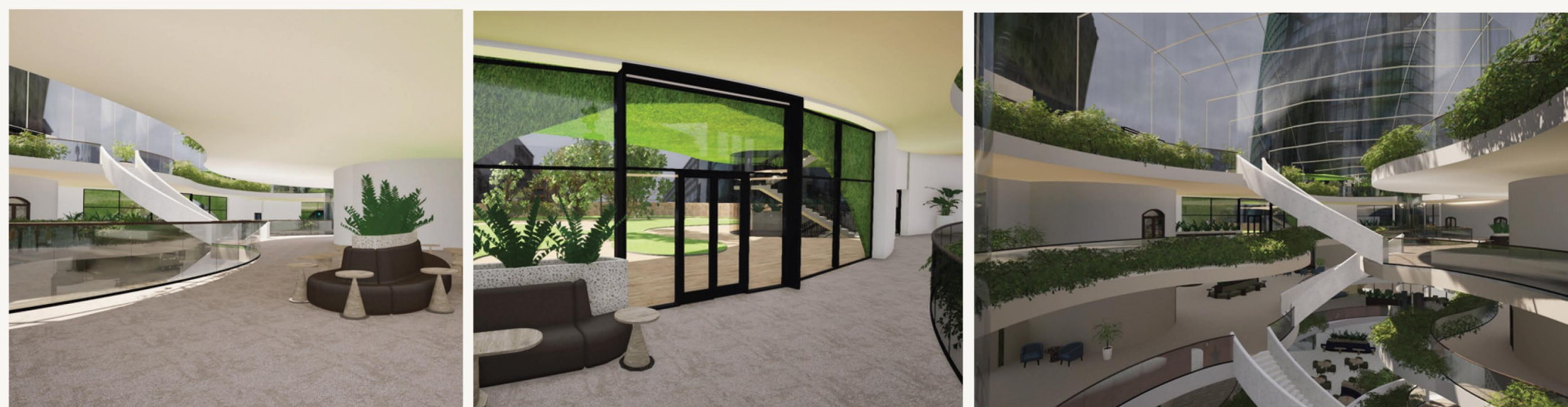
**ACCENT PALETTE (ROOM IDENTITIES)**  
FOCUS BLUE, GARDEN GREEN, BURNT ORANGE, LIGHT BEIGE

**MATERIALS & FINISHES**

FLOORING: CARPET TILE, FURNITURE: LIGHT OAK, WALLS: WARM WHITE STUCCO, DOORS: WALNUT WOOD, CURTAINS: BEIGE

**IDEAL FOR**

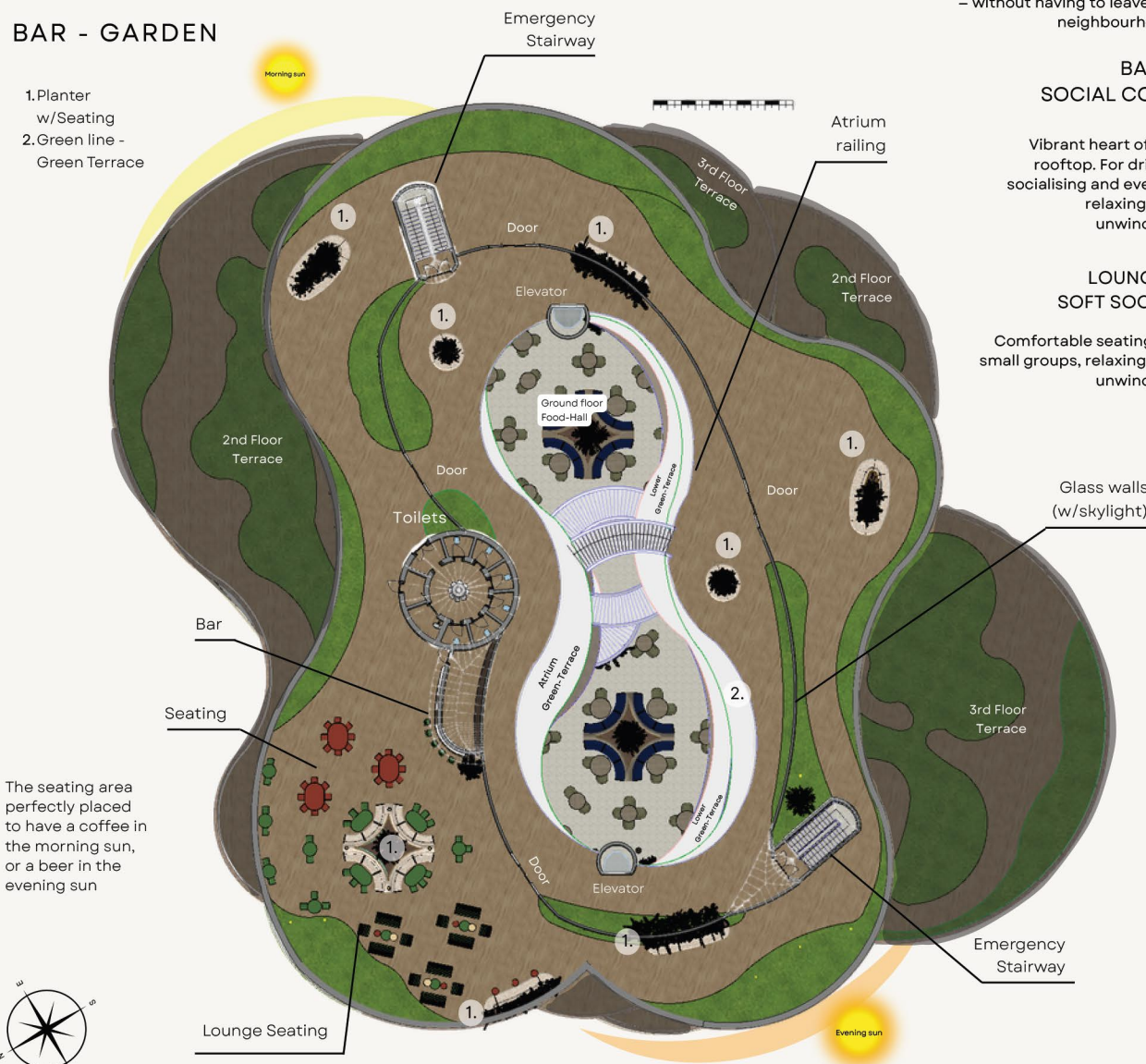
PRESENTATIONS, WORKSHOPS, NETWORKING, CELEBRATIONS, EXHIBITIONS



#### EVENTS, WORKSHOPS & COMMUNITY SPACES

The third floor is not a single space but a collection of atmospheres — each room named and coloured for its purpose. The blue Focus Room is calm and clear, designed for lectures and presentations. The green Garden Room brings nature indoors for creative gatherings. The orange Social Room is warm and celebratory. Between events, the terrace catches the evening sun. Movable furniture and adjustable lighting mean each space can reinvent itself entirely from one booking to the next.

### 4<sup>TH</sup> FLOOR ROOFTOP



**MATERIALS & FINISHES**

FLOORING: RECLAIMED WOOD, WALL: RECLAIMED BRICK, FLOORING: GREEN GRASS, PLANTER & BENCH TERRAZZO: ORANGE/GREEN/WHITE

**COLOUR PALETTE**

FOREST GREEN, LIGHT GREEN, TERRACOTTA, SAND BEIGE, BLACK

#### ROOFTOP ACTIVATION & URBAN ESCAPE

Designed as an urban retreat, the rooftop combines hospitality, greenery and open-air social space. Reclaimed timber decking, planting and warm accent colours create a welcoming contrast to the surrounding high-rise environment. The building's orientation, open terraces and glazed atrium allow the rooftop café and bar to benefit from both morning and evening sunlight, supporting activity throughout the day and into the evening.

**IDEAL FOR**

DRINK, SOCIALISE, RELAX, NATURE