

Beak Street, London

Challenge:

A new build project in the heart of Soho, 40 Beak Street is a street-corner development designed to provide an arresting architectural focal point for decades to come. From the outset, it was clear that brickwork would prove to be the critical element of the project, reflective of the wider architectural heritage of Soho, in which brick plays a pivotal role. It was crucial that the materials used were complementary to those featured in nearby buildings, although at the same time everything from the door handle to glazed brick elevation, needed to be unique to the development.

Solution:

Ibstock's Glazed Bricks make a significant contribution to the aesthetic appeal of the development, whose five storeys include a ground level restaurant, several floors of offices and a roof-terrace. The first new-build property of its kind in Soho for many years, the complex was designed by architects Stiff & Trevillion, with Veretec, and also drew on input from leading artist Lee Simmons, who devised the stunning decorative corner reveal/cornice. A bespoke colour of glazed brick was determined to suit the design – and also reference the glazed brickwork at the base of a nearby building. The use of glazed products enabled the architect to experiment with colour, iridescence and reflectivity to contribute to the vibrancy and creative appeal that Soho is known for.

Architect: Stiff + Trevillion, Veretec and leading artist Lee Simmons

Brick:

Glazed Bricks