

## **Keybridge House,**

### Challenge:

Playing a key role in the regeneration of the Vauxhall area, Keybridge House is the tallest residential brick tower in the UK, sitting on the site of the former BT Telephone Exchange. With Keybridge situated in a part of London that has seen significant regeneration in recent years, the building's owner wanted the finished project to have an identity that truly sets it apart.

### Solution:

Designed by Allies & Morrison and detailed by David Wood architects, Keybridge House contains a multitude of Ibstock brick types, each affording unique tone and texture to the building. What's more, the structure also contains a multitude of brick clad units, produced off-site and delivered to the development ready to install – a valuable time and space saving innovation. The use of red bricks lends a traditional, set eye-catching, appeal to the development, while the white terracotta penthouses at the top of the development are an echo of the terraced houses that line the streets below. Ultimately, Keybridge's architecture engages with the wider local context and vernacular, introducing a truly innovative range of buildings.

*Architect:* Allies & Morrison / David Woods

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