



QIC Trims rise to the occasion at Principal Tower, London

Architect • Foster + Partners
Main Contractor • Brookfield Multiplex
Height • 175m
Area • 39,400 sq/m

QIC Trims the leading manufacture of Trims for the interior fit out sector have manufactured and supplied one of the largest residential projects in London. QIC Trims expertise was called into action to assist the architectural team to not only help design but also extrude as a new product in excess of 5000 lin/m of Blind Box to suit Roller blinds but also Curtains for the 50-story residential project. The product had to be turned around efficiently and quickly so as not to impact the already tight site programme. With the high quality finish achieved, the end result was a success with now further projects in the pipeline with this development team.

Principal Tower is the landmark apartment tower within Principal Place, a new mixed-use development on the edge of the City of London in the borough of Hackney – at 175 metres, it will be one of London's tallest residential buildings. The relationship between the creative, formerly industrial east end and Britain's financial centre is expressed in the tower's massing, which appears as three slim volumes. Where the tower addresses the residential neighbourhood of Shoreditch, it appears lower from ground level, while from the west it reflects the high-rise nature of the City. A central volume rises up between the two to provide an elegant marker on the skyline.

The 50-storey building offers a variety of apartment sizes, topped by a single, spectacular duplex penthouse. Designed from the inside-out, and the outside-in, there are eight apartments on a typical floor: four two-bedroom apartments and four one-bedroom apartments. The rectilinear floor plate has been extended on each side to create a cruciform plan – by maximising the perimeter in this way, almost all of the units are dual aspect, creating a generous sense of space and light in every residence. Layouts maximise the living area, with an efficient, intuitive plan that places the entrance at the heart of the space to eliminate unnecessary corridors. The bedrooms are enclosed by solid cladding panels for privacy, while the remainder is fully glazed and protected by shading fins. Almost every residence has its own curved balcony with bronze exterior detailing – externally, this helps to soften the tower's profile, contrasting and setting it apart from the City's office buildings.

