

Nobu Hotel Shoreditch

Where: 10-50 Willow Street, Shoreditch. Who For: Blakes / Nobu. What: 150 Bedroom Hotel (8256 sqm floorspace).



Nobu Hotel, EC2

Architect: Ron Arad / Ben Adams

CMA Planning initially secured permission for a new hotel on this former employment site in 2009, which would have become part of the Hoxton Hotel, located on Great Eastern Street.

CMA Planning were then instructed to take forward a new proposal, for a Nobu Hotel and Restaurant. The Michelin-starred restaurant, a hotspot for A-list celebrities, has cited the trendy area of east London as the ideal spot to begin development for a 143 bedroom hotel, with a massive five metre high basement restaurant. The design, by industrial designer turned architect Ron Arad, is ground breaking, with a metal exoskeleton protruding out on one side.

CMA secured approval for the five storey development in October 2012 from the London Borough of Hackney. In order to ensure a successful outcome, CMA had to tackle issues including the design and its relationship to the South Shoreditch Conservation Area, employment floorspace, sustainability, impact on amenity and parking / servicing. CMA then secured approval for various amendments in 2014. The hotel was completed in 2017.

