This week... Shoreditch

There's never a dull moment in the capital's coolest place to live, with non-stop start-ups and cafés and bars galore, says **Andrea Dean**

Pop-up mall with eateries: Boxpark Shoreditch

SETTING THE SCENE

DESPITE stiff competition from Dalston, Peckham and Bermondsey, Shoreditch has retained its status as London's hipster nexus, and gentrification has barely dented its rough-around-the-edges vibe.

Home to the UK's first cat and cereal cafés, markets, pop-ups, indie shops and an ever-changing gallery of street art and graffiti, the area takes on a life of its own after dark when its numerous bars and clubs open their doors to an eclectic mix of regulars and visitors from all over.

Many locals work in the creative, tech and financial sectors and can walk to their Old Street or City offices or co-working spaces.

WHAT'S NEW

THE Stage – so called because it's on the site of Shakespeare's Curtain Theatre – is being developed into a 37-storey residential tower, offices, cafés, shops, restaurants and an arts pavilion around a square showcasing the theatre's remains. The 412 flats start at £695,000 via Galliard Homes.

Long & Waterson comprises 119 apartments across two converted workshops and a new building, linked by a private garden and courtyard. They start from £600,000 via Knight Frank.

At **Shoreditch Exchange**, Regal Homes is delivering 184 flats from £686,000, with courtyards, roof terraces and a gym.

The Hudson, from Hamilton Court Developments, is a collection of industrial-style apartments, from £895,000 with Hamptons International.

Top of the world: The Stage interiors

On the City's edge: Long & Waterson

RENT REPORT: 'Professionals want to live in Shoreditch because of its diversity and array of restaurants, bars and pubs. The lettings market has become saturated with stock. Two-bedroom properties start at around £525 per week,' says Christopher Price of Portico.

Hipster haven: Great Eastern Street, the edge of the Shoreditch Triangle

SHOREDITCH'S VITAL STATISTICS

Council tax: (Band D) £1,328.99
Commuting time: Shoreditch is in Zone 1
Annual Travelcard within Zone 1: £1,320
Amenities: ★★★★☆ Independent shops on Shoreditch High Street and Redchurch Street; Boxpark Shoreditch is the world's first pop-up shopping mall; Brick Lane and Columbia Road markets; bars from traditional boozers to cocktail and whisky joints, including Callooh Callay and Bull In A China Shop; Electric Cinema; Rich Mix arts centre
Open space: ★☆☆☆☆ Shoreditch Park; Arnold Circus
Schools: ★★★☆☆ Results about average
Crime: ★★☆☆☆ Above average
Who lives there? Creatives, techies and City professionals
Famous faces: Damien Hirst, Jon Kortajarena, Russell Brand, Luke Evans and Barbara Windsor all lived here

Locals: Actor Jon Kortajarena, left, and Russell Brand

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