

THE FURNITURE PRACTICE

Coppermaker Square

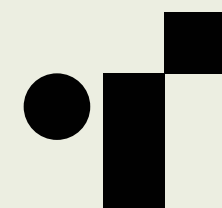
A regenerative Build-to-Rent development offering premium quality, personalisation and sense of community.

From its spacious and meticulously designed apartments to its extensive range of amenities, Coppermaker Square sets a new standard for premium living in the heart of Stratford, East London.

Project Features

- Artwork and accessories curated by our in-house styling team, who collaborated with local artists, charities and colleges
- Furniture sourced within the UK and Europe, with a focus on sustainably sourced materials
- Furniture sourced, delivered and installed for 600 apartments and extensive amenity spaces

CLIENT	Unibail-Rodamco-Westfield (URW)
DESIGN	Suna in collaboration with URW & TFP
LOCATION	Stratford, London
DATES	2023



COPPERMAKER SQUARE

CASE STUDY



East London's brightest new community

Situated in a location rich in history, Coppermaker Square is nestled close to the former site of Eastern Counties Railway's (ECR) Stratford Locomotive Works, which first opened its doors in 1847. Today, Stratford has transformed into East London's vibrant cultural hub, offering a dynamic environment for Coppermaker Square residents. The Furniture Practice's Build to Rent team was appointed to support the design development and manage the furniture specification, procurement, delivery and installation for the expansive Coppermaker Square project, which encompassed a total of 600 apartments and extensive amenity spaces. With a steadfast commitment to crafting a seamless urban living experience for residents, the diverse array of amenity spaces includes a spa, pool, lounge, meeting rooms, coworking spaces, private dining areas, games room, and a screen room lounge.

Delivering comfort, luxury, and practicality

The project brief emphasised the importance of providing Coppermaker Square residents with comfort, sophistication and highly functional living spaces. We kept these aspects at the forefront during the entire specification process, while also ensuring the use of locally sourced products. The furniture was carefully selected from the UK and Europe, with sustainably sourced timber used throughout. Additionally, we incorporated furniture with removable elements, allowing for easy refreshing and customisation between tenancies..

Fostering community and functionality in shared spaces

Creating a sense of community and ensuring practicality within the shared spaces were critical objectives for the project. To achieve this, TFP strived to infuse warmth and functionality into the communal areas. We also recognised the importance of ample outdoor amenity spaces, enabling generous apartment footprints and maximising internal living space. As an added touch, our in-house styling team curated artwork and accessories for the scheme, collaborating with local artists, charities and colleges within the artwork proposal. This dedication to the local community resonated with our clients right from the beginning.





A collaborative process for efficient delivery

Close collaboration with URW and Greystar throughout the design process allowed us to carefully plan the layout of each individual apartment, ensuring scale, proportion and flow were expertly considered. This collaborative approach enabled us to shortlist a refined selection of tailored products, bringing a unique quality to the scheme while ensuring long-term benefits for tenants. Leveraging our experience with fast-paced, phased-delivery projects and complex logistical planning, along with our extensive supply chain network, we streamlined the entire process. Our in-house project management team worked in tandem with the site project manager, guaranteeing timely delivery of the project.

Overcoming challenges with a swift turnaround

The timeline for Coppermaker Square presented a significant challenge due to its very short turnaround and the constraints imposed by summer shutdowns. Despite these obstacles, our dedicated team rose to the occasion, diligently working to meet the demanding schedule without compromising on quality or attention to detail.

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For further information please contact our team

