



Reassemble

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Heritage Statement

Agent: Reassemble, Studio 7.1.3, The Leathermarket, Weston Street, London, SE1 3ER

Applicant: Anca Zsifkov-Gavra, Turntable Bakery

Application site: 121 Muswell Hill Road, Muswell Hill, London, N10 3HS

Please refer to the following drawings alongside this statement:

371.100 Site and Location Plans

371.101 Existing Plans

371.102 Existing Exterior Elevation

371.201D Proposed GA and RCP

371.301A Proposed Exterior Elevation

371 Existing Photos

Description of proposed work

There are no proposed alterations to the construction or proportions of the shopfront façade. The proposal includes decorative changes through the addition of some timber beading on the fascia panel to add some depth and then repainting of the shopfront to a new butter yellow paint finish along with new painted signage and external illumination at high level.

Heritage Statement

Located in a conservation area: this retail unit is amongst the curved parade of shops and cafes within the listed, Art-Deco Odeon Cinema. The Cinema has Grade II listing as one of five Odeon Cinemas designed by George Coles and is recognised as his best.

It was built in 1935-6 for the Muswell Hill and Harlesden Property Company, of which Oscar Deutsch of Odeon Cinemas was a director. Red brick, the cinema facade clad in black and cream faience tiles. Flat asphalted roof. The cinema is tucked on to Fortis Green Road because the prominent corner site originally intended was opposed by members of the church opposite.

Because of the church's opposition, the facade of the cinema was deliberately made relatively low-key.

The Odeon, Muswell Hill, is the most elaborate interior of any Odeon cinema to survive. Because of the restrictions placed on the external facade, the opportunity was taken to make the interior more lavish than was usual in the Odeon circuit, and the result is an elegant design of unusual imagination and crispness. With the New Victoria, City of

Westminster, the Odeon Muswell Hill best demonstrates the influence of German expressionism in British cinema design. As all the most famous German models have been gutted or demolished, the English examples are particularly important. The style was adopted in Britain as a more sophisticated alternative to the historicist pastiches employed in cinemas of the late 1920s and early 1930s, and one more suited to the middle-class clientele of Muswell Hill. The style of the cinema, with its contrasting faience motifs, is continued in the adjoining shops and flats.

The ground level shopfronts however are modern additions of various quality and do not contribute to the important heritage elements listed above.

The proposed alterations to the shopfront façade do not affect architectural detail of the above.

The existing timber painted finishes to be refurbished in the butter yellow of the brand. The addition of non-illuminated painted signage enhances the quality of the shopfront. Window exteriors are to be made good and re-painted as existing causing minimal change to the façade. In summary the scheme is creating minimal disruption to the overall façade and surrounding area with simple, subdued brand fittings and references.

The existing interior is also of modern construction and finish, with painted plasterboard walls and plasterboard lined steel and concrete structure at soffit level. Existing walls, doors and ceilings will be retained in their current construction form.

The new interior includes the addition of an oak and glass framed pastry kitchen which sits within the existing space. The existing porcelain floor finish and brick slip wall finish are being retained as existing along with the black ceiling. Loose furniture and joinery will be installed within the space to create a richer, more layered environment than would be usual for a contemporary bakery, just as the Odeon cinema has a more elaborate interior than its exterior.

The existing WC location is being retained, but new tiles, light fittings and paint finishes added to make this feel warmer and more hospitable. The existing rear kitchen space is being clad in hygienic wall finishes and ovens, probers, fridges and sinks installed to facilitate the catering operation required.