

RUBIX ROUND UP

WHAT'S ON
THIS MONTH

SOHO & DEAN



THE PERFECT
DAY IN
SOHO

N E W S L E T T E R

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RUBIX

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A curated Soho workday, from first coffee to late-night laughs. Where productivity meets culture, wellness and the best of London after hours. Here's your Rubix-approved guide to the perfect work day in Soho.

4 THE NAP CLUB.

London's rest culture is evolving. New sleep-centric spaces and pod-style capsules are appearing across the city, offering private micro-rooms for short breaks or overnight stays.

6 FEATURE SPACE

Every month we feature an office space worth the commute. This February, Soho and Dean.

7 COMING UP THIS MONTH

What's new, now and worth knowing in London. Rubix is tracking the best new food spots, live music and pop-up events for you to explore this month.

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THE PERFECT DAY IN SOHO



Morning: Start your day in Soho with a coffee from Sacred Grounds, a local favourite for consistently great espresso and a relaxed, neighbourhood feel.

Mid-morning: Step away from the desk for a reset at 7Breaths Meditation. A focused session of breathwork and movement brings a sense of calm and clarity, offering the perfect counterbalance to a busy schedule of meetings.

Lunch: In between meetings, grab a quick lunch at Maoz, one of Soho's best-priced options. Fresh, fast and reliably good, it's ideal when you want something satisfying without slowing the day down.



After work: Head to Chotto Matte for happy hour cocktails, where £6 drinks and a high-energy setting make it the perfect spot to transition from meetings to evening plans.

Dinner: Book a table at Goldies, a Soho favourite known for bold flavours, casual plates and a buzzing atmosphere that keeps things relaxed while still making the most of the mid-week.

Evening: Wrap up the night at the Top Secret Comedy Club with an 8pm show, delivering big laughs, surprise appearances and an unmistakably Soho way to end the day.

THE CIRCADIAN MARKET: THE RISE OF THE PICCADILLY "NAP CAPSULES"

The midday slump just got a luxury upgrade. In 2026, the power lunch is being replaced by the power nap. In the heart of the West End, a new breed of "Nap Clubs" is appearing, offering short-stay sanctuary for the sleep-deprived. At the Zedwell flagship in Piccadilly Circus, the largest capsule hotel in the UK, you can now secure a private, oak-clad pod for roughly £35. These windowless cocoons are currently outperforming traditional gyms in membership interest. It turns out that in a city that never stops, the most elite activity you can do is absolutely nothing.

Welcome to the era of Biological Optimisation. In the 2026 global economy, rest is no longer the opposite of work; it is a vital part of it. We have rebranded sleep as the ultimate "Productivity Hack." This is the peak monetisation

of human life, where even unconsciousness has become a billable service. Sleep, once treated as an inconvenience, has been rebranded as the ultimate productivity tool. The language has changed. We no longer talk about switching off. We talk about resetting, recalibrating, performing. London's relationship with wellness has matured. The green juice phase has given way to something more pragmatic and more honest. People are tired. Deeply, structurally tired. And instead of pretending otherwise, the city is building infrastructure around it.

This is the Maintenance Economy in full swing. London's professional landscape is treating the human brain like a high-performance server that requires a scheduled reboot to stay profitable.

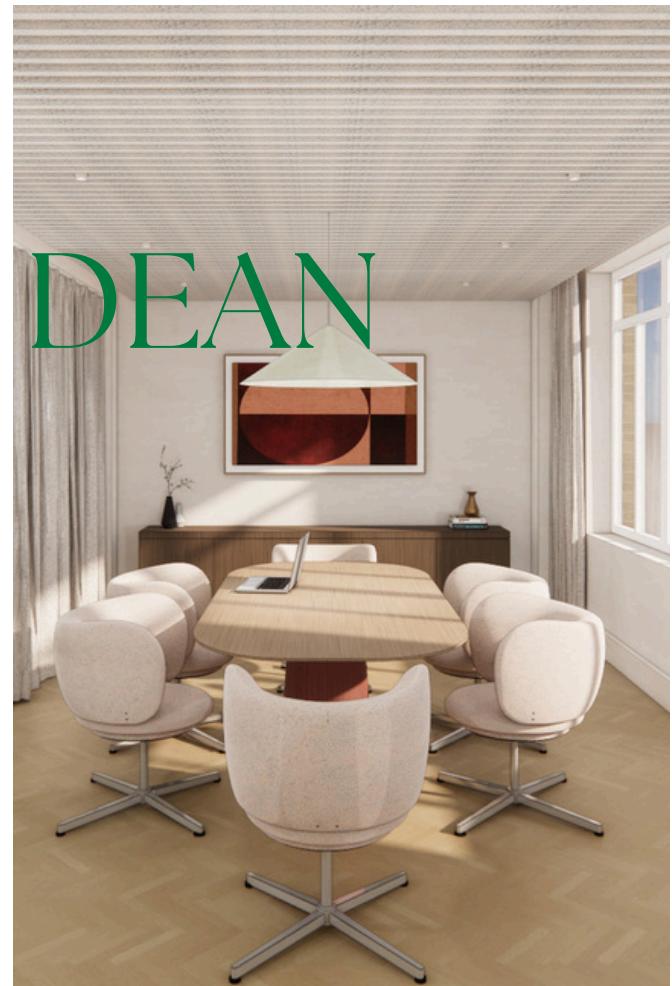
Nap culture has gone central, mirroring the shift back towards physical presence at work. As teams return to offices, they are demanding environments that support how people actually function, not how they are expected to.

From a property perspective, this signals a broader recalibration. Space is no longer just about desks per square foot. It is about performance ecosystems. Buildings that integrate rest, wellness and recovery are becoming more desirable, not less.

The most progressive landlords are already thinking beyond gyms and showers, recognising that the next competitive advantage may well be silence, darkness and permission to stop.

FEATURE SPACE SOHO AND DEAN

Soho and Dean is a pair of conjoined buildings in the heart of Soho, with one positioned directly overlooking Soho Square and the other running along Dean Street. Together, they offer two distinct outlooks on the neighbourhood, combining green square views with a direct connection to one of Soho's most established streets. A rare dual-aspect presence in the West End, the buildings sit firmly within Soho's cultural and commercial core.



2 min - Tottenham Court Road

4 min - Waterloo

5 min - Liverpool Street



1 min walk - Impala

1 min walk - Barrafina

3 min walk - Cafe Boheme

3 min walk - Chotto Matte

4 min walk - Berenjak



NEW AND UPCOMING THIS MONTH



NEW YEARS IN LONDON

FEBRUARY

February in London is a cultural sprint, from Lunar New Year parades and Orchid Festivals to Fashion Week runways and major exhibitions. Whether you're chasing art, performance, seasonal rituals or family-friendly moments during half-term, the city offers a rich blend of experiences that reveal how London shapes its winter into moments worth planning around.

- 1 **London Fashion Week 19th -23rd February**
The city's major style moment returns with runway shows, presentations and pop-up activations across Mayfair and Shoreditch
- 2 **Lunar New Year Celebrations 21st -22nd February**
London's largest Lunar New Year parade takes over Chinatown, with lion dances, cultural performances and street food marking the Year of the Horse.
- 3 **Kew Gardens Orchid Festival 7th Feb 8th March**
The annual floral celebration returns with exotic orchid displays, lantern installations and seasonal after-hours events.
- 4 **COLLECT Contemporary Craft Fair 27th Feb-1st March**
Somerset House showcases global craft and design from galleries around the world .
- 5 **Osteria Vibrato - Greek Street, Soho**
Chef Charlie Mellor's new Italian trattoria and wine bar opens in February with seasonal pasta, grilled fish and an expansive curated wine list