

RUBIX ROUND UP

WHAT'S ON
THIS MONTH

THE PERFECT
DAY IN
ST JAMES

NEWSLETTER

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RUBIX

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Here, heritage storefronts, private members' clubs and some of London's most high class venues shape a neighbourhood. Here's your Rubix-approved guide to the perfect day in the City.

4 SWEAT WORKING

New Trend or HR Violation?
As corporate London transitions from excessive drinking to prioritizing wellness for celebrations and client engagements, we delve into the emerging trend of "sweat working."

5 FEATURE SPACE

Every month we feature an office space worth the commute. This April, 125 Pall Mall.

6 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 ST JAMES



Morning: Start your day at The Wolseley on Piccadilly, where art deco interiors and impeccable service have made it a St James's institution. Insider tip: request a booth along the far wall for client breakfasts.

Mid-morning: Step into St James's quieter streets and explore its heritage storefronts. At Berry Bros. & Rudd, London's oldest wine merchant (established 1698), see if they will let you descend into the cellars where Napoleon III once stored his collection.

Lunch: Settle into Wiltons, a St James's institution known for its classic British style and understated elegance. This is where you bring clients who appreciate understatement over theatre.



After work: The Connaught Bar's martini cart is famous for good reason, but the real insider move is arriving at 5:45pm before the evening crowd descends. Request the Red Room, intimate, sophisticated, and crucially, quiet enough for conversation. The martini bar is a must try at least once in your life.

Dinner: Head to Bardo St James's and settle in for an evening of Italian dining with live jazz. It's intimate, atmospheric and the perfect way to close out the workday. The acoustics are deliberately warm, the pasta is made in-house, and the musicians know when to dial it back for conversation.

SWEAT-WORKING: WHY THE URBAN SAUNA IS THE NEW GOLF COURSE

THE FUTURE OF BUSINESS IS NOT JUST ABOUT WHO YOU KNOW. IT IS ABOUT WHO YOU HAVE SWEATED WITH.

In 2026, the most high-stakes networking in London is not happening over a pint of lager or a round of golf. Instead, it is occurring inside 90°C cedar-clad boxes. From the rise of wood-fired saunas on Hackney Marshes to the sleek, brutalist bathhouses appearing in Southwark, "sweat-working" has officially entered the corporate vernacular. The urban sauna has become the ultimate social equaliser where the only thing being dropped is a pitch or perhaps a bit of water on the coals.

For decades, the deal was synonymous with the drink. But as the wellness economy matures, the traditional after-work drinks budget is being aggressively reallocated. The shift is driven by a potent mix of health-consciousness and a desire for high-bandwidth connection.

In a pub, conversation is often a battle against background music and increasing inebriation. In a sauna, the atmosphere is forced-focus. You are literally stripped of your gadgets, your tailored suit, and your distractions.

For Gen Z and Millennials, the £30 spent on a 60-minute sweat session offers a higher return on investment than a £30 round of cocktails. You leave a bathhouse feeling physically optimised and mentally sharp rather than sluggish and reaching for the Ibuprofen the next morning.

London's commercial landscape is pivoting to treat wellness as a utility rather than a luxury. We are seeing a surge in wellness as a service where memberships at urban oases like Othership or the new East London lido saunas are viewed as essential networking tools.

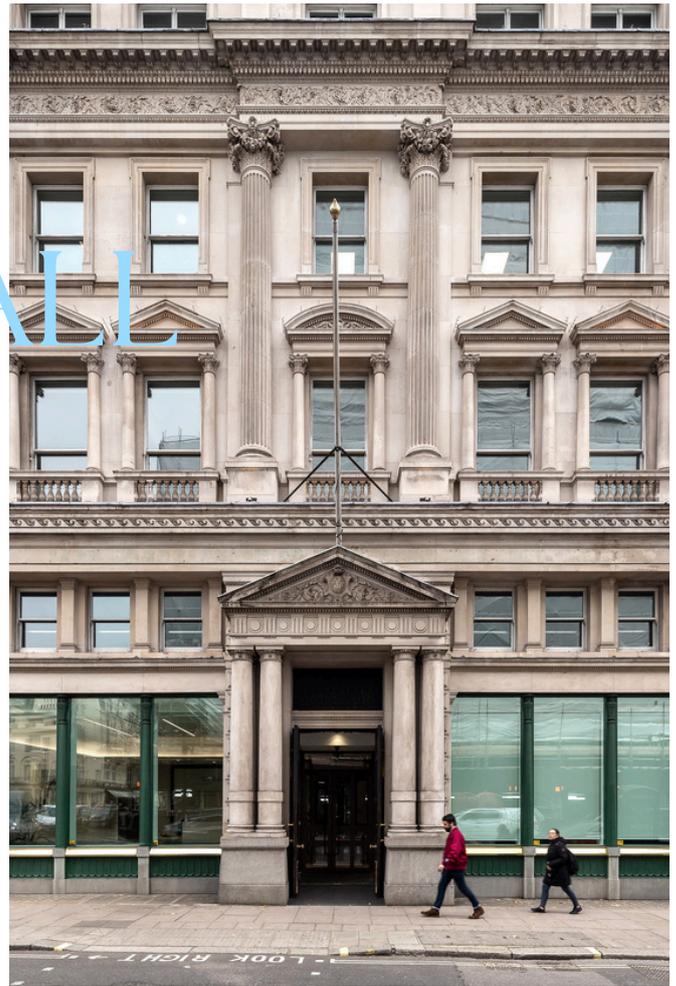
There is a unique psychological phenomenon that occurs in the heat. When you are sitting in a towel, enduring the intense heat of a Finnish sauna or the bracing shock of a cold plunge, the corporate mask slips. This shared suffering creates an immediate bond. It is hard to maintain a rigid hierarchy when you are both shivering in 4°C water. This vulnerability fosters a level of trust and authentic rapport that a LinkedIn message or a formal coffee date simply cannot replicate.

As London continues to lead the global shift toward sober-curious professional lives, the urban sauna will continue to cement its place as the city's premier boardroom. If you want to close the deal in 2026, you might want to pack a towel.

FEATURE SPACE

123 PALL MALL

Behind the traditional Grade II listed façade, 123 Pall Mall offers a beautifully considered workspace that blends heritage with modern functionality. The fourth floor has been newly refurbished to deliver 2,889 sq ft of high-quality, contemporary office space, complete with a refreshed reception and a thoughtfully designed layout.



8 min walk - Oxford Circus
11 min walk - Waterloo
14 min walk - Euston



2 min walk - Bardo
2 min walk - Fallow
2 min walk - Gouqi
3 min walk - Jul's London
3 min walk - Estiatorio Milos

Expect a seamless mix of meeting rooms, open-plan desking, breakout areas and a fully fitted kitchen, all supported by VRF air conditioning, LED lighting, passenger lifts and well-appointed end-of-journey facilities.



NEW AND UPCOMING THIS MONTH



LONDON MARATHON

APRIL

April in London marks the shift into spring, when the city's calendar comes alive and the days lengthen. The sun doesn't set until past 7 pm, giving the city an extra hours of golden light to enjoy.

- 1 Boat Race 4th**
The Oxford and Cambridge Boat Race remains one of London's best free spectacles. Skip the overcrowded Putney Bridge and head to the Dukes Head pub in Putney for a riverside view with a pint in hand.
- 2 Easter long weekend 3rd - 6th**
London empties out as locals flee to the countryside, which means this is actually an excellent weekend to explore normally packed spots. Columbia Road Flower Market on Easter Sunday is worth the early start, arrive before 9am to avoid the Instagram crowd.
- 3 Hell's Kitchen London**
Gordon Ramsay's iconic TV concept into a high-energy, immersive restaurant setting lands in Marylebone this month. And yes, an idiot sandwich is on the menu.
- 4 London Marathon - 26th**
The London Marathon returns on 26 April, drawing thousands of runners from Greenwich to The Mall creating one of the best atmospheres in the city. Avoid The Mall finish line unless you enjoy being crushed.
- 5 Schiaparelli: Fashion Becomes Art 28th March - 8th Nov**
Victoria and Albert Museum presents a landmark exhibition that celebrates the Italian couturier Elsa Schiaparelli. The collaboration with Salvador Dalí is the highlight (the lobster dress is smaller and stranger than you would expect).