

RUBIX ROUND UP

WHAT'S ON
THIS MONTH

FEATURE PROPERTY
12-13 SUFFOLK STREET

THE PERFECT
DAY IN
Mayfair

NEWSLETTER

ISSUE 11, 1ST AUGUST 2026

RUBIX

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Money, taste and heritage stretching back centuries, worn without a hint of self-consciousness. Here's your Rubix-approved guide to the perfect day in Mayfair.

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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.

4 THE RETURN OF THE SET MENU

You're tired, we're tired, everyone's tired. Picking 10 small plates for the table is an added pressure people are deciding to opt out of. We explore the predictability and comfort in a set menu.

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Every month we feature an office space worth the commute. This August, 12-13 Suffolk Street.

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THE PERFECT DAY IN MAYFAIR



Morning: Start your day with speciality pastries at Naya; the variety never disappoints, and we always grab a truffle on the way out the door.

Mid-morning: Walk through Berkeley Square. The square's central garden exists as a pocket of quiet within central London. The buildings that frame it embody Georgian proportions at scale.

Lunch: Murano on 20 Queen Street manages the difficult balance of being approachable without losing edge. The Italian cooking announces itself through execution rather than pretension. Generous portions, unfussy presentation, dishes that make their case through precision and thought.



Afternoon: Head to Mount Street and move through the independent boutiques that line the street. Realisation Par and The Row are as stunning as the clothes they sell, perfect for afternoon inspiration.

Dinner: Dover Street Counter is the sexier sibling of The Dover—cheeseburger, lobster, no rules except that everything functions. High noise, high energy and the same attentive service you'd see at The Dover.

Evening: Finish the night with late drinks at The Connaught, the martini trolley here is the standard against which all others are measured. They've been making them perfectly for decades. The Red Room downstairs if you want wine instead.

THE RETURN OF THE SET MENU: THE DEATH OF CHOICE PARALYSIS

LONDON'S STORM OF SMALL PLATES AND CREATIVES COULD BE TAKING A TURN AS PEOPLE OPT FOR PREDICTABILITY IN PRICING AND THE OPPORTUNITY TO ACTUALLY ENJOY THEIR EVENING.

There's a particular kind of purgatory that happens at dinner. Six plates arrive at once, nobody's sure what order they're meant to go in, and someone's already got a fork in the last piece of burrata before the table's agreed it was ever up for grabs. Small plates gave London a decade of genuinely better cooking, sharper kitchens, more ambition on the plate. It also gave everyone a slow, low-grade headache trying to work out what "two to three dishes per person" was actually going to cost by the time the bill turned up.

This year the backlash finally caught up with it. Hugh Corcoran, chef at the Yellow Bittern, spent months as the most argued-about restaurateur in London after telling diners off for not ordering enough on shared menus. A Guardian column told readers it was time to grow up and just order a pie. Harden's Guide put it to the Independent more plainly: the format isn't radical anymore, it's just the norm now. By 2026 the Yellow Bittern had settled the argument for itself. Four courses, fixed, £50, no deviating, and a lunch that runs two and a half hours whether you fancy it or not.

That's what's actually happening here. The set menu is back, and it's not nostalgia. It's back because it makes financial sense on both sides of the table.

For the diner, the appeal is knowing the number before you sit down. No mental arithmetic across six shared plates, no awkward bill-splitting at the end that nobody quite agrees on. It's dull in the way a fixed-rate mortgage is dull. Not exciting, but exactly what you want when a flat white already costs £5 and you'd rather not add dinner to the list of things that might surprise you.

For the kitchen it matters even more. A fixed menu means a fixed shopping list, which means a chef can actually predict what they'll need rather than guess and hope. That cuts food waste close to nothing and makes the whole supply chain easier to plan around. The industry data on prix fixe backs this up consistently: tighter inventory, faster kitchens, food cost percentages hit with precision instead of crossed fingers. With rents up, duty up, and margins thinning quietly in the background, that kind of control isn't a luxury anymore.

None of which means small plates are finished. Fallow, Manteca and Mountain aren't struggling, and there's still a place for sharing plates on a certain kind of night. But the mood has shifted. The set menu, once written off as old-fashioned, now looks like the more confident move. A kitchen secure enough to tell you exactly what's coming, and a diner glad enough to just let them.

FEATURE SPACE

12-13 SUFFOLK STREET

12-13 Suffolk Street is a stunning Grade II listed building, which is undergoing a comprehensive refurbishment to blend historic charm with boutique high-end finishes. Spanning LG-3rd floors, it features new end-of-trip facilities, a welcoming lounge, a large boardroom with conferencing capabilities, multiple meeting rooms, versatile workspaces and exclusive outside space



3 min - Piccadilly Circus
4 min - Charing Cross
10 min - Embankment



2 min - Bardo
2 min - Arlington
3 min - Fallow
3 min - Maison François



NEW AND UPCOMING THIS MONTH



CAMDEN FRINGE

AUG UST

Westminster goes quiet and half of the West End's boardrooms empty, but London doesn't actually slow down. Notting Hill takes over two boroughs for a weekend and Victoria Park fills for ten days straight. The country enjoys the best of the warmer weather, and here's what we wouldn't miss.

- 1 **All Points East 21-23rd and 28-30th**
Two weekends, six ticketed days. Lorde and Deftones headline the first, Tyler, The Creator (two nights) and Twenty One Pilots close out the second.
- 2 **Notting Hill Carnival 29-31st**
Europe's largest street festival turns 60 this year. Celebrating Caribbean culture with parades, live music and food trucks.
- 3 **Camden Fringe - 3-30th**
Over 300 acts across 26+ venues, running since 2006. The Edinburgh Fringe's scrappier, cheaper sibling.
- 4 **Hampton Court Food Festival 29th-31st**
The palace gardens turn into a food and drink market. Street food, workshops, an afternoon of eating and walking and eating again.
- 5 **Shakespeare's Globe**
Opening for outdoor theatre all summer long, enjoy long nights and open skies while watching some of the classics.