

RUBIX ROUND UP

WHAT'S ON
THIS MONTH

FEATURE PROPERTY
4 SNOW HILL

THE PERFECT
DAY IN
FARRINGDON

NEWSLETTER

ISSUE 10, 1ST JULY 2026

RUBIX

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Medieval street patterns and 500-year-old markets sitting next to gleaming office spaces. Smithfield's still butchering at dawn while the bars around it serve £150 bottles. The neighbourhood hasn't picked a lane. Here's your Rubix guide.

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Why we're eating in the aisles. London's shops are becoming restaurants. Survival disguised as innovation.

5 FEATURE SPACE

Every month we feature an office space worth the commute. This July, 4 Snow Hill in Farringdon.

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 FARRINGDON



Morning: Start at Caravan on Exmouth Market. Speciality filter coffee, paired with pastries that justify the early commute. The market itself buzzes with energy: independent delis, vintage finds.

Lunch: St John on St John Street is unmissable. British cooking that doesn't apologise. Book ahead. The roast bone marrow is the thing you'll think about for weeks. If you can't get in, Morito on nearby Exmouth Market is your backup, Spanish and North African tapas at the corridor-sized bar next to sister restaurant Moro, and honestly, you won't mind.

Afternoon: Walk down through Smithfield Market—London's oldest wholesale market, still operating. Duck into the side streets and get your steps up wandering around the juxtaposition between old and new.



Dinner: Luca on St John Street for the high ceilings and the "Britalian" cooking that earned it a Michelin star: Hereford beef, Orkney scallops, a terrace that feels like a secret garden. If you want something looser and louder, Brutto is tucked between the station and Smithfield, a Florentine trattoria doing £5 negronis and T-bone steak by weight, and it's just as hard to get a table.

After work: Either The Eagle on Farringdon Road, the original gastropub. Chaotic and packed. Pints, snacks, the bar packed three-deep. It's perfect for after-work drinks or a weekend afternoon. Or if you prefer a cocktail bar, Space Talk is the latest listening bar, with a seductive fit-out and experimental drinks; it's guaranteed to elevate any evening.

THE "GROCERANT" REVOLUTION

WHY WE'RE EATING IN THE AISLES. LONDON'S SHOPS ARE BECOMING RESTAURANTS. SURVIVAL DISGUISED AS INNOVATION.

The original idea of the corner shop is dead, replaced by a mix of off-licences and little Tescos. The corner shop that pours a decent glass of wine, however, is thriving.

Walk into Farm Shop on South Audley Street in Mayfair at noon and you're in a deli. Pastries, sandwiches, coffee, the sort of place you pop into between meetings. But it's also the place you come back to at 5pm. The counter becomes a bar. The pastry display becomes charcuterie. The space transforms into a wine bar with 150 wines on the list, small plates, seasonal cheeses. Same square footage. Completely different business model. And it's brilliant.

This is commercial curation, reaching through the desperation that is overhead rents. The corner shop, as it's reimagined, at places like the Farm Shop and The Corner Shop at 180 Strand have finally cracked the code to surviving London's property market.

THE MATH IS BRUTAL

A traditional grocery store operates on such thin margins, aiming for maximum churn. A restaurant commands higher prices but needs to fill seats. Put them side by side in London and both models crack under the weight of rent.

Merge them, plus chuck on a few pounds per item for the sake of artisanal and you've just doubled your revenue.

Farm Shop does this ruthlessly. A morning coffee drinker buying a croissant becomes an evening customer buying a bottle and a board. The space that was grinding on grocery margins is now pulling hospitality margins too.

The pastry operation pays the rent. The wine bar pays the staff. Together they stay open.

THIS ISN'T NEW. BUT IT'S WORKING NOW.

Italy figured this out centuries ago. The alimentari with the standing bar. France has the épicerie fine. But in London right now, we're watching this model explode.

And here's the thing: it works because it's actually what people want. The deli shopper at noon and the wine drinker at night aren't two different customer bases. They're the same person at different times, with different needs.

This idea accompanied by artisanal sourdough, picky bits and the best jarred goods creates the aesthetic and the vibe, while doubling as a stockist is genius.

THE FUTURE

As London's rents stay punishing and traditional retail fractures further, the grocerant model becomes the baseline. Pure restaurants become luxury goods. Pure shops become utilities. The hybrid survives.

Farm Shop on South Audley Street didn't invent this. But it proved the model works at scale, in one of London's most expensive locations, with no compromise on quality or service as the day shifts into evening.

FEATURE SPACE

4 SNOW HILL

4 Snow Hill is a standout office development in the heart of Farringdon's creative hub, centred on contemporary workspace design. The building features flexible 2,500–3,500 sq ft floorplates with soaring ceilings and industrial character. Located on one of the neighbourhood's most characterful streets, it sits within walking distance of Smithfield and benefits from immediate access to London's densest concentration of restaurants, independent cafes and cultural venues.



3 min walk - Farringdon station
6 min walk - St Paul's
8 min walk - City Thameslink



5 min walk - St John Restaurant
4 min walk - Caravan
2 min walk - The Eagle
6 min walk - Smithfield Market
8 min walk - Exmouth Market



NEW AND UPCOMING THIS MONTH



PRIDE

July

July is when London becomes the city it always thinks it is. The sun sets after 9pm, every rooftop bar is open, and the cultural calendar goes into overdrive. Summer has arrived.

- 1 **Pride in London - 4th July**
Over a million people take the streets for London's biggest celebration. The parade winds from Hyde Park Corner to Whitehall, with festival stages in Soho and afterparties that'll run through the weekend.
- 2 **Somerset House Summer Series - 16-26 July**
Eleven nights of live music in one of London's best-looking courtyards. New acts, established headliners, and golden-hour drinking.
- 3 **Country on the Common - July**
Tooting Common goes Wild West. Seasick Steve, Elles Bailey, axe throwing, rodeo bulls and sticky ribs.
- 4 **Wimbledon - 29th June onwards**
If you cannot get Centre Court tickets, the queue for ground passes remains one of London's great sporting rituals. Strawberries, Pimm's and passive-aggressive queueing at its finest.
- 5 **Kaleidoscope Festival - 11 July**
Alexandra Palace hosts it all—Rudimental, Groove Armada, MJ Cole, Black Grape, the Amy Winehouse Band, comedy, workshops and unbeatable views over London. One day only.