



THE NIDO COLLECTION

EQUALITY EDITION



HEFORSHE
Read about the men
who are fighting for
equality.

on page 5.



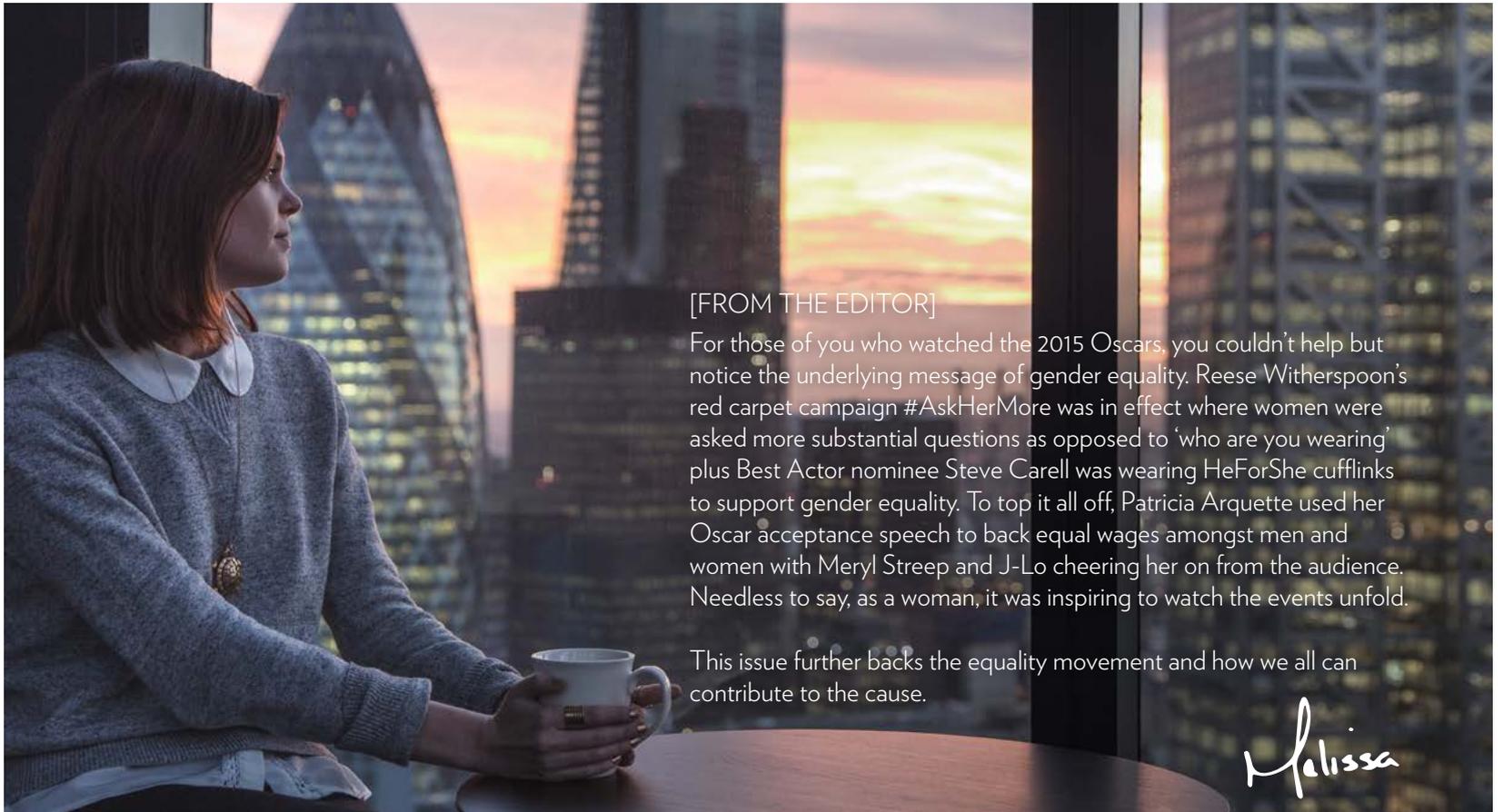
**INTRODUCING
WEST HAMPSTEAD**
Learn about
the newest addition
to the Collection.

on page 6.



**EVENTS
CALENDAR**
Plan your month
with our full events
calendar.

on page 12.



- 3 YOUR OPINION**
See what our residents say about the stereotypes they've faced.
- 4 THE ART OF NEGOTIATION**
Master how to get what you want, and more, with the help of Natalie Reynolds.
- 5 HEFORSHE**
The equality campaign sweeping the globe.
- 6 INTRODUCING NIDO WEST HAMPSTEAD**
Find out all you need to know about our newest residence.

- 8 COLLECTION UPGRADES**
Discover all the new spaces Nido has to offer.
- 9 MEET & GREET**
Put names to all the new Nido faces.
- 10 SPECTATOR**
Catch-up on all of the events over the last month.
- 12 EVENT CALENDAR**
Diversify your March schedule now.

THE TEAM



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SPITALFIELDS



KING'S CROSS



NOTTING HILL



WEST HAMPSTEAD

YOUR OPINION

We asked four residents if they had ever experienced a stereotype; see what they had to say and if there's hope for eliminating them one day.

DARYA LEVCHENKO

[23, UKRAINE - WEST HAMPSTEAD]



Have you ever experienced a stereotype?

During an interview for a law firm in Cyprus, I was interviewed by a man who was willing to hire me simply based on my looks and country of origin. He didn't even look at my CV. It was clear that he only wanted eye candy.

How did it make you feel?

It made me feel exceedingly uncomfortable and disappointed. I really needed the job, however I couldn't allow myself to accept a job simply because of my appearance/ethnicity/gender. I respectfully declined the position explaining that this is not the way to treat women.

Do you think it's possible to eliminate gender or ethnic stereotypes in your lifetime?

Eliminating gender discrimination in the foreseeable future is probably impossible. To eliminate these stereotypes, I believe the government should strive to better regulate the existing laws, aimed at combating gender discrimination. More rigid and specific laws and public policy initiatives should be implemented that safeguard women's rights as well as prohibit any type of gender discrimination in the workforce.

CHENG HU

[20 CHINA - SPITALFIELDS]



Have you ever experienced a stereotype?

The most common thing that people always assume is that just because I am Chinese I must be very good at Math. I still have to work just as hard as other people in the world.

How did it make you feel?

I feel like this type of stereotype is just not necessary. Everyone has an equal chance to become good at anything as long as they work hard and don't give up. I know who I am and I am not going to take it personally, especially from people who don't even know me. My advice is to ignore meaningless stereotypes.

Do you think it's possible to eliminate gender or ethnic stereotypes in your lifetime?

I don't think it's possible to eliminate but can be changed over time. Women are gradually becoming accepted as leaders because they have shown that they are capable and have many good traits which men may be lacking. I am always trying hard in pursuing my own dreams. I think this is one way to show others that I am capable of doing things which they may have assumed I could not do.

HUSSAIN SALIM KHAN

[19, PAKISTAN - NOTTING HILL]



Have you ever experienced a stereotype?

When I came to London, a guy at college asked me where I was from. When I replied saying I was from Pakistan, he burst out laughing. Upon asking him why he was laughing, he asked me whether I had a bomb under my shirt.

How did it make you feel?

It has become part of society, to judge people or call them names without actually knowing them. It's nothing new, but it is really frustrating having to deal with the ignorance of people.

Do you think it's possible to eliminate gender or ethnic stereotypes in your lifetime?

I feel the Government and society itself can take action to alter the fate of stereotypical behaviour. The use of international media could play a vital role in diminishing the use of stereotypes. The government would also have to impose sanctions on media outlets and make sure there is no biased material from which people may develop stereotypical thoughts.

SAHIL MILANI

[23, INDIA, KING'S CROSS]



Have you ever experienced a stereotype?

Yes, I have experienced gender stereotyping in both my personal and professional life. I found it easier to deal in a professional environment, as opposed to in my personal life.

How did it make you feel?

Being raised in a society where gender stereotyping is common, I have to admit I went along with it. Sometimes, I felt I was being taken advantage of in some situations which unfortunately I became used to, and went along with it.

Do you think it's possible to eliminate gender or ethnic stereotypes in your lifetime?

Gender stereotyping has been in my country for years and has established a strong foothold in the society. The new generation is more open minded and have the potential to change this. Society is also changing its perception about giving women equal education, as men and women are now allowed to study the subject of their choice.

THE ART OF NEGOTIATION

Learn the keys to getting what you want out of your professional and personal life, plus how to overcome the gender barriers you may face along the way.

According to the Harvard Business Review, Nice Girls Don't Ask, only 7% of women negotiated the starting salary offered, whereas 57% of men did; equating to a \$4,000 difference in men and women's starting salaries straight out of university. Gender aside, this shows you the power of simply asking the question and by using one phrase, you'll be able to get what you want and more.

NEGOTIATING 101

Natalie Reynolds has spent the last few years teaching organisations such as Coca-Cola, Goldman Sachs, Tesco, Walmart and BBC News how to negotiate effectively. She explains that negotiating is not just a business skill, it's a life skill, which is not overtly taught, but is expected to be known.

Here are Natalie's top tips to negotiating in any situation, be that professional or personal.

1 Engage in negotiations

- don't avoid them. If you don't ask, you don't get. Negotiation is uncomfortable for many people, but you'll never get what you want without engaging in the conversation.

2 Adapt your style based on the situation.

Everyone has their own go-to negotiation style whether it's aggressive or collaborative. The key is to understand the situation as well as your counterpart, and adapt your style accordingly.

3 Always make the first move.

The best way to beat a proposal is to make a proposal. By anchoring what you want out of the conversation, you're 82% more likely to get the deal, compared to those who spoke 2nd in the negotiation.

4 "If you, then I".

These four words will enable you to negotiate like a professional. By using them, you can effectively negotiate most situations, "if you make dinner, I'll do the dishes", "if you can increase my starting salary, I can start work next week".

5 Research is the key to winning.

Believe it or not, negotiation is not all about what you want, it's about understanding what your counterpart wants. The more you understand about the situation and their side, the more negotiating power you'll have when approaching the 'if you, then I' conversation.

6 Leave your counterpart feeling satisfied.

If people walk away feeling as if they've lost, they'll also leave with a bad taste in their mouth. Nobody likes to feel like a fool, so make sure to make them feel as if they've won as it'll help you with any future negotiations.

BYPASSING THE STEREOTYPES

Natalie explains that, "there is no difference between how men and women can negotiate, we are all just as competent and capable as each other, however men and women face different issues and gender stereotypes. These stereotypes may not apply to you but you should be more concerned about whether people think they apply to you."

Natalie's advice is to research and understand what stereotypes might exist about you based on your gender. Then go all out to evidence that this doesn't apply to you. Don't conform to negative stereotypes and play to your strengths.

Natalie has identified three top tips below so you don't fall victim to these stereotypes and may even be able to use them to your advantage.



ATTENDEES OF NATALIE'S NEGOTIATION TALK AT THE TROUBLE CLUB. © IONA WOLFF

Women don't ask and when they do, they don't aim high

As per our opening statistic points out, women are less likely to engage in a negotiation as we are more likely to assume the information being presented to us is definitive. Try to make a conscious decision to push back and challenge situations.

Women don't like being chameleons

Natalie has observed that many women feel uncomfortable at the thought of changing their personality during a negotiation as they don't want to be perceived as disingenuous. Women play numerous roles throughout a day such as daughter, co-worker, friend, entrepreneur and pupil. If you can apply this flexibility to a negotiation, you'll be on your way to winning.

Women don't like to say no

From a young age, we're taught to be in touch with our own and other's feelings and therefore as a result, find it hard to say 'no'. A great alternative instead of saying 'no' is to thank them for their suggestion and then present your proposal as an alternative.



[A SOLIDARITY MOVEMENT FOR GENDER EQUALITY]

With less than 6 months under its belt, the HeForShe campaign has made brilliant strides in the movement for gender equality. Even more recently, the campaign made an appearance at the Oscars, with Steve Carell sporting HeForShe cufflinks and Patricia Arquette including wage equality in her acceptance speech.

Emma Watson is the spokesperson for this UN Women's campaign, which aims to involve and engage men and boys as agents of change for the achievement of gender equality.

The goal has been set to engage 1 billion men and boys by July 2015 to which 222,837 of that has already been achieved. See what actors, royalty, musicians and presidents are saying about the HeForShe campaign. Join them and sign-up. Learn more about the campaign and visit www.HeForShe.org



INTRODUCING WEST HAMPSTEAD

West Hampstead is the newest addition to The Nido Collection and home to 347 residents. With the vast green space of Hampstead Heath located close by, this area offers a village feel while still being in the centre of London.

Just a short stroll from the residence are Underground and Overground transport links, soon providing 24/7 travel on the weekends via the Jubilee Line. Our Studios and Ensuite Apartments come fully furnished with everything needed for stylish, convenient living, studying and socialising. Plan your next visit now. As a Nido resident, you have access to all areas in each of our residents so plan your next visit now.

FACILITIES INCLUDE:

- **24/7 security and concierge service**

Making sure you feel completely safe and secure in your home.

- **100MB free WiFi**

We'll be upgrading the WiFi connection in the building this Autumn to 100MB, ensuring you stay connected with family, friends and your studies.

- **Screening Room**

This space contains a 60 inch, wall mounted LCD TV with DVD player and comfortable furniture to kick-back and relax.

- **24/7 Gym**

Our Fitness Room includes a selection of cardio and weight machines to keep you in shape.

- **Courtyard**

Soak-up the sunshine and enjoy our landscaped gardens, comfortable seating areas and a giant chessboard.

- **Transport Links**

Located just a 2 minute walk from the Underground and Overground stations, connecting you to Universities in just a few minutes.

JAMEL LEE

[HOUSE MANAGER NIDO WEST HAMPSTEAD]

Dear Nido Community,

I'm Jamel and together with the management team of The Nido Collection's new West Hampstead residence, we are excited to be a part of a great brand such as Nido! There will be a lot of great changes and events happening at West Hampstead over the coming months plus we have some really cool rooms on offer for the 2015/16 academic year.

We would love to hear from you, so if you would like to speak to a member of the team about West Hampstead, the rooms and availability for 2015/16, or just enjoy our social spaces when you're in the area then please feel free to stop by, email me on jamel.lee@TheNidoCollection.com or give us a call.

Jamel

OUR ENSUITE APARTMENTS

Our Ensuite Apartments are a great room innovation allowing small groups to live together as well as perfect for building a solid group of friends. Enjoy your own bedroom and ensuite bathroom while still getting the buzzing atmosphere of a shared living and kitchen with 4 to 7 other people. Plus our on-site housekeeping team clean the kitchen/lounge areas on a weekly basis and empty the bins on a daily basis.



THE NEIGHBOURHOOD

Offering a leafy feel within central London, West Hampstead is home to a wonderful variety of restaurants, bars, cafes and independent shops and markets. Here are a few of our top picks for West Hampstead hang-outs.

RESTAURANTS & CAFES

[THE WEST FISH CAFÉ-BRASSERIE]

Soak-up the food, wine and café culture of this West Hampstead haunt. This art deco styled building mixes art and music with a menu of modern comfort food. See their seasonal menu and book online as tables go quickly.

www.thewetfishcafe.co.uk/london/restaurant

[BANANA TREE]

This award winning restaurant is the go to place if you want to enjoy a great range of Asian cuisines. Whether it's Thai, Vietnamese, Malaysian or Singaporean, you are bound to find delicious food instantly transporting you to Southeast Asia.

www.bananatree.co.uk

CLUBS & BARS

[THE ALICE HOUSE BAR]

Offering a range of creative cocktails, craft beers, and wines, this bar offers a glamorous yet intimate environment thanks to its vintage style décor and outside-decked area. If you're feeling peckish, dig into the light bites or full seasonal menu.

www.thealicehouse.co.uk

[LOWER GROUND BAR]

The Lower Ground bar is the perfect late night hideaway. With live music 3 nights a week, including a renowned jazz night, we're not surprised the bar has been known to attract a famous face or two.

www.lowerground.co.uk

SIGHTS

[HAMPSTEAD HEATH]

Running from Hampstead to Highgate, this green space contains a zoo, an athletics track, nearly 800 acres of glades, and natural swimming ponds for a summertime dip. The heath is perfect for a winter stroll or spring picnic while taking in the stunning views from one of the highest points in London.

[FREUD MUSEUM]

Explore where the father of psychoanalysis lived and worked. The museum includes Freud's collection of over 2,000 antiquities plus his famous couch where all of his patients were treated. Don't forget to claim your student discount when visiting.

www.freud.org.uk

SHOPPING

[COCO BIJOUX]

If you don't know about Coco Bijoux, you should. This luxury chocolate shop allows you to indulge in some of the best cocoa from around the world and is continually introducing new wild and wonderful combinations. Plus as a Nido resident, you'll receive a free coffee with every chocolate purchase.

www.cocoabijoux.com

[WEST HAMPSTEAD FARMERS MARKET]

Held every Saturday outside West Hampstead's Thameslink train station, this incredibly popular market provides the freshest produce from fruit and veg, meat and poultry, to artisan bread, cakes and much more.

www.lfm.org.uk/markets/westhampstead

COLLECTION UPGRADES

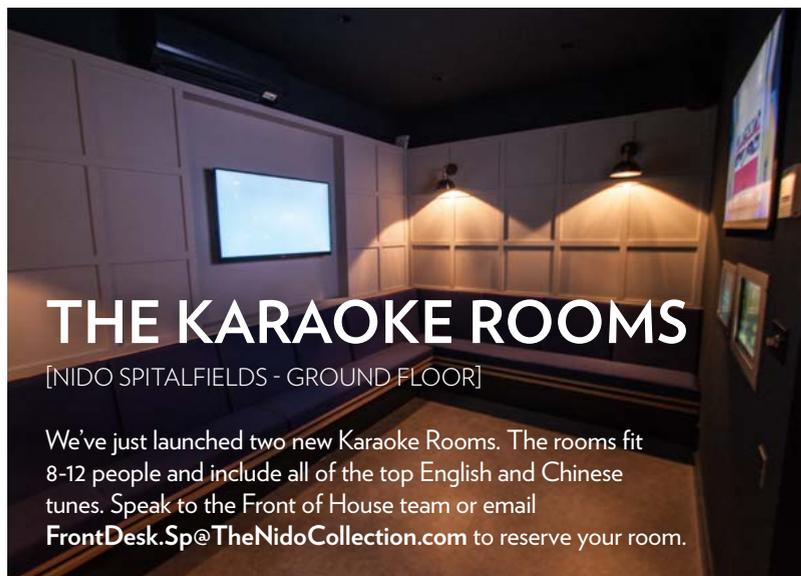
We're excited to announce the recent upgrades to our spaces across the collection. As a Nido resident, you have access to all of these spaces. Next time you're in the neighbourhood, stop by and make yourself at home. By bringing your Nido access card, you'll have a studying and social spaces available to you across London.



THE AUDITORIUM

[NIDO SPITALFIELDS - GROUND FLOOR]

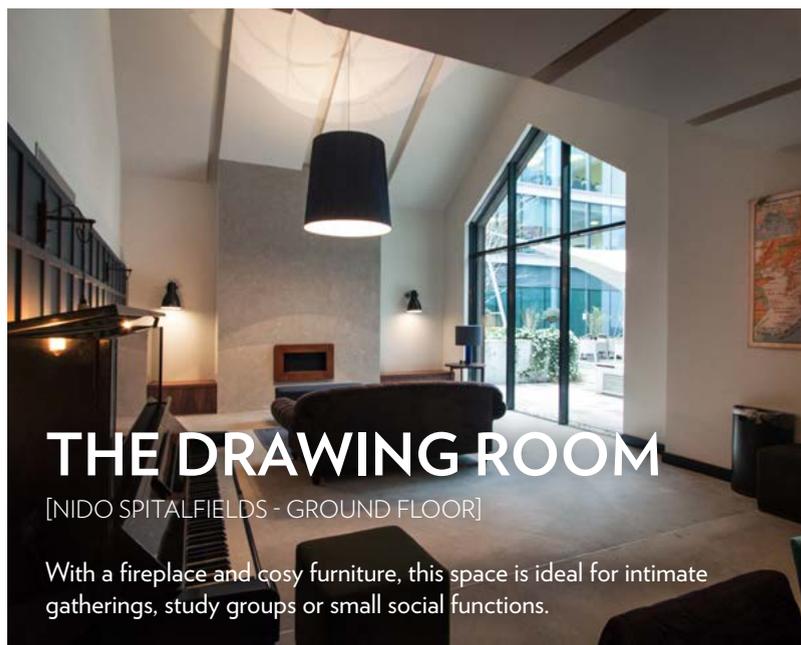
This vast space makes for a great social or study space, plus it will also be used for film screenings, fashion shows, concerts and parties. Speak to the events team about using the space for your own festivities.



THE KARAOKE ROOMS

[NIDO SPITALFIELDS - GROUND FLOOR]

We've just launched two new Karaoke Rooms. The rooms fit 8-12 people and include all of the top English and Chinese tunes. Speak to the Front of House team or email FrontDesk.Sp@TheNidoCollection.com to reserve your room.



THE DRAWING ROOM

[NIDO SPITALFIELDS - GROUND FLOOR]

With a fireplace and cosy furniture, this space is ideal for intimate gatherings, study groups or small social functions.



GYM UPGRADES

[NOTTING HILL | KING'S CROSS]

Both Notting Hill and King's Cross gyms have received an upgrade. We've added new equipment such as free weights and redecorated the spaces ensuring your squats and 'reps' are as enjoyable as possible.



THE SCREENING ROOM

[NIDO SPITALFIELDS - GROUND FLOOR]

Avoid the sticky seats of the cinema and stay in to view your favourite films. Enjoy the plush seating, air conditioning and DVD, TV and USB screening capabilities. Speak to the Front of House team or email FrontDesk.Sp@TheNidoCollection.com to reserve your room.



THE LOFT & KITCHEN

[NIDO SPITALFIELDS - 32ND FLOOR]

Grab a bite to eat or a cocktail and enjoy the City views from The Kitchen. All Nido residents get a 15% discount on all food and drink. Open daily from 12pm-11pm.

MEET & GREET

You may have seen a few new faces around your residence lately. We'd like to formally introduce you to some new members of the team, including the brand new role of Front of House Manager. They will be ensuring your residence is safe, comfortable and fun to be in. Please make sure to introduce yourself and share any feedback or suggestions with the team.



MARTIN KOLEV
[FRONT OF HOUSE MANAGER]



RUTA DRUKTEINYTE
[FRONT OF HOUSE MANAGER]



SPITALFIELDS



MICHELE VON EUW
[FRONT OF HOUSE MANAGER]



LEANDRO MUTTI
[FRONT OF HOUSE MANAGER]



KING'S CROSS



SAMANTHA HOMER
[HOUSE MANAGER]



MIRJANA MESSERER
[FRONT OF HOUSE MANAGER]



MUDASSIR BUNDHOO
[FRONT OF HOUSE MANAGER]



MARTYN DUGUID
[HOUSE MANAGER]



NATASHA PRENDERGAST
[FRONT OF HOUSE MANAGER]



NOTTING HILL



ALI SHEIKH
[FRONT OF HOUSE MANAGER]



BECKY WOODS
[FRONT OF HOUSE COORDINATOR]



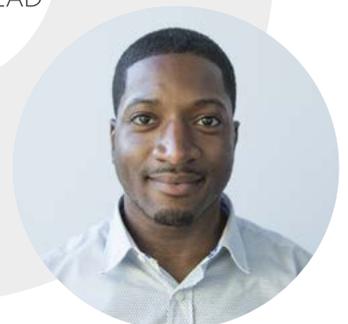
WEST HAMPSTEAD



MUSTAFA FAROOQ
[FRONT OF HOUSE MANAGER]



JOANNA HASLOCK
[HOUSE MANAGER]



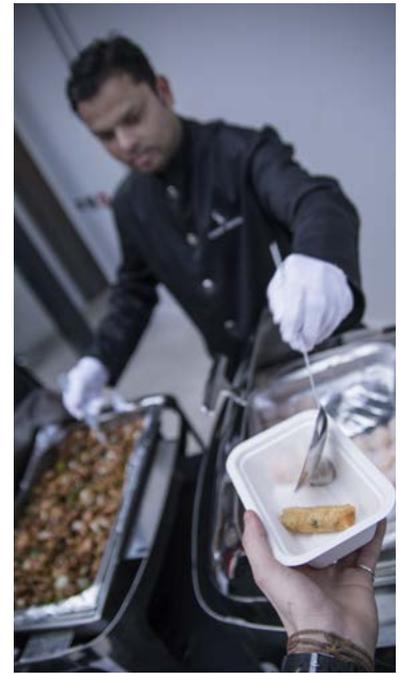
JAMEL LEE
[HOUSE MANAGER]

SPECTATOR

Catch-up on all the news from each Nido Collection event. Didn't see your photo? Visit our Facebook page to see the full albums.

[CHINESE NEW YEAR]

We brought in the New Year with a bang. The day included screening of the Chinese ceremony accompanied with authentic food and drinks. The Karaoke Rooms opened for plenty of anthems, followed by our Fusion Party with cocktails, music and dancing well into the evening.



POSING FOR THE CAMERA



RESIDENTS ENJOY THE TRADITIONAL CHINESE FOOD



ENJOYING THE VIEWS FROM THE ROOF TERRACE



OUR DJ FOR THE NIGHT



EXCELLENT SELFIE SKILLS



SPITALFIELDS RESIDENTS AT THE FUSION PARTY



XUE YIN SHOWS US HER CELEBRATORY DRESS

[THE ART OF FOOD DESIGN]

Gourmet chef Andrea Zagatti taught us the art of food design and how to make each meal look and taste amazing. The menu included tuna and avocado, venison & chocolate plus two delicious chocolate desserts.



ANDREA & NIDO RESIDENT SHOW OFF THEIR MASTERPIECES



THE ART OF BLOWTORCHING



[NOTTING HILL WELCOME PARTY]

Notting Hill hosted a party for all of the new residents. The event included games, drinks and plenty of mingling.



THE LADIES OF NOTTING HILL TAKE TIME OUT FOR A PHOTO



CONGRATULATIONS TO THE WINNING TEAM



[GAME SHOW NIGHT]

Game Show Night saw residents go head-to-head to test their general (and not so general) knowledge. Check out the events calendar on page 12 for details on the next challenge.

THE CEO OF NIDO IS...
a. NEIL BURTON
b. CLINT BARTMAN

MARCH EVENT CALENDAR



FRIDAY 6

HOLI FESTIVAL OF COLOURS

Celebrate the Spring Festival of Colours with us at King's Cross. The event includes traditional Indian food, drinks, DJ's and fun with coloured powder. [Book your free tickets on bit.ly/NidoHoliFestival](http://bit.ly/NidoHoliFestival)

NIDO KING'S CROSS - COURTYARD - 3PM

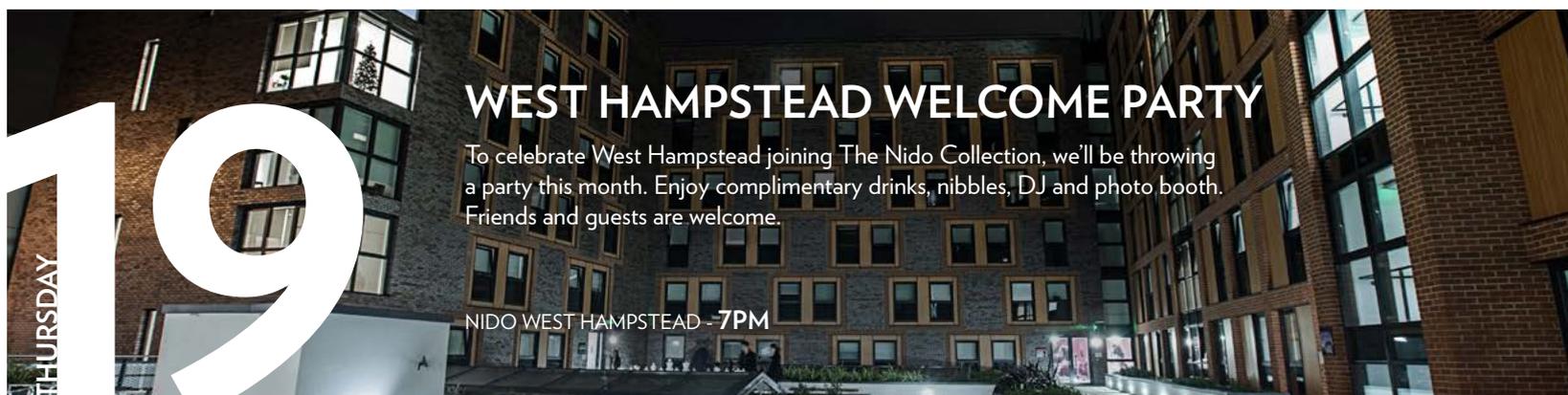


TUESDAY 10

FOOD DIVERSITY WITH ANDREA ZAGATTI

Gourmet chef Andrea Zagatti will be showing us how to prepare authentic Chinese, Indian, Mediterranean and English dishes. Come with an empty stomach as you'll be able to taste all of the dishes prepared. [Book your free tickets on bit.ly/NidoCookingExpearence2](http://bit.ly/NidoCookingExpearence2)

NIDO SPITALFIELDS - THE LIBRARY - 7PM



THURSDAY 19

WEST HAMPSTEAD WELCOME PARTY

To celebrate West Hampstead joining The Nido Collection, we'll be throwing a party this month. Enjoy complimentary drinks, nibbles, DJ and photo booth. Friends and guests are welcome.

NIDO WEST HAMPSTEAD - 7PM



THURSDAY 26

MAKE YOUR WARDROBE WORK

Lea Cranfield, the Head of Merchandising for Net-a-Porter and Mr Porter will be discussing how to scale down your wardrobe, key investment pieces and styling for special occasions like interviews, weddings and holidays.

NIDO SPITALFIELDS - THE SCREENING ROOM - 5PM

WEEKLY EVENTS:



WEDNESDAYS	SOCIAL
9pm	The Café
SATURDAYS	BRAZILIAN JIU JITSU
5pm	The Fitness Room
THROUGH-OUT THE WEEK	SPORTS SCREENING
	The Lobby

WEDNESDAYS	MUSIC LOUNGE NIGHT
6.30pm	The Lobby
THURSDAYS	GAME SHOW NIGHT
8pm	The Screening Room
THURSDAYS	FOOTBALL LEAGUE
3pm	Shoreditch

MONDAYS	PUB NIGHT
9pm	Notting Hill neighbourhood
TUESDAYS	MOVIE NIGHT
8pm	The Screening Room