

&London



INSPIRING PEOPLE, PLACES & PROPERTY / ISSUE 10

BACK TO THE FUTURE

The bright, bold and barmy ideas that
nearly changed the face of London

STREET STYLE

Amazing designers everyone
loves but no one knows

FOOD WITH BITE

Why chefs are putting python
and grasshopper on the menu

EUREKA!

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who are reinventing the world

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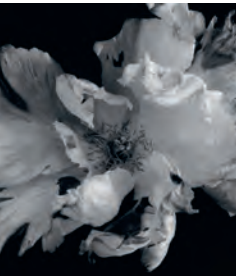
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Get in touch by emailing andlondon@struttandparker.com

Object of desire

Rose gold has banished copper and brass from London's most stylish interiors. Georg Jensen is leading the way by introducing this warm metallic finish to its home accessories. The sleek pitchers and bowl are part of the Urkiola range, created for the iconic Danish brand by Patricia Urquiola, a maverick designer whose avant-garde work celebrates texture and colour. As well as looking good, with their fluted detailing and crisp modern silhouettes, the rose-gold coating creates a scratch-resistant surface, ensuring these pieces are practical as well as beautiful. *Urkiola pitchers and bowl from £80, georgjensen.com*



LITTLE BLACK BOOK

Tom Davies

You might not have heard of Tom Davies, but this British eyewear designer has a devoted following, including Hollywood stars Brad Pitt and Kevin Spacey. The beauty is in the detail, with fittings at his Sloane Street and Montpelier Street stores taking into consideration everything from the wearer's complexion to the length of their eyelashes. The finished pair of glasses, which can take up to six weeks to create and cost from £495, arrive in a smart presentation box, complete with technical sketches of your bespoke design. You'll never want to wear contact lenses again. *tdtomdavies.com*



HOLLAND PARK, W11

Modern classic

This beautifully designed apartment perfectly blends old and new. Set on the second floor of a grand Holland Park villa, the sleek interior includes open-plan living and dining space, two ensuite bedrooms and a study. *£3,500,000. Leasehold*
Contact: 020 7938 3666



Tom Dixon's Warp glass vase is one of the highlights of his iridescence-inspired collection. *£200, heals.com*

TRENDING

Time to shine

The latest accessories in shimmering rainbow colours will bring a real sparkle to your home

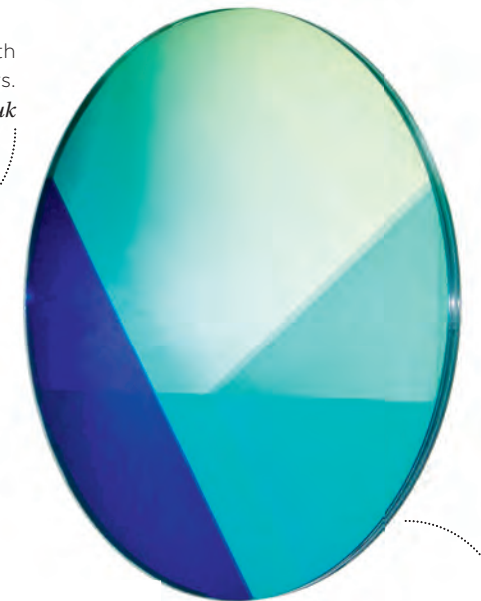
Reflect your good taste with these Polka teacups and saucers. *£75 for a set of four, amara.co.uk*



You can shine even when you are in the shade with Prism's Bilbao acetate sunglasses. *£235, prismlondon.com*



Look on the bright side with the Seeing Glass Big Round Mirror by Sabine Marcelis. *£3,500, mintshop.co.uk*



Pretty pastels come to life with Glas Italia's Shimmer side table. *£1,029, chaplins.co.uk*

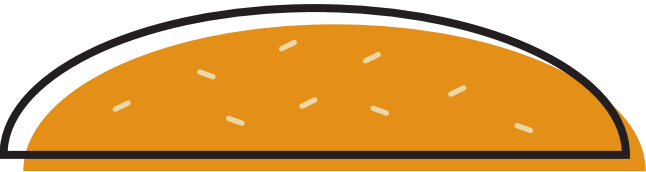


The futuristic Prism Aurora Tote by Bao Bao Issey Miyake will help you shop with style. *£580, matchesfashion.com*

HOW TO MAKE...

The perfect burger

Richard Turner, executive chef at Hawksmoor and Foxlow, gives the fast-food classic a gourmet twist



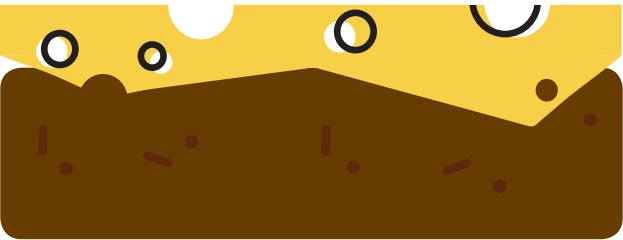
There should be eight layers, in this order from the top: toasted bun, tomato ketchup, beef tomato, melted cheese, patty of beef, salad, mayonnaise and toasted bun.



The bun must be the same size toasted as the cooked burger and firm enough to hold fillings without getting soggy.



Use beef that has been hung for less than a month and has been freshly minced on the day of cooking. Burger aficionados incorporate around 20% fat in their blend.



Try to keep the sauces, pickles and salads to a minimum. Their role is to insulate the bun from the juicy burger and to offer texture, crunch and freshness.



An optional 'pimp' of the classic burger is to accompany it with a side dish of thin but tasty beef jus.



When it comes to serving a burger, the feeling of a soft, warm bun improves the perception of taste, so the perfect burger should never be eaten with cutlery.



THE INNOVATOR
The Crick Institute

If you ever wanted to be on the front row at a scientific discovery, here's your chance. London's new 'super-lab', the Francis Crick Institute – a state-of-the-art £700 million research facility in St Pancras – is offering the public the opportunity to contribute towards its future success. Hoping to find new ways to diagnose and treat illnesses such as Alzheimer's and Parkinson's, the Crick's breakthroughs will be shared with the public in a 450-seat auditorium. For a £5,000 donation you can have a chosen name engraved on a plaque on a seat. You'll also be invited to a lecture as part of the institute's opening programme.

cancerresearchuk.org/support-us/donate/francis-crick-institute



ONE HYDE PARK, SW1
In fashion

The perfect pad for a dedicated fashionista, this chic one-bedroom apartment is just moments from Harrods and Harvey Nichols. Luxurious services and amenities are provided by the adjacent Mandarin Oriental Hotel. £3,900 per week. Furnished
Contact 020 7235 9996



My London style

Jessica McCormack's jewellery is worn by the global A-list, including Rihanna and Madonna, and sold at her townhouse store in Mayfair's Carlos Place

Inspiring building

I once designed a ring in the shape of the Trellick Tower. When I moved to London this building, with its challenging brutalist beauty, made a big impression on me. It has a rebellious spirit.

Favourite clothes shop

I practically live in Merchant Archive's own-label clothing – it has a subtle edge and the fabrics are utterly sumptuous.

Best specialist store

Provenance Butcher in Notting Hill has the most beautiful meat,

sourced from sustainable, family-run farms, and a great selection of pickles and sauces.

Coollest market

Even though Portobello Market has changed a lot over the years, it still has such a wonderful atmosphere, especially early in the morning before the tourists arrive. I can spend hours looking for antique jewellery on the market stalls.

Dream night out

Having dinner with my husband Dougie and good friends is the perfect way to unwind. I recently

visited Kai in South Audley Street – it has a really lovely atmosphere and the food was utterly delicious.

Secret bolthole

Heywood Hill Books in Curzon Street. Nicky Dunne, who is the chairman, helped me to curate the books in the library at my store. It's a great place for picking up thoughtful gifts for friends.

Urban oasis

I absolutely love the uniqueness of Mayfair and am so lucky to be based here. It retains the character of a village but in

the heart of London. It's calm, beautiful and full of charm.

Interiors inspiration

Nina Campbell's store on Walton Street is a treasure trove of home accessories with amazing cashmere blankets, glassware, stationery and lighting.

Amazing space

I've whiled away many an afternoon wandering around the art collection at the Courtauld Gallery. Based in fabulous Somerset House, it is one of the finest small museums in the world.

FIRST &
FOREMOST

Life at the top

KINGS GATE, SW1

Penthouse living doesn't come any better than this. With four bedrooms, double-height reception and dining areas, private terrace and breathtaking views over Buckingham Palace and the Royal Parks, this beautifully crafted duplex is ideally located to enjoy London's best shopping, culture and entertainment. £10,000,000. Leasehold. Contact 020 7318 4677



INSTANT EXPERT You Say You Want a Revolution?

What is it?

Tune in to the Swinging Sixties and discover the politics, fashion and music that defined an era. *You Say You Want a Revolution? Records and Rebels 1966-70* brings the counterculture to life in all its technicolour glory.

Where is it being held?

The Victoria & Albert Museum until 26 February 2017.

Why is it worth going?

Put together by the team behind the V&A's blockbusting David Bowie show, the exhibition uses over 350 objects and artefacts to explain how this radical period still shapes our lives today.

What are the highlights?

There's something for everyone, from the handwritten lyrics of The Beatles' classic *Lucy In The Sky With Diamonds* to a moon rock on loan from NASA.

Why is it unique?

The late, great DJ John Peel's record collection provides an extraordinary musical journey through some of the most memorable performances and songs of the 20th century.

PHOTOGRAPHY ALAMY, SIMON BROWN ILLUSTRATION CHLOE CAMPBELL

On the grid Gallery dining

Feast on food and art at London's most cultured restaurants



THE MODERNIST
THE MAGAZINE
Serpentine Sackler Gallery, W2

This futuristic restaurant is the work of the late Zaha Hadid and brings modern European food to leafy Kensington Gardens.



THE LANDMARK
TATE MODERN RESTAURANT
Switch House, SE1

A fine dining restaurant on the 9th floor of the Tate Modern's new Switch House extension with spectacular views over London.



THE REVIVAL
PHARMACY 2
Newport Street Gallery, SE11

A repeat prescription of the Damien Hirst-designed restaurant in Notting Hill, which attracted Blur and Kate Moss in the 1990s.



Perfect for weekend brunch with favourites such as poached eggs and bacon.



Don't miss the delicious desserts made from fresh seasonal ingredients.



Chef Mark Hix has created a modern menu, including Orkney scallops and chorizo.



A mix of artists and architects such as Anish Kapoor and Richard Rogers.



Grayson Perry and Paloma Faith are just some of the big names visiting this new icon.



A haunt for highbrow artists, including Mat Collishaw and Gavin Turk.



Helen Marten's playful installations will be on show from 29 Sept-20 Nov.



A major survey of pop artist Robert Rauschenberg runs from 1 Dec-2 April.



A last chance to catch the eye-popping Jeff Koons exhibition, until 16 Oct.

THE PITCH

THE DISH

THE VISITORS

THE SHOW



Iceberg
For a truly cool drink

Cactus
Chop and add to tacos

Liquid Nitrogen
For smooth ice cream

Human tears
The latest cocktail ingredient

Crickets
Serve as a garnish

Gunpowder
Carefully infuse with gin

Python
Serve as carpaccio

THE TASTE OF ADVENTURE

Anyone for sautéed insects or liquid nitrogen ice cream? Chefs are hunting down increasingly exotic ingredients to entertain their customers. But is novelty replacing quality for London's diners?

WORDS ANNA CRANE
PHOTOGRAPHY ROWAN FEE



When it comes to London's food scene, fortune favours the brave. But it's not just chefs who are becoming more adventurous, there is also a whole cast of entrepreneurs and eccentrics surrounding them, from set designers and food historians to architects and technicians, introducing ever more extraordinary venues, techniques, ingredients and presentation methods to a hungry public.

Even the humble ice cream is not immune – this summer, liquid nitrogen was being added to raw milk, cream and sugar, flash-freezing them for an ultra-smooth dessert. Far from being limited to Michelin-starred establishments, the trend took over street stalls and venues such as Chin Chin Labs in Camden. Hailed by *The Times* as 'the best ice cream parlour in England', its popular flavour combinations include strawberry and hay.

Restaurateurs are also keen to ramp up our sustainable protein intake by persuading us to eat bugs and many other creatures that modern Western palates might find challenging. At the start of 2015, the Mexican chain Wahaca put crickets on the menu and managed to sell 1,500 plates a week. Move on a year and its former Head of Innovation Edson Diaz-Fuentes has set up the tiny but sensational Santo Remedio in Shoreditch. As well as tacos containing this year's on-trend ingredient – cactus, in case you were wondering – its guacamole comes topped with lime and chilli-sautéed grasshoppers.

The edible bug craze only looks set to get bigger in 2017. The gloriously whacky Archipelago on Fitzrovia's Cleveland Street is in on the act, with a pudding menu that includes chocolate-covered locusts along with 'Bushman's Cavi-err' – caramel mealworms served with blinis, coconut cream and vodka jelly.

But in a sign of how rapidly Londoners' tastes can change, its main menu looks a bit tired in comparison: kangaroo skewers, bison rump steak, python carpaccio, zebra jerky. Exotic meats like these have periodically cropped up on menus over the past 10 years, but have mostly failed to establish themselves as favourites.

However, awards for the truly bizarre must go to our capital's cocktail makers. Shoreditch seems to be the epicentre of experimentation, with gunpowder cocktails served up at Worship Street Whistling Shop, human tears making their way into The Bartender's Cocktail at The Cocktail Trading Co (the list of ingredients includes '1 dash mixologist tears'), and weirdness in abundance at Lounge Bohemia (just one example, a 'Bubble Bath Martini', garnished with a miniature rubber duck).

If chefs and cocktail makers are keen to push the boundaries when it comes to ingredients, they are also determined to create memorable settings to serve them in. The Art of Dining marked the 350th anniversary of the Great Fire of London with a pop-up at the London Dungeon, with metaphorical flames licking at customers' feet and artfully scorched food on the menu. At around the same time, an event called Keeping Up With The Joneses in Clerkenwell led guests through a series of fantastically themed rooms, encountering edible

“A PUDDING MENU INCLUDES CHOCOLATE-COVERED LOCUSTS ALONG WITH CARAMEL MEALWORMS”

gin toothpaste and macaroons that were made to look like dishwasher tablets along the way.

But it was the Bunyadi restaurant that took things to a whole new level by offering naked dining in a setting free from the trappings of modern life, including phones, electric lights and, of course, clothing. 'The idea is to experience true liberation,' says founder Seb Lyall. He might well be on to something as the waiting list for the event reached 46,000 before booking even opened.

So why all the crazy concoctions and out-there locations? One factor has to be that the technology to achieve these special effects is becoming more accessible. Another is that customers are actively looking for something different. In an age when everything is Instagrammed, the quest is on to provide novel experiences that generate the digital equivalent of column inches.

But in the rush to novelty, is London in danger of becoming a gastronomic theme park, where the focus has shifted from serving quality food to delivering entertainment?

Food historian Tasha Marks insists that such culinary showing off is nothing new. In the 16th century, spectacular banquets were held with jellies reaching 'monstrous heights', and liquid nitrogen ice cream was actually espoused by the Victorian cookery writer AB Marshall, who suggested that servants should add 'a few drops of liquid air' to guests' plates.

Even adventurous flavour combinations have a long and distinguished London history. In the 18th century, Italian pastry cook Domenico Negri opened a famous ice cream shop in Berkeley Square called the Pot and Pineapple. ▶

THE VITAL INGREDIENT

If you hanker for a simpler life, free of novelty menus, head for the growing band of single-dish restaurants



Melt Room **26 Noel Street, W1**

The grilled cheese sandwich goes gourmet. Toasties, from pulled pork to roast beetroot, all feature melted cheese.



The Potato Project **27 Noel Street, W1**

If toasties aren't your thing, head next door for a new take on the baked potato, featuring quinoa, kale and cranberries.



Egg Break **30 Uxbridge Street, W8**

In Notting Hill they like their eggs all ways, including poached on sourdough with smashed avocado and chilli.



Strut & Cluck **151-153 Commercial Street, E1**

Turkey is not just for Christmas at this stylish venue specialising in turkey dishes inspired by Eastern Mediterranean cuisine.



Smack Lobster **58 Dean Street, W1**

Lobster with couscous, lobster with avocado or lobster in a brioche roll – the crustacean is a daily treat at this Soho café.

‘It sold Parmesan ice cream, as well as ginger and cucumber, marmalade and even asparagus flavours,’ says Tasha.

The past is a source of inspiration for many of today’s innovators. That is certainly true of Sam Bompas and Harry Parr. Their food hero is London-based, 19th-century chef Alexis Soyer, ‘the Jamie Oliver of his day’, who catered for Victorian high society but also set up soup kitchens in the impoverished East End.

‘In terms of fantastical, experiential food, he actually goes far beyond what anyone is doing now,’ explains Sam. ‘We only aspire to do stuff as good as him.’

As a homage to Soyer, the pair have tried to recreate part of the chef’s Universal Symposium of All Nations, a food and drink extravaganza set up to rival the Great Exhibition in 1851. This included a ‘cocktail organ’ playing in a grotto that customers could only access through a waterfall.

‘You could either go in for free and get wet, pay a small amount for an umbrella with holes in it and get a bit wet, or pay a vast amount and get a complete umbrella,’ says Sam.

Bompas & Parr’s take on the original creation features a vast 600-pipe church organ, created for Johnnie Walker Whisky, that produces sound, light and scent – all of which are designed to enhance the taste of the spirit.

While this was being installed, the duo also launched a Cloud Bar – where drinkers inhale, rather than drink, cocktails in a specially designed room. Visitors were only allowed to spend 50 minutes in the bar enjoying the heady atmosphere and were advised to ‘breathe responsibly’.

As far as Sam is concerned, these quirky, highly inventive ideas have a clear purpose. ‘We offer joy through food and drink,’ he says. ‘There’s an enormous number of people who really want to do something fun. What we want to do is give them powerful memories, and if any of their friends ask them, “What did you get up to last week?” then they’ve got something really cool to tell them.’

“THE PAST IS A SOURCE OF INSPIRATION FOR MANY OF TODAY’S INNOVATORS”

Alice Hodge, who runs Art of Dining with ex-Moro chef Ellen Parr, agrees. ‘People are keen to have new experiences where you get the whole sensory thing,’ she says. ‘So we offer a delicious meal, cocktails and an unusual venue. It’s a big night out. But the food is always very much the focus.’

So where next for the capital’s gastronomic trailblazers? The trend experts have predicted all sorts of things for the next 12 months, including savoury doughnuts, the rise of the cauliflower and Mexican mash-ups.

But the real creatives are always one step ahead. Thinking big is what drives this restless innovation – and Sam Bompas’s ambition really couldn’t be much bigger.

‘At the moment it’s dragging an iceberg from Newfoundland to New York to smash up for cocktails,’ he says, somewhat matter-of-factly. ‘It’s perfectly possible – it would just take quite a long time. You need to realise all your dreams.’ ■



Best addressed

Outstanding homes that combine elegant interiors with a great location

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2 Clarendon Road, W11

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£8,995,000. Freehold

Contact 020 7221 1111

3 Cadogan Place, SW1

An elegant apartment with private roof terrace in a prestigious Belgravia location.

£3,250 per week. Furnished

Contact 020 7235 9996

4 Eaton Place, SW1

An exceptional four-bedroom apartment in one of London’s finest addresses.

£8,700,000. Leasehold

Contact 020 7235 9959



An inspired blend of vintage finds and chic contemporary pieces has given this Victorian apartment a new lease of life

MODERN HISTORY

WORDS **RACHEL LOOS**

PHOTOGRAPHY **RACHEL WHITING**



Opposite page: the cream sofa by Munna is paired with a Simon Orrell table.
This page: the abstract painting comes from the Battersea Antiques Fair

Below left: vintage French porcelain vases are displayed on iron brackets. Below: an elegant chaise longue



LIKE ALL GRAND design projects, it started with a bold plan. When Holly Stone, creative director of design company N Studio, first saw this two-storey Victorian apartment it had been untouched for decades. Its light and views had been lost in a myriad of small rooms, while the décor was dated.

However, Holly could see the potential. Not only was the location superb – just moments from Kensington Gardens and the boutiques of Westbourne Grove – but the apartment's footprint was excellent. She was convinced that by maximising the space the interior could be transformed into something quite special.

‘The vision came through the floorplan,’ says Holly. ‘We changed the layout by bringing down walls and opening up rooms to allow the space to flow. The design aesthetic followed on from there.’

The apartment, on the fourth and fifth floors of a sought-after mansion block, was stripped back to its red brickwork and then remade as an elegant four-bedroom home. Spacious living areas were created, along with a smart eat-in kitchen and a luxurious master bedroom suite. The latest, discreet home technology was also installed, including a wireless music system throughout and Lutron lighting.

Downstairs, the generous reception area leads to a bedroom, bathroom and media room. The second floor is reached by a handsome staircase of fumed oak – the orange tannins softened until they have become a subtle grey-brown in colour. This refined wood continues through many of the rooms, including the light-filled drawing room, formal dining space and bedrooms, which all have lovely herringbone-pattern parquet flooring.



Left: the kitchen includes a built-in table that seats six. Above right and far right: the master bedroom suite

‘We wanted to respect the building and enhance its traditional features,’ says Holly. ‘But at the same time we didn’t want to take it to the point of being a pastiche.’

Which is why, juxtaposed against this more traditional style, there is a contemporary fireplace in the drawing room made from finely veined travertine with a smart brass mantel. On the opposite wall, a large mid-century abstract painting, found at Battersea Antiques Fair, is hung over the panelling, adding a striking modern touch.

Throughout the apartment there is a thoughtful fusion of vintage and contemporary, incorporating specially commissioned bespoke pieces. These include beautiful rugs by designer Allegra Hicks, which add warmth and subtle pattern. In the living room, vintage



chairs have been upholstered in baby pink silk velvet to give them a modern twist and the large dining table has been styled with books and quirky ceramics to create a chic display. Directly above, an eye-catching, Sputnik-style light made of brass and Murano glass catches the sun streaming through the windows.

The large kitchen has been designed for family living and relaxed entertaining. The rich finish of the joinery, which is made of heat-treated oak, complements the light porcelain-tiled floor and Calacatta marble worktop. Instead of the more usual breakfast bar, there is a built-in table that can seat six. ‘As well as family meals, we wanted it to be large enough to host informal dinner parties,’ says Holly.

All of the design details have been carefully thought through. Along with a statement light, sourced from America, there is an unexpected vintage touch in the form of antique iron-bracket shelving displaying a set of French porcelain jugs.

At the end of the corridor the master bedroom suite, like all of the bedrooms, has been designed to give a sense of luxury and calm. It includes a walk-in wardrobe, lined with dark-stained oak, and a spacious bathroom with a spectacular double shower featuring marble sourced from the same quarry as Michelangelo’s David.

‘I wanted to strike a balance between a family home with a lot of character and an elegant, modern design,’ says Holly. She has certainly succeeded, creating a chic interior that seamlessly blends the past with the present. ■

Prince Edward Mansions, W2, £7,250,000. Contact 020 7221 1111



THE PERSONAL TOUCH

Three ways to ensure your home has an individual look

Mix it up

Don’t try to match all of the elements. Unexpected objects and splashes of colour create a more interesting design and make a house feel like a home.

Time travel

When it comes to furniture and accessories, combine contemporary with vintage. The retro shapes and aged patina of older pieces bring character to an interior.

Art and craft

Choose a wide variety of art and objects. This apartment features abstract paintings, delicate watercolours and individual ceramics, all of which help to add visual interest and produce a bespoke look.



IS LONDON GOING THROUGH A DRY SPELL?

The spirit level in London’s bars might be about to drop as the capital is now home to more teetotallers than anywhere in the UK

WORDS **NEIL ARMSTRONG**
ILLUSTRATIONS **TOM FROESE**

FROM ITS EARLIEST years, London has enjoyed a long and often intense love affair with alcohol. When Chaucer’s 14th century pilgrims set off for Canterbury they didn’t meet in a church but instead congregated at an inn on Borough High Street where, the narrator approvingly remarks, ‘strong was the wyn’.

Jump forward three centuries and nothing much had changed. Samuel Pepys, that great chronicler of London life, mentions visiting more than 100 different taverns in his celebrated diaries. Perhaps not surprisingly, he was forever nursing hangovers and vowing to cut down.

But this long-standing, intoxicating relationship might well be about to come to an end. According to the latest figures from the Office for National Statistics, almost a third of Londoners are now teetotal – more than any other region in Britain. It’s a trend that led to the closure of 500 conventional London pubs last year.

So has London fallen out of love with alcohol? Catherine Salway, founder of alcohol-free restaurant and bar Redemption with venues in Notting Hill and Shoreditch, certainly thinks so. She believes the trend is being driven by young Londoners and their use of social media.

‘People are now more health conscious and Instagram is a big factor – it’s all about looking healthy,’ she explains. ‘People don’t want pictures circulating of them looking drunk.’

Redemption is not alone in capitalising on the trend. The Michelin-starred Clove Club is the latest restaurant to offer a ‘soft pairing’ option that matches non-alcoholic drinks and gourmet food as part of its tasting menu. It can only be a matter of time before the capital’s high-end venues emulate their American counterparts, such as LA restaurant Ray’s and Stark Bar, by employing water sommeliers to offer carefully curated lists of the world’s finest mineral water.

Even London’s club scene – once a byword for indulgence – is responding to the trend with the launch of popular alcohol-free nights such as Awakening and Morning Gloryville.

Pete Brown, a judge on the Great Taste Awards and renowned beer expert, has noticed a significant change in attitudes. ‘There’s certainly a trend towards moderation,’ he says, which he believes is being driven by a different perception of alcohol. ‘If you were a kid in the mid-90s and your parents were spending every evening on the settee with a bottle of wine, then you don’t see alcohol as cool any more.’

Inevitably, entrepreneurs have spotted this shift in attitude and have started to launch innovative new products. One of the most successful is Seedlip. Billed as the world’s first ‘alcohol-free spirit’, this gin-like drink is made from distilled botanicals such as lemon peel, cardamom and Cascarilla bark. It is already on the drinks menus at the Savoy and the Mondrian and has big-name supporters including Gordon Ramsay and Mark Hix. Seedlip’s creator, Ben Branson, believes that alcohol-free drinking can only grow in popularity and is busy planning new products.

But some commentators are a little more cautious about the depth and permanence of this apparent change. Drinks writer Henry Jeffreys, who contributes to *The Spectator* and *The Guardian*, thinks that alcohol is still at the heart of going out in London.

‘Personally, I seem to be drinking more than ever,’ he says. ‘But one of the things that I have noticed is people are choosing much better quality drink. In the past, customers would just drink any old lager, but now you see people drinking craft beers or high-quality gins. People are thinking more about what they drink and are going for appreciation rather than inebriation.’

Even dedicated pub-goer Pete Brown, who often starts the year with an alcohol-free month, confesses he has been seduced by the trend. ‘I visited Redemption during my dry January,’ he admits. ‘And do you know what? I really enjoyed it.’

With new venues, new products and a new generation of customers, perhaps Londoners really have decided to call time at the bar. ■

“LONDON HAS ENJOYED A LONG AND OFTEN INTENSE LOVE AFFAIR WITH ALCOHOL”

Deyan Sudjic has a plan to turn the Design Museum into London's most exciting exhibition space...

But will it work?

WORDS ROSIE MILLARD

PHOTOGRAPHY JOE MCGORTY AND LUKE HAYES



THE DESIGN MUSEUM is on the move. For over 25 years it has been based in a smart but small space near Butler's Wharf. Now it is about to take up residence in one of London's most famous buildings – the vast Commonwealth Institute in Kensington.

It's a move that Deyan Sudjic, the museum's director, has been planning for over eight years, during which time he discounted a number of sites. 'We thought we could buy some land from the Tate and build a museum beside Tate Modern,' he says. 'But would people really want to come and see us after going around the new Tate Modern? I didn't think so. So we looked elsewhere.'

Other rejected options included a site at the Victorian & Albert Museum, which proved to be too cramped. In the end it was only the Commonwealth Institute that could match Deyan's ambitious vision of a new, world-class Design Museum.

Widely considered a mould-breaking example of modernist architecture, the institute was sitting defunct and unloved at the bottom of Kensington High Street. It has now been completely refurbished with swooping contemporary interiors by the emperor

of minimalism, John Pawson. It is going to be very 'designer', to say the least, and very cool. The overall cost of the building and the move is £83 million – a snip compared to the £260 million spent on the Tate Modern extension, but not exactly bargain basement either.

Not surprisingly, Deyan claims it offers value for money, not least because he feels there was an obligation to restore and reopen such an important building. 'I remember visiting it when I was a child,' he explains. 'Each of the Commonwealth countries had its own diorama – you saw snow mobiles in the Canada part and learnt how to shear sheep in the Australia section.'

Although it might have been quicker and cheaper simply to restore the building to its old self, this option was discounted. 'We're following a trend exemplified by architects such as David Chipperfield at the Neues Museum in Berlin,' says Deyan. 'That 19th-century building, almost destroyed by the war, has been refurbished, yet the evidence of the war has been maintained – shell holes and all.'

In the Design Museum's case, the frame has been retained but the interior has been transformed. 'You still get this amazing spacial ►



From top left: the Commonwealth Institute; the interior has been designed by John Pawson; museum director Deyan Sudjic



explosion when you walk in,’ explains Deyan. ‘The stained glass is still there, as is the original map of the Commonwealth, but the former arrangement where 50 states each had their space is gone.’

Two of the floors will be used to stage up to six temporary shows a year, while a free-of-charge top floor will house the permanent collection. It is a significant expansion and raises the question: does pure design need all of this space? After all, the Barbican, the V&A and the Serpentine often have design shows.

‘You still need a particular voice,’ says Deyan. ‘Museums like the Centre Pompidou in Paris and the Museum of Modern Art in New York do allow design and architecture in, but only in a restricted way. A major show on contemporary design might happen there once every three years. But we will have six shows a year. That’s very different.’

Deyan insists that the new building doesn’t have any pretensions to being an icon. ‘We haven’t set out to create a “look at me” building,’ he says. ‘We have a landmark in the Commonwealth Institute, which reflects a very important moment in British and also architectural history. To bring that back to life will deliver a very special space.’

Even so, the new Design Museum will open at a time when London’s cultural institutions are undertaking ambitious expansion plans to create their own ‘special space’ as they compete for visitors. Along with the Tate, the V&A is adding a completely new gallery, the Serpentine has opened a second, refurbished building and the National Gallery is poised to have a refit.

Simon Tait, former art editor of *The Times* and current editor of *Museum News*, believes that the Design Museum will survive in this crowded

“IT RAISES THE QUESTION: DOES PURE DESIGN NEED ALL OF THIS SPACE?”

cultural environment. ‘People really loved the Commonwealth Institute and were sad when it closed,’ he explains. ‘I think that people will still go to it. What happens then is that the exhibitions must live up to the building. If the curators are worth their salt, they will rise to the challenge.’

Even potential competitors welcome the Design Museum’s move into the big league. ‘John Pawson’s brilliant designs will bring one of London’s most important modernist buildings back to life and enable the museum’s important collection to be shown in depth for the first time,’ says Tate director Nicholas Serota. ‘It will be a magnificent addition to London’s cultural life.’

Of course, in a city that’s already home to world-famous, big-spending museums, success will depend on more than great architecture and a good permanent collection. To stand out, new institutions have to offer something original. Deyan is in no doubt that is exactly what the Design Museum will deliver.

‘We are going to be a platform to ask questions – about design as a way to understand the world, how things are made and used, what their impact will be,’ he says. ‘You need to find reasons to persuade people to leave their screens and come and do something visually. Design and architecture does that.’ ■

THREE OF A KIND

Deyan Sudjic’s favourite pieces from the Design Museum’s collection



Long Chair

This reclining chair was designed in 1936 by Marcel Breuer and specified for a flat in the modernist Highpoint building, North London.



RR 126 Radio

I am obsessed by radios. This one was created in 1965 by Achille Castiglioni, one of the 20th century’s most important industrial designers.



GRiD Compass Computer

Designed by Bill Moggridge in 1982, the GRiD Compass is the world’s first laptop and originally retailed for £5,097.



Modern marvels

The future is looking bright for these beautifully designed homes

1 Rutland Gate, SW7

An exceptionally light duplex penthouse with a striking contemporary interior.
£1,550 per week. Furnished
Contact 020 7235 9996

2 Elvaston Mews, SW7

This completely refurbished four-bedroom mews house is a short walk from Hyde Park.
£4,650 per week. Furnished
Contact 020 7581 7000

3 Elm Park Road, SW10

A triple-aspect, three-bedroom apartment with wonderful open-plan living space.
£1,450 per week. Under offer
Contact 020 7225 3866

4 Bina Gardens, SW5

An impeccably presented apartment with dramatic ceiling height and two terraces.
£2,300,000. Share of freehold
Contact 020 7373 1010



Natural talent

Fleur Olby's haunting photographs capture the fragile beauty of flowers

WORDS CLARE DOWDY

FLEUR OLBY is one of London's most sought-after still life photographers. Specialising in intricate pictures of plants and flowers, her highly stylised images have appeared in leading style magazines, including *Vogue* and *Elle*.

'I was brought up in the Yorkshire Dales and that instilled in me a love of nature,' says Fleur. 'I have a passion for detail and I often concentrate on a single, isolated flower so that I can portray its abstract essence in its simplest form.'

Her new work, the striking black and white *Tree Peony* shown here, reflects a love of finding shapes and textures even within a recognisable image.

'I've always been fascinated by the peony because it has an old-fashioned elegance,' she says. 'This one was growing in my garden and had been buffeted about in the wind. I waited to shoot it until just before the petals fell.'

Fleur decided to take the picture on an iPhone rather than a camera. 'I love the spontaneity it gives me,' she explains. 'I think of the images as sketches and I can find some very painterly effects.'

Even after 20 years as a photographer, Fleur is keen to explore new mediums. Along with books and exhibitions, her images have recently appeared on a range of fabrics by Woven Image, which is good news for Londoners who want to bring her unique vision into their homes. ■



1

Great reception

Generous living areas make these stylish homes ideal for entertaining

1 Holland Park Road, W14

A Grade II Listed studio house with an impressive double-height reception room.
£2,250 per week. Furnished
Contact 020 7938 3866



2



3



4

4 Hyde Park Gate, SW7

The expansive drawing room of this grand four-storey home opens on to a 55ft garden.
Price on application. Freehold
Contact 020 7938 3666



5



6

5 Queen's Gate Gardens, SW7

This recently refurbished two-bedroom apartment offers generous living space.
£2,850,000. Share of freehold
Contact 020 7581 7000

6 Stafford Terrace, W8

An immaculate five-bedroom family home on Kensington's prestigious Phillimore Estate.
£5,950 per week. Optionally furnished
Contact 020 7938 3866

7 Cheyne Walk, SW3

A wonderful studio house with spectacular south-facing views across the Thames.
Let. £4,600 per week
Contact 020 7225 3866



7



CITY OF DREAMS

From an airport over the Thames to a Regent Street monorail, we look at the incredible schemes that nearly changed London forever

WORDS IAN SULLIVAN

ILLUSTRATIONS CARLA LUCENA

Westminster Airport

'This is what we need – a runway along the Thames! Heathrow has its points. Gatwick has its moments. But Westminster Airport would work perfectly with the mighty Houses of Parliament to create the world's most beautiful air terminal.'

Gyles Brandreth, former MP

NEW AIRPORTS for London are often contentious, but few match the sheer audacity of the aerodrome designed to straddle the Thames by the Houses of Parliament. Decades before 'Boris Island' twinkled in the former mayor's eye, plans were drawn up for a landing deck standing almost level with the clock face of Big Ben.

Dreamt up in the 1930s, planes would have been able to take off and land right above the Palace of Westminster. The huge structure, stretching along the river between Lambeth and Westminster bridges, came complete with a hanger deck and a lift to ferry passengers up from Victoria Tower Gardens. No doubt it would have been handy for MPs nipping off to far-flung constituencies, although the din of propellers would have drowned out any debate in the chamber below.

Westminster Airport is just one in a long line of bold projects that reflect London's rapidly changing transport needs. Whereas in Victorian times these tended to be based around railways – including a track that would have run straight down the middle of the Thames supported by cast iron piers – by the 20th century planners were looking to the skies for solutions.

In 1931, a precursor to Westminster Airport was proposed next to King's Cross station. The brainchild of architect Charles Glover, it was designed as an elevated wheel of concrete runways held up by a series of new buildings. By the 1950s, attention had switched to helicopters, which were seen as the future of urban travel, and proposals were outlined for a vast concrete heliport towering 100ft above Charing Cross station. But in the end it was the train, not the helicopter, which won the intercity race. ▶

Watkin's Tower

WHEN SIR EDWARD WATKIN, chairman of the Metropolitan Railway, saw Paris unveil its landmark tower in 1889, he is reported to have said, ‘Anything Paris can do, London can do better.’

Two years after the Eiffel Tower opened to visitors, Watkin began building a rival. Having earmarked a vacant plot at Wembley for an amusement park, conveniently located next to his new railway line, he asked Gustave Eiffel to design ‘The Great Tower of London’, making sure it pipped the Paris version by 150ft. Eiffel politely declined, saying his country ‘would not think me so good a Frenchman as I hope I am’.

Undeterred, Sir Edward invited other architects to bid and attracted 68 entries. The winning design came from AJ MacLaren and W Dunn. Their 1,200ft tower was to have four levels with space for a 90-bedroom hotel, theatre, observatory and Turkish baths.

When construction began in 1891, the project only raised £87,000 of the required £352,000, so the octagonal design was downsized to a four-legged version.

In fact, the tower only ever reached the dizzy height of 155ft as the ground conditions at the site were so poor the concrete foundations began to shift. Construction was mothballed, never to be resumed. Following the entrepreneur’s death in 1901, the structure was declared unsafe and its metalwork stripped for scrap.

However, by promoting the attraction and building a railway, Watkin had unwittingly prepared the groundwork for a lasting monument. The location was chosen as the site for the British Empire Exhibition of 1924, which included among its pavilions the Empire Exhibition Stadium. This vast, 125,000-capacity arena would later be much better known as Wembley Stadium.

‘Schemes that weren’t built are often more impressive than the city we know. How curious to note this homage to cosmopolitan Paris was planned for what became Wembley Park, sacred site of cosy Metroland’s cult of suburbia.’

Stephen Bayley,
design guru



Regent Street Monorail

‘This bold idea would have given sweeping views of some of London’s most magnificent buildings and offered an escape from tourists and shoppers below.’

Clemency
Burton-Hill,
BBC Radio 3
presenter

JUST LIKE FLARED TROUSERS and tie-dye T-shirts, monorails have fallen out of style. Although they were once the height of fashion with urban planners, and still operate in cities from Seattle to Kuala Lumpur, the trend for overhead travel never really caught on in London.

In 1949, Scottish engineer George Bennie sought unsuccessfully to connect the new Heathrow Airport to Bayswater Road via his ‘railplane’, whose carriages would shoot along an overhead rail using propellers. More recently, plans were mooted (and quickly muted) for a Richard Rogers-designed monorail connecting Waterloo Station and Trafalgar Square.

The closest London ever came to an airborne rush hour was the Regent Street monorail. After a working model of a monorail was created for the 1964/5 World’s Fair in New York, the Greater London Council (GLC)

looked at building an overhead shuttle along Regent Street. It was hoped it would ease growing competition for space between shoppers and traffic.

The plan was drawn up by Desmond Plummer, the GLC’s leader. He was fond of driving around town in a gold-coloured Mini Cooper (well, it was the Sixties), so perhaps it’s not surprising that he championed such an innovative idea. But despite producing Jetsons-like sketches for the overhead carriages, Plummer’s monorail was considered too far-fetched. It went the same way as his visionary efforts to champion road pricing (a forerunner of today’s congestion charge), electric cars and night-time deliveries.

However, one of Plummer’s innovations has survived into this century. It was his idea to pedestrianise Carnaby Street, for which generations of shoppers are grateful. ►

Crystal Way

YOU MIGHT THINK that hopping on a Tube to go shopping was a modern invention. But the Victorians were well ahead of us. Decades before the Central Line opened, a plan was concocted for a subterranean railway between Oxford Street and Cheapside, near St Paul's Cathedral, with a glass-covered walkway high above it. Called the Crystal Way, it was essentially a two-mile-long Burlington Arcade cutting through central London. According to architect William Moseley, whose plans were put before a Parliamentary select committee in July 1855, his subterranean railway would be propelled by pneumatic pressure, making it smoke free – unlike the earliest steam-powered Tube lines. The walkway was to be some 25ft above street level, covered by a glass roof and lined with shops, hotels, cafés and luxury residences. Moseley insisted that his Crystal Way would improve the ‘circulation’ of the city at a time when travel chaos threatened. However, the scheme had a fatal drawback – the route. As it failed to link with any of London's great rail termini, the Crystal Way was denied planning permission. It wasn't the only glass walkway that failed to get off the ground. A far grander scheme called the Great Victorian Way was proposed by Joseph Paxton, who designed Crystal Palace. Set above a railway and a road, the glazed mall would have circled the whole of central London and linked several major train stations. Unlike the Crystal Way, Paxton was given permission to build the scheme through an act of Parliament, but then failed to raise the funds. If the money had been forthcoming, London would look very different today. ■

'Imagine if this gorgeous assembly of enclosed boutiques had stretched from Oxford Circus to St Paul's, with trains running one level below. It would have left Westfield standing and given Londoners a properly elegant place to promenade.'

Rowan Pelling, broadcaster

The collection

LONDON'S MOST
DESIRABLE HOMES

Whether it is a penthouse with breathtaking views or a beautiful townhouse, we all have our own idea of the ideal London residence. In the following pages, we showcase outstanding properties, from new builds to classic family houses, to help you find your perfect home



1 CHESTER SQUARE, SW1

One of the most impressive newly refurbished houses in Belgravia, with eight bedrooms, fully integral mews, double garage, lift and roof garden.
£29,500,000. Freehold. Contact 020 7235 9959

2 TITE STREET, SW3

A generously proportioned six-bedroom family house, with a garage, that has been comprehensively refurbished using the highest-quality materials.
£10,000,000. Freehold. Contact 020 7225 3866

3 VICARAGE GATE, W8

This spacious and beautifully designed third-floor lateral apartment extends across two townhouses and is presented in immaculate condition.
£5,250,000. Share of freehold. Contact 020 7318 4677

4 BOLTON STUDIOS, SW10

This stylish, double-height apartment is part of a development of historic Chelsea artists' studios that has created some of London's most unique homes.
£1,550,000. Leasehold. Contact 020 7318 4677



1 PHILLIMORE PLACE, W8

An exceptional six-bedroom detached family home with a wonderful south-facing garden, situated in the sought-after Phillimore Estate. *£12,500,000. Freehold. Contact 020 7938 3666*

2 CATHCART ROAD, SW10

This five-bedroom home has been designed with modern life in mind, including spacious interiors and an integrated sound and lighting system. *£3,500 per week. Unfurnished. Contact 020 7373 1010*

3 ONE KENSINGTON GARDENS, W8

A beautifully presented three-bedroom apartment in an outstanding David Chipperfield-designed development with views over Kensington Gardens. *£18,000,000. Share of freehold. Contact 020 7318 4677*

4 ONE HYDE PARK, SW1

This impressive lateral apartment has been finished to the highest standards and is part of a landmark Knightsbridge development with world-class facilities. *£18,950,000. Leasehold. Contact 020 7235 9959*





1 EGERTON CRESCENT, SW3

A magnificent four-bedroom house with a timeless, elegant style ideally situated on one of the most prestigious and attractive streets in Knightsbridge. **£17,950,000. Freehold. Contact 020 7235 9959**

2 SLOANE SQUARE, SW3

A rare opportunity to acquire a comprehensively refurbished three-bedroom lateral apartment with views over iconic Sloane Square. **£7,250,000. Leasehold. Contact 020 7235 9959**

3 SMITH TERRACE, SW3

This fabulous five-bedroom house has been completely redesigned to offer outstanding living space and enjoys a wonderful location adjacent to Kings Road. **£7,950 per week. Under offer. Contact 020 7589 9966**

4 OAKLEY STREET, SW3

An impressive family home in the heart of Chelsea with a grand reception room on the first floor and four generous ensuite bedrooms on the upper floors. **£6,250,000. Freehold. Contact 020 7225 3866**



1 EBURY SQUARE, SW1

An immaculate two-bedroom apartment overlooking the gardens of this sought-after development. Facilities include parking space, gym and 24-hour concierge. **£5,495,000. Leasehold. Contact 020 7235 9959**

2 TREGUNTER ROAD, SW10

An elegantly presented Grade II Listed six-bedroom home with great family and entertaining space, as well as a very attractive landscaped garden. **£6,495 per week. Let. Contact 020 7373 1010**



What do Christmas crackers, rubber bands and TV have in common? They were all created in the capital. We go in search of the next generation of London inventors

WORDS **DAWN ALFORD AND NEIL SCOTT**
ILLUSTRATIONS **GIOVANNA GIULIANO**



'TO INVENT,' Thomas Edison said, 'you need a good imagination, and a pile of junk.' The Ohio-born pioneer – who dreamt up the phonograph and the motion picture camera, but is most famous for his literal light bulb moment – decided to showcase his intellectual fruits at the Crystal Palace Exhibition in 1882. It was a wise choice because, throughout its history, the capital has been a hotbed of inventive brilliance.

The list of London-based inventions is extraordinarily varied. The first-ever traffic lights were conceived by railroad engineer JP Knight and installed outside the Houses of Parliament in 1868. Unfortunately, it wasn't an auspicious start for traffic control. The gas-powered mechanisms with waving semaphore arms exploded shortly after installation, killing one of the policemen tasked with operating them manually.

More successfully, the Scottish engineer John Logie Baird prodded and jabbed the first-ever television set into life in front of Royal Institution members at his laboratory on Frith Street, Soho. Less than a mile away, guests at a party in Carlisle House witnessed the launch of another iconic invention when John Joseph Merlin glided into the ballroom on his prototype roller skates – while playing a violin. Any awe inspired by the stunt was quickly deflated when Merlin crashed straight into a large, priceless mirror.

Christmas crackers, kettles, vacuum cleaners, tuxedos, neon lights, tin cans, rubber bands, plastic – these are just a few of the

brilliant ideas that have been dreamt up in London and are still widely in use.

The capital's inventiveness isn't a thing of the past. Today, ordinary Londoners are coming up with more original ideas than ever. 'The number of product designers leaving university has probably trebled in the past 20 years,' says Bob Lindsey, who runs the Kingston Round Table of Inventors, one of a growing number of clubs that offer help building prototypes and applying for patents. 'Many are setting up their own businesses – London is an especially creative city.' Bob puts this innovative drive down to shows such as *The Apprentice* and *Dragons' Den*.

One Londoner who has experienced his own light bulb moment is Dominic Faraway. The self-taught 3D animator invented Headworks, a way to blend holographic images with a mannequin. The result – moving, interactive images on a human scale – breaks down the barrier between the viewer and product, opening up some revolutionary possibilities.

'In retail, the holographic character could talk about the clothes it's wearing,' explains Dominic. 'In museums, it would be perfect for bringing historical characters to life, while at conferences and exhibitions CEOs could give keynote speeches remotely.'

Dominic funded the whole of the project himself and has been surprised at how quickly his invention has taken off. 'After I got a spot at London Technology Week, which champions innovative ideas, I had lots of enquiries from retail, as well as events and entertainment companies,' he says. 'From the first prototype last year to now, things have moved pretty fast, and the future is looking bright.'

Ideas for inventions seem to come from almost anywhere. The light bulb moment for Solveiga Pakstaite came when she was researching ways to help the visually impaired use public transport. 'One day



I thought, "How on earth do blind people know when their food expires because they can't read the expiry dates and don't know what to eat in the fridge first?"

That question led the former Brunel University student to invent the Bump Mark – a bio-reactive label that goes lumpy when the food in a packet loses its freshness. As well as helping the visually impaired, the Bump Mark will prompt all shoppers to use food as it approaches its sell-by date, helping to cut down on food waste.

Solveiga's idea was so good it won the UK leg of the James Dyson Award, which encourages the next generation of design engineers. She has a simple message for budding inventors.

'Don't let your amazing idea die,' she says. 'In my experience, so many company executives are really passionate about young entrepreneurs and will introduce you to the key people you need to meet to make your idea happen.'

But perhaps the biggest recent success story for a London inventor involves the reimagining of a very ordinary domestic item – the hairdryer. The man with the bright idea was serial inventor, and former hairdresser, Tony Waithe.

'A hairdryer's standard, gun-like shape forces you to bend your wrists and raise your elbows when drying your hair,' explains Tony. 'It's an ergonomically flawed design that is really frustrating for literally millions of users.'

His solution was both simple and smart. 'I thought of creating a fixed handle to align with the air flow shaft, so that the user would never have to bend and twist their wrist when they wanted to reach the top, back and sides of the head.'

The design – called The Supermodel – was granted a patent in just 95 days, which is thought to be the fastest ever recorded at the UK's Intellectual Property Office. 'This is

also the first invention to gain the attention of the Queen before it has even launched,' says Tony. 'I think that was because Her Majesty regularly maintains her own hair.' As well as working on his own projects, Tony also runs the Young Inventors Club and says there is no reason his success can't be replicated by the next generation of London designers and engineers.

'In Britain we file up to 2,000 inventions every week, higher than any other country in the world,' he says. 'I always advise young inventors to enjoy the experience as they would if it were a hobby and try to do as much research as possible into the market where the idea would sell. I believe anyone with a vision can be an inventor and change the way we live.'

Which only goes to show that, if necessity is the mother of invention, she definitely lives in London. ■



BRIGHT IDEAS

Four famous inventions that were created in London

Table tennis

Games inventor John Jaques III formally created the sport in High Holborn in 1901 after seeing his fellow Victorians hitting balls across their dining tables. His eponymous company is also behind Ludo and Tiddlywinks.

The Scotch egg

The picnic favourite was actually invented several hundred miles south of the Scottish border by Fortnum & Mason in 1738.

The pay-to-use loo

John Nevil Maskelyne, who was a Victorian inventor and performing magician, created a lock for lavatory doors that was operated by a penny coin – and the expression 'spend a penny' was born.

The cash machine

The world's very first ATM was installed outside a Barclay's bank in Enfield in 1967. Inventor John Shepherd-Barron said his money dispenser was inspired by chocolate vending machines.

SHED YOUR INHIBITIONS

Transform your garden shed into a designer home office or a stylish retreat with our pick of the most original outdoor rooms

WORDS **ANDREW GILLINGWATER**

ILLUSTRATIONS **DANIEL SPEIGHT**



Brighton Garden Shed

There are few more traditional emblems of the British seaside than a row of brightly coloured beach huts. So why not bring a splash of seafront style into your garden with a hut-cum-shed from Brundle Gardener? With a hardwood exterior in three standout shades and half-width shelves that make it easy to store tools, these sheds are as practical as they are colourful. *£250 each, brundlegardener.co.uk*

Best for: Gardeners with an eye for colour



The Pinnacle

With a little imagination and some help from Green Retreats, the humble shed can be transformed from a cold outhouse into a designer workspace. The Pinnacle has a tapered exterior, which is designed to comply with planning regulations, double-glazed doors and windows, electrics and underfloor heating. Working from home has never been more tempting. *From £13,245, greenretreats.co.uk*

Best for: Commuting down the garden path



The Burghley

This classically proportioned, octagonal design by Scotts of Thrapston harks back to a more elegant time of afternoon teas complete with cucumber sandwiches. The Burghley summerhouse is fitted with casement windows, lockable doors and upholstered seating. It can even be built on a turntable, letting you spin with the sun and lap up the rays all day long. *£6,100, scottsofthrapston.co.uk*

Best for: A perfectly proper English garden



Garden Studio

The Garden Studio from Ecospace is an easy way to add a new room to your home without having to incur a mountain of red tape from the planning office. It has underfloor heating, electrics, data and telephone points, and installation typically takes just five days, which means you could have a gym, playroom, guest bedroom or office in next to no time. *From £19,850, ecospacestudios.com*

Best for: Londoners who need flexible space



Heritage Shepherd Hut

Although it's modelled on a traditional shepherd hut, this newly made example is completely up to date. It has mod-cons such as an oak floor, electrics and hardwood windows and door, and comes in a choice of Farrow & Ball paint finishes. Mounted on a metal chassis with cast-iron wheels, you can even move the hut around, making it a rather stylish mobile home. *From £18,650, blackdownshepherdhuts.co.uk*

Best for: Bringing the countryside into town



Bespoke Pavilion

Build the garden room of your dreams with a bespoke structure modelled to your exact specifications by Posh Sheds. The options are only limited by your imagination, from a small but perfectly formed potting shed to a modern masterpiece. This cricket-inspired pavilion design knocked us for six and comes complete with balustrades, gables and veranda. *From £3,670, theposhshedcompany.co.uk*

Best for: Original thinkers



Birdsong Pavilion

Create a beauty spot in your back garden with this intricately carved pavilion. Made out of a solid wood frame, with a timber patterned roof, the panels feature wonderfully ornate bird carvings and come in seven heritage colours – everything from butter cream and pencil grey to duck egg blue. If you prefer flora to fauna, you can even order custom-designed panels. *From £4,980, hutmaker.com*

Best for: Nature lovers



Faye McLeod of Louis Vuitton has created some of the capital's most memorable windows

London's real street artists

WORDS CLAIRE COLEMAN



Their extraordinary work is seen by millions of Londoners, but hardly anyone knows who they are. We reveal the designers behind the capital's most original window displays

The maverick

Faye McLeod
Visual Image Director, Louis Vuitton

Faye McLeod’s quirky, innovative work regularly stops London shoppers in their tracks. It was Faye who put an ostrich with a neck hung with handbags in the middle of Bond Street and created a spectacular dinosaur window with gold Stegosaurus and Velociraptor skeletons. She particularly enjoys the close public interaction. ‘There’s no distance between the viewer and the work,’ explains Faye. ‘You can’t control the way the viewer interacts with the window. That’s what is exciting.’ In some cases the interaction is actually physical. When Faye collaborated in New York with acclaimed artist Yayoi Kusama, the resulting montage of polka dots and tentacles prompted a very tactile response. ‘I have never seen so many people engage with these windows – noses against glass, handprints – it was crazy,’ recalls Faye. ‘We had to clean the glass every hour. That’s when I know a window is a success.’

When she joined the company in 2009, Faye was concerned her occasionally outré ideas might not find favour with a brand that has such a strong heritage. But she was delighted to find that Louis Vuitton ‘wanted to do things most brands would be too scared to do’. The window displays change five times a year, which means there is plenty of scope for inspired thinking. So where do the ideas come from? ‘We are “eyes wide open” people – architecture, travel, art, flea markets, stores, online – we constantly challenge ourselves,’ she says about her team. This approach has impressed CEO Bernard Arnault. ‘She has the remarkable ability to convey an aesthetic that is striking and refined at the same time,’ he says. ‘She understands the combination of timelessness and modernity that is the essence of Vuitton products.’



The artist

Paul Symes
Head of Visual Presentation, Fortnum & Mason

‘Store windows are London’s biggest free art show,’ says Paul Symes of Fortnum & Mason. ‘And they are only getting better.’ He faces an interesting creative challenge. Unlike many of the big department stores, the focus at Fortnum’s doesn’t tend to be on fashion, so for inspiration Paul is more likely to look to the areas of furniture, design and architecture. ‘It’s a lot more difficult to make jam look sexy,’ he says with a laugh. Paul likens the creative process to a painting. ‘I use products like brush strokes – the window scheme is a backdrop, the products are characters,’ he says. ‘I have a rough idea of where they will go but it is not until I actually get into the window that I know what works.’ Paul and his team are responsible for window displays that change at least every quarter, with occasional seasonal promotions in between. ‘We start with pen and ink sketches that become mood boards,’ he explains. ‘It can take a few months before we start talking to prop makers and make scale models of the windows. These are important because you need to be able to see how they scan – there has to be a natural flow.’ Being able to make changes and add visual flourishes, even when time is tight, is important to a successful window design. ‘We have turned concepts around in less than four weeks,’ says Paul. ‘But if I had two years I think the paint would still be wet the day before.’ Passionate about his work, Paul believes window design is one of London’s most creative areas. ‘People have become sign blind,’ he says. ‘So visual display has come into its own. Every morning I walk to work and see something impressive – Liberty, Anthropologie – I love it. The more competition there is, the better the creative work.’

SHOPPING FOR IDEAS
Paul Symes of Fortnum & Mason reveals how to use the tricks of window design to update your home

Stay focused
Store displays require a focal point and this can also be applied to the home. Try to create an area of your room that draws attention with interesting objects or furniture.

Small is beautiful
When displaying objects, avoid placing them so that they are evenly spaced. Instead, arrange them in small groups and use objects of different heights.

Out of the shadows
Use lighting to create areas of light and shadow – reading lights on shelves, tall lamps by chairs and LED strips under shelves, which will give the illusion of depth.

Centre stage
Shops create a more dynamic space by making merchandise the centre of attention. Instead of placing your furniture around the perimeter of a room, bring the occasional piece, such as a high-backed chair, closer into the middle as this will create greater visual interest.



The curator

Liz Silvester
Head of Visual Identity, Liberty

Like most London stores, Christmas windows are crucial to Liberty’s success. They can be inspired by anything from an exploding cracker to the grand interior of Brighton Pavilion, but are always designed for maximum, eye-catching impact. This year, Liz Silvester is keen to showcase Liberty’s connection to the capital’s artistic life and has teamed up with the Royal Opera House, which will be staging a production of *The Nutcracker* over the festive season. ‘*The Nutcracker* felt very Liberty and the Royal Opera House seemed the obvious choice,’ says Liz. ‘I was delighted when I was given access to the original drawings of the set design.’ Using these for inspiration, detailed designs for the windows were finalised in June before going into production over the summer. The Christmas windows will be unveiled to the public on 1 November. Liz’s talent was spotted very early on. After her show at the Royal Academy of Art, where she studied fine art, she was asked to take on a project for an *Under the Sea* themed window at Liberty, little knowing that in 2014 she would return to the store as the Head of Visual Identity. For Liz, the process starts with research or a specific visual reference. ‘I’ll always have an initial idea,’ she says. ‘My starting point is often nostalgic research – a few pages of images and words that are gradually honed down and defined.’ In the two years since she’s been in the job, she has overseen some impressive projects. ‘I particularly loved *The Store That Launched a Thousand Gifts*,’ she recalls. ‘We had a ship’s mast that went all the way up to the fourth floor.’ Liz has some big ideas for the future. ‘I want to figure out how we can pull off successful live windows,’ she says. ‘I’d love to have real bands playing in the windows in festival season.’ ■



1

Generation game

These smart and spacious houses are perfectly designed for family living

1 Princedale Road, W11

A sensational four-bedroom house with a double drawing room and large garden.
£4,850,000. Freehold
Contact 020 7225 3866

2 Cathcart Road, SW10

An exceptional family home that has been renovated to the highest level.
£3,500 per week. Unfurnished
Contact 020 7373 1010

3 Montpelier Hall, SW7

This grand family apartment occupies the entire second floor of a prestigious building.
£15,950,000. Leasehold
Contact 020 7235 9959

4 Novello Street, SW6

A beautifully refurbished four-bedroom house centrally located in Parsons Green.
£895 per week. Unfurnished
Contact 020 7731 7100



2



3



4



5



6

5 Upper Addison Gardens, W14

A family home close to Holland Park and with access to the communal gardens.
£3,750 per week. Under offer
Contact 020 7938 3866

6 Epirus Road, SW6

An outstanding five-bedroom house presented in immaculate condition.
£1,650 per week. Optionally furnished
Contact 020 7731 7100

7 Earls Terrace, W8

A fantastic six-bedroom family home with garden, swimming pool and parking.
£9,250,000. Freehold
Contact 020 7938 3666



7

PEOPLE POWER

We meet four local heroes who make Notting Hill special and Strutt & Parker's Miles Meacock reveals why the area is so popular

WORDS KATH STATHERS

PHOTOGRAPHY ALUN CALLENDER

Carnival spirit

DEBORA ALLEYNE DE GAZON
CREATIVE DIRECTOR
LONDON NOTTING HILL
CARNIVAL ENTERPRISES TRUST

'Why do I love it? The passion for creativity, the spirit that brings people together, the energy that drives you to do more, the joy on people's faces.' Debora Alleyne de Gazon could only be talking about one thing – the Notting Hill Carnival.

In her four years as Creative Director, Debora has introduced an opening ceremony and has been active in encouraging other countries to join the carnival.

'We have had Trinidad and Tobago, St Lucia and Barbados taking part,' she says. 'This year featured Liberia. Carnival has strong African connections and I want people to see it as more than just being a street party – it is all about identity and culture. The festival dates back to Ancient Egypt and I want to celebrate the traditional elements.'

The opening ceremony showcased drummers from Liberia and a skater group, as well as street performances, but without the usual trucks and sound systems.

'The focus is on the creativity and artistry,' explains Debora.

Originally hailing from Trinidad and Tobago, Debora moved to Britain 15 years ago. 'At first I was closely involved with the Association of British Calypsonians, which has strong links to the carnival,' she says. 'Then I joined the board of the carnival trust. I love the passion surrounding carnival, it's a year-round event for me, not just one weekend in August.'



MILES MEACOCK
STRUTT & PARKER
NOTTING HILL

'When I think of Notting Hill, I just think of fun,' says Miles Meacock. 'It is such a cosmopolitan, "anything goes" area. There's the bohemian draw of Portobello Road, but there are also Michelin-starred restaurants and Ledbury Road with its designer boutiques.'

Miles says that local residents are as likely to be established British families as those recently posted from the US and Europe. They are drawn both to the buzz of the area and the fabulous houses, many of which back on to private communal gardens.

'It's almost as if you can live in your country house here, but still be just a short hop to the city,' says Miles. 'As an added bonus, it's quick and easy to get out of London for the weekend.'



On the house

KAMRAN DEHDASHTI
ENTREPRENEUR, THE LITTLE YELLOW DOOR

Nestled in between the phone shops and cafés on Notting Hill Gate is an unassuming yellow door. Step inside and you enter one of London's coolest bars.

'The best parties are always house parties, so we thought, "Let's make a bar that feels like it's actually a house,"' says Kamran Dehdashti, one of the bar's four founding 'flatmates'. Everything has the authentic feel of a lived-in home, with cocktails served in teacups and milk bottles.

As The Little Yellow Door is a pop-up, it has given Kamran the chance to try out new ideas. 'With a pop-up you're forgiven for making mistakes, so you can be more quirky. For example, we launched one of the first WhatsApp menus written entirely in emojis.'

Despite creating a laidback atmosphere, a bar like this doesn't become popular – 700 guests each week and the Friday night dinner party always a sell-out – without a lot of hard work.

'I am very driven and I don't stand still,' says Kamran, who has previously been the events organiser for Formula 1 and Boujis. 'It is all worthwhile when you strike gold, like Little Yellow Door has.'

He knows it sounds cheesy, but it's the 'joy and happiness' that others get from his creation that gives him the best buzz. 'One couple got engaged here, so we'll always be part of their life,' he says. 'I love that feeling.' ▶



In the spotlight

CHRISTOPHER HAYDON
ARTISTIC DIRECTOR, GATE THEATRE

It might be one of London’s smallest theatres, but the Gate has a devoted following and a reputation for championing new work. ‘It’s a very intimate space – a room above a pub – and it only seats 75,’ says Christopher Haydon, Artistic Director. ‘But people come from all over London. We tend to attract a young, diverse crowd and a very vibrant audience.’

It’s not just the audience that has this energy. Everything Christopher does at the Gate is about being new – whether it’s a world premiere of a play, putting a previously unknown actor on the stage or giving a director their first big break. He can spend years building a creative relationship before finding the right piece of work for the theatre.

‘One of the greatest parts of the job is being able to discover emerging talent,’ he says. ‘Last year Caroline Byrne directed the play *Eclipsed* here. It was her first full-scale production as a director and now, just one year later, she’s directing *The Taming of the Shrew* at the Globe.’

Although Christopher is leaving the Gate next year to pursue freelance projects, it won’t be the last we see of him as an artistic director. ‘Running a theatre is a vocation and something that I really love doing,’ he says. ‘So five years from now I hope that I’m in charge of another building.’ Exactly which one, he won’t say, but the chances are it will seat more than 75.

Time to care

GILL FITZHUGH
DEVELOPMENT MANAGER
THE RUGBY PORTOBELLO TRUST

Gill Fitzhugh first discovered the Rugby Portobello Trust when she was teaching at a North Westminster school. ‘It was just five minutes down the road and excellent at helping pupils with serious problems, offering them advice and counselling,’ she says. ‘I got involved 30 years ago and have been on the committee ever since.’

The organisation helps more than 1,000 people a week. ‘We run a school, a youth club, parenting classes, play services, support for offenders, help into jobs – everything to support young people from the age of nought to 25,’ says Gill. ‘To be on this side of it is deeply fulfilling and it is a privilege to be able to help people.’

Sometimes that help has been very personal. ‘There was one little girl who stayed at our home when she couldn’t be housed anywhere else,’ says Gill. ‘She had attempted suicide and the professionals who saw her said it was a reasonable decision because her life was so problematic. We fostered her and she never left. She’s an utterly remarkable person. She’s in her 30s now and is happily married with two young children.’

The Rugby Portobello Trust is full of stories like Gill’s foster daughter – people who were able to overcome life’s difficulties because they were given the right support.

‘In 30 years, you see a lot of successes, big and small,’ says Gill. ‘That’s what makes it so rewarding.’ ■



“IN 30 YEARS
YOU SEE A LOT
OF SUCCESSES,
BIG AND SMALL.
THAT’S WHAT
MAKES IT SO
REWARDING”



Living colour

All things are bright and beautiful in these stylishly presented homes

1 St Lukes Mews, W11

This Notting Hill mews house has a vaulted drawing room and is filled with natural light. **£1,950,000. Freehold**
Contact 020 7221 1111



2 Racton Road, SW6

An impressive, smartly designed family home offering spacious, open-plan living. **£2,750,000. Freehold**
Contact 020 7731 7100



3 Burnthwaite Road, SW6

This comprehensively renovated house with four bedrooms is close to Fulham Road. **£1,545,000. Freehold**
Contact 020 7731 7100



4 Onslow Gardens, SW7

A fabulous three-bedroom maisonette with its own street entrance and patio garden. **£4,750,000. Share of freehold**
Contact 020 7373 1010

COMPENDIUM

FIVE TRENDS SHAPING LONDON'S PROPERTY MARKET



There has been so much media coverage of the prime property market following the referendum that it's easy to lose sight of the big picture. Conflicting reports about pricing, domestic demand and overseas buyers have created a confusing storm of comment that often ignores the fundamentals.

Our long experience of dealing with London property has shown us that the market is remarkably resilient. It has repeatedly thrived after periods of uncertainty, from Black Monday to the global financial crisis. That's why, according to Nationwide, property values in the capital are 58% higher than they were five years ago.

We have also repeatedly seen that this is a market driven by opportunity. Already, the lower pound has made London property look very attractive to overseas investors and expats, leading to the completion of a significant number of residential and commercial transactions, even at the top end of the market. This trend is supported by a shortage of new stock at almost all price levels – a situation that will underpin market conditions for the foreseeable future.

But perhaps most importantly, London remains a truly great city to live and work in. It offers a unique combination of innovation, diversity and culture that continues to draw buyers and renters from across the UK and around the world.

In the Compendium section we take a look beyond the distracting short-term news stories and instead focus on the long-term factors that will shape the future of the prime market. From the changing face of finance to the rise of new types of affluent buyers, these are the often overlooked trends that will fundamentally affect the buying, selling and renting of London property in the years ahead.

Charlie Willis

CHARLIE WILLIS, PARTNER AND
HEAD OF LONDON RESIDENTIAL

The bank of mum and dad

AS MORE BUYERS RELY ON FAMILY MONEY TO PURCHASE A FIRST HOME, LAWRIE HOLMES REVEALS HOW PARENTS CAN BE GOOD LENDERS

The bank of mum and dad is playing a significant role in property finance. Two-thirds of first-time buyers rely on help from their parents. This, according to a report from Legal & General, equates to £14 million a day, or £5 billion a year, making the bank of mum and dad the equivalent of a top 10 UK mortgage lender. So how can parents make sure they finance their children’s property purchases in a responsible way?

In most cases, parents make gifts – an advance on inheritances – to help their children on to the property ladder. This makes sense when it comes to inheritance tax (IHT). ‘A gift can save up to 40% of its value in IHT,’ says Danny Cox, Chartered Financial Planner at Hargreaves Lansdown. ‘Some gifts are immediately exempt, others are potentially exempt after a seven-year survival period.’

For parents, making sure the money they give is used wisely is a key consideration. But the more control you impose on a gift, the fewer tax advantages it enjoys. ‘For example, if a property is bought for a child through a trust, private residence relief from capital gains tax does not apply,’ says Danny.

The same is true if a property is bought but still owned by parents who already have a main residence, as this would count as a second home.

Perhaps the biggest risk is seeing some of that hard-earned money pass as part of a divorce settlement to a child’s former spouse. Given the high cost of property in London, a pre-nuptial agreement is good for the peace of mind of parents who are giving money.

‘Almost anything can be in a pre-nup, as long as it complies with the safeguards suggested by the current case law, which should be built into the pre-nup to ensure it’s

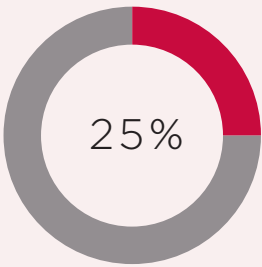


upheld,’ says Eileen Macqueen, a divorce law expert with London law firm Devonshires.

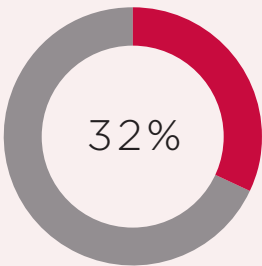
If the buyers are unmarried, parents can also suggest they draw up a Declaration of Trust or a Cohabitation Agreement (CA), which will help to create clarity for the couple if they separate. However, the bank of mum and dad can’t insist that their child enters into a pre-nup or CA, even if they live with their partner in a property that their parents have helped to fund.

‘Both are voluntary,’ explains Alexandra Wyatt, a divorce and family law solicitor. ‘But if parents have loaned money for a property purchase, maximum protection would be afforded by a marriage plus a pre-nup or CA.’

There’s one other consideration parents need to take account of – their retirement. ‘There are implications for income in later life if parents over-lend to their children,’ explains Edward Checkley of Strutt & Parker’s Private Finance division. ‘As life expectancy increases, retirement planning gets more expensive. Parents need to consider this before making large gifts to their children. Recalling a loan or gift is easy in principle but difficult in practice.’ ■



of all mortgages are now part-funded by parents



of all London homeowners will be helped by family money

Source: Legal & General

What women want

PROPERTY SELLERS AND DEVELOPERS ARE ADAPTING TO A NEW TYPE OF BUYER: SUCCESSFUL SINGLE WOMEN. CHERRY MASLEN REPORTS

The number of women buying properties on their own has increased over the past decade. While single women only made up around 25% of new mortgage applicants in 2004, according to the Halifax bank, by 2014 independent female buyers were just marginally behind male buyers, with 64% of single women aspiring to be homeowners compared to 66% of single men.

What’s driving these statistics is a surge in women seeing property ownership as not just a symbol of independence but as a foundation for their futures. An investment in bricks and mortar, particularly in London, has proved to be a better-performing asset than any other. As a result, high-earning, highly aspirational young women are making a lifetime commitment to property ownership on their own, instead of waiting until they meet a potential life partner.

Even when they do decide to set up home as part of a couple, women are hanging on to their singleton properties and letting them instead of selling.

‘One of the main reasons for the rise in single women buyers is higher-income female households,’ says Vanessa Hale, Partner in Strutt & Parker’s research team. ‘Women are self-sufficient in all aspects of their lives and as knowledgeable as men when it comes to the benefits of property ownership. They want their futures to be financially secure. This includes divorced women as well as first-time buyers.’

Interestingly, when it comes to stepping on to the property ladder, men in the 20-34 age group are less likely to quit the parental home than their female counterparts, with research from the Halifax in 2013 showing that for every 10 women living with their parents there were 17 men.

So how should private sellers and property developers respond to the emergence of the

affluent female buyer? *Housing Futures*, Strutt & Parker’s annual insight into the latest trends in property ownership, reveals that women prefer modern, minimalist interior styles. ‘That suggests an interest in new developments or updated property that is in excellent condition,’ says Vanessa. ‘In contrast, men tend to prefer more traditional British interiors.’

Research from Santander Mortgages indicates that private outdoor space is more than twice as important to female as male buyers, with 15% of women making it a priority compared to 7% of men.

So property sellers should make their gardens as attractive as possible. A Juliet balcony might also make a difference for a female buyer – whether or not there’s a Romeo beneath it. ■

“WOMEN ARE AS KNOWLEDGEABLE AS MEN WHEN IT COMES TO THE BENEFITS OF PROPERTY OWNERSHIP”

VANESSA HALE
STRUTT & PARKER





WITH PLANS TO DOUBLE PASSENGERS BY 2020, RIVER COMMUTING IS SET TO CREATE NEW PROPERTY HOT SPOTS, AS GRAHAM NORWOOD EXPLAINS

Most Londoners have little choice when it comes to their daily commute. They either join the Tube crush or struggle on to a packed bus. But there is another way to get to work – one that is likely to have a significant impact on travelling and living in the city.

Few people think of the Thames as a way to commute, even though the river runs right through the heart of London, linking the established residential areas of the west with financial centres in the east. That is about to change, if the Port of London Authority (PLA) successfully implements a radical new plan.

In 2005, there were just 4 million public transport journeys by boat on the Thames. This rose to 10 million last year – a number that the PLA predicts will double by 2020.

This might still be modest compared to Tube travel, which accounts for 1.3 billion trips a year (no wonder the carriages are so crowded), but the ambition is for commuter travel by boat to be as accepted as carrying freight on the Thames.

‘Doubling the number of passenger trips on the river is a great goal to aim for,’ says Robin Mortimer, Chief Executive of the PLA. ‘We can combine this with environmental improvement and drawing more people to the river.’

A key part of the scheme is to build extra piers as well as improve existing pontoons at central locations such as Chelsea and Pimlico. There will also be a service upgrade with changed timetables and better river

management to make journeys faster and more reliable. The aim is to create a real alternative to road and Tube journeys.

Transport for London (TfL) has also come onboard with a target to handle 12.5 million Thames journeys by 2020 through its River Bus service. In addition to making travel on its vessels part of the ‘touch in, touch out’ Oyster system, it is literally redrawing existing maps to add the boat service to an integrated bus, Tube, train and river offer. This isn’t just wishful thinking – TfL has added two 150-seat catamarans to its Putney to Blackfriars route.

The emergence of the river as an option for commuters reflects its growing popularity as a place to live. New prime residential areas have sprung up along the south bank of the Thames, regenerating areas that just a generation ago were abandoned industrial sites. Bankside power station, for example, was only decommissioned in the 1980s, yet

it is now the setting for Tate Modern, the world’s most popular museum of modern art, and is surrounded by some of London’s most sought-after developments.

Bankside residents are fortunate to live at a river transport hub that takes them from Westminster to Greenwich. A similar service also links the Nine Elms development right along the river to Canary Wharf. This service is likely to become even more popular with

“BEING ABLE TO TRAVEL BY THE THAMES CAN ONLY ADD TO THE APPEAL OF A RIVERSIDE HOME”

HENRY KRUCZKO
STRUTT & PARKER

the completion of 20,000 homes across a regeneration area that stretches all the way to Battersea Park.

Along with the US embassy, which is due to open next year, the latest addition is the dramatic One Nine Elms scheme of 436 apartments in two striking modern towers.

‘Everyone wants to have a view of the river, whether they are renting or buying,’ says Henry Kruczko, Associate at Strutt & Parker’s Residential Development Lettings Department. ‘Also being able to travel by the Thames can only add to the appeal of having a riverside home. That’s why, along with the existing pontoon at St George’s Wharf, there will be a new pontoon close to Battersea Power Station to attract the new breed of river commuters.’

Whether it’s the uninterrupted view, or the relaxing trip to work, it seems that more Londoners are set to discover the city’s forgotten highway. ■

SPAN OF ATTENTION

London already has 33 bridges but there are proposals to add four more river crossings

Nine Elms to Pimlico

A new cycle and footbridge that will link the development hot spots of Nine Elms and Battersea with Pimlico. It is forecast to carry 18,000 commuters a day.

The Diamond Jubilee Footbridge

Work is now underway on a £22 million crossing alongside a rail viaduct between Fulham’s Imperial Wharf and Battersea.

The Garden Bridge

Created by designer Thomas Heatherwick, the bridge will be planted with flowers and trees, and run from Temple station to the South Bank.

Brunel Bridge

Another cycle and pedestrian route, this time between Canary Wharf and Rotherhithe, which has the backing of London Mayor Sadiq Khan.

The grey pound

RETIRED BUYERS ARE DITCHING COSY COUNTRY COTTAGES FOR SMART APARTMENTS IN THE HEART OF THE CITY, AS CAROLINE MCGHIE REPORTS

Retired buyers are becoming more active in London’s prime property market. Healthier and wealthier than previous generations, they are no longer interested in moving to a sleepy cottage in the country but want to enjoy the buzz of city living.

London exerts a mesmeric pull. It offers plays, films and concerts on the doorstep, no entrance fees for top museums and limitless travel by bus and Tube with a Freedom Pass.

After a lifetime of work, successful older buyers feel they have earned the right to luxury. But there is very little dedicated retirement housing in London offering easy access to the city in the earlier years and round-the-clock care later if needed. This is why LifeCare’s development at Battersea Place has been greeted with such a fanfare. At last retired buyers are being taken more seriously in the capital.

‘In the past, older buyers loved period conversions, white stucco terraces and garden squares,’ says Mark Dorman, Partner in Strutt & Parker’s Residential Development and Investment Department. ‘But now they like to travel, so they need good security, a lock-and-leave home that has parking and a concierge to say good morning to. Modern block living ticks all of the boxes.’

The lack of suitable housing for older buyers is one of the reasons, according to the Royal Institution of Chartered Surveyors, that a third of over-55-year-olds have thought about moving to a smaller property, while only 7% have actually done so.

‘But as more schemes become available, more buyers will be able to make the move,’ says Mark. ‘The numbers can only grow.’

Many of these buyers are well-heeled property owners – more than 71% of people

over the age of 65 own their homes. Which is just as well because downsizing in the capital is certainly not cheap. According to Santander’s research, by 2030 one in four properties in the capital will have broken the £1 million barrier.

This might explain why the grey pound is beginning to move from the traditional – and expensive – heartlands of prime property towards new areas, often right in the heart of the city.

‘Older buyers are selling big houses in the suburbs for a different vibe,’ says Mark. ‘Marylebone and Fitzrovia didn’t attract this sort of buyer before, but now a batch of good developments has pulled people in from Kensington, Chelsea and Mayfair. Older buyers have power because they tend to be cash-rich, unhindered by the baggage of children and their school needs.’ ■



AGE CONCERN

Estimated equity in English homes owned by people aged 65 and over



Source: Key Retirement

The future-proof home

HOMES THAT RESPOND TO CHANGING LIFESTYLES ARE BECOMING AN IMPORTANT PART OF THE PROPERTY MARKET, AS KATIE PUCKETT EXPLAINS

Londoners are increasingly looking to buy and build flexible homes that can respond to new circumstances. It’s a trend driven by key changes in lifestyle and demographics. According to Aviva, there will be an extra 1 million 21-34-year-olds living with their parents by 2025, while the number of houses containing two or more families will rise from 1.5 million to 2.2 million.

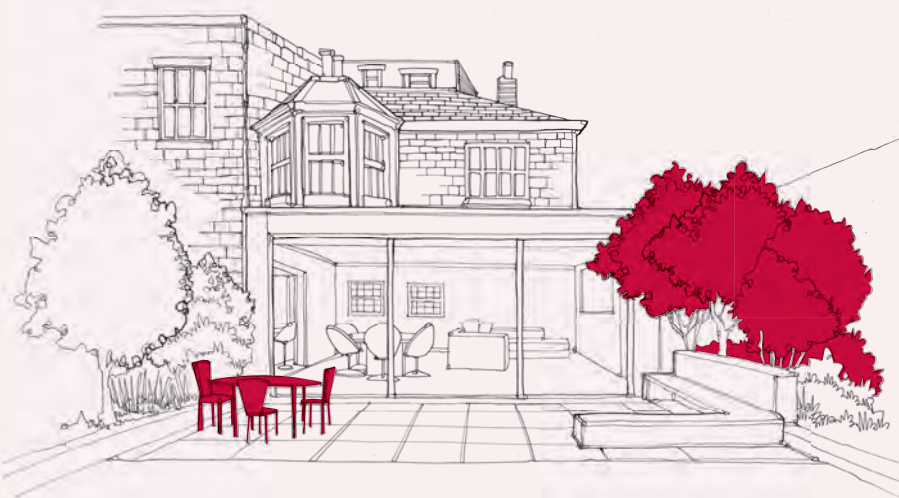
This is creating demand for homes that can be easily reconfigured. Identified as ‘Yo-Yo Houses’ by Strutt & Parker Research, these properties are able to provide additional bathrooms or ground-floor bedrooms, along with loft extensions and basements that can become self-contained living quarters for grown-up children or elderly parents.

‘It’s now not unusual to design something with other uses in mind,’ says Jason Warren, Associate Director at Belsize Architects. ‘Clients are thinking, “What if I spend all this money and in three or four years my circumstances change?” A professional couple might be thinking about having children or an elderly couple might not always be able to move between floors.’

Jason’s recent extension projects have included a basement art gallery that can be converted into a self-contained flat, and an open-plan kitchen-dining space with a movable wall. When closed, it has the same acoustic isolation as a permanent wall, but it can be folded away when not required.

‘It was for a young couple who didn’t have children yet,’ he explains. ‘But they were thinking about creating a space they could close off if they needed to – a room where the children could have freedom to make noise.’

Architect Luke McLaren, who is Managing Director of McLaren Excell based in Chelsea,



believes children are always the biggest driver of flexibility. He’s noticed that families with young children are now thinking ahead to when they’re teenagers. ‘They’re going to be more active and doing things outdoors, which affects how the layout relates to the garden,’ he says. ‘We’re always being asked, “If we’re having a supper party in the evening, where are the children going to be?”’

Both Luke and Jason point out that it’s far cheaper to build in flexibility at the start of the design process as it saves having to rip out plumbing and electrics later on. ‘Often you’ll draw the enlarged scheme in parallel with the present design to show how it can grow into something more appropriate,’ says Luke.

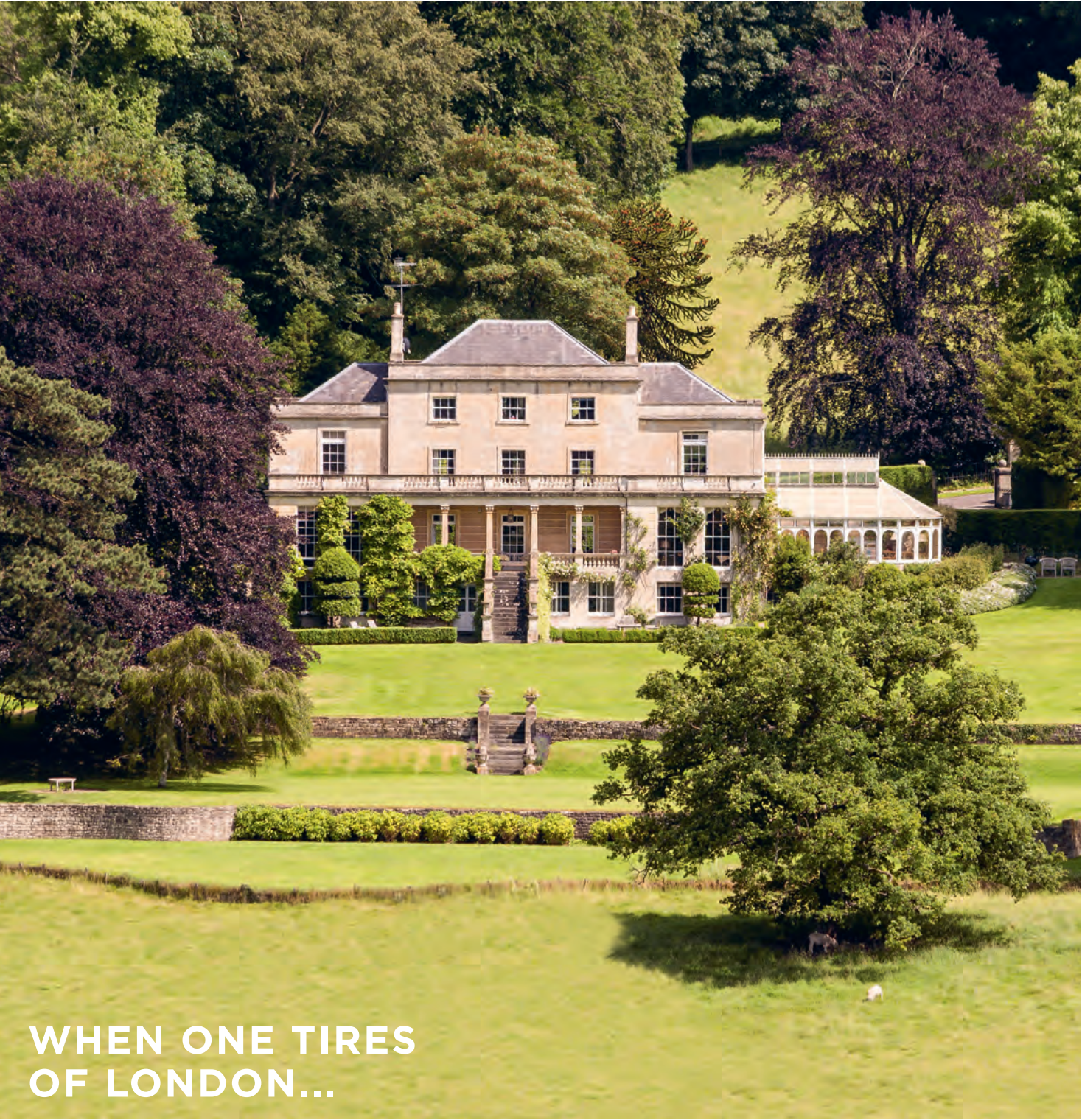
Future-proof homes aren’t confined to new property. In fact, period houses can be very flexible if extending them is part of an established local planning process.

According to Charlie Russell, Associate in Strutt & Parker’s Fulham office, this is a major part of the appeal of prime areas of south-west London, especially where the housing stock shares a similar configuration.

‘This makes it a lot less stressful than trying to negotiate with planners in an area with a great variety of housing types,’ he says. ‘Homes in these areas are often the easiest to adapt to modern living.’ ■

3.8 MILLION people aged 21-34 will be living in the family home by 2025, up from 2.8 million in 2015

Source: Aviva



WHEN ONE TIRES OF LONDON...

Escape to this absolutely idyllic
country house with views across
12 acres of peaceful grounds

Freshford Hall SOMERSET

Located on the edge of the quintessentially English village of Freshford, just six miles from Bath, this grand but welcoming Grade II Listed house has it all. Combining classic architecture with a practical family home, there are seven bedrooms and five reception rooms, along with a separate cottage, paddocks, tennis court and swimming pool.
£4,500,000. Freehold. Contact 020 7318 5190

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chelsea@struttandparker.com
Sales
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Lettings
020 7589 9966

Chelsea SW10 & Earls Court
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Sales & Lettings
020 7373 1010
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Fulham & Parsons Green
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Sales & Lettings
020 7731 7100
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Kensington & Holland Park
103 Kensington Church Street, W8 7LN
Sales
020 7938 3666
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104 Kensington Church Street, W8 4BU
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Knightsbridge, Belgravia & Mayfair
66 Sloane Street, SW1X 9SH
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Sales
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Lettings
020 7235 9996

Notting Hill & Bayswater
303 Westbourne Grove, W11 2QA
Sales & Lettings
020 7221 1111
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South Kensington
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020 7581 7000
southken@struttandparker.com

Property Management & Tenancy Services
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Property Management
020 7052 9417
Tenancy Services
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