

&London

INSPIRING PEOPLE, PLACES & PROPERTY / AUTUMN 2015



TASTE EXPLOSION

How London became the spice capital of the world

26

LONDON GOES POP

Fast, fun and fashionable – it’s no wonder that pop-ups have transformed going out in the city



30

STYLE HUNTERS

A new generation of tastemakers is using social media, blogs and YouTube to redefine style in the city

48

WILD AT HEART

We ask London’s most original environmental thinkers to take a fresh look at life in the capital



54

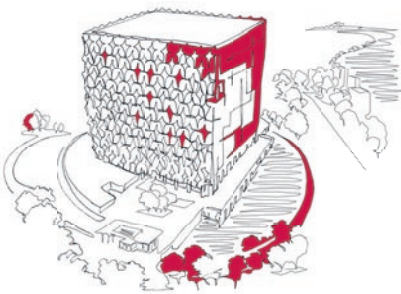
WORD ON THE STREET

An insider’s guide to the chic shops and bars that make Chelsea popular with international renters and buyers

56

CODE BREAKERS

We discover the secret history of London’s familiar but often baffling postcodes



59

COMPENDIUM

From the rise of the super-rent to the new Londonnaire, five trends shaping the future of London property

66

THE GREAT ESCAPE

Step inside a charming country house that is the perfect antidote to the stresses of city living

04

FIRST & FOREMOST

An essential guide to the best shops, restaurants and exhibitions, plus the capital’s most outstanding homes



10

CITY OF SPICE

The best of the world’s spice crop comes through London, keeping alive a trade that shaped the modern city

16

GRAPHIC DESIGN

An inspired mix of colour and pattern has created a stylish, modern family home



22

THE BIG PICTURE

We meet the photographer who turns catwalk images into beautiful works of art

24

THE WISH LIST

From ceremonial hats to scented candles, we go in search of London’s most remarkable specialist shops

43

CUTTING EDGE

Digital artisans are blurring the line between traditional craft and modern technology



CUTTING EDGE

Digital artisans are blurring the line between traditional craft and modern technology



exclusive affiliate of
CHRISTIE'S
INTERNATIONAL REAL ESTATE

Published on behalf of Strutt & Parker by Sunday

Editor Nigel Evans
Art Directors Adrian Morris & Graham Smith
Production Manager Michael Wood
Account Manager Madhushri Nadgir
Group Art Director Sam Walker
Creative Director Matt Beaven
Managing Director Toby Smeeton

Repro F1 Colour
Print Geoff Neal Litho

The views expressed in this publication are not necessarily those of Strutt & Parker or the publishers. The information contained in this magazine is correct at time of going to press.

wearesunday.com

Cover photography by Jonathan Minster

Shine a light

Celebrated British designer Tom Dixon certainly made a splash at this year's Milan Salone del Mobile furniture fair. He took over an abandoned theatre and turned it into a dramatic backdrop for his latest collection. Among the elegantly shaped wingback chairs and angular tables, the most Instagrammed accessories were the striking Melt pendant lights. A collaboration with Swedish all-female design team Front, the molten boulder-shaped lights are created from metallised blown glass. They produce a unique mirrored effect that fills a room with an ethereal light. tomdixon.net



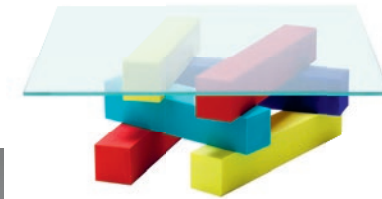
Below: A classic LC2 chair by Le Corbusier, Jeanneret and Perriand for Cassina I Maestri Collection. £2,640, aram.co.uk



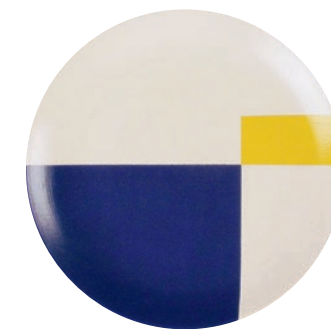
Below: Create a smart display with the Bubbles & Bottles set by Pols Potten. £196 for four, amara.com



Left: Tatty Devine's Brushstroke necklace. £150, tattydevine.com
Below: Shanghai table. £3,150, establishedandsons.com



Below: Simple but striking, the Stolen from De Stijl plate no.5. £80, darkroomlondon.com



Above: Look at life from a new angle with Lee Broom's Drunken Lamp. £3,950, leebroom.com



WE LOVE

THE 1980s

IN STYLE

The House of William Morris

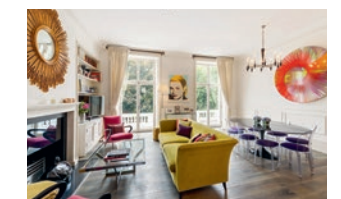


This is a match made in heaven – a combination of the House of Hackney's tropical fauna and the design heritage of Arts & Crafts pioneer William Morris. The London lifestyle brand, founded by Frieda Gormley and Javvy M Royle, has reimagined four key designs by Morris & Co: Peacock, Dragon, Hyacinth and Blackthorn. In what they call their 'dream project', the pair have applied their unique style to the original prints, playing with proportions and colouring them with a rich and vivid contemporary palette. houseofhackney.com

THEATRE

Designs on dance

Hussein Chalayan is renowned for his eclectic approach to fashion, which included designing a dress that turned into a table. Now he is focusing on dance. It's been 15 years since he staged a fashion collection at Sadler's Wells and he returns this autumn as the artistic director and costume designer of *Gravity Fatigue* (28-31 October), a performance inspired by 'identity and displacement' that will be choreographed by Damien Jalet. sadlerswells.com



BRIGHT IDEAS

CADOGAN PLACE SW1

A beautifully designed two-bedroom lateral apartment ideally located in the heart of fashionable Knightsbridge, with access to communal gardens. *POA. Share of freehold*
Contact 020 7235 9959



FASHION

Back to the future

The L'Orla collection is a collaboration between designer Orla Kiely and her catwalk stylist of eight years Leith Clark. The retro-loving duo looked to Biba and vintage Cacharel to create the 1970s-inspired resort capsule range of flowing dresses and coats in silks, velvet and mohair. Leith's dreamy, winsome aesthetic (she's the stylist behind Alexa Chung and Keira Knightley) brings a romanticism to Kiely's geometric prints. Launched to a cool crowd of fashionistas on the rooftop of New York's Nomad Hotel, L'Orla is destined for cult status. orkiely.com

A SILVER LINING

Designer Bodo Sperlein made his name reviving the fortunes of heritage brands such as porcelain specialists Lladró. Now he's turned his discerning eye (and delicate hand) to artisan Mexican silverware brand Tane, which in the 1960s attracted style icons Jackie Kennedy and Catherine Deneuve. Bodo has now reimaged the brand for the 21st century. It's a striking but delicate collection with highlights including beautiful Atlas tableware and the Lotus Tea sterling silver collection. bodosperslein.com



PERFUME

On the scent

British perfumer Lyn Harris is the latest name to set up shop in fashionable Marylebone. Her new store in Crawford Street will sell Perfumer H fragrances packaged in distinctive, handblown glass from the Michael Ruh Studio. The debut collection features five seasonal fragrances inspired by the British countryside. For those looking for something really special, the bespoke service will create a completely unique signature fragrance. perfumerh.com

MENU MASTER

Credited with changing the eating habits of a nation, chef Yotam Ottolenghi can do no culinary wrong. His Mediterranean dishes draw on diverse flavours from Morocco to Israel. Now he is sharing 120 recipes from NOPI, his chic Soho restaurant. The new cookbook combines Yotam's Middle Eastern influences with the Asian-inspired cooking of restaurant head chef Ramael Scully. With recipes to inspire and delight, *NOPI, The Cookbook* is bound to be top of any foodie's wishlist this Christmas.



LIVING IN STYLE EARLS TERRACE, W8

An outstanding six-bedroom house that has it all – an elegant interior, swimming pool, south-facing garden and underground parking, not to mention 24-hour security. This is London living at its best. **£9,750,000. Freehold**
Contact 020 7938 3666





ART & DESIGN

Making a show

The Pavilion of Art & Design takes over Berkeley Square every autumn to showcase the best French dealers in 20th and 21st century art and design. Founder Patrick Perrin has slowly expanded the exhibition to include gallerists outside of France. Debuting at this year's show, which will run from 14 to 18 October, is Rose Uniacke, the interior designer currently responsible for decorating the Beckham's London home. Also look out for ceramicist and glass specialist Adrian Sassoon. He represents the work of innovative maker Michael Eden (*left*), which promises to be a highlight of the show. pad-fairs.com

ON THE LEVEL

ELM PARK GARDENS, SW10

This magnificent lateral apartment enjoys wonderful views over communal gardens. The interior has been beautifully finished, with high ceilings and period features creating a truly luxurious home. The property comes with underground parking, a balcony and access to the communal gardens. Elm Park Gardens is ideally located between Fulham Road and Kings Road, with their wide choice of stylish shops and restaurants. *£3,750 per week. Unfurnished*
Contact 020 7373 1010



WORDS BETHAN RYDER

BRIGHT AND BEAUTIFUL

With its vivid multicoloured gems and asymmetrical settings, the Gold Struck collection looks the epitome of modern style. But this latest work from cool British jeweller Stephen Webster is inspired by the Cheapside Hoard, a treasure-trove of priceless Jacobean and Elizabethan jewellery discovered in 1912 and displayed at the London Museum last year. The result is a rainbow of precious gems, from topaz to rubies, set in white, yellow and rose gold. These 18-carat gold earrings are called Crystal Haze, an apt title for an eye-catching piece created out of green agate, emeralds, green tourmalines and diamonds. stephenwebster.com



ON SHOW

The world of Charles and Ray Eames

What is it? A major exhibition of the work of the world's coolest husband-and-wife design duo.

Where will it be held? Barbican Art Gallery, 21 Oct – 14 Feb.

Why is it worth going? You might own or covet an Eames lounge chair, or one of their other mid-century classics, but this is a chance to find out about the creative talent behind the design in a show that re-examines their legacy.

What are the highlights? The exhibition, which includes pieces loaned by the family, showcases their most iconic work. Look out for the plastic armchair featuring doodles

by Saul Steinberg, which originally appeared in *LIFE* magazine.

What else is in the show? You'll discover films, photography, drawings, sculpture, models, props and more. There's also a series of talks and events. **Why is it unique?** It's the first time an exhibition has explored the couple's design philosophy and their personal relationships – not just how Charles and Ray worked together, but also the importance of their friends and collaborators, many of whom were leading artistic figures such as film director Billy Wilder and designer Isamu Noguchi. barbican.org.uk



MY STYLE

SOPHIE CONRAN



The designer, cook and author defines her London style

SECRET ADDRESS

Clifton Nurseries is gorgeous at any time of year. It always really lifts the spirit and is an oasis of calm and beauty.

CLOTHES STOP

The Cross in Holland Park has a fantastic mix of beautiful clothing in lovely fabrics.

FAMILY DAY OUT

Rummaging at Portobello Road market. Lunch at New Tom's, or The Cow, followed by a movie at The Electric Cinema with lots of popcorn.



MARKET FIND

Battersea Antiques Fair. It's not too expensive, and I always meet really good dealers.

INSPIRING PLACE

Syon Park is wonderful. There are amazing gardens and fantastic greenhouses.

NIGHT OUT

Mark's Club is the lap of luxury. It's like going to your extremely wealthy great-aunt's house for supper. Followed by dancing at Annabel's.

sophieconran.com

CITY OF SPICE

The best of the world's spice crop comes through London, keeping alive a trade that has helped to shape the modern city

WORDS ANNA CRANE PHOTOGRAPHY JONATHAN MINSTER

‘You guys have always loved exotic blends,’ says Atul Kochar, chef at Michelin-starred restaurant Benares. ‘The mixed spice that you use at Christmas for cakes and biscuits – with cinnamon, nutmeg and allspice – is just a British version of garam masala.’

Born in north-east India and a long-term resident of London, Atul believes you can now find more rare spices in the capital than you would ever find in his home country. It's a trade driven by the city's innovative chefs, who are constantly seeking ever-more inventive ways to combine and create flavours.

‘That's what makes London interesting,’ he says. ‘You get spice mixes from as far afield as Burma and Morocco, Algeria and Tanzania. You name it, it's available here.’ ►

“LONDON’S WEALTH
AND PRESTIGE WAS
GENERATED BY OUR
ASCENDANCY AS A
SPICE-TRADING CITY”

London’s fascination with spice has a long and colourful history. The city has been buying and selling spice since medieval times. It became such a valuable commodity that much of London’s wealth and prestige from the Elizabethan era onwards was generated by our ascendancy as a spice-trading city.

It was certainly a profitable business. In 1620, the East India Company purchased 250,000lb (113,000kg) of pepper in south-east Asia at a cost of £26,041. It was sold in London for £208,041 – a profit of nearly 800%. Pepper wasn’t the only expensive spice – during the 17th century, nutmeg was as valuable as gold.

‘Spice has had a massive influence on shaping the capital,’ says Rob Smith, a guide with walks company Footprints of London. ‘The history is plain to see in our street names. Take Saffron Hill, for example. Importing saffron from the Mediterranean was expensive in medieval times, so the race was on to cultivate it in England. The winner was the Bishop of Ely, who grew it in the herb gardens of his London palace, the site of which is marked by Saffron Hill in Holborn.’

Some imports were so valuable that merchants had to take security measures. ‘In the Victorian period, the spice merchants built huge warehouses by the Thames to prevent their valuable cargoes from being pilfered,’ says Rob. ‘One of the largest was Butler’s Wharf, next to Tower Bridge. When Butler’s Wharf was converted into flats in the 1980s, parts of the building took the name of the cargo that was stored there – hence Cinnamon Wharf.’

There is yet to be a London street named Vadouvan Avenue, or a Moruga Scorpion Crescent, or Yemeni Hawaii Road, but give it time. These are just a fraction of the spices available from the extraordinary Spice Shop in Notting Hill, run by Philip Erath and his partner Liz Guray. This is a shop that defines the word ‘specialist’ – it sells 46 different kinds of salt. If you’re looking for giant Tahitian vanilla pods, Kampot peppers or grains of paradise, you’ll find them here. In all, it stocks about 700 products at any one time, including between 300 and 400 whole spices. As you can imagine, the smell when you walk through the door is slightly mind-altering.

‘Most spices these days are mass-produced from huge farms,’ explains Liz. ‘Their essential oils are extracted for the food industry, to go into ready meals and so on. The remaining whole spices are sold with a dramatically reduced flavour. The spices we sell, sourced directly from small farms, will taste five times stronger. Once you’ve tried the real thing, you’ll never go back.’

Along with many other well-known London chefs, Atul Kochar regularly visits the shop for inspiration. ‘Recently, I’ve bought chilli thread – it’s beautiful, it looks like saffron strips,’ he says. ‘And a type of pepper called lindi, which has an essential oil that is very perfumed. It looks like a long clove. I grate it over venison.’

Small-scale suppliers are driving London’s modern spice trade, seeking out new sources and combinations to keep the city’s chefs busy. Cool Chile is an example of this pioneering spirit. The company specialises in sourcing the best dried chillies from Mexico. Chef Stevie Parle, author of *Spice Trip*, particularly likes their Pasilla de Oaxaca, a smoked chilli that has a sweet, fruity flavour. ‘At the moment, I am toasting slivers of them to put in salads,’ he says.

But perhaps the leading spice innovator is Arabica Food & Spice, set up in 2000 by James Walters and a Jordanian friend, Jad al Younis. Like Cool Chile, their early days were spent in a fledgling Borough Market, but now the company supplies top retailers and hotels such as Harrods and The Savoy. The cornerstones of Arabica’s business are the Middle-Eastern spice sumac and two blends, za’atar and dukkah.

‘Restaurants like Moro in Clerkenwell and chefs like Yotam Ottolenghi have really helped fuel the interest in Middle Eastern ingredients,’ explains James. ‘But for the past 14 years I have just gone out and found the things that excite me.’

James forges relationships with small cooperatives that blend the spices to his specifications. ‘I’m really enthusiastic about a spice blend called Kabsa,’ he says. ‘It’s the key ingredient of a Bedouin dish, which is like a Middle Eastern-style paella. Dried lime is the dominant note. It’s earthy, aromatic and really delicious.’

The city’s vast wharfs may have been demolished, or transformed into upmarket restaurants and flats, but thanks to these modern entrepreneurs, the spice trade is still an important ingredient in London life. ●

ON THE SPICE TRAIL Three of London’s best independent spice sellers

The Spice Shop began life as a weekend market stall in Portobello Road in 1990 and was run by student Birgit Erath. Five years later, she set up a shop in Notting Hill and quickly gathered a reputation as a master spice trader. The shop is now run by her son Peter and his partner Liz. thespiceshop.co.uk

Arabica Food & Spice was set up in 2000 by James Walters and Jad al Younis, who have travelled extensively through the Middle East. Their first stall at Borough Market sold hummus and other delights from the Levant. Now there are stalls at the Southbank, Broadway Market and Borough, as well as an Arabica Bar & Kitchen. arabicafoodandspice.com

Cool Chile started as a market stall in Notting Hill in 1993, then moved to Borough Market. The company specialises in dried chillies from Mexico and also makes fresh corn tortillas, which are gluten free. Buy online or try out the cuisine at their taco restaurant, Taqueria. coolchile.co.uk



Family connection

An exclusive selection of homes that are perfect for family living

1 Holland Villas Road, W14

This impressive family home offers excellent entertaining space, plus a swimming pool and integral garage. £12,000 per week. *Unfurnished*
Contact 020 7938 3866

2 Manresa Road, SW7

A fantastic family home with private garage and generous living space. £3,300 per week. *Unfurnished*
Contact 020 7589 9966

3 Drayton Gardens, SW10

An unusual, low-built, five-bedroom family house with off-street parking, located close to Fulham Road. £4,750,000. *Freehold*
Contact 020 7373 1010

4 Smith Street, SW3

A superb newly refurbished house with a secluded 85ft garden. £8,950,000. *Freehold*
Contact 020 7225 3866



5 Limerston Street, SW10

A four-bedroom house that has been completely rebuilt and reconfigured. £3,695,000. *Freehold*
Contact 020 7373 1010

6 Abingdon Villas, W8

An outstanding five-bedroom house, with a garden and off-street parking. £5,500,000. *Freehold*
Contact 020 7938 3666

7 Queen's Gate, SW7

A fabulous four-bedroom second-floor flat with plenty of space for family life. £2,950 per week. *Unfurnished*
Contact 020 7938 3866





Left: Karine uses accent colours to create bright focal points. Right: the downstairs studio is the perfect workspace

GRAPHIC DESIGN

The home of interior designer Karine Roussel is a beautifully judged mix of pattern and colour

WORDS **RUTH CORBETT** PHOTOGRAPHY **RACHEL WHITING**

Interior designer Karine Roussel, her husband Jerome and their four children are the lucky inhabitants of this glamorous Victorian house in Fulham. The family moved here from their native Paris in 2001, and in the intervening years Karine has transformed the house from an ordinary family home into something quite special.

The property remains discreet and unassuming from the street outside. But as soon as you step over the threshold, you discover a highly inventive and cleverly planned interior.

‘On my first visit, I could see that the light was exceptionally good and the house had positive vibes about it,’ says Karine. ‘The layout was completely different, of course. There was a small kitchen, an unattractive lean-to that housed the utility room, and access to the garden was awkward. But I could see immediately there was plenty of potential to turn it into a great space.’

The cosmopolitan feel of the local area, with its chic shops and cafés, and excellent schools, added to the appeal of the house. ‘Fulham is a neighbourhood that’s got better and better throughout the time we’ve lived here,’ says Karine. ‘Two of our kids are at university now, but the convenience and quality of the schools have made it a fantastic place to raise children.’

The house’s initial transformation took place before the family moved in. Karine reconfigured the ground floor, adding a kitchen extension, enlarging the dining room and improving access to the garden. The couple like to entertain and the extended space, with its harmonious flow between reception rooms, makes it perfect for everything from intimate, seated dinner parties to much larger social occasions.

After living in the house for more than a decade, Karine and Jerome decided to embark on a second refurbishment, updating the property so that it matched the changing requirements of their family. ►





‘With four children at home, who were no longer little ones, we needed more space and lots more storage,’ says Karine. ‘So I designed a new basement level, which has completely changed the dynamic of the house. There’s now a new bedroom and bathroom for our oldest son, a studio and office for me, which can become a sixth bedroom, and a utility room.’

The bright basement space boasts ceilings that reach 2.8m. To further enhance the sense of light, Karine commissioned bespoke, extra-tall doors, which open on to a small patio, and a light-well that floods the back of the house with natural light.

It’s a beautiful space, skillfully designed so that it feels integrated into the original house. Clever touches include glazed interior doors in Karine’s studio that allow extra light to filter in from the floor above.

Light and storage are high on Karine’s must-have list. ‘Good storage is essential and there is lots of it in this house,’ she explains. ‘We have a big family, so getting the storage right is the only way to have a tidy house.’

To achieve this, Karine has created a sleek bank of cupboards in the living room to take care of coats and shoes, and built storage units under the stairs in the basement. There is additional storage, much of it bespoke, in every room.

The project took nine months to complete – six for the major work and three for the décor and detailing. ‘We lived in the house while it was happening, which thanks to good builders was actually quite bearable,’ says Karine.

With the building work complete, the decorating could begin. Colour and pattern are vital to Karine’s design aesthetic. ‘They are such an important part of interior design,’ she says. ‘For me, colour and pattern make a home joyful and dynamic. I was born in Brazil and lived there until I was five years old, which might, in part, explain why I’m drawn towards bright colours and strong geometric prints.’

Her design style is a satisfying fusion of textures, colours and patterns, which form an eye-catching backdrop to carefully chosen furniture and artwork. ‘I have grown bolder in my design decisions over time,’ she says. Indeed, Karine’s first overhaul of the kitchen back in 2001 saw her use a neutral palette of pale-grey units and an oak floor. The latest incarnation, with its deep-grey cabinetry, concrete tiles and geometric 1950s-style wallpaper, delivers a much stronger, more graphic look that is echoed throughout the house.

The style is contemporary-meets-eclectic, with pops of colour delivered through vibrant details. A few of ►

Opposite page: Mid-century furniture brings classic style to the living room. Above: the bedrooms have been designed to include clever storage



Above: the chic kitchen features bold geometric patterns and leads directly on to a sunny, private terrace

the visual treats include yellow geometric tiles in the basement bathroom, reupholstered vintage bar stools in the kitchen, a huge rubber plant in an acid-yellow rimmed plant pot in the dining room and a colourful rag rug from Marrakech in the dressing room.

‘In terms of furniture, I have used a mix of antique pieces and items from the 1950s and 1970s, which I find warm and elegant,’ Karine explains. ‘Mid-century furniture is very versatile. I tend to go for more classic designs, but I enjoy including quirky touches, like the vintage yellow pendant lights in my office.’

Whether working for herself or her clients, Karine’s focus is on designing elegant spaces that address a key problem faced by many homeowners – achieving more space. By combining practical solutions with a modern aesthetic, her house cleverly shows how to resolve the issue, creating an interior that embraces the reality of family life while remaining effortlessly stylish. ●

Herstercombe Avenue, SW6. £3,000,000.
Contact 020 7731 7100

IN GOOD SHAPE

Karine Roussel on the smartest ways to use pattern

Ignore the rules. Unusual combinations can deliver some eye-catching effects. For example, wallpaper that has a tropical design mixed with curtains made from a geometric fabric will work well. It’s all about getting the right balance.

Make a statement. Use neutral colours such as grey, beige and stony white on walls, but break the monotony with statement graphic pattern wallpaper and cushions.

Change your mind. Your choice of décor does not have to be long-term. Updating a look little and often will encourage fresh ideas. If you don’t like it, you can change it.

Use different proportions. Large-scale patterns can work alongside small-scale patterns, as long as the colour palettes don’t clash. The more variety of scale in your scheme, the more vibrant the space will feel. krousselinteriors.com



Modern living

A stylish selection of homes with eye-catching contemporary interiors

1 Connaught Place, W2

A beautifully presented lateral apartment occupying the entire third floor of a handsome Grade II Listed building. £16,000,000. Leasehold
Contact 020 7221 1111

2 Old Church Street, SW3

A newly built townhouse with a garden and roof terrace in the heart of Old Chelsea. £6,950,000. Freehold
Contact 020 7373 1010

3 Kensington Place, W8

A fabulous south-facing property in the highly sought-after Hillgate Village. £1,695 per week. Unfurnished
Contact 020 7938 3866

4 Oakfield Street, SW10

This three-bedroom house has an impressive double-height reception room. £1,750 per week. Furnished/unfurnished
Contact 020 7373 1010





SHOOT TO THRILL

Kevin Tachman turns catwalk images into beautiful works of art

The backstage areas at London Fashion Week were once the exclusive preserve of designers and stylists, who worked their magic far away from prying eyes. But now, with models posting selfies and bloggers Instagramming every step of the hair and makeup, its secrets are open to the world.

Which is why Kevin Tachman takes a different approach. Although he is one of the world's most successful reportage photographers, covering everything from fashion shows to film premieres, he also produces haunting, multi-exposure images – like the one shown here from the House of Holland show. These are all created in camera, with no digital manipulation.

'Rather than capture every individual accessory, or individual look, I want to create an image that tells a story,' he says.

Kevin's distinctive style developed after he received a commission from *Vogue*. 'I wanted to photograph the shows in a new way,' he says. 'I looked for a different perspective, capturing all the elements that go into a show, but all at once.'

By creating the images as the shows happen, his work has a unique feel. 'I'm not skilled in Photoshop and it would take me years to learn how to do what I can already do with the camera. But it means I have to make it work there and then.'

Due to this spontaneity, he is never quite sure what the result will be. 'When I'm taking a shot like this, I don't know whether it will work until I try it. Sometimes it doesn't work, but sometimes you just see potential and you go for it. That was how it was with this House of Holland image – the second I saw the set, I just had a feeling it would be great.' ●



J P Guivier & Co, Mortimer Street, W1

You need to ring the bell to enter J P Guivier, a violin dealer and restorer that prides itself on serving anyone from young beginners to professional musicians. Downstairs, the atmosphere is traditional – metronomes sit dutifully on the mantelpiece and neat rows of instruments occupy wood cabinets. Upstairs is a light, airy space where musicians can try out instruments. The stock ranges from spare strings and bridges all the way up to antique violins and cellos with price tags of tens of thousands of pounds. guivier.com

LIFE ON THE SHELF

FROM CEREMONIAL HATS TO SCENTED CANDLES, WE GO IN SEARCH OF LONDON'S MOST REMARKABLE SPECIALIST SHOPS

WORDS **CHRIS ALDEN**
ILLUSTRATIONS **MATTHEW COOK**



Patey Hats, Connaught Street, W2

Patey supplies a host of hats for the military, equestrian and ceremonial markets. Tracing its roots back to 1695, the shop makes almost all of its own hats – rare exceptions include Panamas from Latin America and antique silk top hats, which date back as far as the 19th century. The window display features traditional velvet riding hats hanging from the ceiling, while formal hats share space with wooden hat blocks tied with ribbons. Inside, it's all you can do not to try on every hat within reach. pateyhats.com



Mungo & Maud, Elizabeth Street, SW1

A water bowl right by the door welcomes canine guests to Mungo & Maud, an upmarket outfitters for cats and dogs. Come here for pet accessories such as Italian leather dog beds, oak food bowls and colourful rope leads in attractive pastels. They are all designed by Mungo & Maud, which has a concession in Harrods and also accepts bespoke commissions. Titbits range from organic pumpkin dog treats to peanut butter biscuits – the pets of Belgravia have never had it so good. mungoandmaud.com



James Smith & Sons, New Oxford Street, WC1

Many Londoners will be familiar with the grand facade of umbrella and walking stick specialist James Smith & Sons. Those who venture inside will find hundreds of umbrellas and walking sticks neatly arranged in rows. Stock ranges from swagger sticks to parasols. Most handles and sticks are in wood such as maple, oak or Malacca cane, rather than the once-ubiquitous horn, although the window display does feature horn cups used by the Brothers of the Night's Watch in *Game of Thrones*. james-smith.co.uk



Cire Trudon, Chiltern Street, W1

For fragranced candles with a Gallic twist, visit Cire Trudon in fashionable Marylebone. Founded in 1643, Trudon provided candles to the court of Louis XIV and names each of its scents after characters and themes from French history, from royal mistresses to surrealists. The sensory assault begins in an anteroom, where a row of candles is arranged on a dresser, each under a bell jar – inviting you to lift the glass and smell the fragrance. Wax busts of Napoleon and Marie Antoinette oversee proceedings. ciretrudon.com



It's All Greek, Great Russell Street, WC1

Amid the antique booksellers opposite the British Museum, you'll find It's All Greek, a Bloomsbury institution for lovers of ancient Greek art. The shop specialises in reproductions of classical Greek pieces, ranging from friezes to figurines based on the ancient art of the Cyclades islands and Cyprus. Most of the art is sourced from Greek family firms. Classicists will love the fragments of ancient inscriptions: one reads 'nothing in excess' – a maxim that may be hard to keep after a visit to this intriguing store. itsallgreek.co.uk



Benjamin Pollock's Toyshop, Covent Garden, WC2

If you were enthralled by puppets and theatres as a child, you'll find Benjamin Pollock's nothing less than magical. Located in Covent Garden piazza, Benjamin Pollock's is no ordinary toyshop – it specialises in traditional toys and theatres for young (and not so young) creative minds. Theatre themes include Dickens, Cinderella and the Snow Queen. You'll also find hand-carved puppets and marionettes. The shop traces its roots to Benjamin Pollock, who was a 19th-century toy theatre producer. pollocks-coventgarden.co.uk

POP LONDON GOES POP

Fast, fun and fashionable, pop-ups are transforming how we eat out, shop and even enjoy new art

WORDS NEIL ARMSTRONG MODEL MARC HAGAN-GUIREY/PAPER DANDY

Although The Reindeer was a remarkable restaurant, it wasn't the menu that made it stand out. The seared scallops and smoked duck salad were delicious, but hardly unusual for a London eatery. What made it original was that the venue was designed to be open for just two weeks.

It might have only briefly flashed into existence at the end of 2006, but The Reindeer, in Brick Lane's Old Truman Brewery, holds the distinction of being London's first pop-up restaurant. The concept captured the imagination of a new generation of creative talent and spearheaded a movement that has transformed almost every aspect of going out in the city.

'The most interesting pop-ups began with makers and designers taking over unusual places such as railway arches,' says writer and artist Dan Thompson. 'They were passionate about where they lived, community-minded and typically had a broad range of skills.'

At the start, this was a fringe movement for people in the know. But that's beginning to change. With Selfridge's creating a pop-up roof café, based on a Cornish fishing village, and Evian launching a pop-up shop in Piccadilly Circus Tube station, this trend is set to go mainstream.

Richard Johnson of British Street Food says that pop-ups are becoming more widespread because they have a unique appeal to Londoners. 'Permanence is no longer seen as desirable,' he explains. 'The whole martini culture – any time, any place, anywhere – is quite tired. ►



What people like is the idea that a particular person is doing a particularly exciting thing at that particular moment and they might not be doing it tomorrow.’

It’s a trend based on the thrill of the new – temporary spaces that thrive on innovation and buzz. ‘Pop-ups confront people with the unusual – within the usual,’ says Helen Scarlett O’Neill, one of the UK’s foremost performance designers. ‘Imagining a different use of existing space helps us see our world in a different way.’

Helen was the lead designer behind Secret Cinema, the immersive story-telling experience that attracted a cult following. She’s now in her second year of curation for Kensington and Chelsea’s InTRANSIT arts festival.

‘This year we commissioned a pop-up art school made of milk crates in Powis Square,’ she says. ‘It was brilliant to see people engaging with art in a different way. Another pop-up was an urban beach under the Westway Flyover. It was so popular, they wanted to keep it for the summer.’

It’s this desire to create unique experiences that has inspired some of London’s brightest creative talents to set up their own pop-ups. One of the emerging stars is Rosa Hirsch-Holland, the designer behind the cult Rosa Bloom brand of clothing and jewellery. She started by selling at festivals but now runs pop-ups across London. Her window displays are a riot of coruscating colour, irresistible to anyone who ever had a dressing-up box.

‘Pop-up shops bring a different flavour to the shopping experience,’ she says, ‘People are seeing something they don’t usually see and that’s exciting.’

For jeweller Sarah Straussberg, who creates sculptural, hand-crafted pieces, pop-ups are a unique way to showcase her work. ‘I’m planning to use pop-ups more and more,’ she says. ‘They’re a great, inexpensive way to have a physical presence as well as an online one.’ Sarah has found that the pop-up venues attract completely new customers, who can experience her work at first hand.

The ability to have a temporary presence is even drawing leading online brands on to the high street. ‘They cherry-pick key times of the year, when people might be interested in their products – Christmas, Valentine’s Day, Halloween – and open up at that time only,’ says Dan Calladine, who runs londonpopups.com, a listing of the city’s most exciting pop-ups. ‘For example, Maria Sharapova has a confectionary brand called Sugarpova. During Wimbledon, she opened a store for a couple of weeks in Wimbledon Village.’

THE INSIDE TRACK

How to find out about London’s best pop-ups

Most pop-ups are launched without publicity and are easy to miss – unless you’re in the know. Use social media to find out about the latest arrivals. On Twitter, join the 75,000 followers of @LondonPopups or subscribe to the weekly newsletter by signing up at londonpopups.com. It is also worth following @wearepopup, @appearhere and @theNudgeLondon. *Time Out* also has useful pop-up listings.

So, what is the future of the city’s pop-ups? As they go mainstream, there are a couple of trends Londoners should have on their radar.

‘Keep an eye out for the arrival of some cool pop-up collaborations,’ says Abigail Freeman, project director at We Are Pop Up. ‘A good example is Black Vanilla, a high-end ice-cream parlour that set up a temporary counter in McQueens, the florist, and sold flavours inspired by the flowers.’

Another emerging trend is pop-ups entirely devoted to single items, such as the Porridge Café, Where The Pancakes Are and Awesome Sauce, which only serves pasta. It’s about doing one thing, but doing it well.

It might be ironic for a trend that thrives on being temporary, but it seems that pop-ups are here to stay. ●



Living the high life

Enjoy life at the top with our pick of London’s best penthouses

- 1 Kings Gate, SW1**
An opportunity to own one of four amazing penthouse apartments with double-height reception space and private roof terrace.
Price on application. Leasehold
Contact 020 7318 4677
- 2 Queen’s Gate, SW7**
A stylish maisonette with a large roof terrace and great entertaining space.
£2,950 per week. Unfurnished
Contact 020 7938 3866
- 3 Airlie Gardens, W8**
A two-bedroom penthouse that has spectacular views and a wonderful terrace.
£2,595,000. Share of freehold
Contact 020 7938 3666
- 4 Rutland Gate, SW7**
A sensational lateral duplex apartment with a full-length roof terrace.
£13,950,000. Share of Freehold
Contact 020 7235 9959




LONDON'S STYLE HUNTERS USE **SOCIAL MEDIA** TO HIGHLIGHT THE **LATEST TRENDS.** WE MEET THE MOST INFLUENTIAL **BLOGGERS** AND ASK:

IS IT ALL OVER FOR TRADITIONAL CRITICS?

WORDS NEIL ARMSTRONG
PORTRAITS CHRISTOPHER HUNT & GREG FUNNELL



 **PARDEEP SINGH BAHRA**
singhstreetstyle.com

Pardeep Singh Bahra started his fashion blog because he felt that his demographic wasn't represented by the fashion world. In just two years, he's garnered 200,000 followers and a reach that extends far beyond the young Sikh men he was originally targeting.

Pardeep started by posting selfies but quickly moved on to fully-fledged fashion shoots. His blog has been featured in *Vogue*, *Time* and the *New York Daily News*, among others. Pardeep, 24, has now launched his own streetwear brand. 'Designers and labels invite me to events and send me stuff in the hope I'll wear it and post about it,' he says. 'I don't want to brag, but I do start trends. When I began, it wasn't the done thing for Sikh guys to wear skinny jeans. My blog helped changed that.'

Recommend: 'I'm a huge fan of British designer [clothsurgeon.com](#). He does some really crazy pieces.'

You're in the mood for eating out – somewhere buzzy that you haven't been to before. Do you reach for the Sunday papers to see where AA Gill has dined recently, or do you check one of the burgeoning number of food blogs? And when it comes to your winter wardrobe, is it *Vogue* or the Instagram feeds of your favourite street-style photographers that you turn to for inspiration?

In fact, you're increasingly likely to turn to the new generation of style hunters: online critics, trendsetters and tastemakers. According to one study, blogs are the third most influential digital resource people use when making purchases, just behind retail and brand sites.

'Their influence is growing all the time,' says trend analyst Vicki Loomes. 'It's partly to do with our increasing willingness to trust the recommendations of strangers, and partly to do with consumers feeling they have more in common with bloggers than they have with, say, TV or magazine critics.'

Using Instagram, Twitter and YouTube, these online style hunters are pinpointing London trends and highlighting talent in every creative field – food, fashion, beauty, the arts. Not surprisingly, the industries they comment on are recognising their power as agenda-setters. Influential fashion bloggers are seated on the front row at shows. Top theatre bloggers are invited to previews and their approving quotes used on posters. The best food bloggers can sell out restaurants.

'My readers listen to me as they trust my knowledge and many have followed me for a long time,' says food and travel blogger Niamh Shields. 'They do go to the London restaurants and travel destinations that I recommend. I'm courted by restaurant PRs all the time – as are journalists and those in traditional media. We have become part of the fabric.'

As you might expect of an industry obsessed with the next big thing, fashion has particularly embraced the new generation of style hunters. But some believe they are losing their edge as they become part of the fashion mainstream.

'There's no doubt bloggers have a huge amount of clout,' says Kathryn Flett, a former magazine fashion editor. 'Fashion bloggers

FOLLOW THE LEADERS

Five of the world's most influential style bloggers



CHIARA FERRAGNI
theblondesalad.com

The 27-year-old LA-based Italian (above) began her fashion blog in 2009 and now has more than three million followers on Instagram. Earlier this year, Chiara became the first blogger ever to be featured on the cover of *Vogue*.

JOY CHO

ohjoy.blogs.com

Designer and blogger Joy has more than 13 million followers on Pinterest and fans turn to her for ideas on everything from interior decorating to food and fashion.

CLOTILDE DUSOULIER

chocolateandzucchini.com

Clotilde is a French food writer who used to live in San Francisco but is now based in Montmartre, Paris. She shares her passion for all things food-related. Go here for recipes and opinions on gastronomic Paris.

SCOTT SCHUMAN

thesartorialist.com

Photographer Scott takes pictures of people he sees on the streets of Manhattan whose style he likes. He posts the picture and more than 70,000 readers a day lap it up.

VANI HARI

foodbabe.com

Vani Hari blogs on nutrition, health food and the food industry. Her views, and campaigns against certain ingredients in food products, have won her millions of readers.



NIAMH SHIELDS
eatlikeagirl.com

Niamh has almost 40,000 followers on Twitter and her blog has 70,000 readers a month. 'I started eight years ago from a bursting desire to share my food and travel experiences, recipes and stories,' she says. 'I value my readers and really all I care about is that I am happy with what I do, and that they are, too. I don't think that I am competing with or complementing old media. This is an entirely new space with its own identity. I read blogs but it doesn't mean that I don't still read newspapers – I do, probably more than I did before.'

Recommend: 'Koya Bar in Soho is my favourite Japanese noodle bar in London, I go as often as I can. And Bentley's Oyster Bar for the fish and chips, and some oysters. It's a classic place.'

in particular are so powerful they end up being effective brand ambassadors for the labels – paid in clothes, shoes, bags or hard cash for every tweet. Labels increasingly recognise that, say, an advert in a high-end glossy is simply a bit of shop window dressing – a loss leader compared to the global reach of leading bloggers.'

While fashion has seen the most high-profile involvement of style hunters, they are also having an impact on London's cultural life. Take theatre – although they might have fewer followers, theatre bloggers are becoming highly influential, especially when it comes to the success, or failure, of new work.

'I work on a lot of new plays and musicals, and bloggers are a vital way of connecting with the audience for these shows,' says theatre publicist Mark Senior. 'They are essential in starting conversations and creating a buzz on social media. Many of these websites have now established themselves as trusted brands and credible sources of information.'

So, as bloggers take centre stage, does this mean curtains for traditional critics? Not necessarily. Bloggers tend to focus on what they like, rather than criticising what they don't. Consequently, newspaper and magazines critics can give a more nuanced, rounded view.

'Style bloggers started out as this new wave of "independent" critics who were challenging the established fashion industry and boring old newspaper hacks and writing about fashion in their own way – by which I mean bad spelling and a cavalier disregard for grammar,' says one newspaper fashion journalist, who wishes to remain anonymous. 'But a lot of blogging now is just another type of promotion as they're being paid.'

Perhaps unsurprisingly, there is a certain amount of suspicion between 'old media' practitioners and the stars of new media.

'Critics look down on bloggers and assume they are spotty teenagers blogging in their bedroom who have no qualifications that give them the right to pass judgment on a show,' says West End Wilma, London's



OLIVIA PURVIS
whatoliviadid.com

Olivia has more than 240,000 Pinterest followers, and 91,000 on Instagram.

'I started my blog five years ago, while studying for my A levels, and mainly used it as somewhere to talk about my love of music, and share the work I'd been up to,' she says. 'Although it's definitely evolved, it's still got a mix of fashion, travel, beauty, food and music – so I'd like to think the balance of those things keeps people coming back. Above all, it's an offering of inspiration.'

Recommend: 'I really love Polpo for amazing Italian food, Liberty for special shopping days, and Sketch and Bob Bob Ricard for a big treat.'

most influential theatre blogger who, at 64, is certainly no spotty teenager. 'There's room for everyone but it will come to a point when new media takes over and the angry old men who write for the papers will be forced out.'

It's not a view shared by *Sunday Times* columnist Katie Glass, who believes old and new media can co-exist. 'Opinions are great,' she says. 'The more the better, on every platform going. I read lots of great opinion pieces by writers on blogs that I'd never have found otherwise – often shared via posts on Twitter or Facebook. Having said that, when you read a review in a paper, it's a short-cut to literary quality. If you read, for example, a restaurant review by AA Gill in the *Sunday Times*, you know you're going to get good (and well-edited) writing – although you may disagree with what he says. That's not always the case with blogs.'

So if you are exasperated by misused apostrophes or galled by grammatical errors, blogs might make your blood boil. But if you want to keep your finger on the pulse, seek out the online style hunters. ●

THE SECRET LIFE OF A STATUE

Ballerina & Boy, created by Kevin Francis Gray, is an original meditation on the connection between the past and the present. Here the sculptor reveals what it takes to make a modern masterpiece.

THE MODELS

I chose a ballerina from The Royal Ballet and a boy from the East End. I find a lot of my models on the streets of London. If I see someone appropriate, I approach them. Not surprisingly, responses are very mixed – not everyone reacts well to being accosted by a stranger on the street.

THE INSPIRATION

The art of ballet has always been a source of inspiration, but I didn't want to portray it in a traditional way. I wanted to capture the grace and beauty of the ballerina and the ballerina's complicated relationship with the boy.

THE PROCESS

I start by sketching models and from these drawings create a clay maquette. This becomes the prototype and is used to develop the marble sculpture.

THE STUDIO

The sketches and clay maquette are made in my studio in Hackney and then taken to another studio in Pietrasanta, Italy. This is where the marble work is done, which took a year for Ballerina & Boy.

THE WORKING DAY

I am very much a nine-to-five artist and like the discipline of the studio. Having said that, although I am literally shutting the door on my day, I'm not shutting the door on my mind, which can lead to disrupted sleep patterns when my head's buzzing with ideas.

THE MATERIAL

Ballerina & Boy is made from white statuario carrara marble. I'm fascinated by taking a material that is classically historical but using it in a contemporary context.

ART OUT LOUD

Kevin Francis Gray will be appearing at The Chatsworth Festival – Art Out Loud (18-20 September), sponsored by Strutt & Parker. For information and tickets, visit chatsworth.org

WORDS SANDY CADIZ-SMITH



DURHAM PLACE, SW3

This very special five-bedroom house, located in the heart of Chelsea, is set behind a private drive and has a lift, west-facing garden and off-street parking. £10,950,000. Freehold. Contact 020 7225 3866

Style & Property

A COLLECTION OF LONDON'S MOST DESIRABLE HOMES

WELCOME

Whether it's 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 TEN TRINITY SQUARE, EC3

An outstanding residence in a remarkable development that will see this elegant, historic building become one of the capital's most sought-after addresses.
POA. Leasehold. Contact 020 7318 4677

2 TITE STREET, SW3

A generously proportioned six-bedroom family house with leasehold garage that has been comprehensively refurbished using the highest quality materials.
£11,500,000. Freehold. Contact 020 7225 3866

3 HEMPLE SQUARE, W2

This beautifully designed lateral apartment is part of the exclusive Hemple Collection, which features newly constructed interiors behind a grand period facade.
Prices from £2,995,000. Leasehold. Contact 020 7318 4677

4 BROMPTON SQUARE, SW3

An immaculately presented five-bedroom house finished to the highest standards and located on a popular square in the heart of Knightsbridge.
£7,000 per week. Furnished. Contact 020 7235 9996



1 ONE NINE ELMS, SW8

An opportunity to own a beautifully designed apartment with five-star hotel service and 24-hour concierge, plus excellent transport links across London.
Prices from £795,000. Leasehold. Contact 020 7318 4677

2 COURTFIELD GARDENS, SW5

This three-bedroom duplex penthouse is reached by its own private lift and has stylish interiors, as well as a spectacular roof terrace.
£4,450,000. Share of freehold. Contact 020 7373 1010



3 PORTLAND ROAD, W11

An immaculate three-bedroom house with a double reception room, open-plan kitchen and decked garden. Located on a quiet residential street in Holland Park.
£2,250 per week. Unfurnished. Contact 020 7221 1111

4 CATHCART ROAD, SW10

This exceptional house has five bedrooms, cleverly designed interconnecting living areas, a wine room with capacity for 1,000 bottles and off-street parking.
£6,950,000. Freehold. Contact 020 7373 1010





1



2



3



4

1 ENNISMORE GARDENS, SW7

An exceptional first-floor lateral apartment that has been meticulously designed with a perfect southerly aspect over communal gardens.
£8,250,000. Leasehold. Contact 020 7235 9959

2 PALACE GATE, W8

This immaculate four-bedroom upper maisonette in an impressive stucco-fronted Victorian building has a wonderful terrace and private lift access.
£3,100 per week. Unfurnished. Contact 020 7938 3866

3 CLABON MEWS, SW1

An exceptionally bright three-bedroom mews house with integral garage that has recently been refurbished to create an elegant home in the heart of Knightsbridge.
£5,950,000. Share of freehold. Contact 020 7235 9959

4 EATON SQUARE, SW1

Situated in a portered building, this immaculately presented two-bedroom second-floor apartment benefits from high ceilings throughout.
£3,950,000. Leasehold. Contact 020 7235 9959




1



2

1 ONE HYDE PARK, SW1
One Hyde Park is arguably the most exclusive address in the world. This outstanding flat has been designed by Candy & Candy to their highest specifications. £3,750 per week. Furnished. Contact 020 7235 9996

2 THE BUCKINGHAM, SW1
This beautifully appointed three-bedroom residence is one of just six individually designed apartments located in St James's Park and opposite Buckingham Palace. £17,500,000. Share of freehold. Contact 020 7318 4677



THE CUTTING EDGE

Designers are blurring the line between craft and technology. Welcome to the brave new world of London's digital artisans

WORDS CLARE DOWDY PHOTOGRAPHY ROWAN FEE



Londoners have fallen in love with craft. The city is full of independent designer-makers selling everything from handmade furniture at street markets to bespoke clothes in one-off boutiques. It is part of a backlash against mass-produced items, as people seek out unique pieces rather than machine-made products.

But there is a splinter group of design pioneers who are combining traditional skills with the latest digital technology to make pieces that cannot be made purely by hand or machine. Dubbed 'digital artisans', their output – be it textiles or tables – is turning the definition of craft on its head.

'Digital artisans are producing crafted products of exceptional quality that retain the soul of the material and the skill of the human hand, while also benefitting

from the precision and the increasingly unrestricted structural parameters of digital design and fabrication,' says Lucy Johnston, author of *Digital Handmade*, which charts this fledgling movement.

One of the stars of digital artisanship is Nadia-Anne Ricketts. She has made a splash with BeatWoven – beautifully designed material that weaves digitised music notation into fabric. The idea has been so successful that she has received funding from The Clothworkers' Company and has set up a studio in Bloomsbury's happening Cockpit Arts. BeatWoven fabrics are now stocked by Harrods Fabric Library.

Like many of the digital artisans, Nadia-Anne has a background in traditional design. She specialised in weaving at Central St Martins, where she first thought about combining music and design. ►

Courtesy of Gareth Neal and Sarah Myerscough Gallery



Opposite page: the George III chest designed by Gareth Neal
This page: Assa Ashuach's beautiful Venturi stool

‘I had this bizarre idea, I wanted to weave music,’ she explains, having spotted the connection between the maths that goes into both disciplines. ‘Music’s audio patterns are a type of language, I wanted to weave music notations and let them tell me where the patterns are in the textiles.’

Only digital technology would allow her to achieve this, so she built a computer software program that translates music into a pixelated pattern that is then produced with a digital jacquard loom.

For some, it may seem that relying on technology in this way is a creative shortcut, but Nadia-Anne strongly disagrees. ‘Absolutely no way is it cheating,’ she says. ‘It’s thousands of hours spent at the computer refining your design – there’s nothing easy about it.’

Part of the process of creating her textile designs involves the threading and spinning of the yarns, adding colours and textures. ‘The pieces are all very handmade, and the software and the digital loom are tools allowing me to realise my vision,’ she explains.

Furniture and homeware designer Gareth Neal echoes this. ‘I am always trying to push different boundaries in terms of what is achievable when it comes to computer software,’ he says. ‘I don’t do it for the sake of it, but to achieve an effect or communicate a context or a story I’m trying to tell.’

His George III chest, which is made with a computer-controlled routing machine, is part of the permanent collection at the V&A’s 20th Century Gallery and epitomises this approach. By blurring the boundaries between the digital and handmade aesthetic, he believes he can embed an emotional attachment to an object, ‘even though a hand and chisel hasn’t actually come into contact with wood’.

However, Gareth, who is collaborating with Zaha Hadid on a digital fabricated vessel, admits that technology has its limitations. ‘With hand processes, at any point you can change your mind,’ he says. ‘But

once you start the digital process, it’s much harder to stop it. I’ve sat opposite a CNC [computer numerical control] machine making the object, and the only thing I can do about it is hit the stop or pause button.’

Other notable practitioners include Matthew Plummer-Fernandez, whose interest in ‘algorithms, bots, automation, copyright and file-sharing’ has inspired him to create striking, organically shaped vases, and Assa Ashuach, who carries out research into digital manufacturing technologies, as well as designing furniture. His highly original Venturi stool was made using a CNC machine and hand-finished in maple and oak veneer.

One reason that London is a hotbed for this design sub-genre is the high number of excellent design colleges in the city, which help to nurture and inspire ground-breaking creative talent. But Professor Mark Brearley of London Metropolitan University points out that, even in the capital, only a few creatives will have the opportunity to transform themselves into digital artisans.

‘The cost of computer-controlled machines for carrying out such processes as routing, sawing, drilling, punching, cutting, bending, milling and turning remains high,’ says Mark, who is involved with Building BloQs, an open-access workspace with facilities for independent designers and makers. ‘Many other processes are either not doable with such machines or those machines are expensive, robotic affairs, even further out of reach for the majority of manufacturers.’

However, Lucy Johnston is optimistic. ‘In the same way any movement spreads, these tools will become more affordable and accessible, fuelled by increased demand,’ she says. ‘In the right hands, these two contrasting approaches are combining in new ways to spark a renaissance in the art of making beautiful, bespoke objects.’

So the time is ripe for would-be collectors and connoisseurs to discover these creative adventurers. ●

“I AM ALWAYS TRYING TO PUSH DIFFERENT BOUNDARIES IN TERMS OF WHAT IS ACHIEVABLE”

On show Where to see and buy work by digital artisans

Many digital artisans sell their work through their own websites and take on private commissions, but there is a small number of galleries and organisations supporting their work.

Sarah Myerscough Gallery, based in Mayfair, represents a number of modern British painters and photographers, as well as international designers, including leading digital artisans such as Gareth Neal.

The V&A’s 20th Century Gallery features work by designers who are exploring the potential of new techniques, including computer-aided design.

The Crafts Council in Islington promotes modern craft and showcases silver and ceramic pieces by digital artisans. Its annual Hothouse programme helps to support young digital artisans.

The Design Museum, which will move to Kensington next year, is stuffed to the brim with contemporary design. Its collection features a selection of pieces by digital artists and artisans.



Nadia-Anne Ricketts created a software program so that she could translate music into pixelated fabric patterns

WILD AT HEART

We asked London's leading environmental thinkers to reveal a new vision for the city and commissioned three talented illustrators to bring their dreams to life

WORDS KATH STATHERS

NATURE SUPERHIGHWAYS

Filling London's streets with colourful planting will create a healthier and happier city, says Richard Reynolds

My vision for London is to have ribbons of lavender and parades of sunflowers streaming through the streets. Transport for London is now constructing two cycle superhighways segregated by a piece of hard shoulder (it's called a median strip) between the cycle paths and the traffic. Rather than this strip being concrete slabs, I think it should be planted up as a nature superhighway. It would be a fragrant, floral delight. Having plants all along the side of the road would help to calm the traffic and deter pedestrians from crossing the strips where they are not supposed to. The cycle superhighways will run for 21 miles. Imagine what amazing pollinating corridors they could be for bees – who are crying

out for more flowers because bamboo and grasses are now being planted in so many of the city's gardens. Replacing concrete slabs with plants would lower the urban temperature in hot weather and help soak up water, which would alleviate flooding issues. In fact, why stop with the cycle superhighways? In Amsterdam, local residents can ask their council to take up paving stones near their homes so they can plant a garden in the street. There is no reason why we can't do it in London. People would be free to plant beautiful gardens – climbers, flowers, herbs, all sorts. As each garden is personally looked after it creates much more diverse planting than when it's a normal municipal garden.

Richard Reynolds is the founder of London's Guerrilla Gardening campaign

ILLUSTRATION
CARLA LUCENA



ANIMAL ATTRACTION

According to Mathew Frith, bringing wild animals back to the city will help to restore its natural balance

I would like to see bold projects that turn whole areas of London into wildernesses. Imagine if great swathes of land such as the area around Heathrow were allowed to grow wild. We could introduce Konik ponies, which are similar to the ancient wild Tarpan ponies that would have lived here thousands of years ago, and cattle varieties that live on nutrient-poor land. The way they graze and trample the ground promotes the growth of different species. This might sound far-fetched, but longhorn cattle have already been introduced to Epping Forest. It might even be possible for wild boar to

live on land around the city's fringes. Creating more wilderness in the heart of London would also encourage biodiversity. This does not mean setting aside large parts of the city, but being smart about the use of space. Roofs, for example, are a wasted resource at the moment and can provide the ideal habitat for birds, butterflies and moths. Rubble roofs are a good example. Species such as the black redstart love empty land that is covered in rubble and weeds. So, as this derelict land is developed for housing, we should preserve the environment by recreating it on the top of the new buildings.

Mathew Frith is the Director of Policy at the London Wildlife Trust

ILLUSTRATION
SCOTT
CHAMBERS

FARMING UNDERGROUND

Growing food in tunnels under London will have a huge impact on life in the city, explains Steven Dring

We can use the latest innovations in light technology and hydroponics to grow food in empty tunnels that run under London. As well as cutting down on air miles and taking pressure off the rural environment, underground farming is highly efficient. For example, growing salad underground uses 70% less water compared to an open field. The scale of urban hydroponic farming could be huge – it is already very big business in Japan and China – and there are plenty of suitable sites in London. All the underground space that was required for the building of Crossrail will be unused soon and that could be a place

to grow food. There are also old air raid shelters – we already know about a few hectares of space but there's more to be discovered. At the same time, advances in technology are improving quality. We have already grown salad leaves but you could grow carrots, potatoes, even an apple tree – although right now it would be the most expensive apple you had ever eaten. Londoners wouldn't just benefit from fresher produce, underground farms would also create employment for local communities and you could link the farms to schools so that children are able to see how the food they eat is grown.

Steven Dring is the co-founder of Growing Underground



ILLUSTRATION
FINN DEAN



1

Classic appeal

A selection of elegant interiors and classic London homes

1 Sutherland Place, W2

A beautifully presented Grade II Listed family house located on a tranquil street in the heart of Notting Hill. *Price on application. Freehold*
Contact 020 7221 1111

2 Drayton Gardens, SW10

A grand six-bedroom Grade II Listed house with a wonderful period feel. *£5,950,000. Freehold*
Contact 020 7373 1010

3 St Maur Road, SW6

This substantial house has fantastic original features, great entertaining space and a spacious kitchen. *£1,300 per week. Unfurnished*
Contact 020 7731 7100

4 Cheyne Walk, SW3

An iconic Grade II Listed house that was once home to novelist George Eliot. *Price on application. Freehold*
Contact 020 7225 3866



2



3



4



5



6

5 Upper Phillimore Gardens, W8

A special seven-bedroom corner house in the heart of the Phillimore Estate. *Price on application. Freehold*
Contact 020 7938 3666

6 Radipole Road, SW6

A spacious six-bedroom house on this popular road in Parsons Green. *£2,800,000. Freehold*
Contact 020 7731 7100

7 Rutland Gate, SW7

An immaculately refurbished lateral apartment overlooking Hyde Park. *£3,000 per week. Furnished*
Contact 020 7235 9996



7



STRUTT & PARKER'S
**WORD
ON THE
STREET**
*Sabaya Verger reveals why
stylish Chelsea appeals to
international tenants and buyers*

S abaya Verger may have grown up in Paris, but she loves the continental-style shops and upmarket restaurants of Chelsea. 'The area reminds me of St Germain,' she says. 'It's got the same chic but relaxed feel.'

Thanks to its reputation as a dynamic, global city, an increasing number of people from France are moving to London. And west Chelsea, which stretches to South Kensington and Earl's Court, is particularly appealing as it's perceived to be better value than the Chelsea heartland, based around Sloane Square. It has an excellent range of properties and, of course, the French Lycée Charles de Gaulle on Cromwell Road, which has 4,000 pupils.

'I probably speak to French clients up to 10 times a day,' says Sabaya, a senior lettings negotiator. 'Almost all my other clients are from Europe – Italy, Spain, Sweden, Germany and Switzerland.'

On the whole, Sabaya's tenants tend to be professionals, often working in the

financial sector. 'Single tenants are looking for a flat with wooden floors, high ceilings and balconies, preferably close to green space,' she says. 'The most popular properties are the smaller flats overlooking the communal squares of Onslow Gardens and Evelyn Gardens.'

She predicts that Chelsea Waterfront, a luxurious development currently under construction, will also appeal to this group. The high-end scheme is in a prime location on the site of the decommissioned Lots Road Power Station.

When it comes to families, there are plenty of townhouses in the area, from charming smaller places on Lots Road to 8,000 sq ft properties in The Boltons.

As well as the Lycée and the elegant housing stock, Sabaya's clients are attracted by the shops, especially those that remind them of home.

'The Tray Gourmet deli on Fulham Road sells all the French food that you miss,' says Sabaya. 'I buy my coffee and cheese

there, and they will even cater for a dinner party.' Meanwhile, Italian residents get a taste of home at Luigi's Delicatessen.

Towards South Kensington, the Anglesea Arms on Selwood Terrace is extremely popular with continental Europeans. 'On busy evenings, you will see 200 people drinking spritzers on the pavement outside,' says Sabaya. 'I also like the Hollywood Arms on Hollywood Road. The food's great and there's a fantastic atmosphere.'

The area's delights extend well beyond the bars, restaurants and food shops. Sabaya cites the western end of King's Road, which is full of antique shops, as a particular attraction. 'My favourite is Phoenix Trading, which has a fantastic collection of fine art.'

But what Sabaya and her clients like most about SW10 can be summed up in just one phrase. 'Quite simply, it's home,' says Sabaya. ●

For enquiries, please call 020 7373 1010

WORDS CLARE DOWDY PHOTOGRAPHY ARNHIEL DE SERRA

**A SELECTION OF
PROPERTIES TO BUY
AND RENT IN SW10**



- 1 Cathcart Road, SW10**
An exceptional five-bedroom family house.
£4,950 per week. *Furnished*
- 2 Courtfield Gardens, SW5**
A duplex apartment with great entertaining space.
£4,650,000. *Share of freehold*
- 3 Finborough Road, SW10**
Three-bedroom maisonette with roof terrace.
£1,050 per week. *Furnished/unfurnished*

**“I SPEAK TO
FRENCH
CLIENTS UP
TO 10 TIMES
A DAY”**
SABAYA VERGER, SENIOR
LETTINGS NEGOTIATOR

BREAKING THE CODE

London postcodes are familiar, baffling (why isn't N2 next to N1?), and the defining factor in the value of your property. Here's our guide to the capital's revolutionary and idiosyncratic postal system

WORDS CLAIRE COLEMAN ILLUSTRATION MARTA CERDA ALIMBAU

- 1** London's postcodes were introduced in 1857 by Rowland Hill, who divided the city into 10 postal districts. They were named by compass points that were within a 12 miles radius of central London.
- 2** The London postal district now covers 241 square miles. But despite the city's expansion, the post office isn't likely to run out of postcodes. The numbers and letters system has potential for 48 million options.
- 3** Numbers were added to the original letters in 1917 when the postmen who had spent their working lives delivering the mail had left to fight in World War I, handing over the job to women less familiar with London's postal street plan. The numbers made addresses easier to identify, especially as some areas had grown in size. The head office in each district was given number 1 while the rest were allocated alphabetically – which is why W3 (Acton) is further from the centre than W11 (Notting Hill).
- 4** As part of a project called the Happy Forecast, researchers visited 119 London postcodes, three times a day for more than a year, to see how people interacted with each other. After measuring everyday exchanges between people in public spaces, the research concluded the three 'happiest' postcodes in London are SW6, SE19 and SE21, while E1, SW8 and SE17 were among the grumpiest postcodes.
- 5** According to Royal Mail, Britain's longest street name is Stoke Newington Church Street in N16. London is also home to one of the country's shortest names – the succinctly termed Hide in E6.
- 6** Royal Mail creates new postcodes for new properties and deletes them when old properties are demolished. In the three months up to June 2015, 4,293 postcodes were added and 4,047 deleted.
- 7** London's postcodes are not just for delivering letters – they are used to identify locations and even check identities. Royal Mail's online postcode finder has around 100,000 visits a day.
- 8** Anthony Trollope's literary legacy is well known. What is not so widely documented is the novelist's contribution to London's postal system. He joined the Post Office in 1834 at the age of 19 as a junior clerk, and rose through the ranks. It was a report by Trollope that led to a re-ordering of the original compass system – NE merged with E, while the S district was split between SE and SW. Trollope is also credited with introducing the pillar box to Britain after suggesting they were tried out in the Channel Islands in 1854. A year later, they came to the mainland, with five in London. Originally sage green, they were painted the distinctive red in 1874.
- 9** When the Olympic Park was built for London 2012, Royal Mail created a new postcode, E20, for the park, Westfield Stratford City shopping centre and the new residential properties in the area. Until then, E20 was only a fictional postcode, adopted by the borough of Walford in 1985 when the BBC launched its flagship soap, EastEnders. The main Olympic Stadium was allocated its own postcode: E20 2ST.
- 10** Two London areas are currently trying to change their postcodes. Deptford wants to be part of Greenwich, while Windsor wants to be independent of Slough. Meanwhile, residents of Whitton are celebrating after a 40-year campaign to rid themselves of their Hounslow postcodes (TW3 or TW4) in favour of becoming an outer London postal town in its own right.
- 11** Following the lead of Canada, which created the HOH OHO postcode 30 years ago, Royal Mail set up a postcode for letters to Father Christmas, which can be sent to him at Santa's Grotto XM4 5HQ – it used to be SAN TA1 but changed a few years ago. Around 800,000 letters a year are sent to him at this address.





Better by design

Live in style with our choice of beautifully designed interiors

1 Princes Mews, W2
A glass staircase is just one of the striking design features in this mews house.
£4,000,000. Freehold
Contact 020 7221 1111

2 Hurlingham Road, SW6
A meticulously refurbished three-bedroom maisonette overlooking Hurlingham Park.
£1,995,950. Leasehold
Contact 020 7731 7100

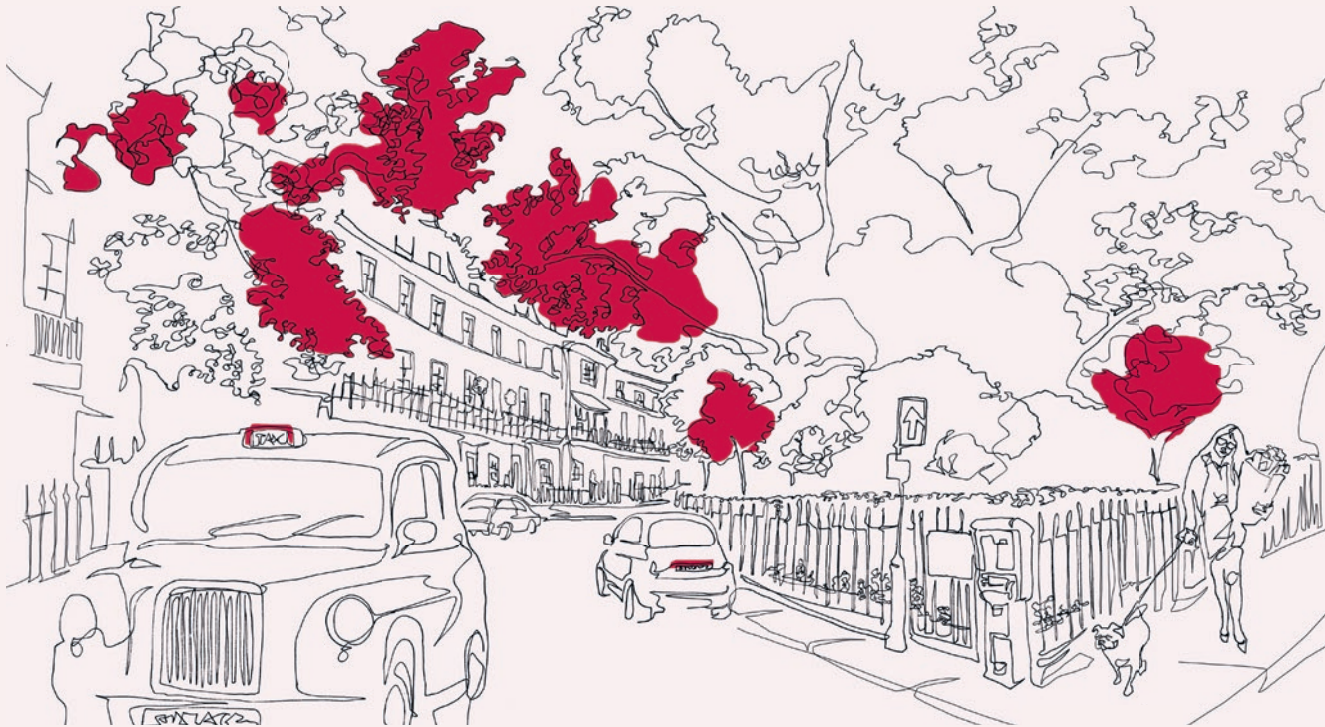
3 Drayton Gardens, SW10
A family house full of contemporary style situated behind a period facade.
£3,500 per week. Unfurnished
Contact 020 7373 1010

4 Old Church Street, SW3
An exceptional family house that has been architecturally renovated throughout.
£5,950 per week. Unfurnished
Contact 020 7589 9966



Compendium

FIVE THINGS YOU NEED TO KNOW ABOUT LONDON PROPERTY



THE KEY TRENDS AFFECTING THE PRIME MARKET

All markets hate uncertainty and London's prime property market is no exception. The general election and the possibility of a mansion tax gave some buyers pause for thought. But over the summer months we have seen confidence return. While the government announced a number of property taxation changes in its first budget, mostly in relation to the buy-to-let market, these will be implemented gradually, giving investors time to adapt.

That doesn't mean all uncertainty has disappeared. There are still concerns about the world economy, especially the recent slowdowns in China and the Eurozone, which will inevitably affect a globally connected city like London. But it is important to look at the fundamentals. There remains a shortage of stock in the most sought-after areas of the capital and the market's strong long-term performance continues to attract international buyers who are looking for a safe haven for investment. Strutt & Parker Research

reveals that 39% of buyers of Prime Central London property are now from overseas. It's clear the city's reputation as a magnet for wealth remains undimmed, with 49% of all prime London properties being bought solely with cash.

The ability to attract global buyers is having a positive impact outside the golden postcodes of Chelsea and Knightsbridge. For example, the high-quality housing in emerging areas such as Nine Elms can only be built if overseas as well as domestic investors have confidence in the market.

Expert insight is essential to making the most of these changing circumstances. In the following pages, we highlight five trends shaping London property. I hope you find our insights useful.

Charlie Willis

CHARLIE WILLIS, PARTNER AND HEAD OF LONDON RESIDENTIAL

1. The rise of the super-rent

A prime rental market has emerged with demand outstripping supply for properties costing £10,000 a week or more, says **Peter Buhmann**

The prime rental market in London is booming. Upfront payments of £500,000 are being handed over to secure the best homes, and weekly rents are reaching all-time highs.

‘We have seen a significant increase in demand for houses priced over £10,000 per week in the past 12 months,’ says Emilie Beard, Head of Lettings at Strutt & Parker’s Notting Hill office. ‘Kensington and Chelsea are popular, and Holland Park is a hotspot.’

The jump in demand, and price, has been caused by a number of factors. The hike in stamp duty introduced by the Chancellor in 2014 had a significant impact.

‘At the top end of the market, stamp duty represents a significant additional cost,’ says Emilie. ‘For example, the buyer of a property valued at £20 million will incur a payment of just over £2.3 million. It makes renting more attractive for people who might only be in London for a couple of years.’

If that wasn’t enough, the possibility of a mansion tax being imposed after the election also made buyers more cautious. As a result, sales of homes over £2 million dropped by 30% in February compared to the previous year, according to the Land Registry.

Although more tenants are prepared to pay super-rents, they have specific requirements. Houses will generally need to measure over 5,000 sq ft. Essentials are off-street parking, good security and staff accommodation. Leisure facilities such as an indoor swimming pool and gym are also normally required.

‘Houses of this calibre tend to be rented by families who are relocating to London from another country,’ says Emilie. ‘More often than not, it will be a corporate lease for the CEO or founder of a company.’

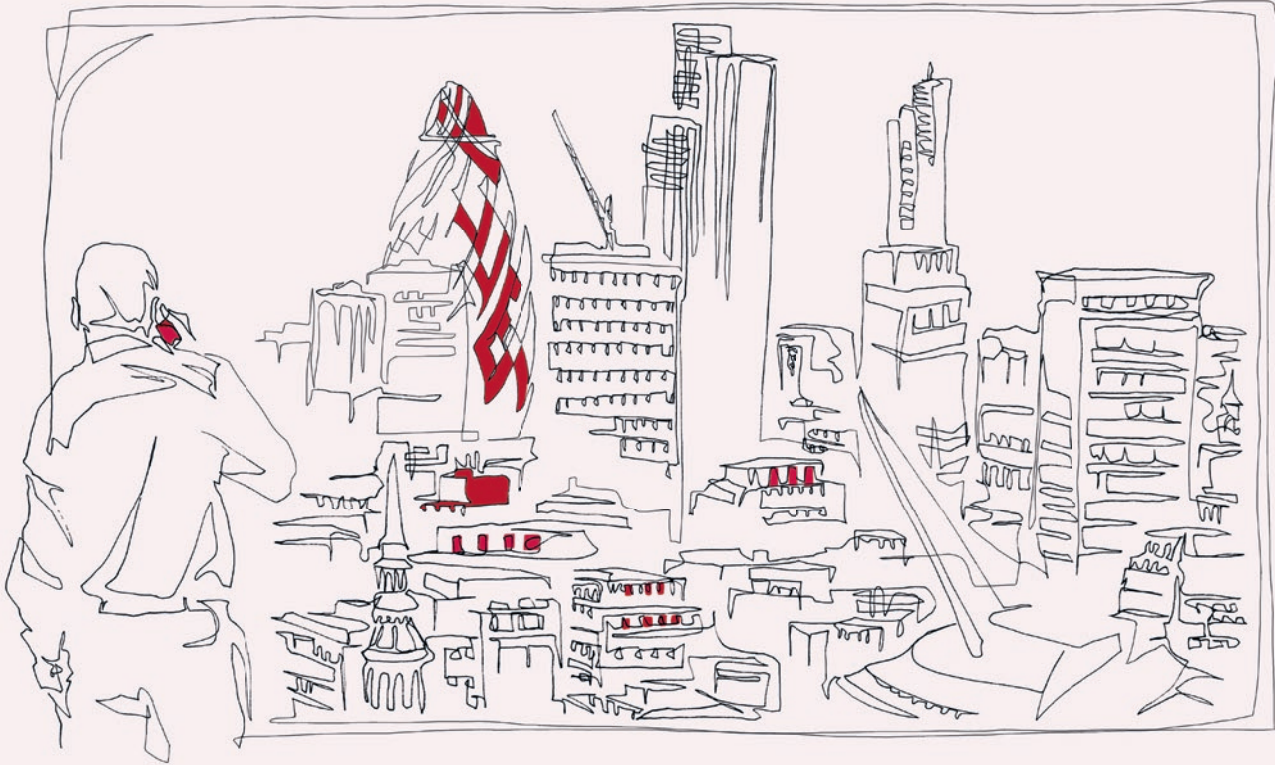
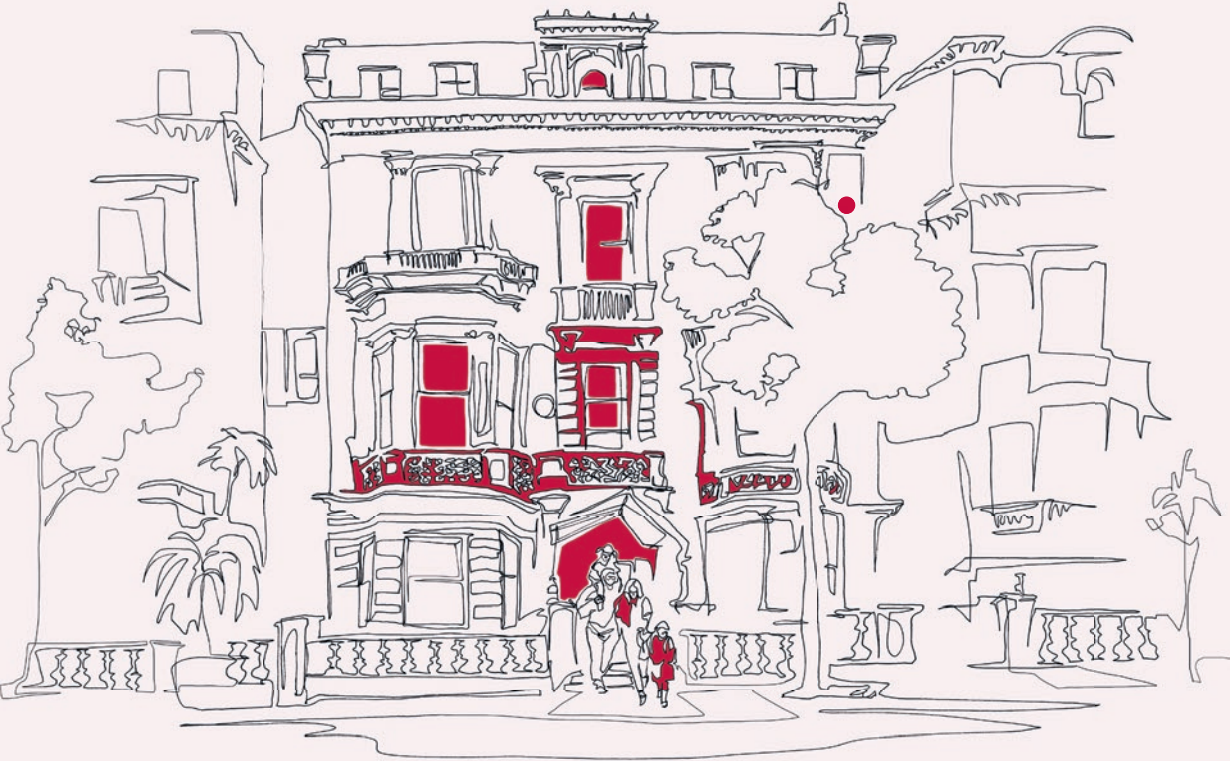
The sector is likely to grow further still. The increase in demand for high-end family houses is up against a lack of stock, which will inevitably push rental prices up.

The owners benefitting from the boom in super-rents are often ‘accidental landlords’, who have moved to a new property but are waiting to sell their original home at the right price and decide to rent it out.

They might not have to wait long, as property prices are already recovering. Recent Land Registry figures show the market has rebounded since the election, with average prices in London rising by 2.3%. But with increasing numbers of high-net-worth individuals moving between the world’s major cities, the super-rental market is here to stay. ●

“MORE OFTEN THAN NOT, IT WILL BE A CORPORATE LEASE FOR THE CEO OR FOUNDER OF A COMPANY”

EMILIE BEARD, HEAD OF NOTTING HILL LETTINGS



2. The only way is up

London is heading for a new phase of tall buildings, with the majority of proposals marked for residential living, as **Chris Partridge** reports

Are Londoners falling in love with high-rise living? The city’s skyline suggests so, with 263 skyscrapers now either planned or under construction. Londoners are used to seeing statement offices towering over the Square Mile, but this time it’s different. According to the latest London Tall Buildings Survey, 80% of the new towers are residential.

‘Although purchasers are attracted by far-reaching views, they also like the idea of living somewhere with well-run amenities, such as gyms, shops and restaurants,’ says James Puddle, Partner in London Residential Development and Investment at Strutt & Parker. ‘The London market has only just started to benefit from this type of living.’

The location of the towers reflects the new residential areas springing up across London, with developments focused along the river and emerging areas east and south of the City.

‘The City is undergoing a great wave of skyscraper proposals clustered around Leadenhall Street and the southern part of Bishopsgate,’ says James Newman, publisher

of *Skyscraper News*. ‘Around the City fringe, we expect numerous £100 million-plus residential towers to be built. Shoreditch is gentrifying rapidly and 30-storey apartment buildings are going to be driving this.’

The sheer number of towers being proposed has raised fears that London’s iconic skyline will be destroyed. But planners are confident that the days when towers could be built anywhere in London are now over.

‘There is no doubt that sensibly managed and well-designed tall buildings, which sit well within their surroundings, have a key role in meeting the challenge of our rapidly increasing population,’ says Sir Edward Lister, Deputy Mayor for Policy and Planning.

‘The latest research shows that the vast majority of tall buildings are being built in carefully planned clusters. It is that strategic approach, combined with robust planning rules and the requirement for top-quality design, that will ensure the capital maintains and enhances its leading world city position.’ ●

SKY HIGH

London remains a low-rise city, ranking 44th in the world with just 16 towers taller than 150m. Here are the top five skyscraper cities

Number of skyscrapers	
Hong Kong	303
New York City	237
Dubai	144
Shanghai	124
Chicago	116



3. The Londonnaire

Rising house values mean that more and more Londoners are joining the ranks of property millionaires, as **Graham Norwood** reports

A decade of almost uninterrupted house-price rises in the capital has created a new breed of homeowner: the Londonnaire, the proud owner of a property that's worth £1 million or more.

'In the past, London's million-pound homes were confined to the likes of Mayfair and Knightsbridge, but they now stretch far and wide,' says Charlie Willis, Head of London Residential at Strutt & Parker.

Data from property website Zoopla shows that there are now 18 London postcodes where the average house and apartment costs £1 million-plus, led by the famously high-value Kensington and Chelsea, where a typical home is now £2.65 million.

But more modest addresses, at one time considered to be mid-priced, are now in the £1 million league table. Westminster and

Belgravia properties, for example, have an average price of more than £1.8 million, while a typical home in the fast-improving Soho and West End area exceeds £1.5 million.

The upward trend is so strong that some experts are predicting the average property price across the whole of Greater London, which currently stands at £514,000, will reach £1 million.

'Even if average house prices keep pace with earnings rather than racing ahead, in London they are likely to breach the £1 million barrier before 2030,' says Richard Holt, Head of Global Cities Research at Oxford Economics.

Price rises are driven by a lack of supply for a rapidly increasing population, as well as infrastructure improvements, such as Crossrail, creating new property hot spots.

This new-found property affluence is set to produce a beneficial ripple effect as owners are tempted to realise their equity by selling up and moving elsewhere: spreading wealth to other parts of the capital and different areas of the South East.

'For young families, a classic early move is from central London to the south-western suburbs,' explains Charlie Willis.

Increased demand in this patch, for family houses in particular, explains why new entrants into the £1 million-plus league include Barnes (with an average price of £1.47 million), Chiswick (£1.02 million) and Mortlake (£1.01 million).

'Later on, families seeking good schools may move further,' says Charlie. 'Often they see a 60-minute train commute as the boundary of where to look. Popular locations include St Albans and rural Hertfordshire, as well as Oxford, but the highest demand is for areas of Surrey where road and rail links to the capital are very strong.'

So, although Londoners' homes may increasingly boast seven-figure price tags, the wealth they generate will have a positive impact right across the property market. ●

400,000

Homes in the UK are worth £1 million, according to the Land Registry

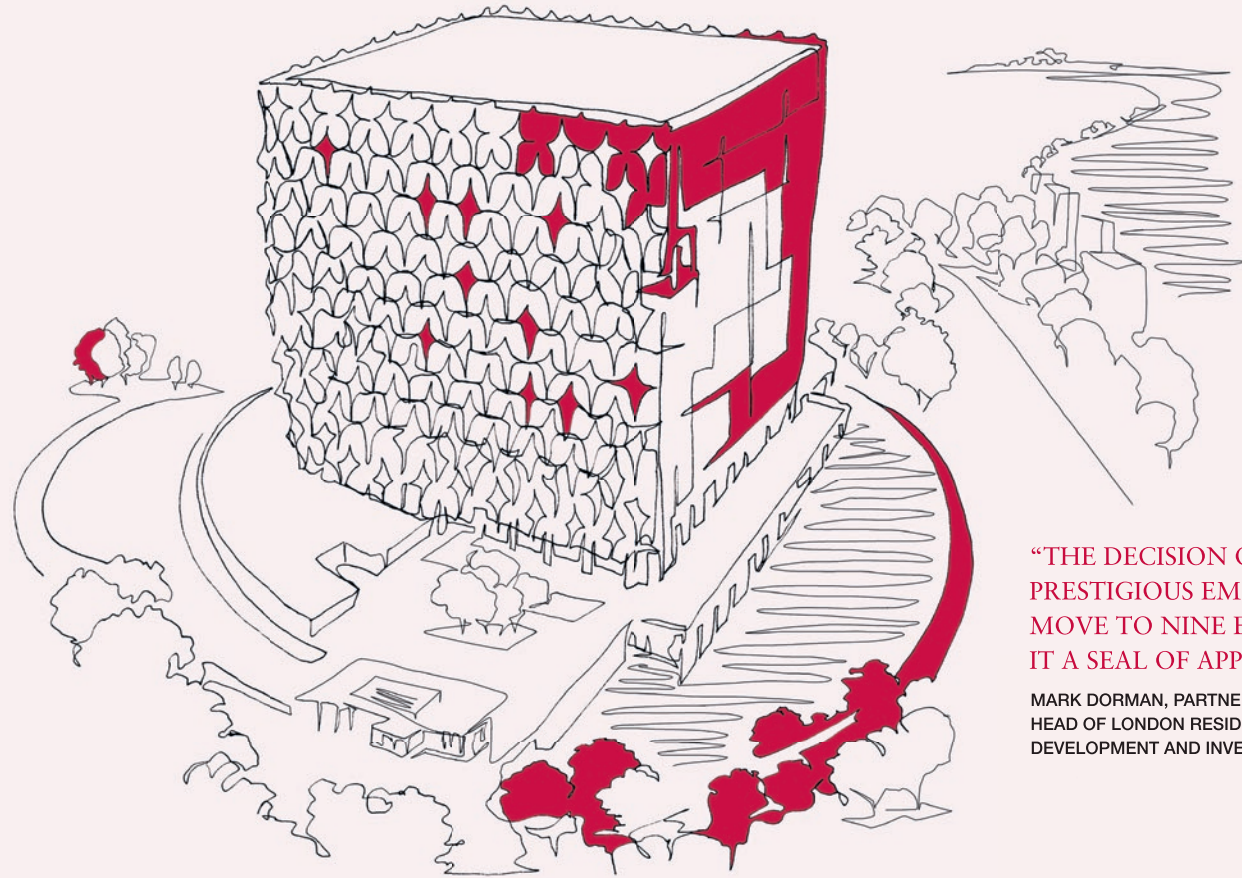
Five new addresses for Londonnaires

Postcode	Average value
Barnes and Castlenau, SW13	£1,474,738
Earl's Court, SW5	£1,289,702
Holborn, Strand and Covent Garden, WC2	£1,025,035
Chiswick, W4	£1,023,548
Mortlake and East Sheen, SW14	£1,012,332

Source Zoopla

13

The number of streets in Britain (all in London), where the average price is more than £10 million



“THE DECISION OF TWO PRESTIGIOUS EMBASSIES TO MOVE TO NINE ELMS GIVES IT A SEAL OF APPROVAL”

MARK DORMAN, PARTNER AND HEAD OF LONDON RESIDENTIAL DEVELOPMENT AND INVESTMENT

4. Diplomatic mission

The sale of central London embassies will create ultra-prestigious homes in the capital’s most exclusive streets, says **Lawrie Holmes**

London’s embassies have traditionally been located at the capital’s best addresses. Kensington, in particular, has been a de facto embassy quarter for generations. But that is about to change because London’s embassies are on the move. And the reasons are mainly financial.

‘Governments are looking at costs and seeking to make savings by moving to more affordable locations,’ says Rupert Wiggin, Partner and Head of Strutt & Parker’s Kensington office. ‘They also have the opportunity to raise revenues by selling what have become very valuable properties.’

It’s a good time to sell, as London is seeing an influx of ultra-high-net-worth individuals looking for a trophy home. And that doesn’t come much bigger than a former embassy.

‘These buildings are exactly what the wealthiest buyers are looking for,’ explains Rupert. ‘Not only are they great places to

buy – Kensington Palace Gardens is arguably the best address in the world – they are also often situated on roads that are extremely secure, with guards and camera surveillance. That’s ideal for a billionaire who is concerned about security.’

The buildings make for spectacular private residences, combining architectural heritage and an enviable amount of space. No wonder they appeal to the global super-rich.

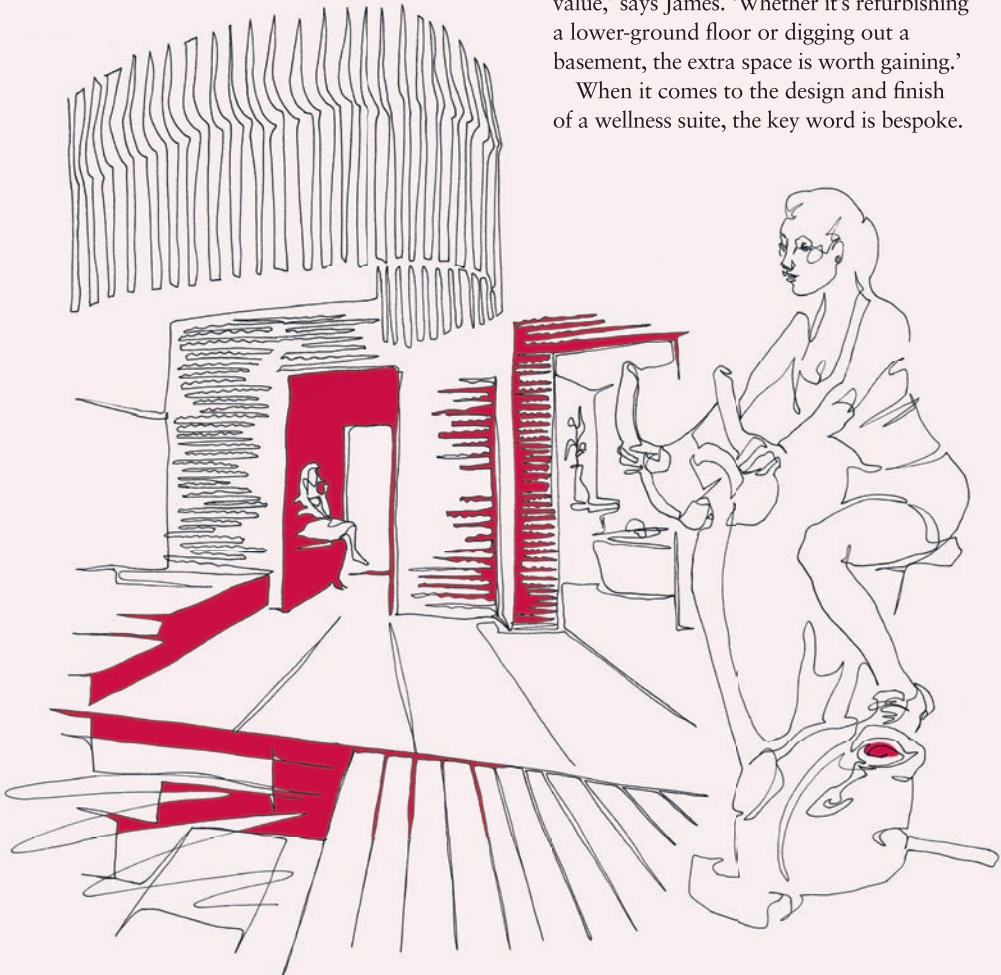
Steel billionaire Lakshmi Mittal created one of London’s most impressive homes when he combined the former Egyptian and Russian embassies on Kensington Palace Gardens.

The most prominent embassies have often created ultra-prime micro-markets for buyers who want to enjoy the cachet of living near these prestigious buildings and their equally prestigious owners. Experts predict London’s new embassy buildings will have a similarly significant effect on the prime new-build

market. For example, the US and Dutch embassies are scheduled to move from Grosvenor Square and Hyde Park Gate to Nine Elms. Their arrival will bring a global dimension to Britain’s biggest regeneration project, one which stretches from Vauxhall Cross to the iconic Battersea Power Station and will include flats, shops, restaurants and leisure facilities.

‘The decision of two prestigious embassies to move here gives the seal of approval to an area that is undergoing a very radical transformation,’ says Mark Dorman, Partner and Head of Strutt & Parker’s London Residential Development and Investment Department, which is marketing One Nine Elms, the area’s tallest residential tower. ‘They will be the catalyst for the creation of a new prime area that brings together a central location, excellent transport links and a new generation of iconic buildings.’ ●

ILLUSTRATIONS RACHEL ANN LINDSAY



90,000_{sq ft}
The size of the biggest private house in London – Witanhurst in Highgate

5. The wellness factor

Rather than visit a luxury spa, owners of super-prime homes are creating their own wellness suites, says **Cherry Maslen**

The definition of a truly luxurious home is changing. Once, it was enough to have a screening room, two kitchens and an underground garage. But now, an extra feature is appearing in the best-appointed homes – a wellness suite.

This private sanctuary is devoted to the health, fitness and pampering of its owners. It will include a swimming pool, a jacuzzi, sauna, gym, massage and treatment room, and a salon for hair and nails.

As well as the convenience of having all these facilities grouped together, it means the owners do not have to travel to their hairdresser in Mayfair or to the nearest luxury hotel spa – the masseur, manicurist,

hairdresser or personal fitness trainer will be able come to them. ‘It’s about the luxury of privacy,’ says James Geddes, Partner in Private Property Search, Strutt & Parker’s independent buying consultancy. ‘This type of property owner can afford to have everything they need brought to them at a time that suits them.’

The higher up the scale and the larger the house, the more extra space there is for this ultimate indulgence. Large London houses used to have an army of staff who would take up the whole of the lower ground floor – literally ‘below stairs’. With fewer staff now required to run a house, this floor has become the ideal location for a wellness suite.

‘Property owners look for ways to add value,’ says James. ‘Whether it’s refurbishing a lower-ground floor or digging out a basement, the extra space is worth gaining.’

When it comes to the design and finish of a wellness suite, the key word is bespoke.

‘Wellness suites vary enormously from one project to another because they are tailored to suit the specific requirements of the owner,’ says Richard Miller, Managing Director of leading cabinet makers Halstock. ‘Some have state-of-the-art fitness machines, others place a greater emphasis on relaxation. One recent project included a hair and make-up room and another dedicated to nail treatments.’

However, it seems that the jury is out on how much value a wellness suite adds to a property. They are very personal spaces and, like swimming pools, they appeal to some people but not others. If a property’s square footage is increased by creating a basement for a wellness suite, then that will add value, but not as much as extending above ground.

‘In my view, any space that’s subterranean should be valued at 50% of above-ground space,’ says James Geddes. ‘Buyers won’t pay the same as they would for the rest of the property.’ ●

WHEN ONE TIRES OF LONDON...

There is always this perfect rural retreat with
magnificent views over open countryside

Atners Tower HAMPSHIRE

This beautifully presented seven-bedroom home is ideally located between Andover and Winchester. With elevated views to the River Test and light-filled rooms, the property has a wealth of features, including a wonderful indoor swimming pool, triple garage, tennis court and immaculate gardens and grounds. **£3,750,000. Freehold. Contact 01962 869999**

Chelsea &
South Kensington
Sales
43 Cadogan Street
SW3 2PR
020 7225 3866
chelsea@struttandparker.com

Lettings
33-35 Cadogan Street
SW3 2PP
020 7589 9966
chelsea.lettings@struttandparker.com

Chelsea SW10,
South Kensington
& Earls Court
Sales & Lettings
140 Fulham Road
SW10 9PY
020 7373 1010
chelseasw10@struttandparker.com

Fulham & Parsons Green
Sales & Lettings
701 Fulham Road
SW6 5UL
020 7731 7100
fulham@struttandparker.com

Kensington &
Holland Park
Sales
103 Kensington Church Street
W8 7LN
020 7938 3666
kensington@struttandparker.com

Lettings
104 Kensington Church Street
W8 4BU
020 7938 3866
kensington.lettings@struttandparker.com

Knightsbridge,
Belgravia & Mayfair
Sales
66 Sloane Street
SW1X 9SH
020 7235 9959
knightsbridge@struttandparker.com

Lettings
020 7235 9996

Notting Hill & Bayswater
Sales & Lettings
303 Westbourne Grove
W11 2QA
020 7221 1111
nottinghill@struttandparker.com

Head Office
13 Hill Street
W1J 5LQ
020 7629 7282

London City Office
20 Gracechurch Street
EC3V 0BG
020 7600 3456

struttandparker.com/andlondon

For details of other residential sales
and lettings offices in the UK and
affiliate offices around the world, visit
struttandparker.com

