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## THE BIG DESIGN ISSUE

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Centre Stage

**Mayfair** The subject of a unique collaboration with exclusive art fair Frieze Masters, No 1 Grosvenor Square, a new development by Lodha, will comprise 44 elegant and unusually spacious apartments and duplexes, sitting right at the heart of a newly resurgent Mayfair



**CLOCKWISE FROM ABOVE** Elegance is the watchword for the interiors, which will have beautiful proportions and the finest materials. Entrances will be discreetly luxurious. The iconic façade will be rebuilt exactly as it was, with sympathetic additions

When the prestigious Frieze Masters art fair opens in London in October, it will reveal an exclusive new addition: its first ever VIP lounge, a collaboration between Frieze and the super-prime property developer Lodha. So it is fitting that No 1 Grosvenor Square, the development that is the basis for this unique collaboration, has a prestige all of its own.

The nineteenth-century building that stood at 1 Grosvenor Square was, until 1960, the American embassy, and the legend goes that when John F Kennedy visited the building in the late 1930s, his father, Joseph, the US ambassador at the time, recreated the Oval Office inside, intending to inspire presidential ambitions in his son. Some 80 years later, the entire building is in the process of a recreation by Eric Parry Architects, and the results will be equally inspiring.

The building has been meticulously dismantled, brick by brick, and each brick has been numbered and stored so that it can be rebuilt as it was, with sympathetic additions to improve ceiling heights within – and, in tribute to the building's history, a reinstatement of the ambassador's Oval Office. The development is due for completion by the end of 2019, comprising 44 apartments and duplexes, with

prices starting from £7.5 million. Its pinnacle will be a spectacular 8,000-square-foot penthouse completely invisible from street level.

Space is the ultimate luxury in central London, and these apartments are truly opulent in size. The interiors will be designed by Yabu Pushelberg, the studio responsible for the London Edition hotel, and the watchword is elegance, rather than ostentation, with a focus on the best possible materials. Those invited to visit the lounge at Frieze Masters, which will include a sitting room, dining room, kitchen, study and entrance hall, will be able to immerse themselves in the unique atmosphere that will be created.

Grosvenor Square has long been linked with the art world and is central to the life of Mayfair, an area currently undergoing something of a renaissance, both in terms of property and what it has to offer residents. It can now count 18 Michelin-starred restaurants, alongside its status as London's finest shopping destination. No 1 Grosvenor Square will also offer residents a spa, gym, screening room and world-class restaurant, plus embassy-level security.

According to Lodha's managing director, Abhishek Lodha, 'No 1 Grosvenor Square embodies the culture of Mayfair with its unique architecture, grand history and luxury amenities. The Square is going through an exciting transformation, and No 1 Grosvenor Square is an important milestone in the story.'

Frieze Masters runs October 5–8 in Regent's Park | For information about No 1 Grosvenor Square, visit [www.1GSQ.com](http://www.1GSQ.com)