

Lodha launches No.1 Grosvenor Square scheme with Frieze Masters collaboration

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By
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The UK arm of India's biggest developer is bringing its flagship super-prime scheme to market in some style.

Three years after its spectacular swoop on the former Canadian High Commission building on Grosvenor Square, Lodha UK is nearing the business end of the hyper-luxe redevelopment project, which is delivering 39 laterals and five duplexes under the new moniker of *No.1 Grosvenor Square*.

To mark its debuting, the firm is creating a "spectacular VIP lounge" for the Frieze Masters event, which kicks off in Regent's Park this weekend, to give well-heeled attendees a flavour of the "opulent and timeless elegance" on offer at the Mayfair development.

It's the first time something like this has been done at the prestigious art fair, and VIP ticketholders will be invited to rest their legs and sip some bubbles amidst the bespoke "at home" setting, comprising a suite of five rooms, including a lobby, kitchen, living room, dining room and study.



Abhishek Lodha of Lodha Group: “Luxury, art and design lie at the heart of No. 1 Grosvenor Square so we are thrilled to be partnering with Frieze Masters, arguably the most significant art fair in the world. Everything we do is about the details, from conception through to the finishing touches. Unveiling the lounge here highlights the synergies between No. 1 Grosvenor Square, Lodha and the very best of art and design.”

Frieze Masters brings together more than 130 leading modern and historical galleries from around the world, showcasing art from the ancient era and Old Masters to the late 20th century.

The installation idea follows on nicely from Lodha’s recent tie-up with Sotheby’s as official art partners, providing residents with on-tap consultations from the famous auction house, and is a logical step given the management’s well-known art creds (Abhishek Lodha is a big private collector and has just installed Picasso’s 1937 masterpiece *La Plage, Juan-les-Pins* at the firm’s HQ in India).



The 200,000 square foot building itself is being reworked to a design by Eric Parry in what looks to be an epic undertaking – the entire 1930s block is being remodelled, with the vast neo-Georgian facade demolished and rebuilt brick-by-brick – but resulting ceiling heights of between 3.1m and 4.2m will be hard to beat...

Along with parking and concierge, residents' amenities will include a dedicated "lifestyle floor" with a 25m pool, state-of-the-art gym, personal training room, private spa and treatment rooms, a screening room, lounge bar with billiard table, on-site restaurant operated by a top chef, plus a library and business suite.

We also hear Yabu Pushelberg has just been appointed to deliver the interiors at the scheme. The US-based firm has worked with the likes of Louis Vuitton in Hong Kong, Bergdorf Goodman in New York and on the London Edition hotel, but this will be the studio's first resi project in London.

Prices are starting at £8m, with completion due in Q4 2019, and Knight Frank and Savills have been instructed to handle the sales.

Abhishek Lodha, Managing Director, Lodha Group: "No.1 Grosvenor Square is our flagship London development and we are delighted to now unveil it to the market. It encompasses the height of sophistication and luxury living, and offers residents the very best of Mayfair."

The Lodha No. 1 Grosvenor Square Lounge at Frieze Masters will be open to VIP cardholders from 5th-8th October 2017

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It's particularly rich pickings for HNW buyers on London's grandest garden square at the moment. Check out what Finchatton is delivering over on the north terrace [here](#)

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