

ARABIA HARPER'S BAZAAR

INTERIORS



'TIS THE SEASON

Reimagining the traditional holiday palette

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TIMELESS GRACE

*Elegant proportions, grand ceilings and entirely bespoke design come together at **No.1 Grosvenor Square***



No.1 Grosvenor Square manifests timeless grace and modern luxury

London is one of the most desirable cities to live in, with Mayfair being the English capital's prime location, and Grosvenor Square currently stands as one of the most affluent of its neighbourhoods.

No.1 Grosvenor Square certainly has the history. Home to British aristocracy since the 1700s, it more recently hosted the US Embassy, where a young John F. Kennedy lived when his father was appointed US Ambassador to the UK. The building was recently bought by prime residential property developers Lodha UK, who already have a £1.9bn portfolio of London properties under development or completed.

This transformation of No.1 Grosvenor Square was a design masterpiece. The award-winning Eric Parry Architects slowly

dismantled the neo-Georgian façade, brick by brick, individually cleaned them, and put them in storage. Then the site was levelled and a high-end design property built with new lower levels, increased ceiling heights, modern interior design and specifications that buyers of contemporary residences now expect. Then the façade was painstakingly replaced and from the outside it looks the same as it's been for centuries. The only hint that something modern and special lies behind the door is the biometric fingerprint recognition pad to gain access.

Over 10,000 people were involved in its design and creation. Design Director Blandine de Navacelle was the creative force behind the interior design, putting her distinctive touch to most of the apartments. She oversaw the final collection of the dressed apartments at No.1 Grosvenor Square, keeping the international traveller in mind. One of the

apartments has been designed by the Iraqi Noor Charchafchi – a relative of Zaha Hadid – whose previous work includes the London homes of Middle Eastern royalty. Noor has also taught at design schools including in the UAE. Several apartments have been bought by people hailing from the Middle East.

In terms of in-apartment design, the property features specialist kitchens by Smallbone, Rosanna and Obumex, with touches of natural stone worktops and splashback, natural stone flooring and fine appliances. It's all brilliantly sleek, with clean modern edges.

High-quality engineered timber flooring in the reception, dining room, study, bedroom and dressing room exude warmth and a homely ambience. Bedrooms have stone-wall cladding to the master en-suite, bespoke vanity units with natural stone tops, cabinetry with integrated shelving and mirrored surfaces with demisters and underfloor heating throughout principal rooms.

Sleek furniture and shapes in natural fabrics have been paired with organic stones and textures for a luxe-yet-understated look. In one

apartment there's bespoke hand-painted wallpaper and the bright, quirky touches make the spaces feel fresh and distinct.

The property is fully serviced by Lodha's in-house concierge team, Saint Amand – the idea is to offer amenities you'd normally find in the world's best hotels and pair that with tailored requirements. The building is designed to facilitate those provisions, from staff elevators to smartly dressed doormen.

Amenities include a residents' club and spa, housing a private gym, swimming pool and treatments in keeping with the growing focus on health, wellbeing and holistic living. The screening room eschews the formal cinema chairs, and instead has more relaxed sofas. Likewise, the TV screens in the apartments become a digital canvas when not in use, projecting art.

No. 1 Grosvenor Square is something of an anomaly. Such a rare piece of London real estate in a central location with prestige and history, but inside it's designed for the present with the finest services, future-proof technology and distinctive design. ■ 1gsq.com



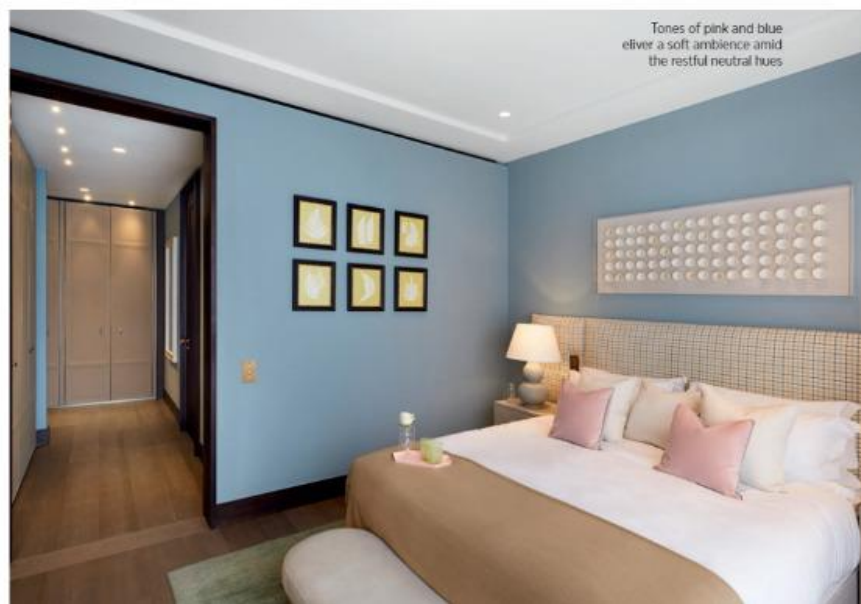
Decadently-layered textures blend to deliver an elevated experience



A grand drawing room in each home incorporates vivid designs and luxurious materials including velvet and silk



Bespoke designs fashion a unique and exclusive aesthetic



Tones of pink and blue deliver a soft ambience amid the restful neutral hues