

SINGAPORE TATTLER

HOMES

HOME & INTERIOR DESIGN MEDIA OF THE YEAR



ECLECTIC FEAT

AN ARTFUL ASSEMBLAGE
OF COLOUR, PATTERN AND
TEXTURE THAT INSPIRES

S\$6.00





BY KISSAC ASTANEDA PHOTOGRAPHY COURTESY OF CLARGES MAYFAIR

LOCAL EMBLEM

Developed to become an essential part of London's most sought-after neighbourhood, Clarges Mayfair reflects the evolution of the district and entices discerning homeowners the world over

It was rare enough that the sun was out in full force on our visit to London, but perhaps what was more unusual was where we were enjoying the sunshine—on a massive private wraparound terrace of a penthouse with an impressive panorama of the city. From this vantage point, every landmark is visible—The Shard, The London Eye, Buckingham Palace; we could even see the groups of friends lounging on deck chairs at Green Park right below.

"This was what we fell in love with," shares James Taylor, Head of Clarges Mayfair, with a smile as he took in the view for the nth time. Responsible for the newest luxury development of British Land—also the first super-prime residential project of the respected developer—Taylor is rightly proud with what they have built in just over five years' time.

PINNACLE OF LUXURY

As with any property worth its salt, it all boils down to having the best location, and this parcel of land in Piccadilly is as prime as it gets. Situated diagonally across The iconic Ritz Hotel, the site of Clarges Mayfair is a gem of a find especially in a district known to have little chum when it comes to available plots.

Granted, there is no disputing the cache of Mayfair. Say the name to anyone and they would most likely associate it with luxury, even if they can't pinpoint it on a map. Perhaps this explains why property developers from Singapore to Santa Monica use the name to lend prestige to their buildings. This, however, is the only Mayfair that counts—the ultra-exclusive neighbourhood in west London hugged by the verdant enclaves of Hyde Park and Green Park. Add to the equation beacons

of style such as Bond Street and Savile Row and no one can question Mayfair's enduring appeal and why it remains London's most expensive district, both in real-life and on the Monopoly board.

Once British Land acquired the area formerly occupied by an office building, no expense was spared in the creation of their first foray to the highest end of the market. One of the main indications of their desire to surpass expectations is the calibre of their design collaborators. They enlisted award-winning Squire & Partners, a practice known for their dutiful approach to conserving buildings, as well as interior designer Martin Kemp to create timeless, luxurious concepts for the various configurations of the 34-apartment development.



CLOCKWISE FROM TOP

Each of the 34 apartments enjoy ample space and natural light plus masterful views of the city; Martin Kemp created ingenious layouts with decadent details; the soaring atrium provides an elegant backdrop in which to arrive



INSIDE AND OUT

Adhering to the strict building codes of Westminster and in keeping with the illustrious listed buildings that surround it, Squire & Partners sought to create an understated, low-rise structure that subtly reflected the richness of the area. Inspired by the grand houses that once dominated Mayfair, the architects made the most of the elongated plot by dividing it in two, thereby creating a new street christened as Ashburton Place, a first in Mayfair in the last 15 years.

At first glance, Clarges Mayfair does not look like a new building and that is precisely their intention. "We studied the structure of other Piccadilly buildings and used the same traditional materials such as Portland stone to execute this project. We also replicated details like the fluted columns that adorn many of the facades of nearby landmarks," shares principal architect Michael Squire. The result is a streamlined building with intricate detailing, as Squire describes it, with the clever references revealing itself only to those with the curiosity to look closely.

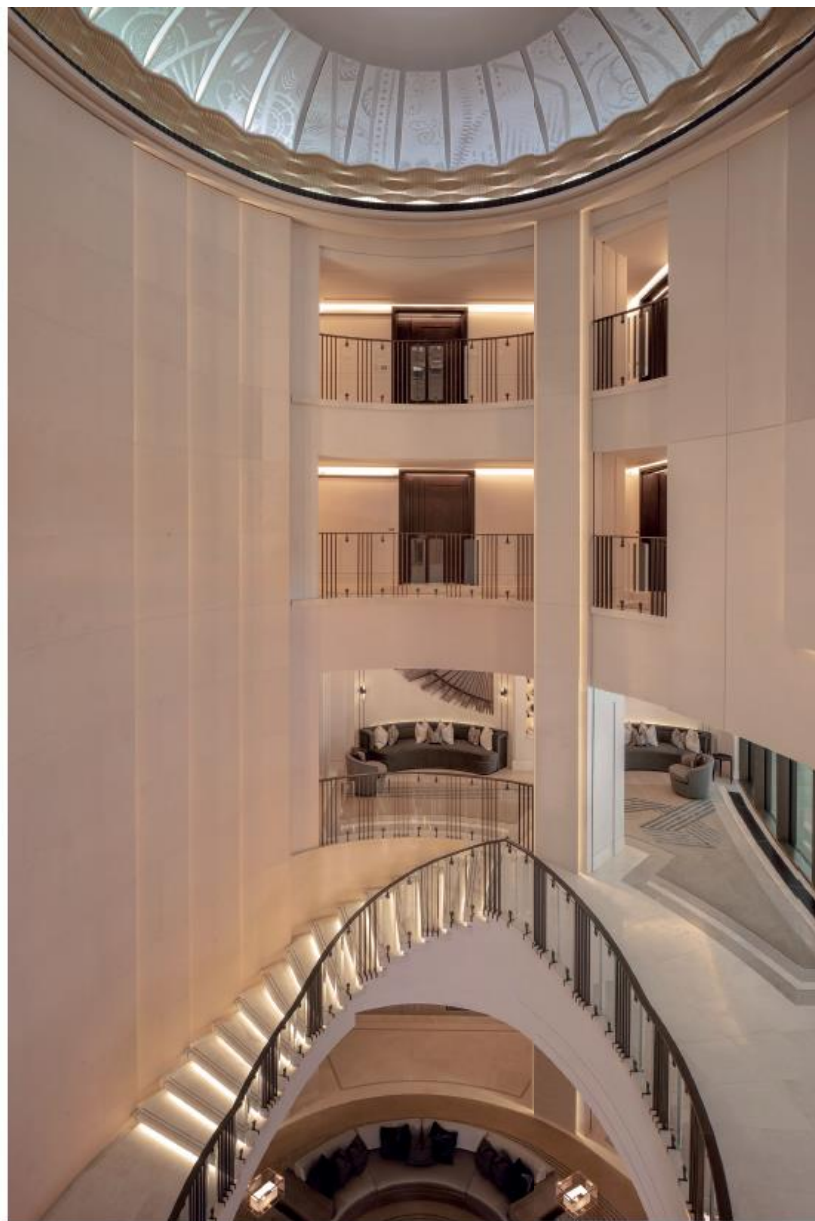
Incorporating a strong sense of place is also something that designer Martin Kemp infused in the creation of the interiors. "Mayfair has a deep history of craft, from tailoring to horology and leathermaking. It is also notable for its Art Deco architectural gems," says Kemp. He weaved both past and present influences into the space in an elegant way—botanical touches in the tiling reflect the nearby Royal Parks, while the graphic, matte bronze fixtures are a clear reference to its Art Deco legacy.

THIS PAGE

With a neutral palette and decadent Art Deco details, the entrance imparts a sense of grandeur; the staircase leads to the residents lounge equipped with a cinema, meeting rooms and wellness facilities

OPPOSITE PAGE

Wellness is a big part of Clarges Mayfair, which features a 25-metre pool, spa and gym; architects Squire & Partners created a structure that sits in harmony with the listed buildings surrounding it



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The careful thought is not only evident in the symbolism of the design but also the experience that it intends to deliver. "We wanted to create a strong sense of arrival once you enter the building," remarked Squire as he took us around the elliptical-shaped, lofty entrance. "We discussed putting a chandelier or another decorative piece in the quadruple-height atrium, but ultimately we thought the volume speaks for itself," affirmed both Squire and Kemp. The seamless collaboration between the two is best appreciated here: the soaring 18-metre-high domed ceiling is punctuated with an ingenious LED light sculpture, complete with 32 different details drawing from Mayfair's history and can be programmed to showcase eight lighting concepts.

THOUGHTFUL FLOURISHES

Apart from the outstanding architecture and interiors, what really sets Clarges Mayfair apart is its unwavering commitment to ensuring that its residents live well, a result of British Land's mantra of "being thoughtful beyond brick and mortar". "We want this place to be the ultimate cocoon for residents," shares Taylor, who explained why they invested in comprehensive wellness facilities including a spacious gym, a dedicated spa, and a 25-metre stainless steel indoor pool—amenities that even five-star hotels in London struggle to provide.

Well-being is of paramount importance here, and this is also reinforced by the

service on hand. Clarges Mayfair is staffed by notable hospitality professionals led by Simon Bath, Director of Residences, and his deputy Lisa Carlman, formerly House Manager at Buckingham Palace. With their combined expertise in handling the most luxurious residences and private guests, they are more than capable in managing a team equipped to answer to every beck and call. "We hire people who have the innate ability to be observant, know how to anticipate, but most of all, who are just genuinely nice," shares Bath. Carlman adds, "We want our team to be that constant for the residents. This is their home, and they ought to feel warmly welcomed."

THE NEXT GENERATION

MEET THREE ESTABLISHMENTS DRIVING MAYFAIR'S CREATIVE EVOLUTION



THE TAILOR: KATHRYN SARGENT

Savile Row is not just an area known for high-end tailoring, it is a distinctive mark of quality recognised around the world. While rules that relate to quality and artisanship are strictly adhered to, Savile Row is not stuck in the past. Case in point: the rise of Kathryn Sargent, the first female master tailor to have an eponymous shop on the street.

After 15 years working at the legendary Gieves & Hawkes—where she became the first woman to hold the position of Head Cutter in a house—Sargent established her own luxury bespoke tailoring shop in 2012. Today, she is the face of Savile Row's progress, and has inevitably expanded the area's clientele to include more women. She also recently designed the stylish uniforms at Clarges Mayfair. kathrynsargent.com



THE RESTAURANT: HIDE

A night out in Mayfair would usually unfold in a luxury hotel, members club or a formal fine dining restaurant, and there weren't many choices that didn't require expense accounts. That's probably why the launch of Hide, helmed by celebrated chef Ollie Dabbous, made such a splash when it opened earlier this year.

The Piccadilly restaurant, located just beside Clarges Mayfair, operates on three floors with a different dining experience on each level. Below is an intimate bar where one can enjoy expertly mixed cocktails away from prying eyes, while the informal character of Ground makes it perfect for an easy lunch or quick drink after work. Topping it off is Above, where the culinary magic unfolds—they serve an exquisitely conceived tasting menu that honours local produce. hide.co.uk



THE GALLERY: UNIT LONDON

When it comes to art, Mayfair's claim to fame is having the prestigious Royal Academy of Arts (RA), which celebrated its 250th anniversary in 2018, rooted in the neighbourhood. However, it's the newest arrival to the scene that is cementing the district's reputation as a haven for creative initiatives.

Founded by artists Joe Kennedy and Jonny Burt, Unit London is an independent art collective that strives to introduce a wide variety of contemporary art to a wider set of society. Noted for its unconventional curation, Unit London's ability to discover new talent as well as reach newer audiences has made it a darling of the art world. Discover the gallery's indie approach in their industrial-style space at Hanover Square, which was designed by the founders themselves. theunitdn.com



CLOCKWISE FROM TOP

Gourmands are sure to enjoy the generous kitchen space; overlooking Green Park, this bedroom is a cocoon of calm; a Martin Kemp-designed living area showcases his mastery of luxury design; enveloped by greenery on all sides, Clarges Mayfair is an oasis in central London



PRIME TIME

"The bottom line is there's nowhere like Mayfair," stressed the representative of Wetherell, a real estate agent who specialises in the area. And although he is expected to sing this neighbourhood high praises, the recent evolution of Mayfair into a creative haven make his words ring true.

While seen as lacking in a cool factor then, Mayfair is currently undergoing a renaissance, attracting younger chefs, artists, and designers to call this place home. Clarges Mayfair, with its effort in ensuring it's a solid part of the community, is well-placed to enjoy this creative surge. With only a handful of apartments left in the building waiting for their owners and no guarantee that Mayfair is yet again going to have this influx of homes, there's no better time to roll the dice, stake your claim and live in this cultured and historic slice of the city. 🏡