

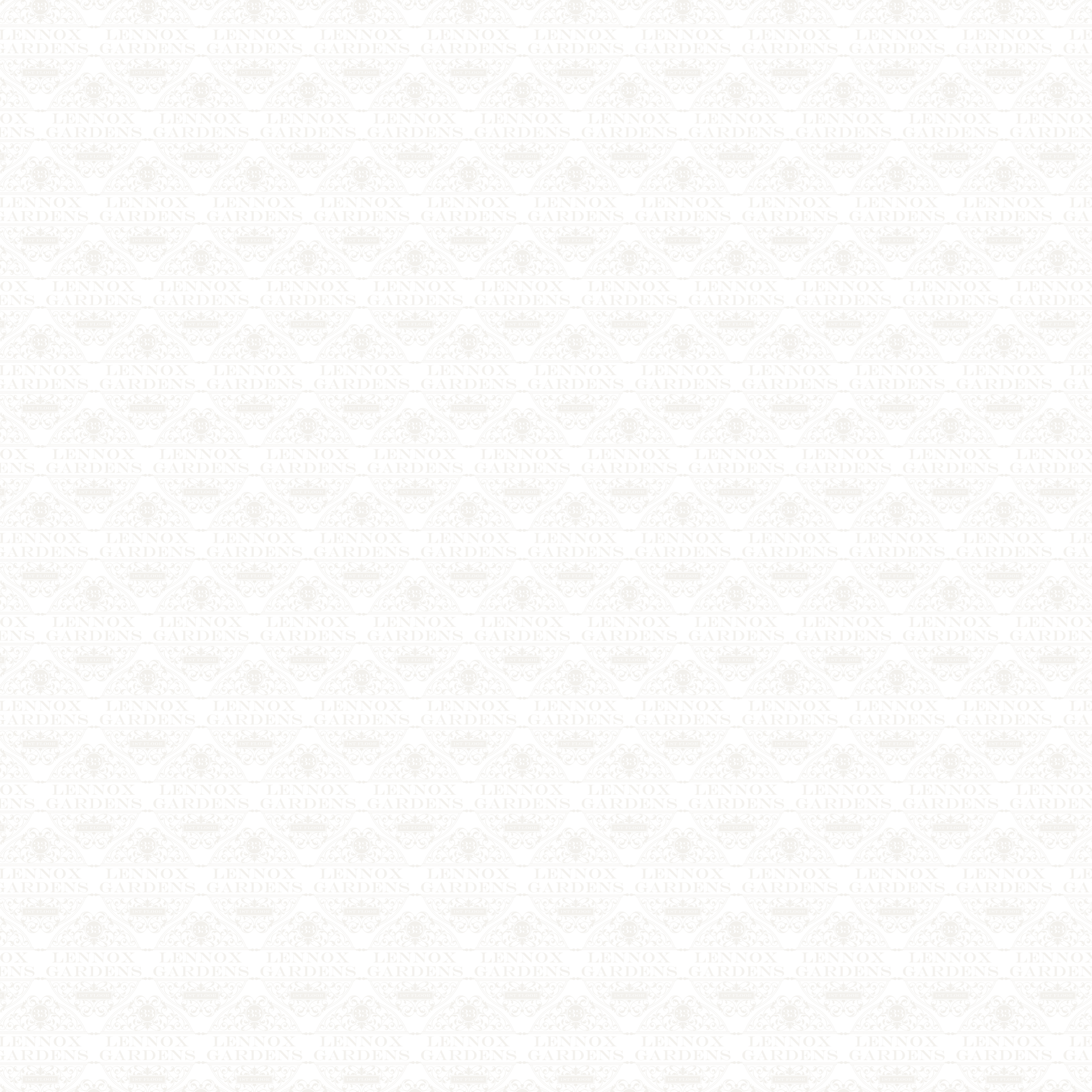


33
**LENNOX
GARDENS**
1ST FLOOR

33 LENNOX GARDENS



PACIFIC
Investments



UNPRECEDENTED



LATERAL LIVING

LOCATION

“SIR, WHEN A MAN IS TIRED OF LONDON, HE IS TIRED OF LIFE; FOR THERE IS IN LONDON ALL THAT LIFE CAN AFFORD.”

Samuel Johnson,
The Life of Samuel Johnson LL.D. Vol 3





Sir John has a 40 year track record in real estate investment, and has developed more than 65 million square feet of real estate globally. In Lennox Gardens, Sir John was able to bring this wealth of experience to bear in meeting the challenges presented in the restoration of this magnificent property to the highest standards.

“33 LENNOX GARDENS IS A PROJECT WITH WHICH I FEEL A STRONG CONNECTION, AND I HAVE BEEN INTIMATELY INVOLVED IN EVERY STAGE OF ITS DEVELOPMENT. MY AIM WAS TO RESTORE AND PAY HOMAGE TO THE BUILDING’S HISTORY WHILST DRIVING THE DESIGN TO CHALLENGE NEW BOUNDARIES. I BELIEVE THAT THE RESIDENCE WE HAVE CREATED HAS ACHIEVED THIS AIM WITH TASTE AND ELEGANCE. ”

Sir John Beckwith, Pacific Investments





AN URBAN UTOPIA

In early 2011, Sir John Beckwith and Pacific Investments first recognised the unique potential that this project could offer. Drawing on the expertise of a team of highly talented and skilled partners they undertook to nurture, restore and define the space. Meticulous planning and scrupulous attention to detail has resulted in this breathtaking apartment which bears testament to the vision and creativity of the team. Situated in the heart of London's prestigious Knightsbridge area in a building steeped in history, the residence consists of an amalgamation of four first floor apartments into one stunning abode. The front quarters of the apartment enjoy panoramic views over Lennox Gardens, formerly home to the esteemed Prince's Cricket Ground in the 19th Century, now an exclusive garden of mature trees and shrubs - a tranquil apartment allowing respite from the bustling city. This Queen Anne-style architectural gem was restored into a classically palatial, yet modern apartment that continues to push the boundaries of design in keeping with the original conception of the building, which once challenged its neighbouring streets with its ground-breaking urban style. Drawing inspiration from the best of European design, the property has retained its inherent elegance and refinement and pays tribute to its original features. It has been transformed into a visually stunning residence with a visionary use of lateral space, heightened by natural light.

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METICULOUS

PACIFIC INVESTMENTS

worked closely alongside development manager Penna Property Partners who meticulously managed the restoration of Lennox Gardens and the many challenges that the development presented. The project was also hugely enhanced by Tristan Parker who pieced the deal together. From the starting point of one flat, Tristan's creativity and interest in architecture and design enabled him to spot the potential of securing a further two flats on the same level and after impressive negotiation Tristan acquired the 'pièce de résistance' - a fourth flat to merge as one - an absolute rarity that defines the space as it stands today. A fifth flat was later acquired on the lower ground floor to complement the first floor apartment in the capacity of a guest apartment or staff flat. As the project pressed forward, Pacific and Penna made sure they had the best of industry specialists beside them. Peek Architecture and Design came on board - a vibrant design-focused central London based practice, Peek made sure the restoration was unique and demanded absolute attention to detail ensuring a flawless superior finish. Working alongside Peek were Bonchi Interiors whose hands-on approach and refined yet eclectic taste made them a compelling choice for the project. The team worked tirelessly on Lennox Gardens sourcing only the finest materials from around the globe.





Although peace and quiet emanates through Lennox Gardens and the road it sits upon, in just a short walk you are surrounded by the finest amenities London has to offer. The famous King's Road, Walton Street and Sloane Street are a stone's throw away, home to the beautiful and the stylish, brimming with boutiques, laid back bars and eateries. It's the perfect place to relax without straying too far from home. Hyde Park, one of the Royal Parks, is close by for cathartic strolls, and should the fancy take you, boating and rowing on the Serpentine Lake. For the hardy, there is even the famous Peter Pan Cup; a Christmas morning swim not for the faint hearted. And for the curious, there are the magnificent Natural History and Victoria and Albert museums within a few minutes' walk. Lennox Gardens is located in one of the most coveted residential areas in London, steeped in history and enjoying all the modern conveniences. Indeed, few locations can offer recreational paradise within such close proximity to the West End and Heathrow airport.



THE PERFECT PLACE TO RELAX
WITHOUT STRAYING TOO FAR
FROM HOME

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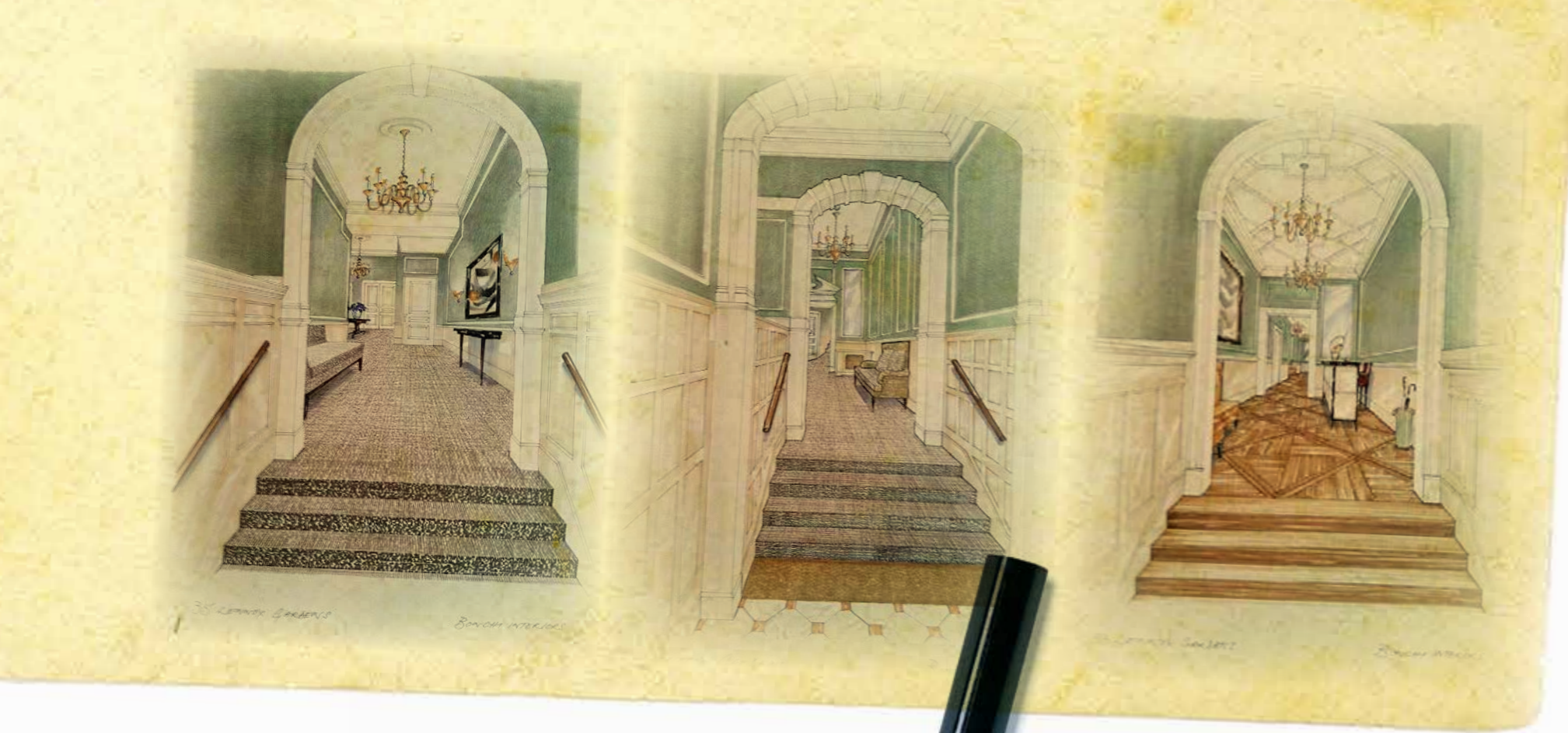


LENNOX GARDENS WAS FORMERLY THE SITE OF THE PRINCE'S CRICKET CLUB. ESTABLISHED IN AROUND 1870 IT BOASTED 700 MEMBERS OF THE "NOBILITY AND GENTRY" AND WAS ONCE DESCRIBED AS "GRAND AND QUICK AND ONE OF THE FINEST PLAYING GROUNDS IN ENGLAND!". IN 1874 THERE WAS A REDEVELOPMENT IN THE AREA LED BY THE CADOGAN ESTATE AND AND IN 1886 THE CRICKET CLUB CLOSED AND THE CURRENT LENNOX GARDENS TOOK ITS PLACE.

HERITAGE

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OPULENCE

16



INSIDE



The design concept focuses on linking the three impressive reception rooms, to create an avenue of individually designed spaces unified by an 80 ft west facing balcony overlooking mature gardens. The well-appointed open plan kitchen and family room sit at the heart of the property as a focal point for the home. The two further "formal" reception rooms tastefully balance modern amusements with traditional elegance and grandeur. Sleeping accommodation is arranged to the rear with each generous guest bedroom enjoying its own en-suite and bespoke dressing room. The master suite comprises a collection of rooms complete with resplendent dressing room and direct lift access.

**THE TASTEFUL
BALANCE OF MODERN
AMUSEMENTS
WITH TRADITIONAL
ELEGANCE AND
GRANDEUR**

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Before even setting foot in the property, the elegant façade of balconies and fenestration serves as an appetiser for the bel étage within. The tastefully decorated entrance halls lead up to the first floor landing that is unusually expansive and into the apartment's own marble floored, timber panelled lobby. The distinctive floor is jet cut from individually selected marble slabs from Spain and Italy, to a one-off hand drawn design by the architects based on historical reference material.

The arrangement of rooms has been kept simple with the living accommodation to the front and guest facilities and private areas to the rear, all encircling the central entrance hub. From the main lobby there are ancillary facilities: guest WC, concealed utility, cloakroom and staff entrance with lift access.

The kitchen and family rooms lead into the main reception and then onwards into the library. The master bedroom suite has an opulent marble bathroom for her in back lit onyx and a bespoke marble tub. A further separate shower and steam room for him is fitted out in darker-hued marbles and timber. The large separate dressing room with access to the library completes the circumnavigation of the apartment. It is a testament to the designer's ability that the circulation is entirely rational and without hint that the space once fell within three separate houses.



INHERITANCE



ZEAL

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“THE PROJECT HAS BEEN EXCEPTIONALLY REWARDING. USING TIME-HONOURED TECHNIQUES TO RESTORE THE HISTORICAL ESSENCE OF THE APARTMENT WAS CHALLENGING BUT ALSO ENLIGHTENING. THE FINISHED QUALITY CANNOT BE DENIED AND ITS SUPERIORITY IS APPARENT IN EVERY ROOM.”

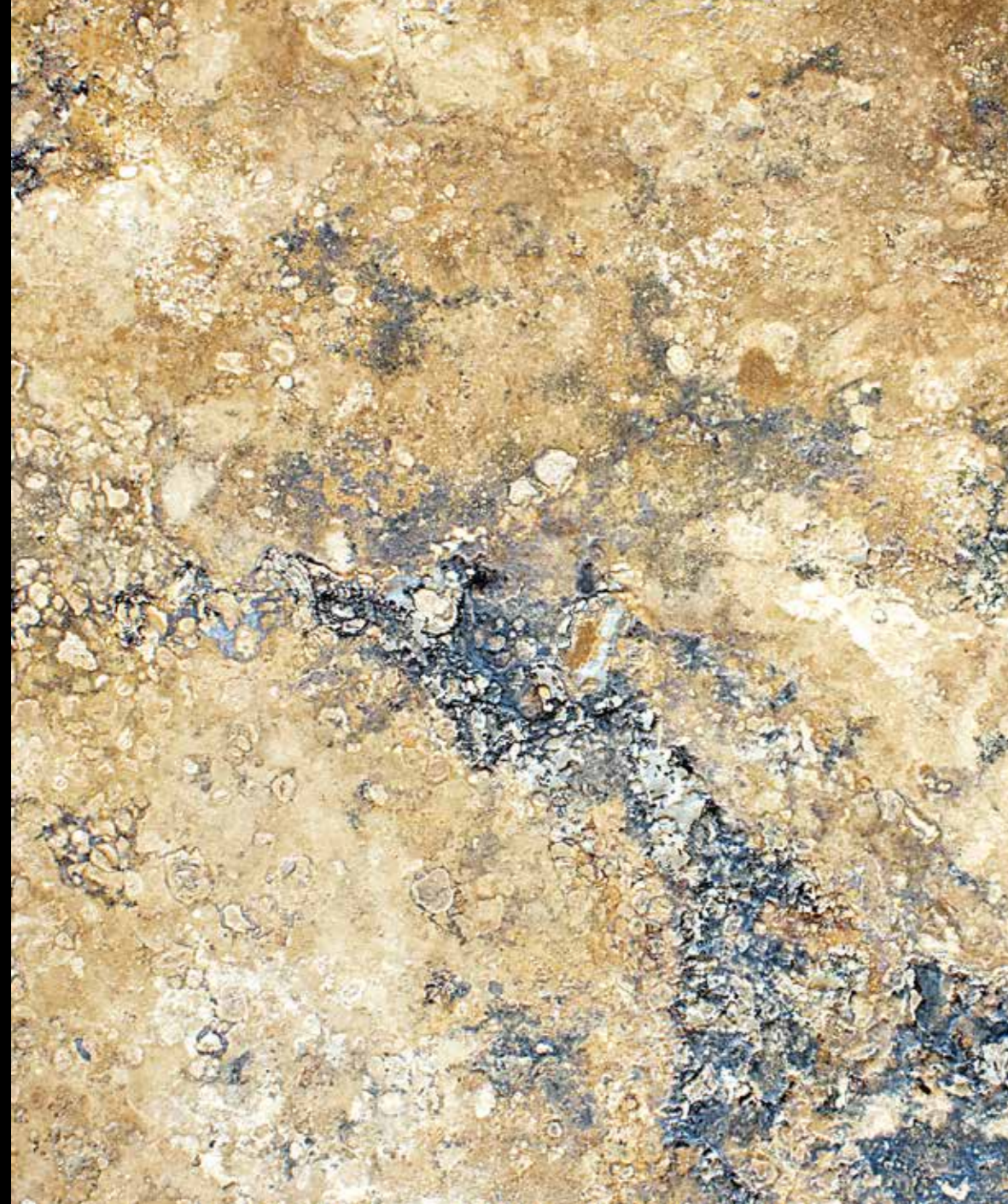
Vladimir Ivaniou
CEO of Rochfort Art

“IT WAS A PRIVILEGE TO BE INVOLVED IN THIS MAGNIFICENT VENTURE FROM ITS VERY CONCEPTION AND DEVELOPING A TIMELESS APARTMENT OF SUCH UNIQUE NATURE, ONE THAT WOULD MAKE ME PROUD WHEN LOOKING BACK IN YEARS TO COME. WHILST THERE WERE NO SHORTAGE OF COMPLEXITIES TO OVERCOME IN CREATING THIS STUNNING LATERAL SPACE, THE END RESULT IS A TESTAMENT TO THE PAINSTAKING EFFORTS THAT WENT IN TO THE PROJECT.”

Christopher Penna
Penna Property Partners



PRESERVATION



“A design basking in its former affluence whilst facilitating the modern comforts of a home.”

Peek Architects



Planning.

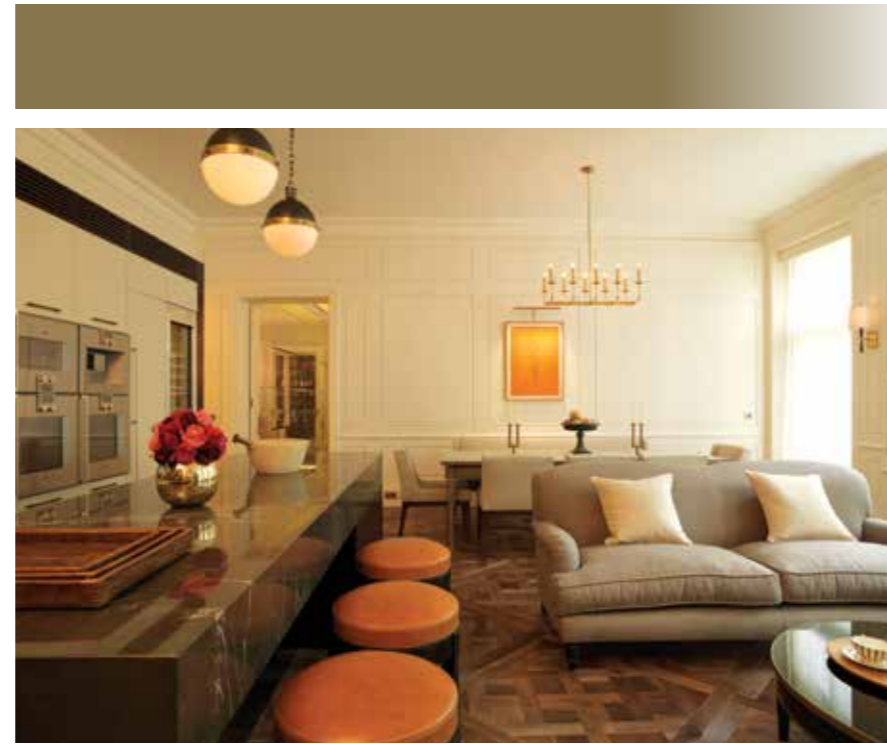
Lennox Gardens is a listed building and the architects and developers worked closely with the Royal Borough of Kensington and Chelsea to bring to life the apartment, ensuring that the building's fabric and form were nurtured and only the finest standards of workmanship were employed. Every modification was scrupulously pre-planned, with full approval from the London Conservation Officers and Estate Management. Peek Architecture and Design arranged the space to balance historical interest without compromising the living space. They let the space lead the design enabling a natural flow from room to room in which the formal spaces feel grand yet inviting and the sumptuous decoration enhances the building's story.

The team diligently worked on restoring the property to unearth the secrets of the building by carefully stripping back later additions revealing the hitherto lost splendour. The craftsmen used time-honoured building techniques and a labour of love to hand-build and hand-finish the framework of the apartment using natural materials in keeping with the original architecture.

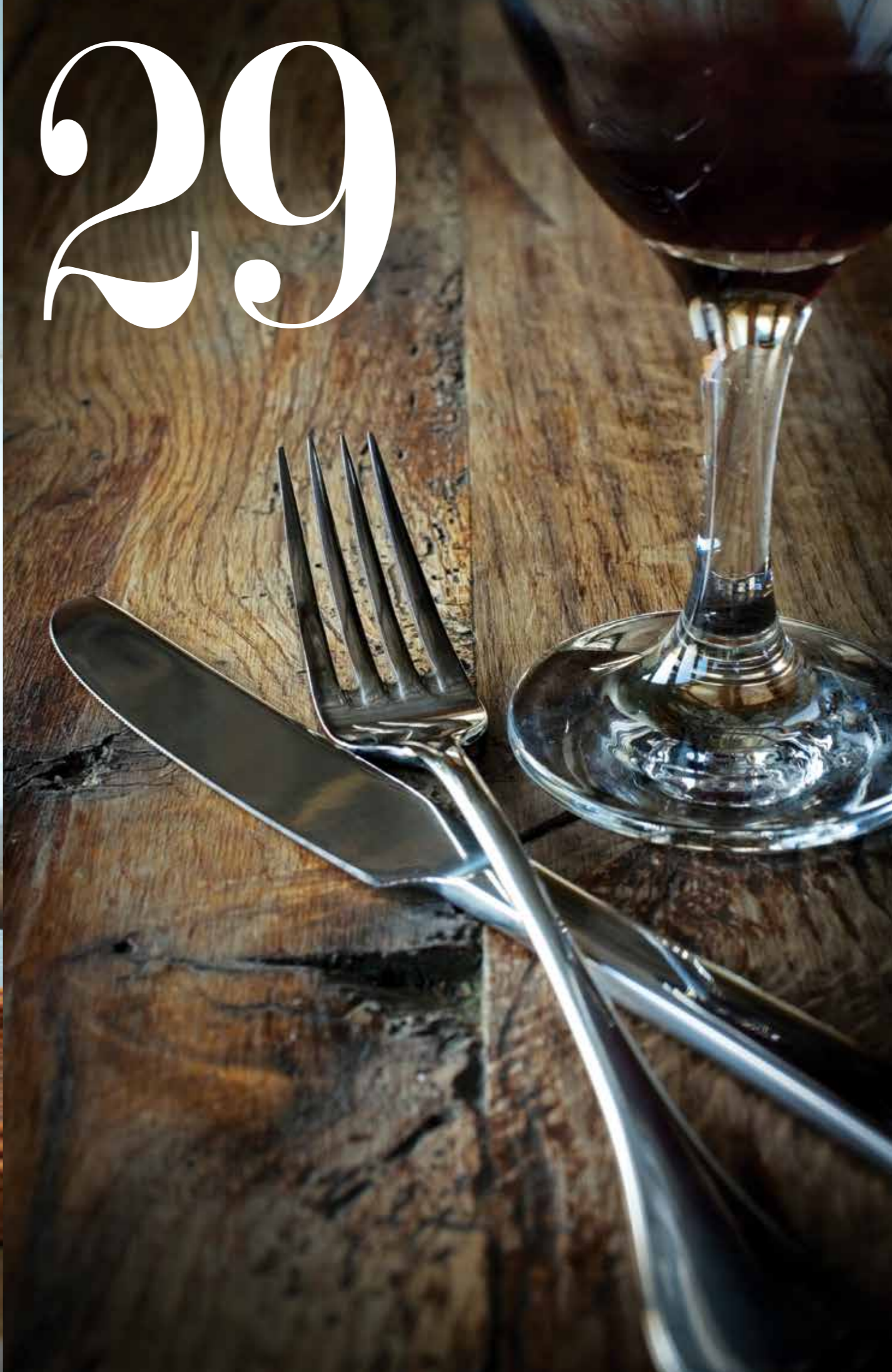
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KITCHEN

Superior hard wearing finishes have been installed including stunning smoked and stained Versailles timber flooring with underfloor heating. The addition of top of the line appliances has created a beautiful kitchen in which every inch has been planned to satisfy the most demanding chef.



DINE



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RECEPTION



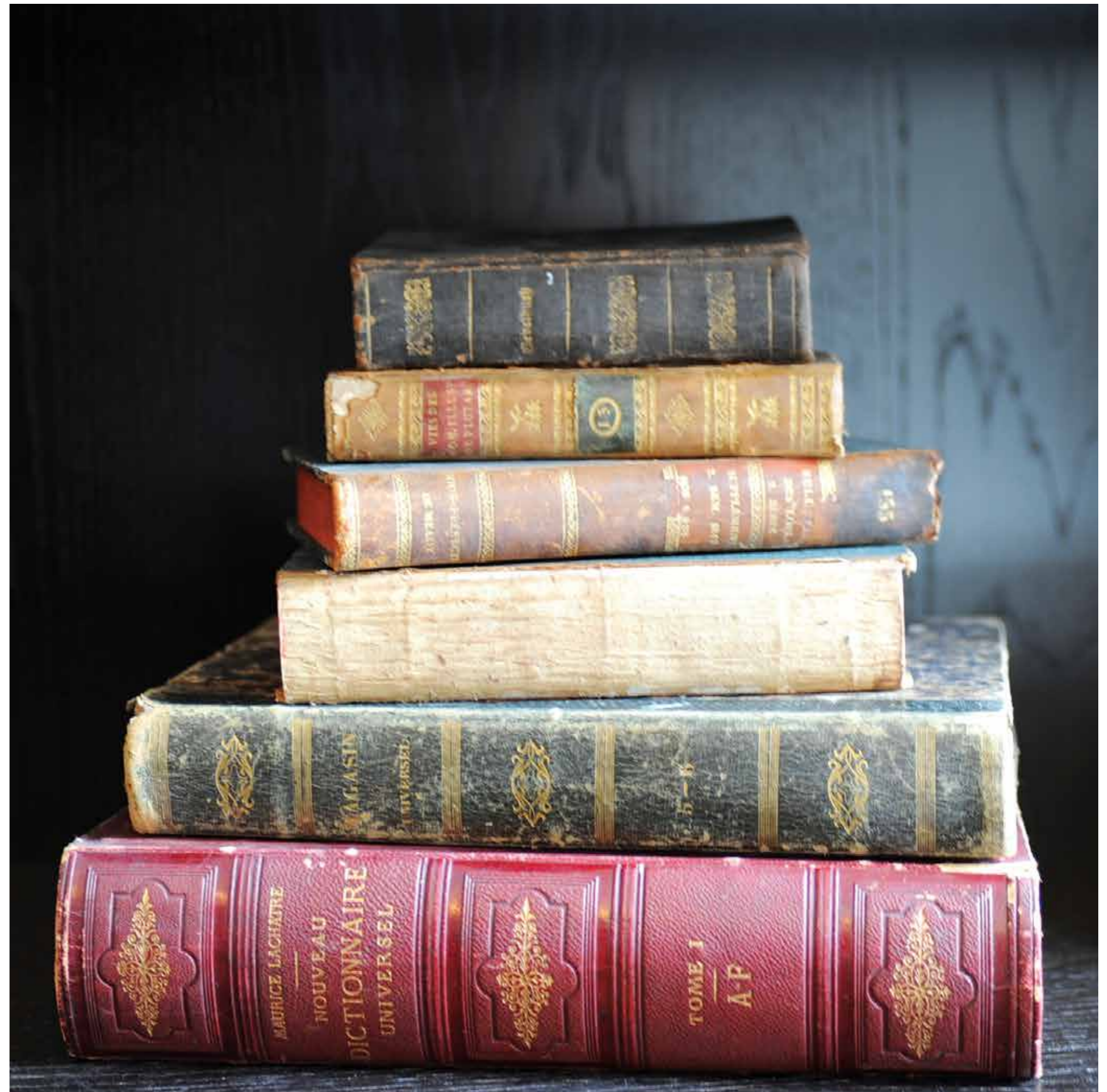
**ELEGANT
PERIOD STYLE
APPLIED TIMBER
PANELLING**





LIBRARY







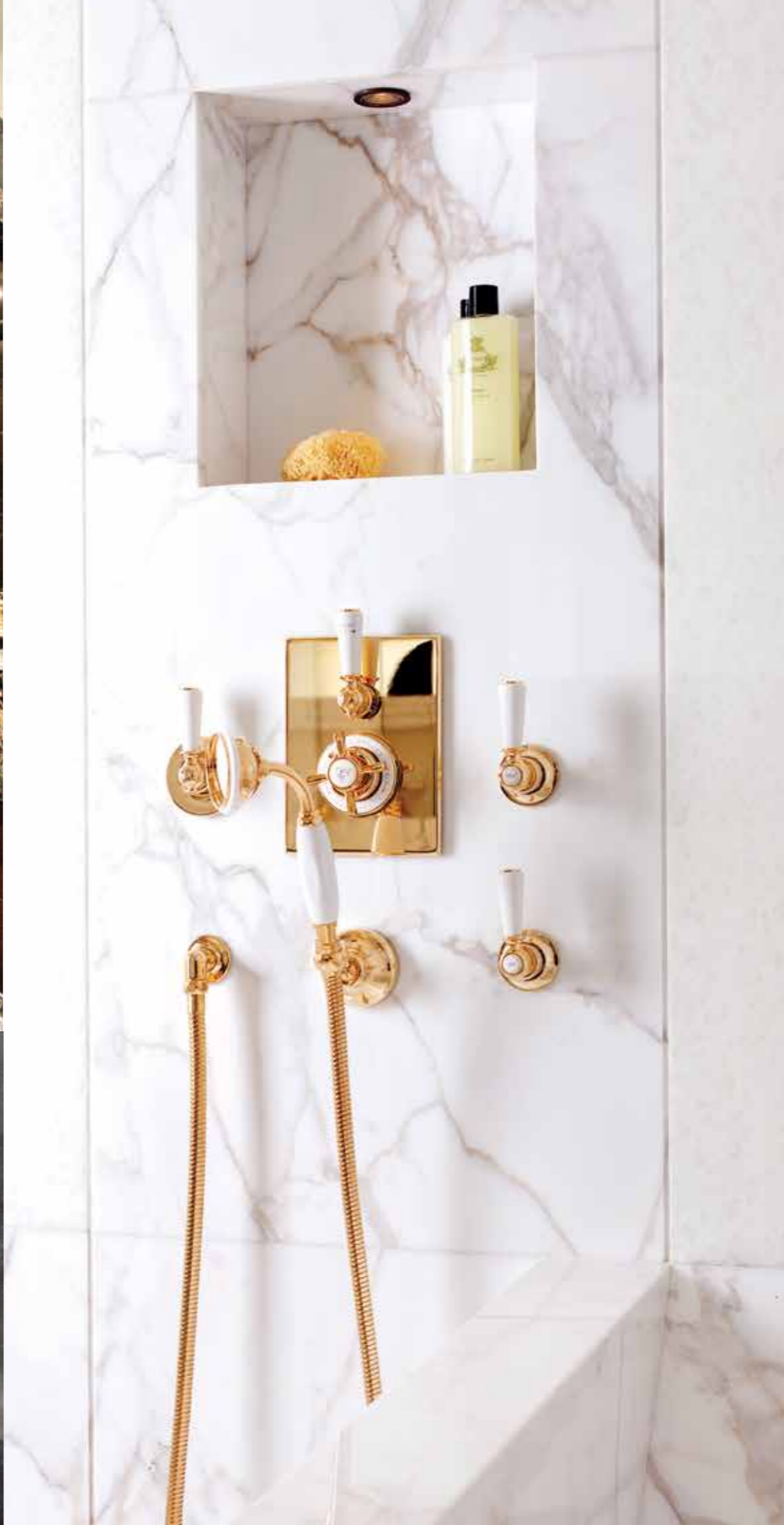
COMMON PARTS

The communal areas of 33 Lennox Gardens are an extension of the luxurious interiors of the apartment. The main entrance along with the two sister entrances and common parts have been completely refurbished and tastefully styled by Bonchi Interiors with works overseen by Peek Architecture. The three light wells are completed by stunning decorative features and planter boxes which seamlessly integrate the exterior and interior spaces. The front and rear façades have been cleaned and refurbished to face a new century and all the windows of the apartment have been completely overhauled whilst preserving their historical ironmongery.



MASTER BEDROOM

SUMPTUOUS TEXTURE AND
CLASSIC ELEGANCE COMBINE FOR
A COMFORTING EXPERIENCE



RELAX

MASTER BATHROOMS HIS AND HERS



MASTER DRESSING ROOM





STUDY/ BEDROOM FOUR

The room is currently presented as a study with a bespoke leather top desk and antique red leather Louis XV wing back arm chair. The carpet is the same soft sisal as the master bedroom, the windows are dressed with gold weave draw curtains and the walls are covered in gold slub silk. It also features a luxury en-suite shower room allowing the space to be used as a fourth bedroom.



UNWIND





SPACIOUS
BEAUTY HELP
PROMOTE A
CALM THAT
ALLOWS YOU
TO RELAX AND
UNWIND IN
YOUR BEDROOM
ESCAPE



CALM

BEDROOM TWO

52



EN-SUITE

OPULENT GRECIAN
STYLE MARBLE FILLS
THE BATHROOMS
AND CREATES A
SANCTUARY OF BLISS

COMFORT

BEDROOM THREE



55

SURRO

A PRESTIGIOUS
AND LUXURIOUS
INTERIOR
REMINISCENT OF
GRAND EUROPEAN
RESIDENCES

Pacific and Penna understood the importance of respecting the historical character of this unique space and wanted to simultaneously realise a luxurious interior reminiscent of grand European residences. To achieve this, Bonchi combined sumptuous fabrics, traditional lighting, luxurious finishes and classic bathroom fittings sourced from only the best international suppliers, thus presenting a time honoured setting that would mask the underlying modern functionality drawn out by Peek Architecture.

In addition, gold and silver leaf mirrored glass, ebonised and silvered oak finishes, intricate marble floor detailing, antique brass ironmongery, linen and slub silk wall papers, lavish curtains and specialist painting techniques were used to achieve exclusivity and timelessness. Bespoke beds and sofas intermingled with restored antiques and intriguing accessories were added to the scheme to complete the distinguished look. Florentine and Brianzan cabinet makers and upholsterers, known for their quality and craftsmanship handed down through generations, were commissioned to make much of the furniture ensuring the calibre and exclusivity of each piece.



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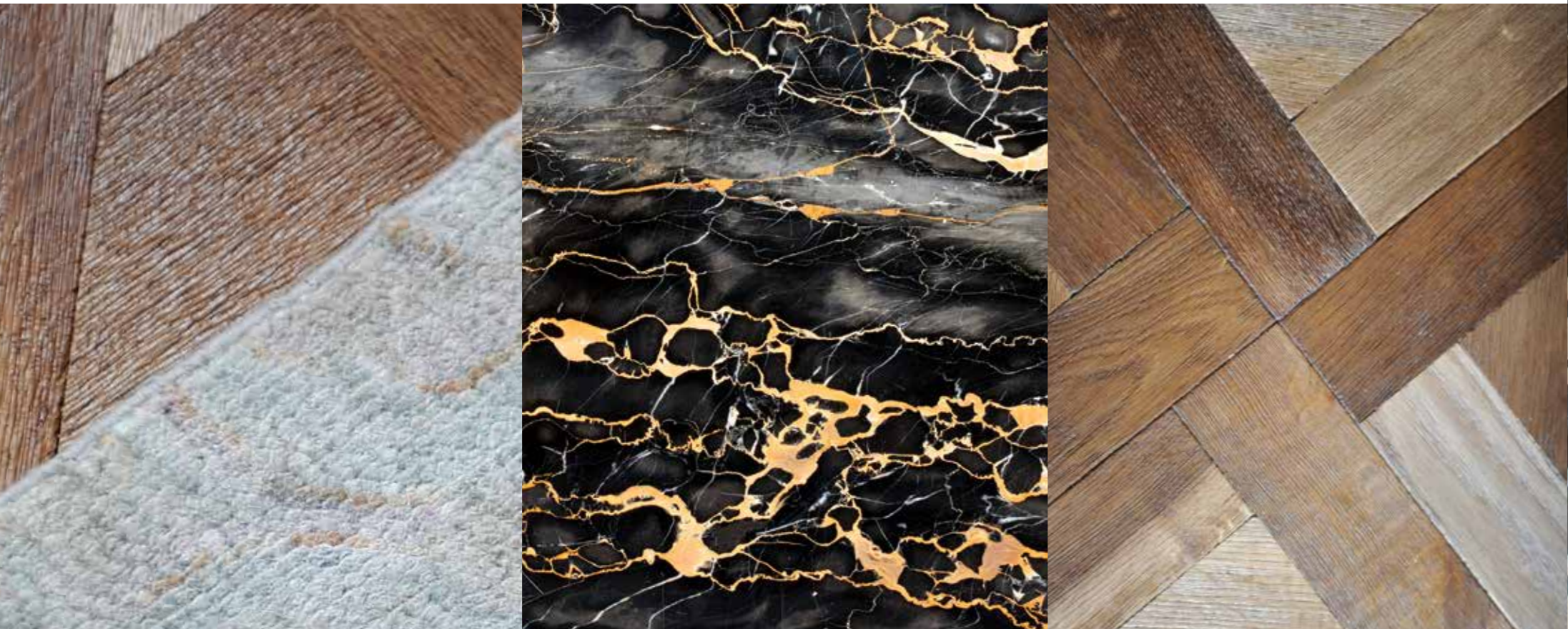


DETAILS



60 UNDERFOOT

From the traditional hand laid marble floors jet cut from ivory, Rosa and Verde marble to the bespoke Versailles smoked and stained timber, the flooring in the apartment is a masterpiece in itself. Underfloor heating throughout continues the opulent feel and provides modern comfort alongside the traditional finishes.





THE SECOND PLACE

THE ANNEX APARTMENT INCLUDES A LARGE STORAGE AREA FOR FINE WINE & CHAMPAGNES

In addition to the principle residence there is the versatile annex apartment boasting two en-suite bedrooms, a self-contained kitchen and living area supplementing the accommodation to the first floor. The annex has also been completely refurbished using fine materials to remove any trace of its 'below stairs' former existence. It also includes a large wine storage area and a pretty courtyard terrace.





CONCEPTS

66

FROM ABOVE

RESTORATION OF EXQUISITE
DETAIL RENDERING THE
ROOMS GRAND ALL THE WAY
TO THE TOP



The ceilings of the central reception rooms boast exquisite plaster detailing that was added during the building's history and which has been lovingly restored and protected. The only original surviving cornicing was situated in the central reception room. A mould was taken of it including the French Leaf decorative motive and recreated using traditional plaster techniques and added to the other main rooms, leaving no reception without a grand finish.

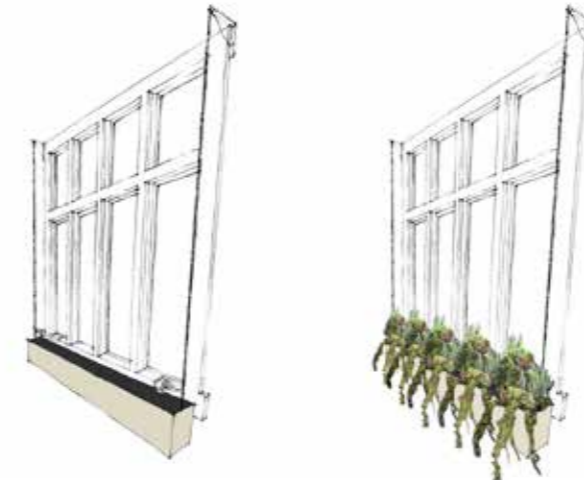


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LANDSCAPING

Bestique are known for their exciting and beautiful styled spaces for gardens, landscapes and interiors. Striving to up-cycle through clever design and use of craftsmen, artists and local materials to create environments that both compliment their surroundings whilst at the same time incorporate cutting edge elements. The planting on the balcony and throughout Lennox Gardens has been designed to pay homage to the interior styling. The balcony draws inspiration from Renaissance style planting to create a romantic setting featuring Anduze style Mediterranean planters which were primarily designed to host orange and lemon trees. Within the planters, herbs, evergreen shrubs and climbers sit next to more formal hedging and trees. The planters and furnishings are antique, with their own history and story to tell, lending themselves well to their surroundings. Stepping out onto the balconies at Lennox Gardens, with the olive and bay trees catching a gentle breeze, sweet smelling herbs mixed in with heady scents from blooming climbers, instantly transports you to a place that could easily be overlooking the perfect blue of the Mediterranean.





Three balconies have been joined together to span the full width of Lennox Gardens to create a visually stunning exterior focal point, with original cast iron balustrades, potted plants and shrubs and traditional chequered tiles. This side of Lennox Gardens was first built in the Queen Anne period and originally overlooked meadows. Within a few years the gardens were planned and planted and the rest of the square built. The balcony is ideally situated to enjoy the comings and goings of this tranquil and historic square.

TAKE
IN THE
VIEW

71



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WHERE TO SIR?

The doorman is on hand to welcome your guests and cater to your personal needs from attending to your luggage, ordering a taxi, walking the dog or anything else you may require.



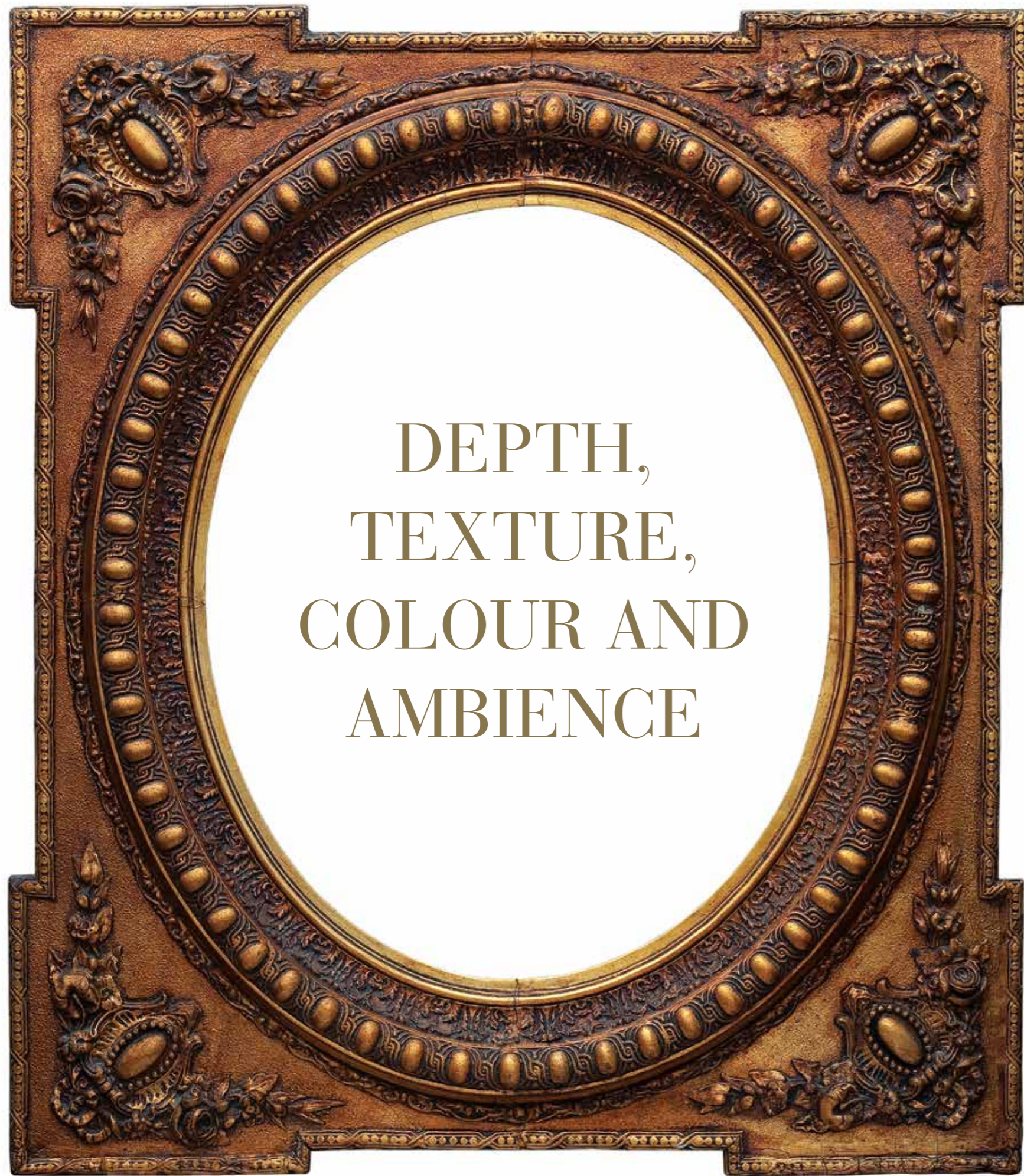
TECHNOLOGY



HIGH DEFINITION CONTENT, STREAMING MUSIC, TVs, LIGHTS AND BLINDS ALONG WITH THE CCTV SYSTEM ARE ALL ACCESSIBLE AND CONTROLLED VIA IPADS.

Modern technology has been discreetly located throughout Lennox Gardens although the systems used will not necessarily be seen. In the library a 65" Samsung LED TV is completely hidden from view behind the wood paneling which retracts to reveal the screen at the touch of a button. Other specialist equipment is featured in the bedrooms and bathrooms with TVs accessed via mirrors and speakers located in ceilings. High definition content is available in the main living areas along with a streaming music system provided via Sonos. Throughout the apartment music, TVs, lights and blinds and the CCTV system are all accessible and controlled via Apple iPads where settings can be fully customised to the owner's wishes. The system also features a "holiday mode" to create the illusion of occupancy if the apartment is not in use. All hardware has been installed by Livewire, purveyors of high end, dynamic projects allowing Lennox Gardens to house a state of the art audio visual solution.





DEPTH,
TEXTURE,
COLOUR AND
AMBIENCE



CURATOR OF
ART, JOANNE
SALLEY

Joanne Salley advised on this collection ensuring that the art presented works with the aesthetic of the broader project and the contextual environment, complimenting the vision of the interior designer. The resulting body of work is not only striking and brings a strong visual appeal but the artists are both important and highly collectable.



THE COLLECTIVE

Views to Lennox Gardens



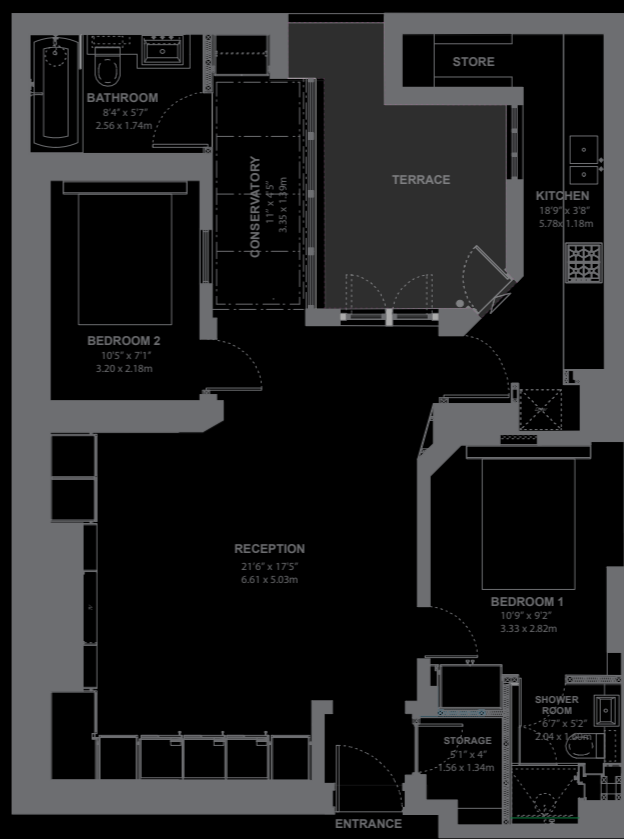
FIRST FLOOR

LAYOUT

TOTAL 5281
SQURE FEET

First Floor Apartment:
Apartment: 4418 Square Feet
Balcony: 319 Square Feet

Lower Ground Apartment:
Apartment: 863 Square Feet
Terrace: 100 Square Feet



LOWER GROUND





81

Tenure:

- 1st floor, 31 Lennox Gardens – Share of Freehold
- 1st floor, 33 Lennox Gardens (2 flats) – Share of Freehold and Long Leasehold (187 years unexpired)
- 1st floor, 35 Lennox Gardens - Long Leasehold (187 years unexpired)
- Lower ground floor, 33 Lennox Gardens - Share of Freehold

PRICE ON APPLICATION

82

WITH THANKS

Developer – Pacific Investments

Development Manager – Penna Property Partners

Tristan Parker – SAF LP

Architect - Peek Architecture & Design Ltd

Interior Designer – Bonchi Interiors

Contractor – Rochfort Art

Audio Visual – Livewire

Landscape Design – Bestique

Art – Joanne Salley

Photography – Alex Maguire, Adrian Houston & Carl Jani



If you require further information please contact Christopher Penna

Tel: +44 (0)20 7225 2250
Direct Tel: +44 (0) 20 7591 1632
Mob: +44 (0) 7773 773 845

cp@pennaproperty.com

124 Sloane Street, London, SW1X 9BW



PENNA | PROPERTY PARTNERS

PEEK

bonchi
INTERIORS

B
BESTIQUE

