

Dukelease debuts ‘artisan living’ scheme in Fitzrovia

Developer Dukelease has unveiled its latest boutique resi project, spanning the upper floors of five Fitzrovia buildings.



On the corner of Goodge Street and Tottenham Court Road, the thirteen-unit Rolfe Judd-designed *Artisan* scheme is due to launch later this month, with prices starting at £1m.

Dukelease originally bought the site as six plots, involving four terraced buildings in an hotch potch of architectural styles. The end product has delivered five “unique yet complementary façades” and reinstated the upper section of 5-7 Goodge Street, nearly 70 years after it was bombed out during WWII. The new-look elevations include a mix of contemporary insertions, dark brick with punched-hole openings and a “ribbon” of Portland stone.

Interestingly, a specialist “tuck pointed” method was employed on one of the buildings, a technique rarely used these days but one that you’ll find on the grand houses of Bedford Square (some of the best preserved Georgian architecture in London).



Bang on trend, the emphasis throughout is very much on the unique, and the buildings all offer something different design-wise. Unit options include one and two beds ranging up to 1,164 square feet, and two and three bed penthouses of up to 1,761 square feet. The three duplexes up top even have different feature staircase options, depending on whether you’re into the sweeping, spiral or floating variety.

Richard Leslie, CEO of Dukelease Properties: “Artisan represented both a challenge and great opportunity. Its architectural heritage and complexity required the upmost sensitivity and design expertise to maintain the character of this collection of buildings, while creating a suitable statement for the prominent location. Artisan reinstates the cornerstone of these two iconic streets and contributes to the continually evolving face of Fitzrovia. The new collection of apartments presents the opportunity to live in the heart of a highly desirable, bohemian neighbourhood in central London. Located on the borders of historic Bloomsbury and a short walk from both Oxford Circus and Regent’s Park, the residents of Artisan are perfectly placed for the best of central London. Goodge Street station is some 200 ft. from the front door, while Tottenham Court Road provides access to the Central Line and Crossrail from 2018.”

The first collection completes this month, with the final four units due later in 2016. The two commercial spaces beneath have already been let to independent retailers (one being Oliver Bonas).

