

London Evening Standard new homes awards 2016: top prize goes to conversion of five historic terrace houses in the heart of Fitzrovia

An elegant but challenging conversion in Fitzrovia is crowned the top prizewinner on the silver anniversary of the Evening Standard New Homes Awards.

KRISTY GRAY | Friday 20 May 2016 |

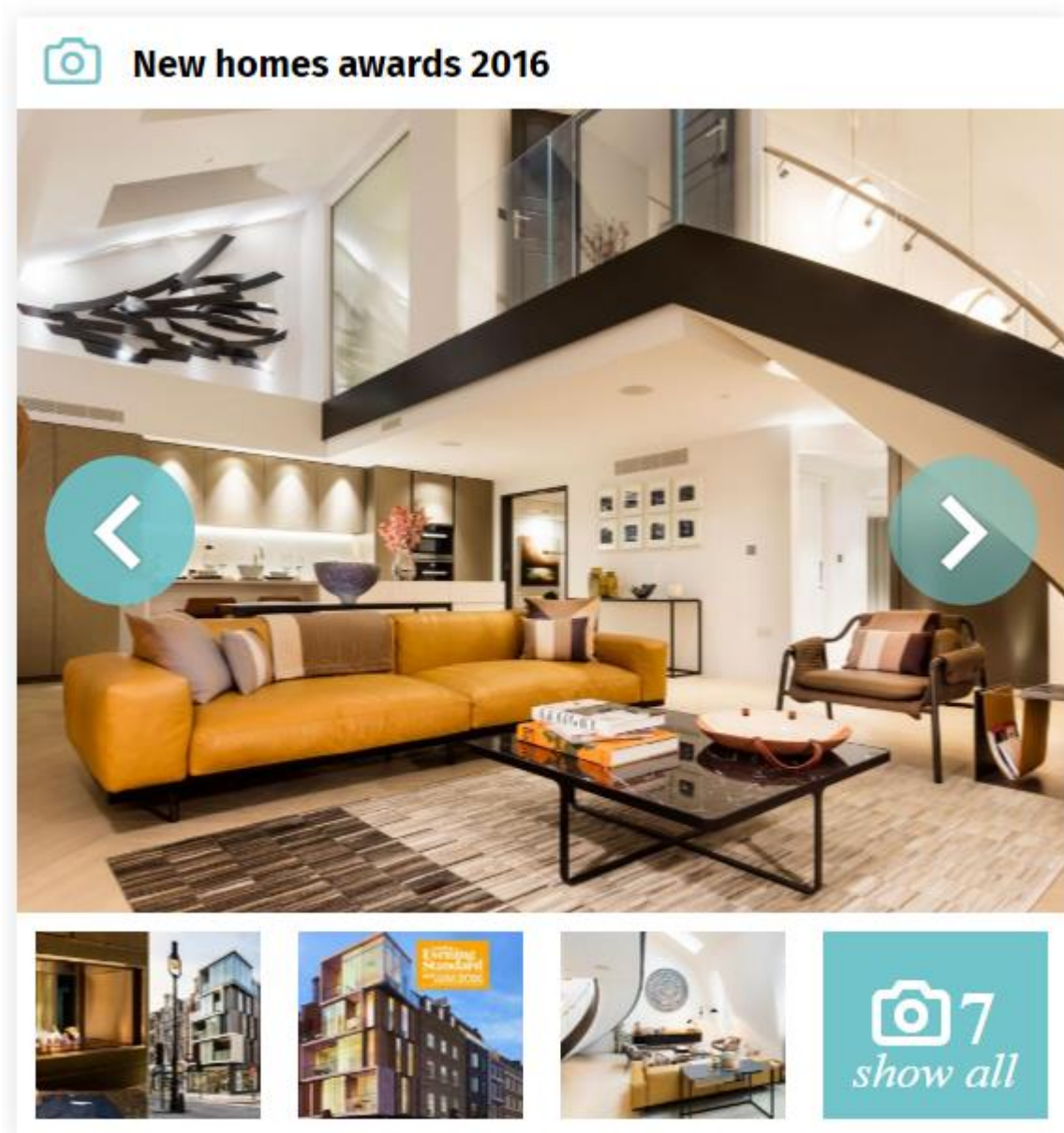


One of central London's most ambitious property conversions has scooped the top prize at this year's London Evening Standard New Homes Awards.

Artisan, by developers Dukelease, was awarded the prestigious Grand Prix Award and the trophy for best conversion at a packed ceremony in the ballroom of The Dorchester hotel.

Comedian Jack Whitehall hosted the event, the 25th anniversary of the New Homes Awards, and television presenter and Strictly Come Dancing finalist Katie Derham presented trophies to winners in 13 categories.

Judged by industry experts and Evening Standard readers, the awards recognised excellence across the housing spectrum - from first-time buyer flats to family houses and mansions. The final decision was made by a panel of design, regeneration and sustainability experts.



The top prizewinner was one of London's most challenging conversions, a scheme of luxury apartments in the heart of Fitzrovia, where Goodge Street meets Tottenham court Road.

Thirteen elegant apartments and penthouses were carved from the upper floors of five historic terrace houses, including a painstaking reconstruction in a void created by severe bomb damage during the Blitz.

Inside, some apartments have a lateral layout across two buildings, although instead of an ordinary open-plan layout, architects Rolfe Judd installed flexible sliding walls and screens to allow residents to shut off part of the space to create privacy. A curving oak and glass staircase in the show apartment is a stand-out feature.

Meanwhile, the judges also recognised that good things come in small packages in awarding Marcon Place - a collection of pint-sized starter flats in Hackney - the prize for the best first-time buyer homes.

Developer Pocket sells mainly to thirtysomethings in the public sector, who earn too much to qualify for social housing and too little to get on the London property ladder. The no-frills properties - with studios at 350sq ft and one-bedroom flats at just over 400 sq ft - are priced 20 per cent below market value and owners have to pass on this discount when selling in order to keep the homes affordable.