

INTERIORS

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How we put the art in Artisan

Laura Ivill talks to the designer behind boutique homes in Fitzrovia

They say that when you walk the streets of London, look up. And when you walk down Tottenham Court Road to the corner of Goodge Street, definitely look up, because there's a remarkable piece of architecture unveiled this spring that has revitalised this centuries-old street corner.

From the outside it cleverly blends what had been six single plots from different eras into one boutique residential development, renovating, repairing and enhancing the contrasting facades; from the inside this harmony gives character and individuality. After ten years in planning, I'm curious to see how they have tackled the show apartment.

Called Artisan, from prime London developer Dukelease, two of the apartments have sold and there will be 13 in total once phase two has been completed this summer. I'm taken around by Rolfe Judd's head of interior design Katherine Nethercoat – it is a luxurious statement of calm, with funky retro-modern furniture (lighting by Lee Broom, Rockstar bar by Buster & Punch), a pared-down palette of white, creams and silvers against dark lacquer and blond wood floor, contemporary clean lines (Kitchens by Modulnova in whiter lacquer and scored aluminium), layered textures, and – here's the thing – sculptures and paintings created specifically for the space, which you can buy or not buy as your fancy takes you.

Based on what you see here, Katherine has curated collections of furniture and decorative objects for each of the apartments individually, which you can buy as a package from around £30,000 or work with her to cherry-pick what you like, bespoke-style.

It shows how important interior design is now to the business of selling flats. Dukelease was canny enough to ask the architects, Rolfe Judd, also to do the interior design; and Rolfe Judd was canny enough to realise four years ago that having an interior-design division to complement its architecture and town-planning offerings was the



complete package. "Ten or 15 years ago architects would have been asked to do a base fitout and be done with it, and interior designers would have come in to do the furnishings," Katherine says. "Now the London development market recognises that interiors are key and involves interior designers early in the process."

Rolfe Judd spoke at London Craft Week this year, and Katherine has included handmade bowls from The New Craftsmen alongside the site-specific artworks. "Craft is very much having its moment," Katherine says, "people wanting a bespoke product and the touchy-feeliness of craft. I really love trying to balance that with this contemporary, architectural interiors style."

The window glazing annihilates any traffic noise from Tottenham Court Road, but soon the council will too when it part closes the road to cars. This, along with the arrival of Crossrail, continues the gentrification of Fitzrovia, which along with Marylebone and Mayfair, is the "desires" for prime central-London living.

Artisan is keen to highlight its links with the "bohemian village" vibe of the area – buzzy Charlotte Street and the foodie havens of the likes of Dabbous, Salt Yard, Hakkasan and Bourne & Hollingsworth. Where once 1930s writers gathered in the Fitzroy Tavern on Charlotte Street and drank their way down to Soho (thereby giving Fitzrovia its name), now the upwardly mobile are flocking here to grab a piece of the action – and an artisan coffee.

From £1m. Visit artisanlondon.com



Top left: the kitchen. Above: the living room and, left, from another perspective with feature staircase. Below: Artisan by Dukelease from street level



EMERGING MARKETS

Are you a MeCo, a GloMad or a My Sizer?

Stephanie McMahon, Head of Research at **Strutt & Parker**



Are you a MeCo, a Tumbleweeder, or perhaps a My Sizer? These are London's new housing tribes. Through Strutt & Parker's latest Housing Futures research, we discovered that 65 per cent of Londoners who intend to move in the coming five years will move out of the city. However, for those that stay the tribe they fall into will determine their

housing wants and needs. Generally, all Londoners are driven by the wish to be closer to shops and public transport, two things which the city offers in abundance. They also want to be better able to financially support family and spend time with friends. That communication need extends to the desire for broadband and excellent telecoms. If these are the house moving drivers which align our tribes, so how do they differ?

Our survey classed 54 per cent of Londoners as My Sizers, those who are moving home so that they can better suit their evolving needs, both in terms of space and finances. They may be motivated to change their current housing in order to adjust their physical space to the right size. They also include property owners

who are moving to free up capital, which we shorten to the Four Ss: shrinking to share, save and spend.

Although a very recent trend, Londoners are often at the cutting edge of global shifts and 34 per cent would categorise themselves as MeCos. Putting their health and wellbeing at a premium, this tribe want a home that includes architecture, design and technology which supports their lifestyle.

GloMads are the nomads of the world, who shift from city to city depending on where their work takes them. A relatively small group, 22 per cent of our survey group would class themselves as GloMads; they will often seek rental housing to ensure they can be as flexible as possible. They may well also want fully furnished 'menu' type options,

and will seek city centre or vibrant communities where they can take advantage of the local buzz.

Tumbleweeders (19 per cent) and Waltons (22 per cent) are our two smallest groups. They are the polar opposite tribes – the first is those who under-occupy their homes, the second who have more than two generations within their homes.

This latter is an example of significant shifts in the way we live driven by affordability, people living longer and also lifestyle choices. Another startling trend is the move towards living alone, a tribe we call our Onesies. According to the ONS in 2015 there were 7.7m one person households in the UK, up from 6.5m in 2001.

For the London housing market, our tribes show that we need new

housing solutions. This could be increasing the density of how we live to help tackle affordability – micro-mansions for example are small, but perfectly formed flats which, through clever design, ensure city living is open to a wider range of budgets. There is also Build-to-Rent or the Private Rented Sector – well specified, designed and purpose built rental accommodation catering to singles, couples and families.

Finally Platinum Places – lock up and leave housing for those wishing to downsize once their children have left home and want the amenities and convenience of urban life whilst being close to family and friends. Pay attention to these new tribes because they will determine the shape of the London housing landscape over the coming decade.

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