

PAINTING THE SCENE *in* FITZROVIA

Artisan brings thirteen beautifully crafted apartments and penthouses to life in London's cultural heartland.

In the beating heart of the capital, it's easy to lose connection with one's personal sense of space and individuality. The rush of people flows like the currents of the Thames, making it difficult to stand one's ground. What one needs is a base of bespoke brilliance, a home that fits one's personality like Pimm's fits a summer's day. Much like the aforementioned summer drink, Dukelease's stunning new development, Artisan, may make this dream become a reality.

Historically renowned as London's bohemian quarter, Fitzrovia has been the area where many creative and cultural figures have made their homes, with Charles Dickens, Virginia Woolf, and George Bernard Shaw among them. Media companies, fashion houses and television production studios are housed in close proximity, with a plethora of art galleries and dealers making up much of the space at ground level. And it is amongst these creative roots that we find the inspiration for Artisan.

For Dukelease, who pride themselves in designing distinctively individual schemes for every project, Artisan is



no exception. Made up of what appears to be five buildings, the development wraps around the corner of Goodge Street and Tottenham Court Road. Being situated on the edge of a conservation area, planning permission had been notoriously difficult to get and required a very close working relationship with the local government conservation office during the design process.

Paul Cook, Managing Director of Dukelease, comments, "Artisan has been a challenging yet incredibly rewarding project. Having first secured the site back in 2009, it has taken no less than seven years to bring Artisan to life. Located within the Charlotte Street conservation area and given the sensitivities and complexities of the site, we worked closely with Camden Council to create a design that was in keeping with the character of the area. This involved taking a sympathetic approach to the existing buildings, as well as setting out a clear vision for the new building which complements the street scene."

Originally six individual plots, the Artisan development included a plan to reinstate the empty space above 5-7 Goodge Street created by the bombings of World War II. The architecture, developed by architects Rolfe Judd, is designed to reflect both the future and the past, including many of the techniques usually lost in modern building, such as tuck-pointing, a highly refined, time-consuming brickwork technique. With the buildings effortlessly melding into one within their interiors, the

transition almost mirrors the modernisation of the area over the years, and becomes an overarching theme of the development itself.

Integrating the original design was a major factor in the interiors with several of the details mirroring those of the façade. The tiling of the bathrooms, many of which include feature walls made up of very thin strips of tile that undulate, gives a varying topography to the surface. Texture is particularly important at Artisan. Finishes have a tactile quality to them, with inclusions of suede and rough fabric on some of the bedroom walls and etched aluminium in the kitchen to bring life and warmth to the spaces, as well as pay homage to the past.

If requested, residences at Artisan can come fully equipped with bespoke furniture packages. Leather and wood being a residing theme, touches of metal vary between gold and titanium finishes depending on the requested colour scheme.

Individuality is key in the creation of the interiors, to make sure each home has its own personality. The most physical representation of this is the staircases within the penthouses. Each uniquely different, these set the tone of the space. Customisation is a theme at Artisan, with residents able to adapt the spaces to their ever-changing needs and lifestyle with ease. Pocket doors and walls fold back and disappear to convert bright open entertaining

PARTICULARS DUKELEASE

📍 PLACE

Fitzrovia

🏠 PROPERTY

13 Residences

📏 PLANS

538 - 1,761 square feet

£ PRICE

£1 million - £4 million

📅 PERIOD

February 2016

+ PERKS

Outdoor space, unique design of each home, access to local and independent retailers

spaces into individual dining and living rooms or perhaps a private home office for Monday to Friday. In many of the penthouses, retractable skylights and exterior doors create a terrace space within the room for an outdoors-in feel.

Being situated in such a central part of London may be a noise concern for some, yet on entering the building any worries will be quickly diminished. External noise is almost forgotten as the architectural team paid particular attention to acoustic detail throughout the design process, taking into account location.