

# METRO Property



Tall order: The new face of Fitzrovia

**S**ITTING smack-bang on the corner of Tottenham Court Road and Gooch Street in Fitzrovia, new development Artisan has been a long time coming. In fact, the process began seven years ago, an eternity in the world of London construction – and all for a mere 13 apartments.

But what a collection they are – and their uniqueness is a result of the ingenuity of the architects and interior designers who have battled a series of planning objections to create homes that, as they put it, complete 'a jigsaw' on this high-profile corner.

What stood here before was a rather drab 1920s building, and the Camden conservation officers who oversaw its replacement were never going to allow its successor to be as mediocre. So Dukelease Properties, the developers behind Artisan, enlisted the architectural practice Rolfe Judd to come up with plans that could successfully 'complete the jigsaw'.

Originally, Artisan was six individual plots, including four terraced buildings. The scheme also reinstated the upper portions of 5-7 Gooch Street, which had been destroyed by a German bomb in the latter stages of the Second World War.

The challenge was to create a building that would work as a bridge between the Georgian buildings of Gooch Street and the late Victorian/Edwardian architecture of this stretch of Tottenham Court Road.

The result is a development with five unique yet complementary facades that occupy four storeys on this 'hard edge' corner at two of London's most famous addresses.

Rolfe Judd used various techniques and materials to achieve this spanning effect – a mix of solid and transparent materials that pick up on



Sleek exterior: Materials used are suitably high-spec



Upwardly mobile: A clever use of glass is everywhere

## ARTISAN'S PERFECTLY CRAFTED CURVES

This luxe collection of 13 apartments has design clout and a great location, says **Oliver Wadeson**

neighbouring colours. Both sides of the corner have been embossed with Portland stone ribbon but on the Tottenham Court Road side, this ribbon is a terracotta colour, in keeping with the adjacent Edwardian buildings. On the Gooch Street side the ribbon is darker, to match the Georgian brickwork of the street.

Further along the Gooch Street side of Artisan the architects have used tuck-pointed bond brickwork, a technique popular between the late

17th and early 20th centuries, which gives the impression of a narrow joint between each brick.

Artisan is being released in two phases. The first, launched in spring, features a mix of nine individually designed one- and two-bedroom apartments ranging up to 1,164 sq ft, and two- and three-bedroom penthouses ranging up to 1,761 sq ft.

Prices start from £1,995,000 for a two- or three-bedroom apartment, with penthouses ranging from

£2,500,000 to £3,995,000. The interiors of the flats were created as a joint project between Rolfe Judd and sister company Rolfe Judd Interiors with the aim of creating a 'boutique' effect.

The three penthouses offer 'artisan living' at its very best, each with a distinctive style. The two and three-bedroom properties are spread over a thoughtfully designed duplex layout, each with its own bespoke feature staircase.

Euan MacGillivray, lead architect on Artisan, says: 'We wanted to create a sense of ethereal space, so to get a lighter feel we used ceramics instead of marble.'

One of the penthouses features a dramatic double-height living area. 'The idea was to sacrifice space for drama,' he adds. 'We made the reception hall dark so that you walk out of that into this vast, bright space.'

You will find numerous examples of clever, flexible partitioning at Artisan with retractable 'false' walls ingeniously creating private spaces

for dining and entertaining, with fabrics such as embossed suede covering the partitioning walls. One of the penthouses is fitted with a 'smart glass' wall which, at the touch of a button, can be transformed from a clear pane to a lit, shaded glass wall that provides privacy between the bedroom and the living area.

Each property is finished with the finest detail and craftsmanship including timber chevron flooring and Italian-designed kitchens fitted with a range of Miele, Bora Classic and Siemens appliances. Richard Leslie, CEO of Dukelease Properties, says: 'Artisan represented both a challenge and an opportunity. Its architectural heritage and complexity required 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 evolving face of Fitzrovia.

'The new collection offers the chance to live in the heart of a desirable neighbourhood. 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 the capital. Gooch Street Tube station is a stone's throw from the front door, while Tottenham Court Road provides access to the Central line and Crossrail from 2018.'

dukelease.com



Sleek furniture: The boutique effect



Stepping up: The stunning penthouses each offer their own bespoke staircase