

The Hill

November 2016

resident

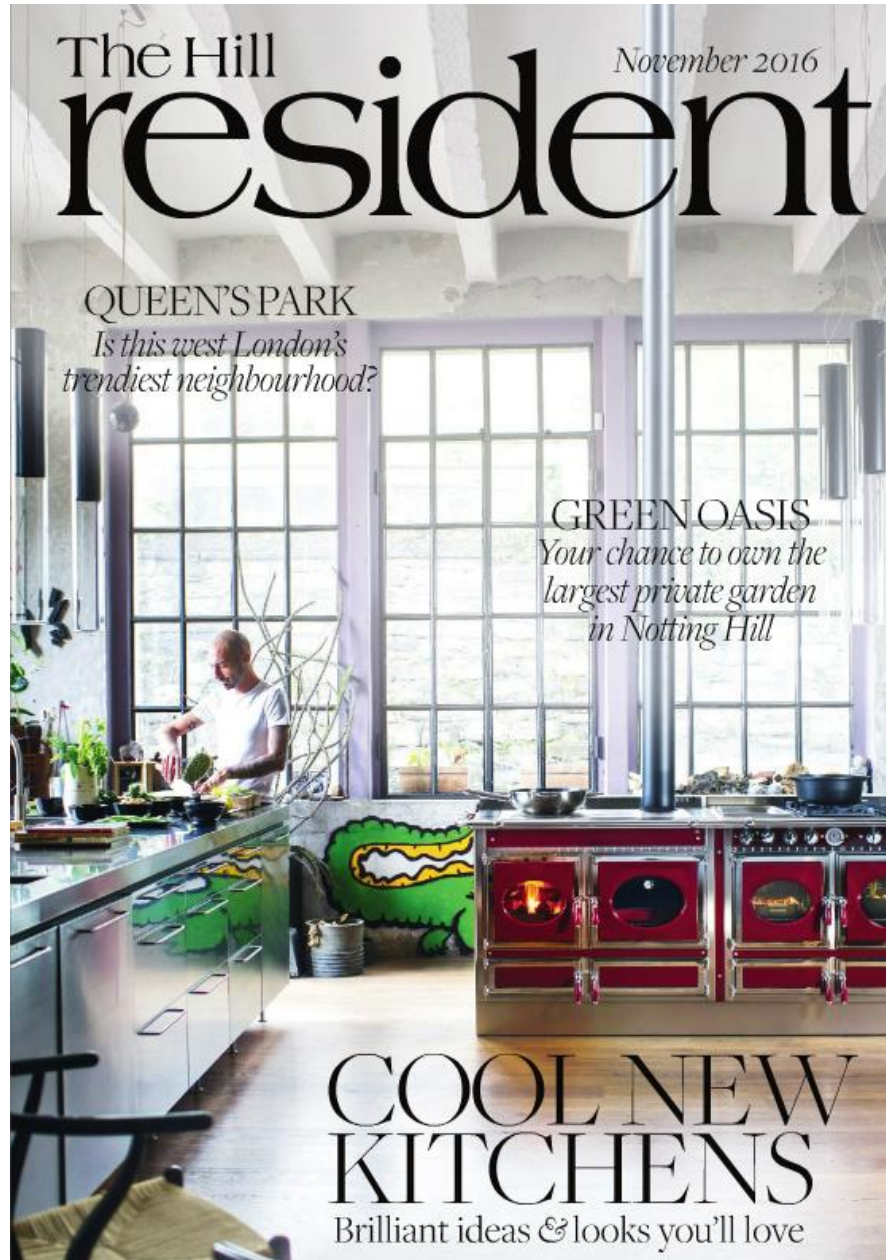
QUEEN'S PARK

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trendiest neighbourhood?*

GREEN OASIS
*Your chance to own the
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PICTURE PERFECT

Discover why an artistic home is key to attracting buyers

Words FIONA BRANDHORST

While few of us can boast a highly acclaimed art collection, art in all its forms is high on the agenda when it comes to selling a property. Homeowners and developers are taking inspiration from interior designers to choose and position paintings and sculptures inside and out to showcase homes to their best advantage.

Strutt & Parker is selling a three-bedroom, three-bathroom apartment in a classic Victorian terrace in Wetherby Gardens in the heart of South Kensington, owned by antiques curator Preston Fitzgerald and his partner Cedric Smith, priced at £2.95m. Beautifully staged with a vast collection of paintings, plates, glassware and sculptures, buyers have been given a readymade template for their own creative tastes.

'Art is so important in all of our projects as it really finishes off a space

and adds an element of luxury,' says interior designer Sophie Paterson, who was commissioned by Telford Homes to design the interior of six penthouses in its Horizons development at Canary Wharf. 'We used prints printed on canvas, inspired by the amazing view of the Thames and the O2, to give the feel of oil paintings,' she adds. 'By hanging an oversized print in the dining area it draws the eye to the furthest point in the room, helping to emphasise the sense of space.' Prices start from £995,000.

Award-winning developers Mount Anvil and FABRICA have extended the theme of Vauxhall's growing artistic hub, home to a string of galleries including Damien Hirst's Newport Street Gallery, to its Keybridge development where prices start from £575,000 for a studio apartment, on sale with Knight Frank. 'We will have one acre of outdoor space that will host historically



property

Sophie Paterson was commissioned to design the interior of the penthouses at Horizons (left); this classic Victorian terrace in Wetherby Gardens (below) features a vast collection of paintings

significant artwork by award-winning artist Tom Price,' comments Jon Hall, Sales and Marketing Director at Mount Anvil. A striking water feature refers to the lost River Effra, which once freely ran on the site, while a series of sculptures will breathe new life into the public realm.

Dara Huang, Founder of Design Haus Liberty, has worked with CIT on its world-class, 41-storey South Bank Tower where Savills is marketing apartments from £1.8m. 'Selecting art should be an integral part of the overall design concept,' she says. 'That way you can plan in advance what you want to achieve and arrange the pieces of art according to the light, space and composition. The contrast of contemporary art with a traditional space can look spectacular.' The residents' lobby features a sculpture called Vertical Shell by internationally-renowned artist Tobias Putrih. The concept originated from part of an oyster shell discovered on the banks of the Thames and is visible from the street as well as from the Mondrian Hotel and the Oxo Tower opposite with the intention to engage residents, locals and passers-by.

With its location just along from Tate Britain and next to Henry Moore's famous 'Locking Piece' sculpture,

residents at Riverwalk, Ronson Capital Partners' spectacularly positioned riverside development at Westminster overlooking the iconic M16 building, will also enjoy three specially commissioned pieces of public art. Peter Randall-Page's 'Shape in the Clouds' is carved from distinctive Rosso Luana marble and sits on a viewing terrace at the top of new steps to Vauxhall Bridge. French-Argentinean artist Pablo Reinosa has also designed two child-friendly benches on the riverside walk.

For buyers who need bespoke inspiration, Lisa Ronson Home's art consultancy service, ranging from tailored art packages to specially commissioned pieces of art, is available at Riverwalk where 75% of the homes are already sold. Prices start from £1.25m with Savills.

Artists and their work are at the centre of Prospect Place at the Battersea Power Station development where a cultural venue called the Village Hall opens in April next year. The series of striking residential buildings, including the distinctive 'Flower' tower, is set to become an architectural landmark and demonstrates California-based Gery



Partners' art-inspired, sculptural design. Prices start from £1.35m with JLL.

Ultra-high net-worth buyers are more art-savvy than ever before, with art becoming an increasingly valuable tool when selling luxury turn-key properties reveals Joe Burns, Managing Director of super-prime developer and interior design practice, Oliver Burns. 'At this level of the market, many of our clients are highly educated about the art world and, as such,

they expect to see only the highest calibre works. Art frequently represents an investment of passion for these buyers, so properties now often rival world-renowned galleries in terms of prestige of the pieces on display.' Burns' latest

project, the penthouse at Beau House in St James's, has an entrance hall used as an art gallery space setting the tone of the apartment from the moment buyers step through the door. Prices start from £2m.

The arrival of the bronze horse sculptures at Goodman's Fields in the heart of the community. 'Evoking the site's history as a former livery yard, the sculptures nod to the heritage of the development as a cornerstone of life on the city fringe,' adds Louis Aldred, Head of Sales at Berkeley Homes. Prices start from £699,500. In Kensington, Harrods Estates is marketing Lexham Gardens, a five-bedroom townhouse priced at £6.35m. The reception room on the first floor includes bespoke gallery-style lighting, offering the next owner space to display precious artworks.

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Vertical Shell by Tobias Putrih at CIT South Bank Tower