



MODERN BOHEMIA

15.05.22

Art-Invest Real Estate, ECE and Dukelease Properties have unveiled the first penthouse residence at 101 on Cleveland, a boutique prime central London development in the heart of Fitzrovia. The three-bedroom lateral home, spread across 1,477 square feet, has been curated with a deep understanding of the rich history of craftsmanship in Fitzrovia by multidisciplinary, soho-based interior design studio Bergman & Mar.

This show penthouse is one of a collection of four penthouses located on the 9th floor at 101 on Cleveland, each boasting a private roof terrace with enviable views across London - a rarity for this prime central location.



Pairing historical design with contemporary bespoke pieces, having invested significant time uncovering talented, established, and emerging designers, artists and craftsmen, Bergman & Mar has created a “modern bohemia”, honed with an artisanal energy.

Once the epicentre of London’s craft scene, 18th Century Fitzrovia was renowned for its skilled French and Spanish artisans establishing intricate furniture stores alongside British traders like Thomas Chippendale, known for his extraordinary mid-Georgian and Rococo cabinets. Heavily influenced by the dark jewel hues attributed to the Victorian era, Bergman & Mar’s interiors mirror the epoch’s earthy colour palette. A blend of deep reds, blues and greens layered with mahogany, walnut, and gold, from an iconic maroon Camaledonda sofa by Mario Bellini, and deep blue Firenze Armchairs by Franco Albini, can be seen in the living room, whilst striking, white onyx and Rosso Levanto marble Lunar Pendant lamps by Pierto Russo Design adorn one of the three bedrooms.



Petra Arko, Creative Director and Founder of Bergman & Mar comments: “The location of Fitzrovia played an important role in our design for the penthouse at 101 on Cleveland. Informed by the district’s rich history as the home of craftsmanship and bohemia, we wanted to create a subtle modern continuation of Chippendale’s appreciation of art and eclecticism by carefully selecting over 40 different furniture designers, artisans and artists to create an inimitable space with a lasting impact.”

Marrying the past with the present is a central theme that can be seen at play throughout the penthouse where Bergman & Mar has created an alchemy of carefully chosen items each by a different maker. At the very heart of the home is a sophisticated yet functional open-plan living area and kitchen - which opens out onto a private balcony. A centrepiece above the dining space, a statement industrial style Chemistry Trapezi Chandelier by Silvio Mondino Studio doubles up as a functional piece of sculptural art inspired by the traditional hand-blown glass techniques used to produce glass in Vicenza. Demonstrating craftsmanship throughout the ages, numerous vintage designs - from the antique Dolores & Loretta dining chairs, to the 1950’s antique rosewood Bar Cabinet by Paolo Buffa - display a juxtaposition to carefully selected contemporary pieces which include a hand-crafted ceramic tiered navy side table by young British Designer Joe Hartley and Atoll Chaise by Patrick Norguet.



Informed by not only Fitzrovia's rich culture but supporting local suppliers, Bergman & Mar commissioned local London cabinet makers to produce a bespoke dressing table, for one of the bedrooms, which has been paired with a 1940's vintage vanity chair, upholstered in a traditional two-colour striped fabric - a further nod to Chippendale and his renowned geometric pattern designs. Adding a final touch, the décor of the penthouse is completed with a collection of rare first edition antique books from the collection of the late Michael White, a British theatrical Impresario and film producer.

Crafted as a collector's city retreat, art plays an integral role in Bergman & Mar's design. A reflection of the current penchant for working from home, the third bedroom has been dressed as a dedicated home office and adorns artwork by travel photographer Richard Gaston. In the living room, Brazilian contemporary artist Fernanda Galvao's striking painting *Bananinha* (2021) takes pride of place.



Completing this central London haven is the penthouse's private roof terrace. Spread over 507 square feet, Bergman & Mar has created a paradisiacal urban jungle offering unrivalled views of London's iconic skyline, including the iconic BT Tower. Separating the space into three distinct zones using a plethora of plants and urns, the roof terrace exudes modern city living, offering residents space for both relaxing and entertaining.

101 on Cleveland is a £190m joint venture project between Art-Invest Real Estate UK; German real estate developer, ECE; and Dukelease Properties. In addition to the 103 homes – set within three contextually designed buildings by award-winning architects and interior designers, Assael – residents at 101 on Cleveland will each have access to a range of private amenities reminiscent of a five-star hotel, including a gym, sauna, screening room, dining room, resident's bar, business suite, lounge, and landscaped gardens on a podium level, as well as 35,000 square feet of commercial space.



Ali Abbas, Managing Director at Art-Invest Real Estate, London comments: “The penthouses at 101 on Cleveland epitomise the rigorous attention to detail and appreciation we have given to Fitzrovia’s abundance of culture and character. Our collection of best-in-class new homes, which perfectly complement contemporary urban living, offer an exciting and rare opportunity to live in one of London’s most desirable locations.”

James B. Lewerenz, Director Operations at ECE Living comments: “This development is a truly special project for ECE as it not only marks our company’s entry into the British residential real estate market but rather is a real gem that has been created in the heart of Fitzrovia - with an eye for detail and quality of design and material that reflects the character of the location in a perfect way.”



Richard Leslie, CEO and Founder at Dukelease Properties comments: “We are proud to unveil this new collection of penthouses at 101 on Cleveland where Bergman & Mar’s design exemplifies Fitzrovia’s lasting legacy. With multiple new openings in the area, the imminent opening of the Elizabeth Line on one of Fitzrovia’s most famous streets - Tottenham Court Road - and strong residential demand in recent months, it’s obvious that Fitzrovia is showing no signs of slowing down as a prime London location.”

Penthouses at 101 on Cleveland start at £4.2 million.



(Image Credit: Tom Sullam Photography)

www.101oncleland.com