

☆ Feature · 16th May 2022

In Pictures: Boho-themed Bergman & Mar penthouse unveiled at 101 on Cleveland

Covers have come off the first penthouse unit at the £190mn scheme near Fitzroy Square

Design studio Bergman & Mar has unveiled an eclectic new project at the 101 on Cleveland scheme in Fitzrovia.

The first show penthouse at the new £190mn development near Fitzroy Square – a joint venture between Art Invest Real Estate, ECE and Dukelease – is a three-bed lateral on the ninth floor measuring just shy of 1,500 sq ft.



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The Soho-based firm describes the finished article as a “modern Bohemia”, inspired by Fitzrovia’s buzzing craft scene in the 18th century, when skilled French and Spanish artisans rubbed shoulders with British luminaries including Thomas Chippendale.



Drawing on the dark jewel hues of the Victorian era, the scheme incorporates some antique Dolores & Loretta dining chairs; a 1950s rosewood bar cabinet by Paolo Buffa; a striking Camaledonda sofa by Mario Bellini; Firenze armchairs by Franco Albini; and lighting by Pierto Russo Design and Silvio Mondino Studio.

Finishing touches include some rare first edition antique books from the collection of theatre impresario and film producer Michael White; and artwork by travel photographer Richard Gaston and Brazilian contemporary artist Fernanda Galvao.



The team has also transformed the unit’s 507 sq ft roof terrace into a “paradisiacal urban jungle”.



Occupying a one-acre triangular site in the shadow of the BT Tower, the Assael-designed 101 on Cleveland has delivered 88 private apartments alongside 35,000 square feet of commercial space and 15 affordable homes, across three buildings. The quartet of penthouses are priced from £4.2mn.



Petra Arko, Creative Director and Founder of Bergman & Mar: “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.”

Ali Abbas, Managing Director at Art-Invest Real Estate, London: “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: “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: “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.”