

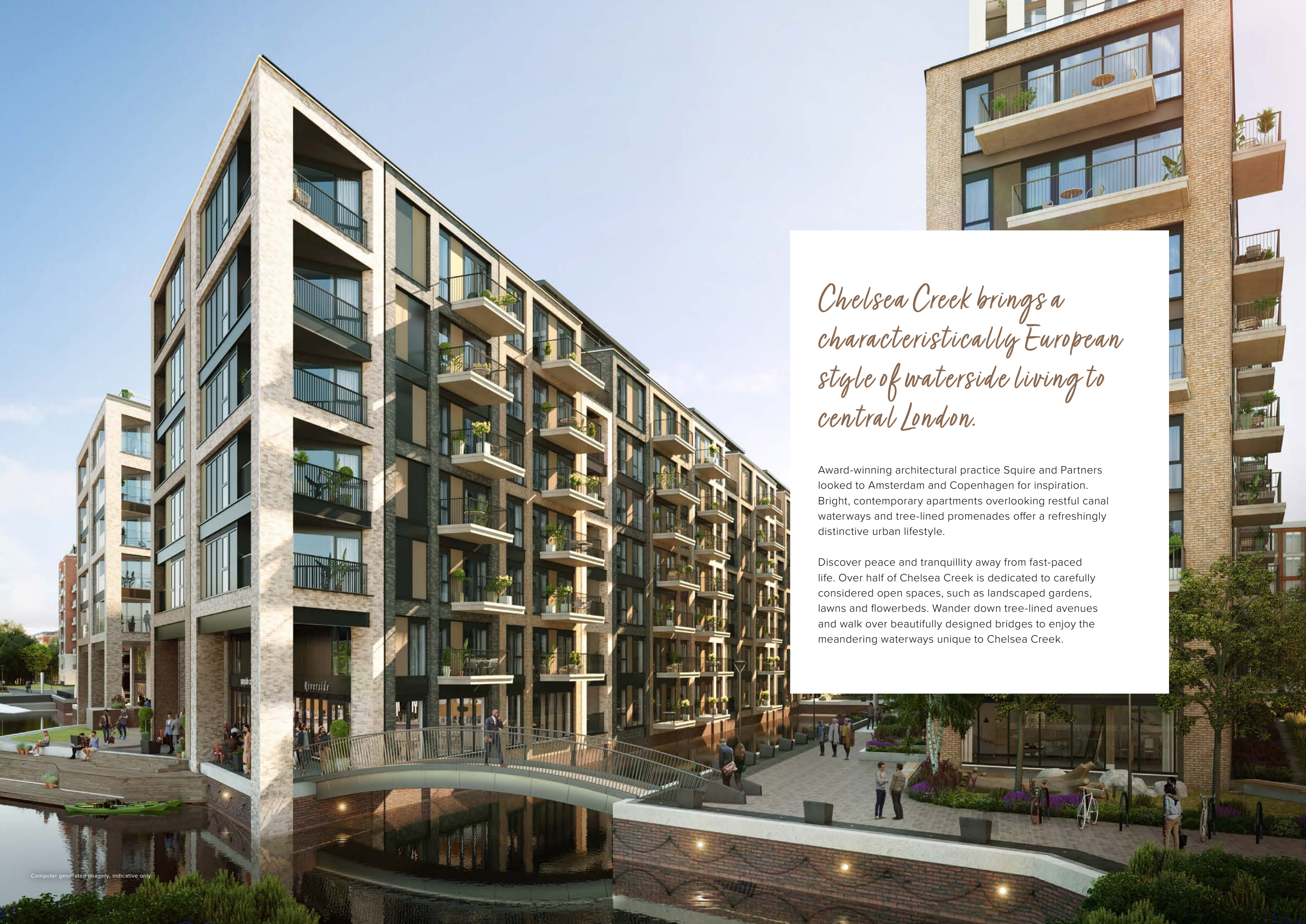
CHELSEA CREEK



the
Explorer

SHOW APARTMENT

BY
GODDARD LITTLEFAIR

A detailed architectural rendering of the Chelsea Creek residential development. The image shows a long, multi-story brick building with a modern design, featuring large windows and numerous balconies with glass railings. Some balconies have potted plants. In the foreground, a curved pedestrian bridge with a metal railing spans a canal. People are walking on the bridge and on a paved promenade to the right. There are trees, landscaping, and a small boat in the canal. The sky is clear and blue.

*Chelsea Creek brings a
characteristically European
style of waterside living to
central London.*

Award-winning architectural practice Squire and Partners looked to Amsterdam and Copenhagen for inspiration. Bright, contemporary apartments overlooking restful canal waterways and tree-lined promenades offer a refreshingly unique urban lifestyle.

Discover peace and tranquillity away from fast-paced life. Over half of Chelsea Creek is dedicated to carefully considered open spaces, such as landscaped gardens, lawns and flowerbeds. Wander down tree-lined avenues and walk over beautifully designed bridges to enjoy the meandering waterways unique to Chelsea Creek.

GODDARD LITTLEFAIR

Goddard Littlefair is a London-based, globally renowned interior design studio, established in 2012 by Martin Goddard and Jo Littlefair.

The company's talented, international team works on multi-award winning hotel, hospitality and spa projects across the globe, as well as high-end residential schemes. Their impressive roster includes The Corniche and 9 Millbank.

Taking inspiration from the dynamic, avant-garde fashion history of the area and the personalities, such as Vivian Westwood and Mary Quant, who thronged there, many of the creative fashion houses pushed the boundaries in their respective fields, the design of the apartment embodies the same spirit of adventure while harnessing the nonchalant glamour of Chelsea.

A key element for Goddard Littlefair schemes is to anticipate the interests and needs of future occupiers and ensure

that the design of the interiors dovetail harmoniously with these homes to more than deliver, but delight. To that end the design team recognised there was a huge amount of London culture, entertainment and dining options available in the vicinity and that the apartments' role in this lifestyle was to be a supportive refuge and a flexible space to work and relax in.

The resulting design is sophisticated and contemporary with references to travel, the written word and experience in the creative industries throughout. The colour scheme itself is calm and neutral but does deepen through golden tones, amber and rust with strong accents in blues and dark oak furniture pieces. Added to this are highlights of brushed brass metallic and figured marbles used in lighting features and decorative accessories.



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FLOORPLAN



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KITCHEN/LIVING/DINING	39.93 SQ M	429.80 SQ FT
KITCHEN (ON ITS OWN)	10.40 SQ M	111.94 SQ FT
BEDROOM 1	25.25 SQ M	271.79 SQ FT
BEDROOM 2	12.93 SQ M	139.18 SQ FT
BEDROOM 3 / STUDY	13.41 SQ M	144.34 SQ FT

TOTAL INTERIOR AREA
142.42 SQ M 15,33.00 SQ FT

TOTAL EXTERIOR AREA
14.73 SQ M 158.55 SQ FT

Washing machine Integrated fridge freezer 4 ring hob Utility room TV Privacy screen

Floor plans shown are approximate measurements only. Exact layout and size may vary. All measurements may vary within a tolerance of 5%. Furniture placement is indicative only.

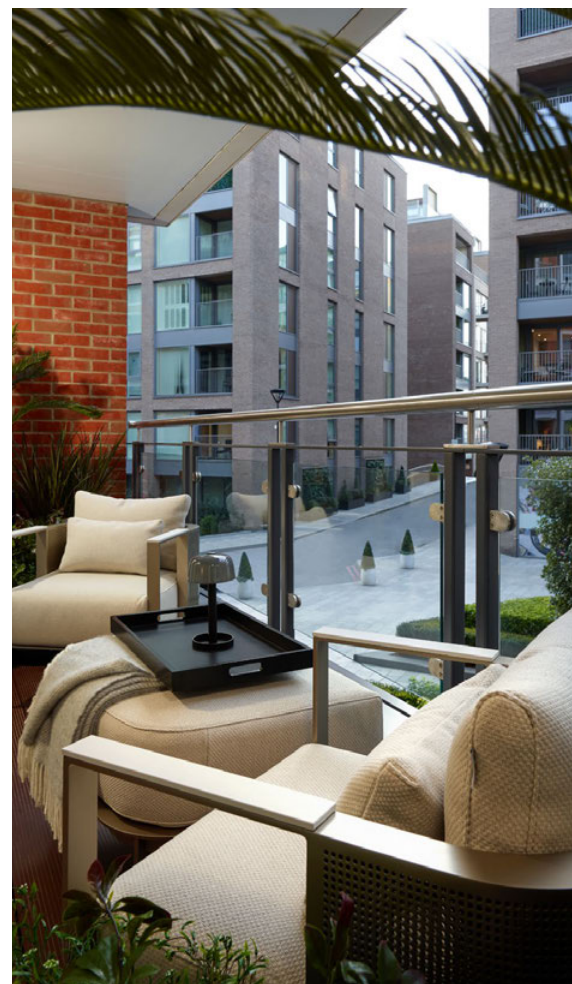
the design



LIVING & DINING AREAS

The living and dining room were designed to deliver a comfortable, yet assured and elegant entertaining space. The bespoke joinery wall, anchoring the living room to one side of the space, was created with rich leather panels, black marble with gold veins and brass insets.

This left the dining area and kitchen to perfectly adjoin one another, facilitating an effortless entertaining zone within the apartment. During the day the terrace also benefits the living space offering the ability to bring in light and life while a smoky glass pendant over the six-seater dining table transitions the apartment to the evening, adding glamour with its subtle light while leather wrapped dining chairs ensure a comfortable evening can be spent enjoying food and conversation.



*designed to deliver a
comfortable, yet assured and
elegant entertaining space*







*rich amber coloured leather
wrapped onto shelves and panels
provides a warm ambience*

WORK/RELAXING SPACES

Working from home has become second nature, and seeing this trend set to continue beyond the restrictions of the current climate, Goddard Littlefair dressed one room as a dedicated study.

This offered a flexible solution for a couple to co-exist, through a double sided leather wrapped desk served by a chair and pull up stool, while leaving ample room for a comfortable sofa and plentiful storage provided by a bespoke fitted joinery unit.

Rich amber coloured leather wrapped onto shelves and panels provides a warm ambience to the room while the wall colour itself is bravely dark, expressing that creative and slightly daring ambition for the apartment.







*a simple, circular mirror... reflecting
the outside and adding to a sense of
space and calm*

MAIN BEDROOM

The main bedroom is softened and lightened with linen wrapped upholstered panels behind the bed which itself has been kept low and elegant, wrapped in stone coloured leather and complemented by a fluted leather headboard running the full width of the space.

Dramatic marble and brass pendants hang on either side of the bed, keeping the black marble topped nightstands clear, while their perfect symmetry creates a harmonious feature themselves. A simple, circular mirror was all that was needed over the centre of the headboard, reflecting the outside and adding to a sense of space and calm.



GUEST BEDROOM

As a contrast, the guest bedroom takes on a darker tone to the walls but here Goddard Littlefair chose to commission artists to hand-paint gold squares running horizontally around the room.

An uncomplicated device, this adds a layer of decoration that nods to the film and photography industries which Chelsea historically had connections with.



hand-painted gold squares... add a layer of decoration that nods to the film and photography industries

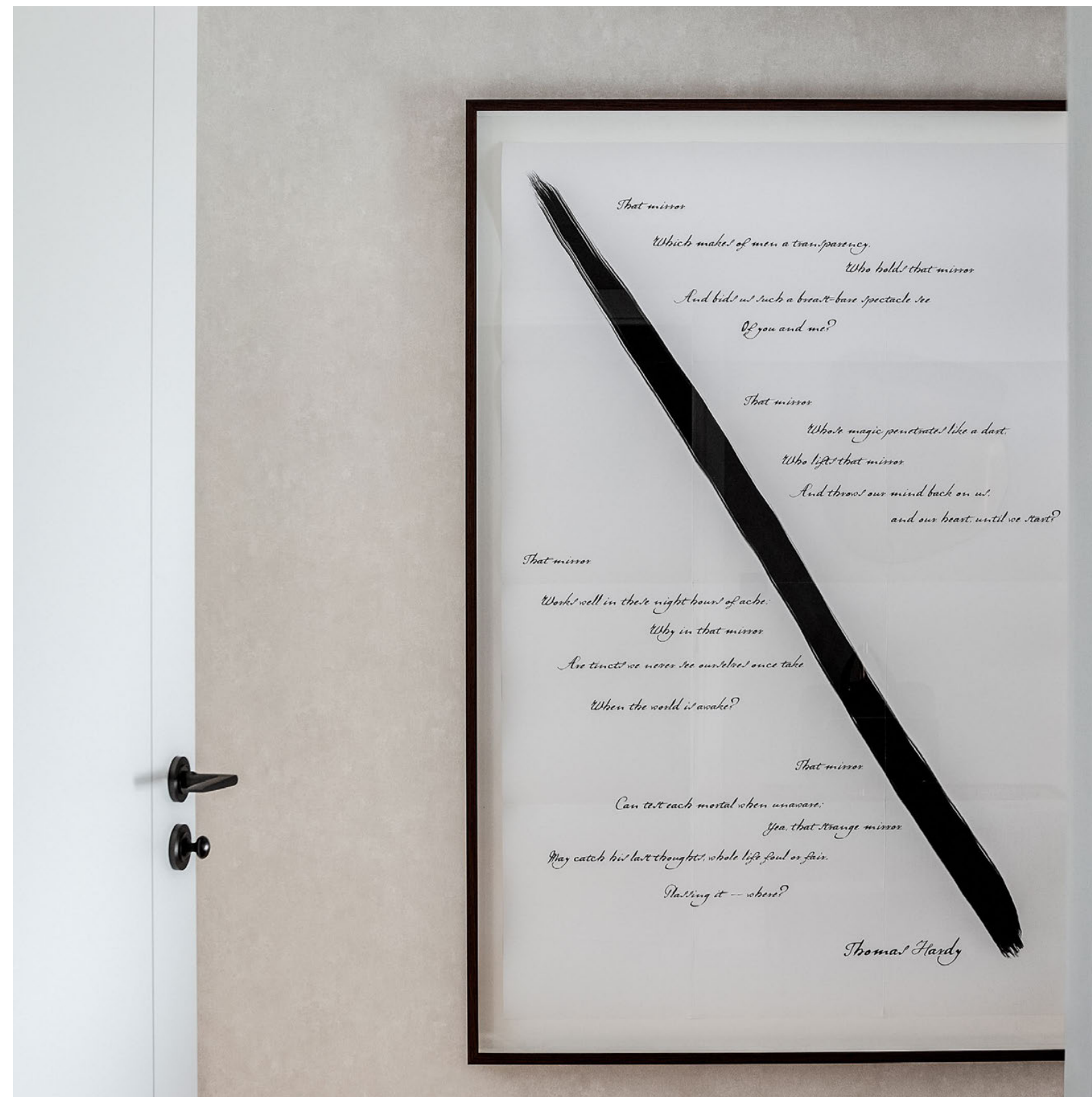


*the collection contains pieces
covering a diverse range of mediums
from sculpture to photography*

ARTWORK AND STYLING

Overlaid throughout the artwork concept and narrative has been developed to accentuate and enhance the design themes which inspired the apartment design.

The team envisaged a travel writer who had explored the globe extensively, researched his craft and furthered his understanding through the related industries of art and film. The collection contains pieces covering a diverse range of mediums from sculpture to photography which, while being eclectic, also demonstrates the natural inquisitiveness of the collector.



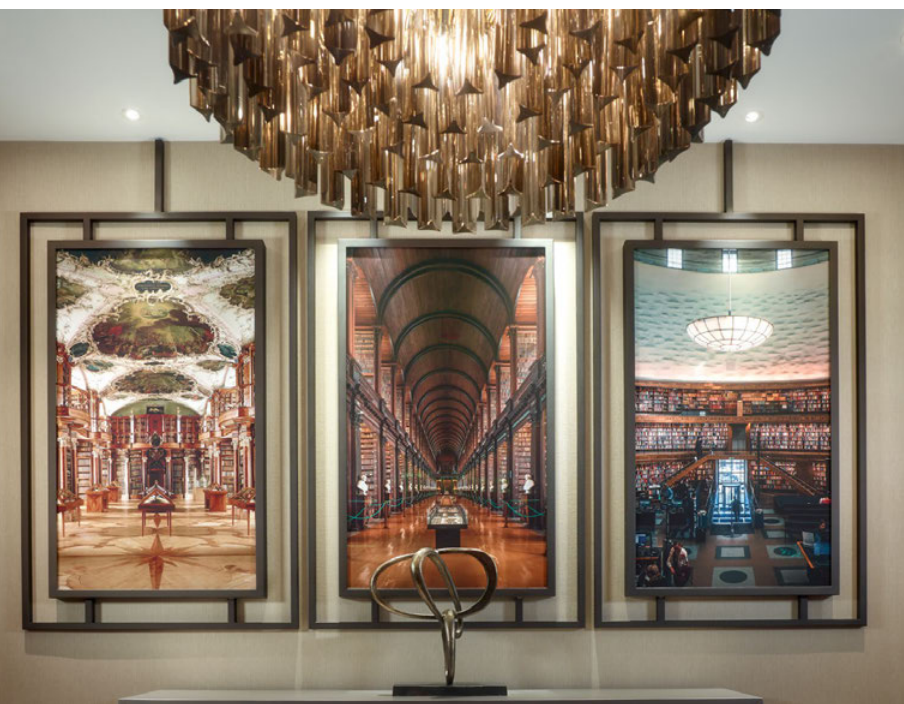


On the dark walls of the study hangs an ivory plaster piece of art in a deep dark oak frame, it depicts the Thames as it flows through Chelsea with lines to demonstrate old area boundaries.



The entrance hall is welcoming and bright but provides a significant opportunity to display pieces of art and the team commissioned two sculptural panels to frame the fully upholstered bench and full-length mirror. These panels feel extremely contemporary yet have a hint of mid-century style about them, which juxtaposed against a framed, wildly over-scaled poem 'Moments of Vision' by Thomas Hardy reminding us of Britain's rich cultural history. Further artworks show reams of torn books framed in an unexpected way, again inviting the viewer to take a closer look.

reminding us of Britain's rich and cultural history

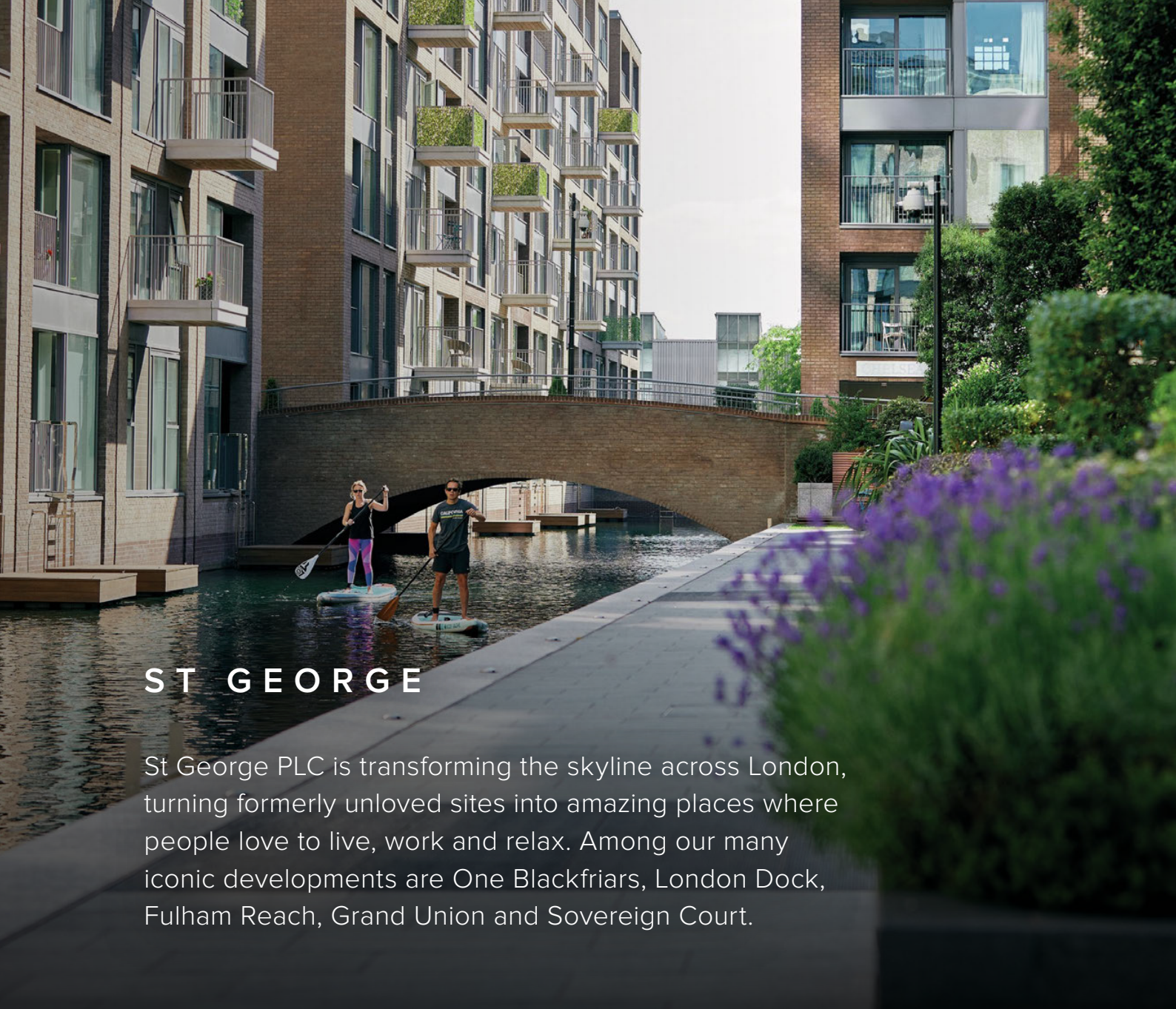


The dining room wall has a striking trio of photographs of libraries from around the world hung in bespoke metal frames with rods to the ceiling and all individually lit with spotlights. Elsewhere in the room is a print from Felix Gonzales-Torres and Christopher Wool which again arrests the viewers' curiosity while a framed silk Burberry scarf alludes to the success and style of UK fashion design.



An original set of nine Andy Warhol postcards depicting the illustrious Mick Jagger decorate a wall in bedroom 1, immediately resonating the art and music scene which was the drumming heartbeat of Chelsea in the sixties. The guest bedroom enhances that nostalgia by drawing on black and white photography by Cecil Beaton for Vogue magazine.

the drumming heartbeat of Chelsea in the sixties



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Purchasing uncompleted properties located outside Hong Kong is complicated and contains risk. You should review all relevant information and documents carefully. If in doubt, please seek independent professional advice before making a purchase decision. Planning permission number: 2018/02929/FUL. Borough/council issuing permission: London Borough of Hammersmith and Fulham. Acquiring interest: 999-year leasehold interest from June 2010.



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