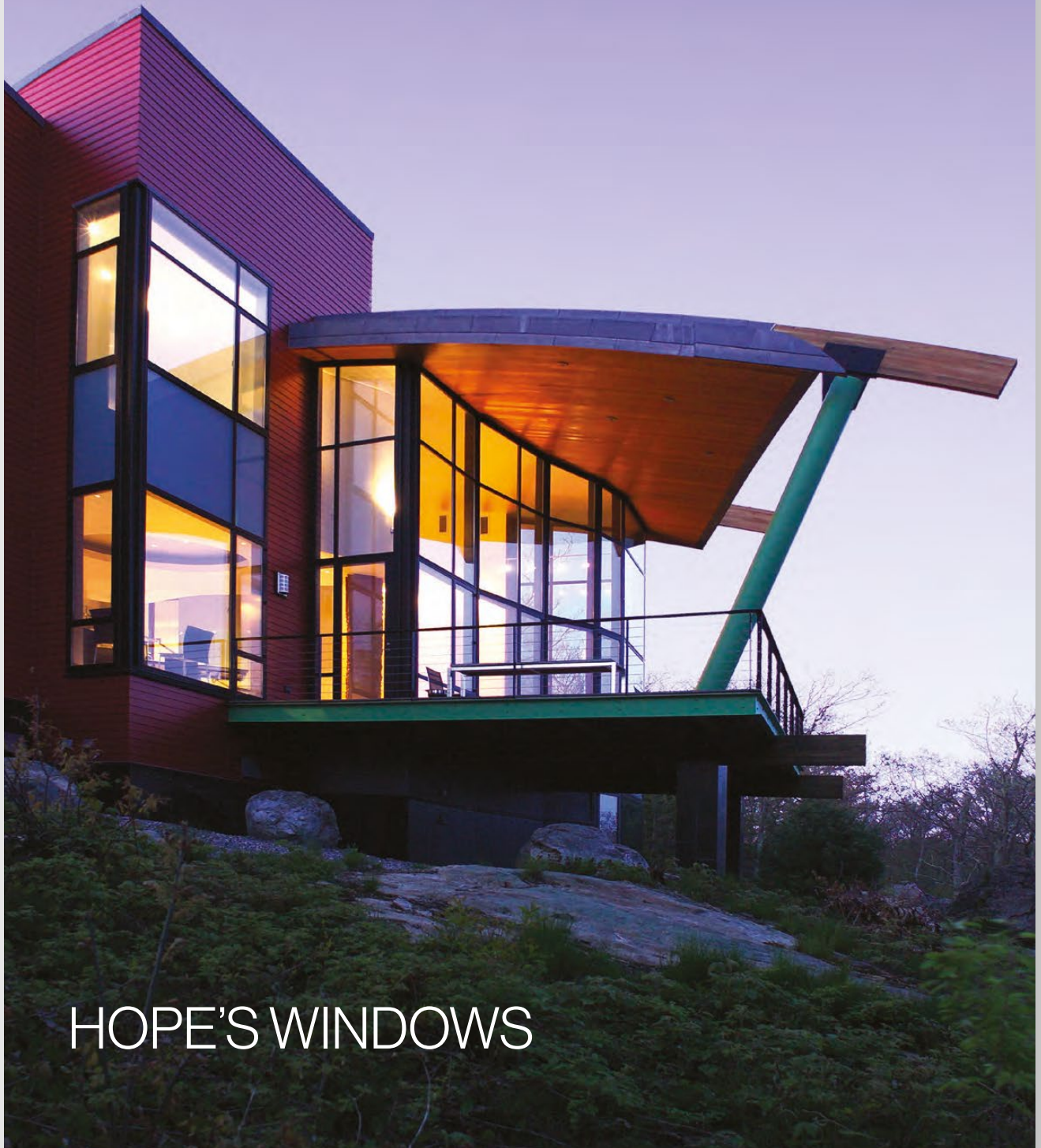


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Home & Design



HOPE'S WINDOWS

LAURA HAMMETT
THE PENTHOUSE APARTMENT
AT 80 HOLLAND PARK





Globally renowned, London-based interior architecture and design studio Laura Hammett has unveiled the interiors of a 3,608 square foot penthouse apartment at 80 Holland Park, the first fully serviced residential development in the W11 postcode.

Having delivered the highest caliber of luxury interiors across the globe, with recent projects including private apartments in London, New York, Miami, Athens, Paris, and China, as well as family homes in India, Saudi Arabia, and the South of France, the multi-award-winning studio was appointed to create interiors that appealed to both the international and national market, while maintaining a strong British identity. Paying homage to such a diverse and multicultural area of London, Laura Hammett designed a contemporary space that embodies refined British luxury.

One of four penthouses in the new 25-residence development, the apartment has its own distinct character; it is nestled next to Holland Park with floor-to-ceiling windows overlooking the trees, whilst other aspects provide spectacular views across the classic Victorian detached villas, that forms the iconic fabric of this part of London's architectural history.

Holland Park itself was the natural inspiration for the design, which is a celebration of the rich natural surroundings, from the refined use of foliage, through to the guest rooms' color palettes, and the abundant natural light.

The Penthouse's distinct character is also reflected in the interior architecture, which makes the Laura Hammett design really stand out. The design studio took the framing concept used on the exterior architecture, that honors the traditional, symmetrical Radford Villa style architecture combined with a modern and clean façade and replicated it internally. The elevated joinery and architectural detailing, from the timber frame delightfully wrapping around the white gloss kitchen, through to the wall paneling in the living room and specialist wall finishes, add character and depth to the space, whilst conveying a sense of classic British elegance with a contemporary twist.



Highlights include pieces from the inaugural line of Laura Hammett's new brand 'Laura Hammett Living'; this newly launched collection of home accessories was created in collaboration with LuxDeco and is already a best-seller on the luxury interiors platform. The considered line of 29 home décor pieces and 19 soft furnishings, include photo frames, handblown glassware, jewelry boxes, vanity trays, waste baskets and soft furnishings, all showcased for the first time in the Penthouse at 80 Holland Park.

Laura Hammett, Founder of Laura Hammett Interiors comments: "I am thrilled to be unveiling the interiors of such a unique residential development, right on the edge of one of the most charming parks in London. We were tasked with creating a space that would appeal to a diverse, international audience looking for a British design, with a more modern spin, which was an incredibly exciting brief to work on. Interior architecture details and custom joinery helped us achieve a distinct space, which is a celebration of British heritage, multiculturalism, and nature."

The Penthouse is arranged over two floors and offers a generous living space, as well as a study and four bedrooms, including a bedroom specifically designed for younger guests.

On the top level, the hallway leads to the main living space, which has been divided into two different zones; the dining area features a bespoke round dark timber dining table and velvet dining chairs, sitting underneath a statement round pendant light. An elegant display wall has been specifically created for the dining room, featuring a dark oak frame, referencing the exterior architecture, and antique bronze mirrors. The living room is characterized by a warm neutral color palette complemented by





rich metallic bronze colors, with natural yet luxurious textures throughout. Velvets are paired with tailored wools and highlighted with satins and accent fabrics in the soft furnishings. On the same level, the studio has been enriched by sophisticated textured wallpaper and bespoke joinery, with open shelves and sliding panels.

A staircase with a statement bronze mirrored wall leads to the lower level, with four bedrooms and four bathrooms. Careful retention of the base color scheme provides a familiar consistency, reinforcing the sense of calm and tranquility throughout whilst ensuring each bedroom has its own identity and color story. The generous master bedroom is light and serene, with accents of rich warm neutrals. An imposing four-poster timber bed is complemented by natural materials, a sophisticated combination of linen and wools, and textured wallpaper, a nod to naturalness, with an added level of luxury.

Amongst the guest bedrooms, one features a soft fresh powder blue and white palette, the second has a serene but warmer palette, where one of the key features is a deep moss green bespoke velvet headboard. The third guest room is a vibrant and colorful children's bedroom, with a bright yellow armchair, complemented by blue and yellow soft furnishings and accessories.

Laura Hammett worked with a number of upcoming artists to create a natural collection of pieces in various mediums that integrate additional color and interest to the space, playing with a clever and purposeful contrast between the angular and linear design and rounded and circular shapes within the art pieces. Foliage, rather than flowers, has been chosen for the styling, referencing the natural surroundings in a more contemporary way.

A spokesperson for CPC Group, said: "We are delighted to welcome this penthouse, designed by Laura Hammett, to the collection of dressed residences. It combines rich and elegant pops of color with luxurious textures and classic British heritage throughout which we feel will appeal to our domestic and international buyers alike."

For sales inquiries at 80 Holland Park, please visit www.80hollandpark.com for more details.