

On the market with [REDACTED]

S [REDACTED] are selling a newly built, exquisitely designed detached house in Roehampton Gate. [REDACTED] Interior Services – headed by Simon Buhl Davies – have been involved with the property, advising the developer for a year-and-a-half from conception to completion of the project.

The team, based out of the [REDACTED] Chelsea office, offer a complete turn-key service, from consultancy work through to refurbishment works, including overseeing planning applications, building regulations, licenses for alterations, party wall agreements, tendering and overseeing work design advice and ensuring the project is completed successfully and on time.

Buhl Davies comments: "The idea behind the design concept for Roehampton Gate was that we were trying to make it stand out against a backdrop of very-similar looking houses in the same location but without alienating potential purchasers by making statements that were too personal. Almost all developers want to leave their own 'brand' on a property so that purchasers will identify with it and this is sometimes exactly the thing that puts potential buyers off.

With the design we wanted to go for traditional with a modern twist, as the house is new, yet built in a traditional style. We wanted the interiors to reflect the quality of the build and have a sense of

luxury and comfort. One of the most important things for us was to ensure that the house appealed to the widest possible audience and so we went for traditional paint colours that are warm and welcoming but can also be very contemporary if combined with the right furniture and accessories.



Simon Buhl Davies



Alex Howard Baker

The floors in the reception rooms are beautiful, smoked oak wood. This gives a dark finish but as the rooms are so large, we needed to use a material which would make a bold but not overwhelming statement. In light of the grand room sizes, we also had to ensure that the specification matched these spaces. For example, in the kitchen, we used floor tiles that measure one metre by one metre, each of which took three contractors to lay!

In the lower-ground floor pool room we were able to get away with a more contemporary feel. Here we opted for British Racing Green mosaic tiles for the pool itself which gives it a very striking yet simple impact. We also used pearlescent mosaic tiles for the steam room which look amazing for a room with no natural light."

"Simon and his team really have done a fantastic job here, enabling the house to appeal to international and UK buyers in equal measure and the feedback since the launch has been overwhelmingly positive," says Alex Howard Baker, head of [REDACTED], who is leading the sale of the house.

"The house is certainly a strong contender for best in class and raises the bar in terms of specification and finish. The hi-tech fixtures are impressive whilst also being practical, intuitive and easy to use. They include a Control 4 AV and automation system which allows for iPad and iPhone remote control. This system allows further upgrades if required.

The house is perfect for entertaining with unique reception space. The lower-ground floor has an excellent media/cinema room and a large, temperature-controlled cellar. The indoor pool has a secure cover giving peace of mind for buyers with young children. The excellent gym has a cushioned floor, whilst enjoying access to the pool room and a west-facing terrace.

This house is ideally situated for Richmond Park and The Roehampton and Bank of England Clubs as well as fantastic schools."

Letter from the Editor



Dear Reader,

We've a definite spring in our step with the **April** issue of our **Central & South** edition as it's another of our interactive editions using 'Augmented Reality' technology to bring many of our pages life through stunning movies. See page for our 'how to' guide.

Editorial

Graham Norwood reports on new legislation that requires estate agents be as accurate as possible in their property descriptions (page 18).

In **Homing In**, **Peter Mead** share some valuable tips for displaying art, photographs or family mementos to be effective (page 24) and in **Property Plus** **Peter** looks inside the mind of a first-time buyer to see how best to see sale (page 43).

The latest decorating advice from **ACHICA.com** is go back to basics with cool and airy neutral finishes and natural materials in their simplest form (page 16).

There is **News & Views** on this page with **Savills**, plus there is **Question Time** with **Kinleigh Folkard & Hayward** and **Savills** on page 36.

In **Getting to Know** this month we meet **Benham & Reeves Residential Lettings** (page 26) and **Lord Estate** provide April's **Property of the Month** (page 34*).

Features

In our feature **In and Around...** **Natasha Higgins** visits **Shepherd's Bush** (page 36), then it's onto Soho to inside the **Sanctum Hotel** (page 33*) **Natasha** also talks to **Sophie Paters** an Interior Designer, on page 27*.

TTA Group showcasing three new developments, including **The Mill Apartments** development from **Taylor Wimpey** – with an interactive movie (page 28*).

Finally, as the credits roll in this edition **Vanessa Brady** offers a cinema room an alternative to keeping one room in home as the spare room (page 29*).

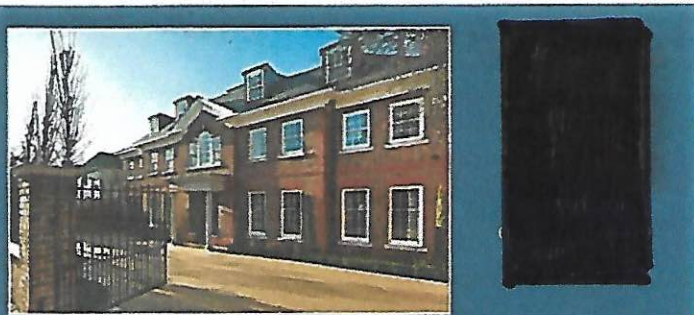
I hope you enjoy our **April** edition.

Yours sincerely,

Alastair J. Moxey

EDITOR

*Denotes interactive



The house offers more than 10,000sqft of accommodation, arranged over four floors, including a lower-ground floor with swimming pool, sauna, steam room and a gym. There are seven bedrooms, three reception rooms, landscaped gardens and separate staff quarters. It has underfloor heating throughout and also comfort cooling to the principal rooms. Furthermore, the gas central heating boiler is augmented by air source heat pumps. The property has EPC rating B.