

## *First Look: Angel O'Donnell & Albion Nord interiors unveiled at The OWO*

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PrimeResi tours the first show residences at the record-breaking scheme in London's Whitehall

**D**esign studios Angel O'Donnell and Albion Nord have completed the first show residences at The OWO in London's Whitehall.

The two apartments at the Grade II\* listed former Old War Office building – a three-bed priced at £14.25mn and a two-bed at £10mn – have been unveiled in tandem to “demonstrate the varied design styles and aesthetics that can be achieved” at the landmark development.

All 85 of the Raffles-branded units are unique in terms of size and layout, which probably caused myriad challenges for the designers but ultimately makes things much more interesting for buyers.

Original features including ornate mosaic floors and decorative mouldings have been painstakingly restored, and the no-expense-spared base build involves kitchens and handcrafted cabinetry by Smallbone of Devizes.

Angel O'Donnell's scheme (below) is aimed at a “discerning, seasoned traveller and cultural connoisseur”, with key pieces including a vellum drinks cabinet, marble dining table and velvet sofas.



Spies Entrance at The OWO

The vivid collection of artwork (not included in the price) includes two original Damien Hirsts, Chris Levine's portrait of Queen Elizabeth II, a special commission by Dairo Vargas, and a mix of mid-century abstracts by Sandra Blow, Terry Frost and Breon O'Casey.





Inside the Angel O'Donnell show residence (2,807 sq ft/£14.25mn)



Bedroom at the Angel O'Donnell show residence

Albion Nord's contrasting creation (below) is inspired by the British Eclectic style. The site's heritage and British craftsmanship were also key themes for the team, who have mixed antique furniture, sculpture and plants with contemporary pieces to great effect.

The colour palette is a mix of deep blues, green and burnt orange; lighting choices include hand-painted ceramic lamps, plaster wall lights and textured bronze pendants.





Reception room at the Albion Nord show residence (1,999 sq ft/£10mn)



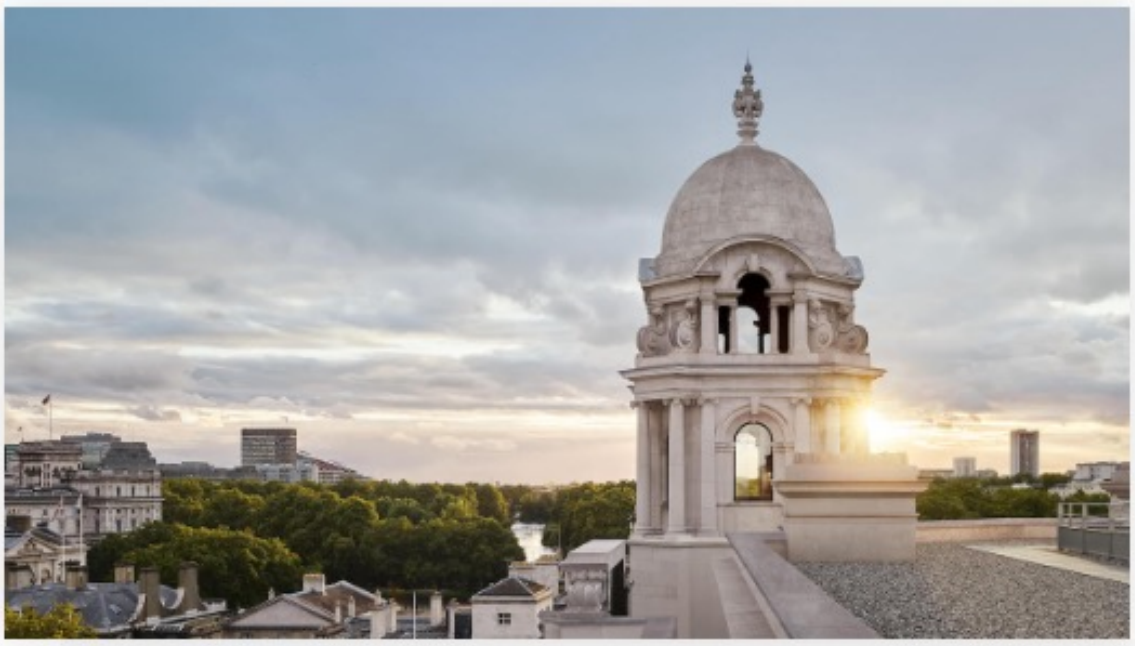
Inside the Albion Nord show residence

The 760,000 square foot project – which topped out in 2020 and is due to complete later this year – is also delivering a 120-key Raffles hotel and 11 bars and restaurants.

Along with a menu of five-star services laid on by Raffles, residents will have access to over 30,000 square feet of amenities including a landscaped courtyard garden, private dining room, lounges, a gym and wellness suite, cinema, games room, as well as a pool and an “immersive” spa.

One of the “turret” apartment [achieved a record-breaking £11,000 per square foot last year](#), and we hear sales have been going strong so far in 2022...





Richard Angel and Ed O'Donnell, co-founders of Angel O'Donnell: "Our vision for this residence was to bring together a collection befitting The OWO's cultural pedigree, exquisite neo-baroque architecture and prestigious Whitehall location.

"We chose a soft, warm palette to complement the building's elegant heritage features and then added subtle textures, patterns and colour for comfort and visual interest.

"These elements, along with the carefully curated artwork and our bespoke designs, which include a vellum drinks cabinet, opulent marble dining table and plush velvet sofas, work in concert with each other to create a statement living and entertaining space that is at once playful and sophisticated."



Angel O'Donnell

Camilla Clarke, Creative Director at Albion Nord: "Heritage and legacy play such a significant role at The OWO and so it was important for us to maintain that link to the past in our design. We wanted to bring together furniture, art and antiquities from a diverse range of sources and eras, referencing different moments in the building's history.



Albion Nord

"We envisioned the grand entrance hall into the residence as a gallery space, enhanced with plinths, sculpture, plants and artwork. We paired antique furniture, such as a Regency sofa from Brownrigg and an Edwardian wingback armchair in the reception, with new British crafted pieces such as contemporary light pendants from Jamb and Cox London, as well as mid-century pieces sourced from across the UK.

"Each piece was chosen for its quality, materiality and attention to detail; values that are at the forefront of the development as a whole."



**Charlie Walsh, Head of Sales and Marketing at The OWO Residences:**

“Unveiling the first completed residences is a hugely exciting moment for us and for the development as a whole. Both Angel O’Donnell and Albion Nord have brought these unique spaces to life, creating residences designed for modern day living, whilst celebrating the building’s illustrious history.



Charlie Walsh

“Their designs enhance the exquisite base build of our residences, which comprise bespoke kitchens and handcrafted cabinetry by Smallbone of Devizes and many of the building’s retained original features, such as ornate mosaic floors, detailed architectural mouldings and grand ceiling heights.

“The two schemes demonstrate perfectly the varied design styles and aesthetics that can be achieved at The OWO, thanks to the individuality of all the residences within the building; they will no doubt appeal to a wide range of prospective buyers.”

Acquired by the Hinduja Group in 2014, the Grade II\* listed Edwardian building opposite Horse Guards was originally designed in 1906 by the British architect William Young, and had been closed off to the public for over a century. After much speculation about who would end up operating the five-star offering, AccorHotels Group confirmed a partnership with Raffles Hotels & Resorts in 2017, with the ambitious aim of delivering “the most unique hotel and deluxe residences in London”.





