



First Look: Super-prime show apartments by Studio Ashby & Angel O'Donnell unveiled at Lancer Square

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PrimeResi tours two super-sized residences at Bellworth Developments' luxurious new-build scheme in London's Kensington.

A brace of new show residences have been unveiled at Lancer Square in Kensington, with interiors by two of London's top design studios.

Angel O'Donnell and Studio Ashby were recently commissioned to turn the pair of fifth-floor units at the mixed-use project near Kensington Palace, designed by Squire & Partners, into luxurious homes.



Working with super-sized floorplates of around 3,500 sq ft, both firms aimed to create “inviting yet opulent spaces...that resonate with the area’s architectural landmarks and natural beauty”.

Studio Ashby’s finished article (£16,020,000/3,312 sq ft) is an example of “rich eclecticism” in action, which succeeds in making the most of the five-bed’s corner position in the building.



Backdropped by a nature-inspired palette of sky blues, smoky greens and dusty pinks, the furniture and lighting is intentionally understated, allowing “playful hero pieces” to shine: a lively shade of yellow has been chosen for the kitchen, along with a painting by Michael Taylor, “Goodbye Bacon and Eggs”, giving the whole space a sunny disposition.

Bespoke pieces, art and accessories by the design firm’s “Sister by Studio Ashby” collection feature throughout; the Kudu dining chairs and the Rhino armchairs are highlights, as is an artwork by Jeanne Gaigher, which also does a great job of hiding the television in the living room.

The incorporation of antiques, reupholstered vintage items and sustainable paints should tick the right boxes for today’s increasingly eco-conscious buyers.



In Pictures: Lancer Square Show Apartment

Studio Ashby



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Sophie Ashby, Founder of Studio Ashby: “The bones of this apartment at Lancer Square were a total joy to work with – there’s a real fluidity between the different spaces, complete with a charming view of London’s skyline. Our vision for the interiors centred around evoking a strong sense of calm so we leant into a refined earthy palette rooted in nature – embracing sage green, ochre, terracotta, creams, rusts and blues and other joyful sunrise shades throughout. There’s a rich eclecticism to the curation and layering of the pieces, and we feel immensely proud to have worked with some of Britain’s finest makers and artisans to bring it all to life.”

In designing the other show apartment (£16,450,000/3,566 sq ft), Angel O’Donnell drew on the bricks, masonry and clay chimney pots of the neighbourhood’s local architecture, as well as the flora of nearby Kensington Gardens.



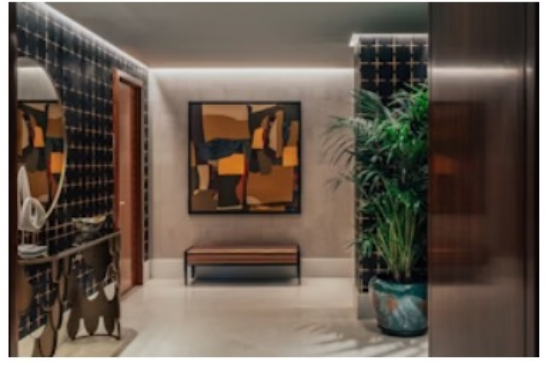
Setting the tone in the entrance hall is a large and dramatic artwork, sculptural bronze console and a mix of light and dark wood-textured walls – all designed to conjure the feel of a private members’ club.

The team has gone to great lengths to incorporate craftsmanship from around the world: there’s twisted glass sourced from a fourth-generation antiques dealer in the heart of Le Marché Biron; a Tibetan wool rug handwoven in a small workshop in the Kathmandu Valley; and a sofa, designed by a world-renowned architect, which is padded with an eco-friendly fibre derived from ocean plastics.

Other bespoke touches – including walls clad in wood, eglomise mirror, and liquid metal tiles – keep the senses entertained throughout.

In Pictures: Lancer Square Show Apartment

Angel O’Donnell



Ed O’Donnell, Co-Founder & Creative Director, Angel O’Donnell:

“Kensington has it all – royal parks, neoclassical flamboyance, Victorian ornamentation, 21st century modernity, fashion, elegance and now, Lancer Square. It’s a seriously impressive residence deserving of a seriously seductive design. So we set to work blending a little sartorial style with a dash of bohemian nonconformity and a bounty of new- and old-school craft techniques. The result is a characterful, irresistibly comfortable, and creatively stimulating home. It’s been enormous fun to work on.”

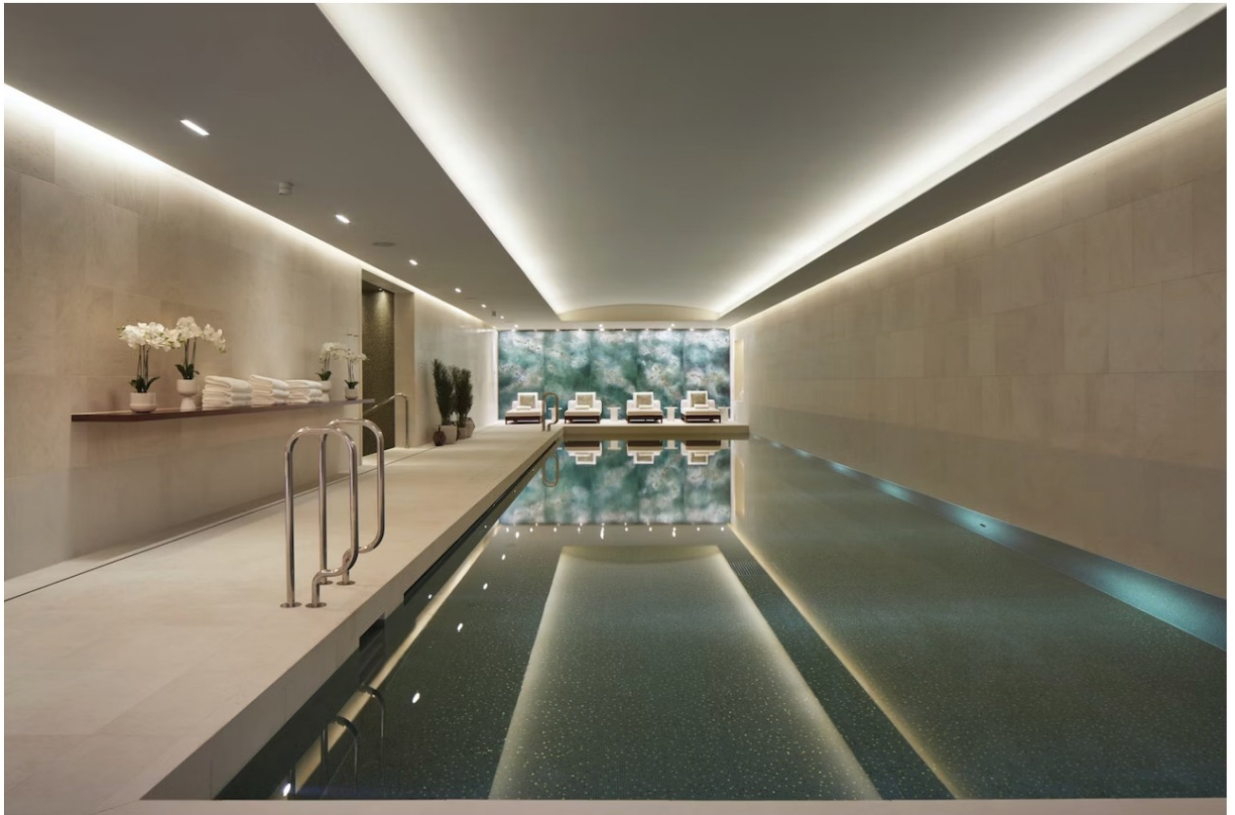


Richard Angel, Co-Founder & CEO, Angel O’Donnell: “It’s always a pleasure to interior design a residence inside a new London landmark. Lancer Square already feels tightly locked into the fabric of the Royal Borough of Kensington and Chelsea. Its elegant proportions, sculptural garden and 36 unique apartments create an intimate, sumptuous and boutique-like sanctuary. Our designs reflect these qualities with strong contours and shapely silhouettes, bespoke, handcrafted furniture, densely textured wallcoverings, and a wealth of quality materials. It’s a discerning and warmly inviting space worthy of an exceptional development.”

Bellworth Developments and CIT are behind the 36-home project, which stands on the site of the former Kensington Barracks and has also delivered office space and six retail units (tenants of which include LVMH Beauty's UK HQ and artisanal deli Bayley & Sage) – along with some new publicly-accessible landscaped gardens.

One of the few new-builds in the area, the scheme also houses 7,000 sq ft of “world-class” amenities, including a 20m swimming pool, steam room and sauna, spa lounge and gym.

PrimeResi hears just short of 80% of the apartments have been sold to date; one of the marquee penthouses was recently picked up by a British purchaser, according to the development team. “demonstrating strong support from the local market”.



Photograph by Taran Wilkhu

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