



ground floor  
park building  
**hollandgreen**

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**This remarkable ground floor apartment is within the park building at hollandgreen and set amongst the trees of Holland Park in West London.**

It is the innermost of the three new apartment buildings that make up hollandgreen, on the site of the former Commonwealth Institute Building. They are grouped around the former Institute's exhibition building, a ground-breaking piece of 1960s architecture, which is the new home of the Design Museum.

The residential buildings, designed by Rem Koolhaas' OMA, are arranged parallel to the exhibition hall, creating strong cubic shapes within a park setting. They include a secure basement car park, a spa and entertainment rooms.

This bright and spacious apartment enjoys wonderful views, expansive private terraces and the whole architectural experience is unique in London.

## modern at 45 degrees to convention

2 “We decided to orient the new buildings the same way as the new Design Museum: 45 degrees to the prevailing orientation of the urban fabric around it.

From our first acquaintance with the site there was something intriguing and mystical about the building's orientation, deliberately at odds with its surroundings, even partly at odds with itself.

The style and shape of the three new buildings are unequivocally modern: three cubes as a deliberate, neutral background, allowing the Design Museum to be the main feature on display.

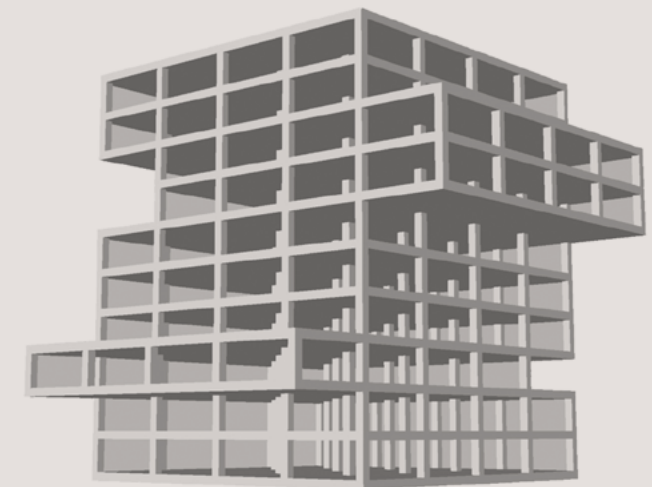
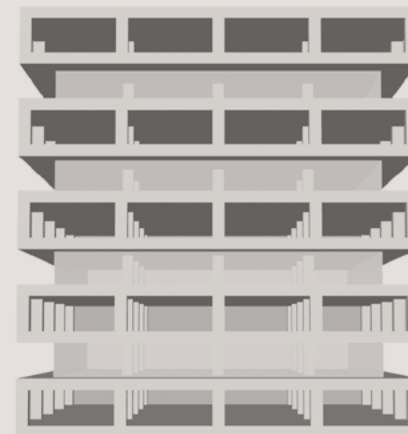
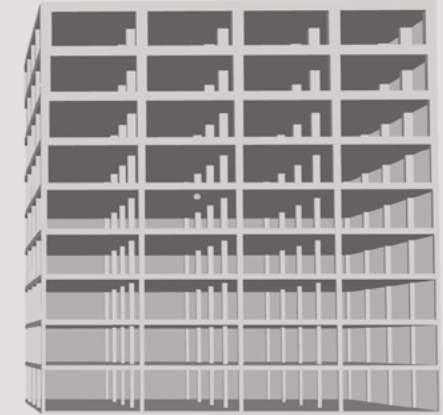
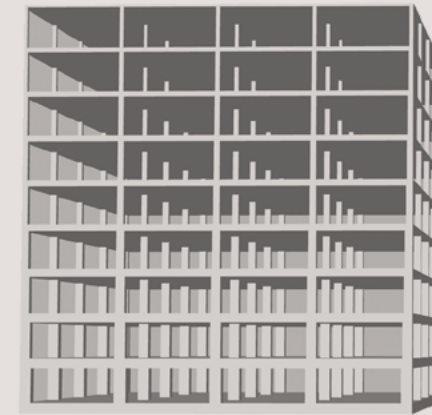
While the orientation and the square footprint of the new buildings echo the Design Museum, they also, through variations in footprint and height, echo the different scales of the surrounding context.

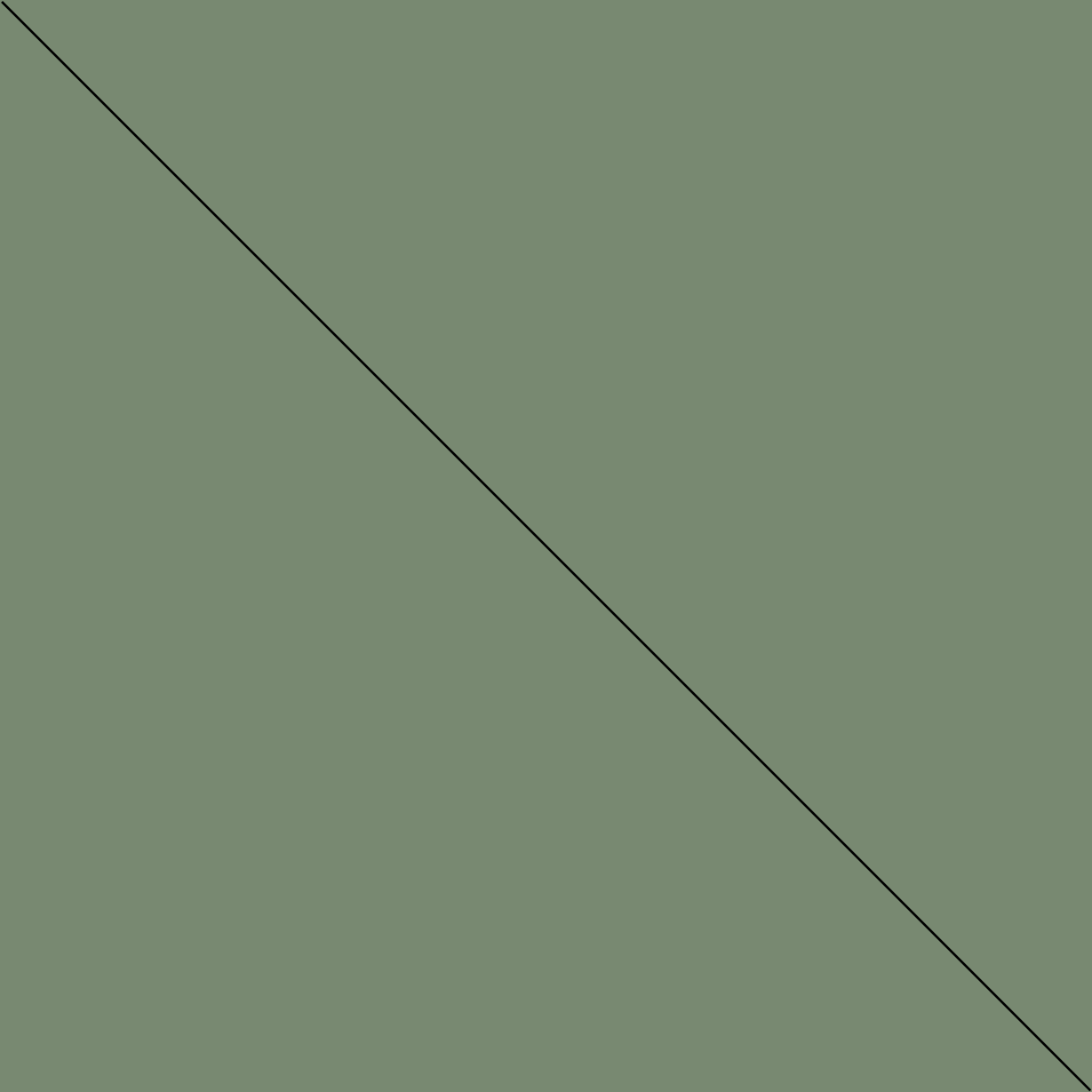
In its new configuration the Design Museum is no longer a singular building, but part of a larger ensemble. The new buildings are as much individual objects as urban fabric and tie the original building in to the city.

These modern buildings contain modern apartments. Via careful organisation, each apartment occupies (at least) one corner of the buildings, giving them spacious interiors with panoramic views.

These views are enhanced by large uninterrupted floor-to-ceiling-windows. In the apartments on the top two floors the interiors seamlessly continue into large terraces that serve as an outdoor living space.”

**Reinier de Graaf**  
Architect, OMA





**location**

the area  
holland park  
neighbourhood



## location the area

**hollandgreen marries the benefits of its adjacent park and the famous private residential districts that surround it, with proximity to all that London has to offer.**

Minutes from the bustling shopping of Kensington High Street and a short walk from the idiosyncrasies of Notting Hill, residents have a huge variety of restaurants and cafés to choose from and the vast spaces of Hyde Park and Kensington Gardens to enjoy. Knightsbridge and the West End are simply accessible, making hollandgreen a perfect and discrete address from which to appreciate all the riches of the capital. In 2016 the Design Museum plans to move into the former Commonwealth Institute Building. The interiors of the museum are being designed by acclaimed architect John Pawson.

Kensington looking eastwards, with the park building of hollandgreen in the foreground, and the open space of Holland Park to the north.

location  
holland park

8 Initially the grounds of a substantial Jacobean house, Holland House, the park covers some 54 acres and is divided between an enchanting and tranquil woodland with quiet walks and paths, and the more formal areas and amenities that surround the collection of buildings and colonnades of the original house.

The park is home to the annual Holland Park Opera each summer, and offers a variety of semi-formal gardens patrolled by peacocks, the intimate Japanese Kyoto Garden, and cafés and restaurants.

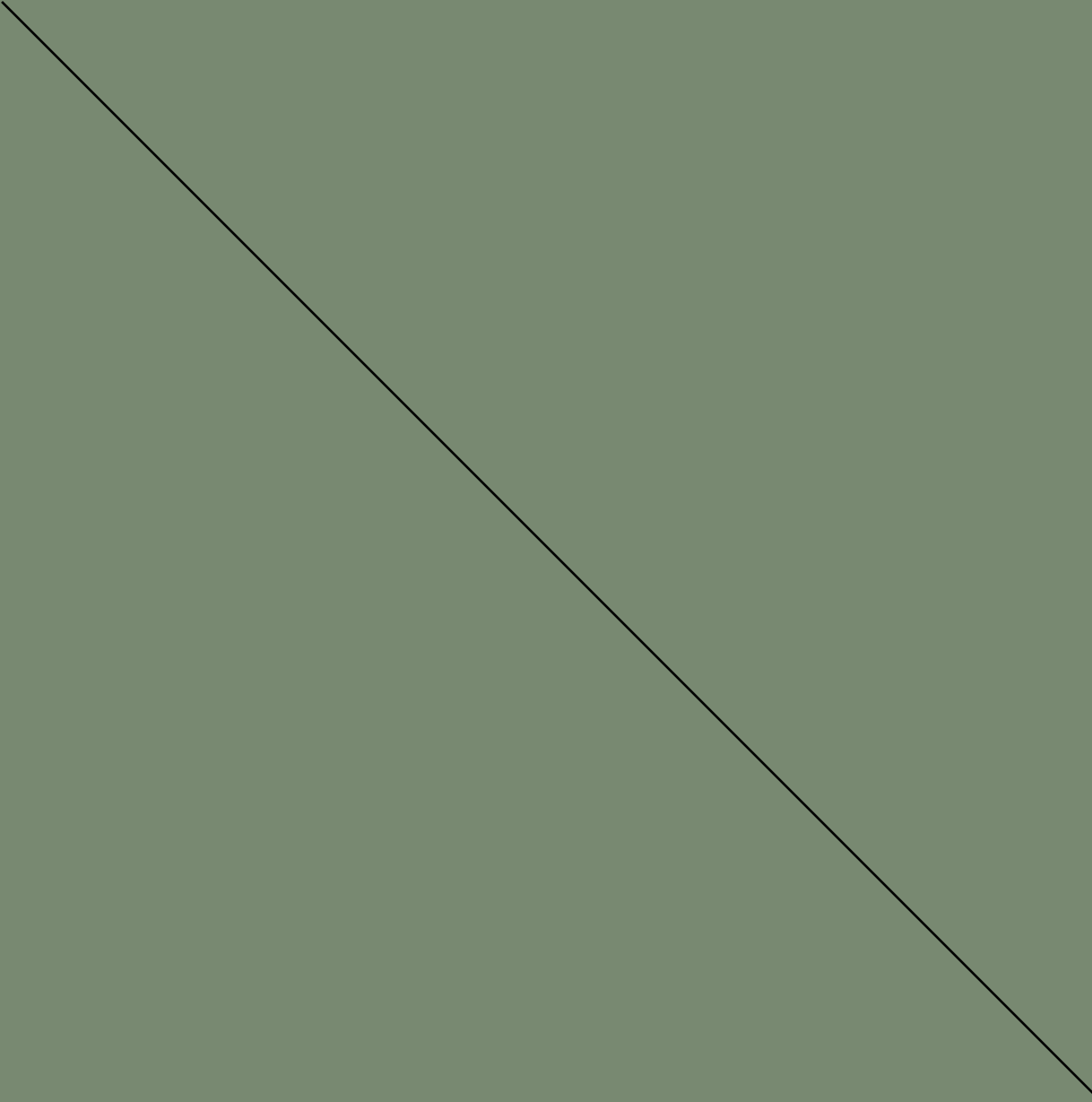


The beautiful landscapes of Holland Park.



location  
neighbourhood

hollandgreen is at the south side of Holland Park, set back from Kensington High Street, a short walk from High Street Kensington station.



**place**

the setting  
outside  
inside



place  
the setting



The three buildings of hollandgreen are arranged around the Design Museum. Through careful landscaping, the greenery of Holland Park extends throughout the whole area.



The verdant landscaping of hollandgreen.





place  
entrance

The entrance to the Park Building at dusk surrounded by lush greenery.

place  
inside



The generous entrance area opens up to the dining area and living room.

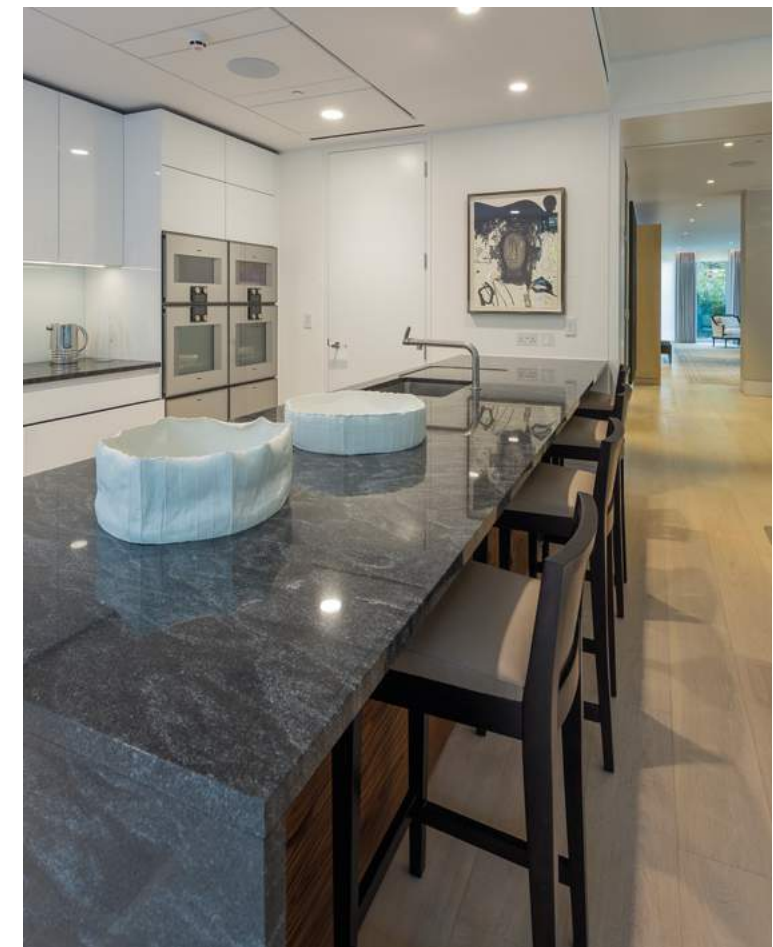


Beautiful spaces designed for living and entertaining. The floor to ceiling height windows flood the room with magnificent light and open out onto a private garden terrace.



The living and dining areas are beautifully designed for style and comfort.  
Interior design by Collett Zarzycki.





The apartment is designed to create a sense of flow between spaces. The kitchen and adjoining family area provide the perfect space to relax and socialise.



The stunning master bedroom has both an adjoining study and walk-in wardrobe beautifully finished in maple veneer.





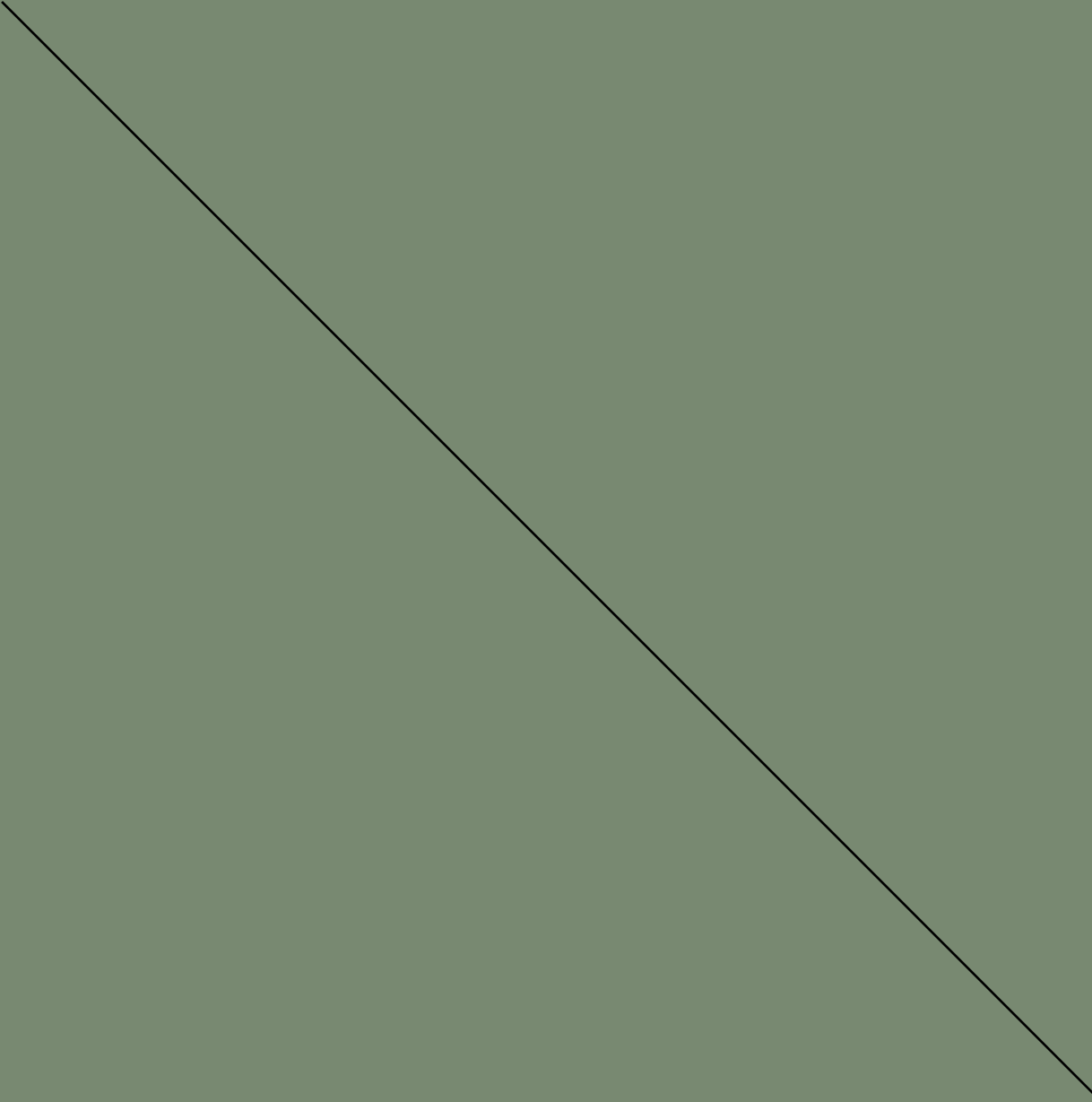
The spacious master bathroom has floor to ceiling Statuary slab marble. Whilst the study' s ensuite bathroom features nuvolato marble.



Second bedroom

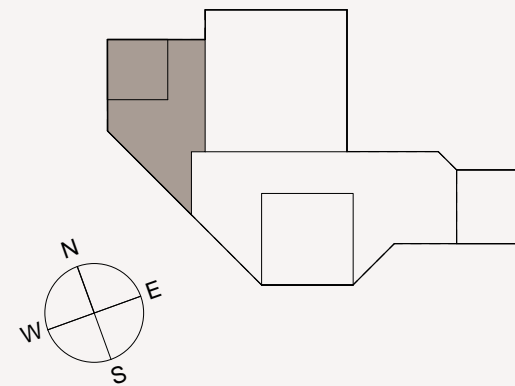
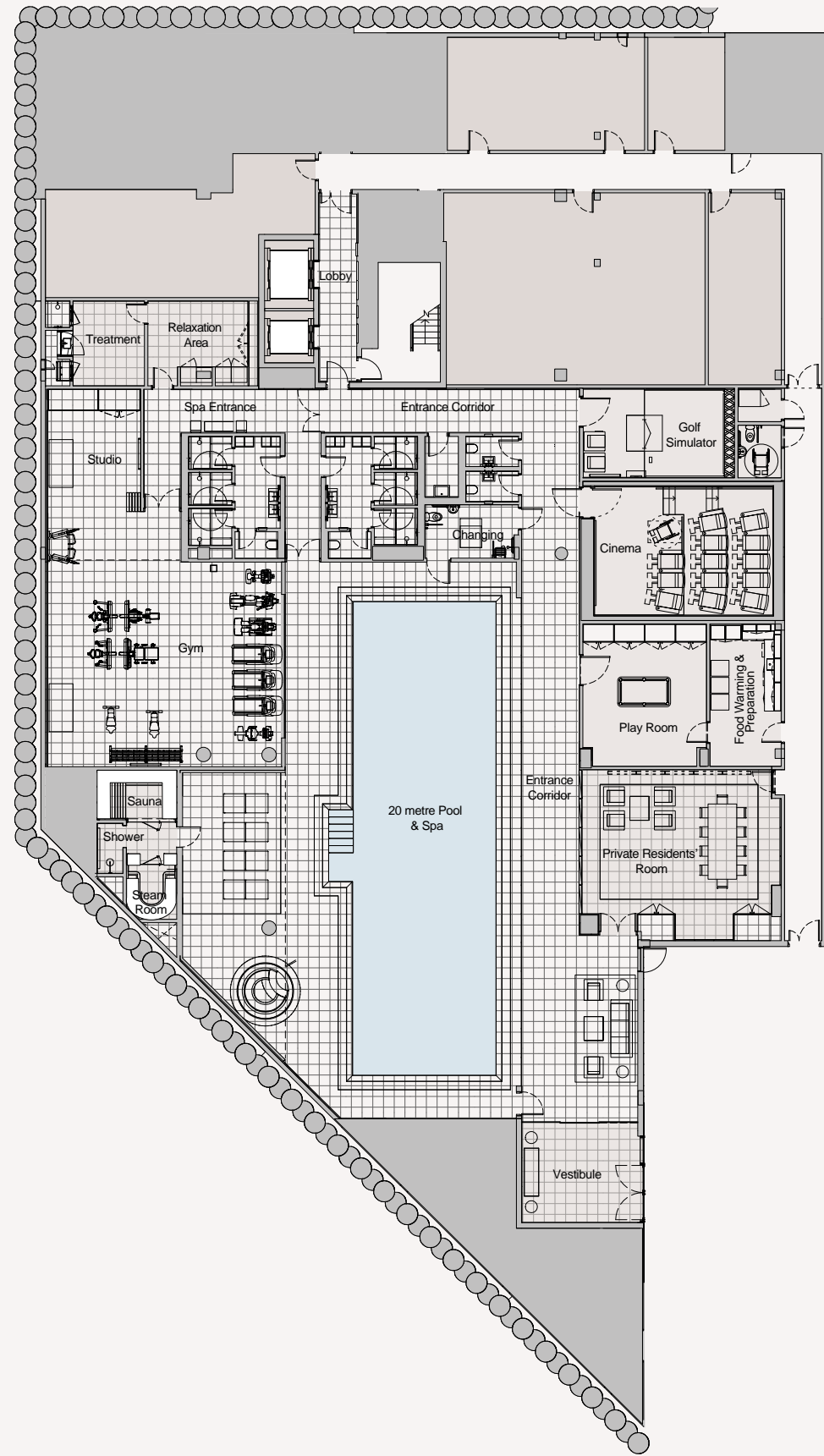


The study can be closed off from the master bedroom to create an intimate and relaxed space.



**living**

the spa  
service  
parking  
people



## living the spa

### **hollandgreen delivers the essentials to make living here safe, easy, fun and healthy.**

Security is provided by a discreet, friendly and helpful team on site, 24 hours a day. They are backed up by comprehensive CCTV, video entry phones and an alarm system linked to the security office. There is a clear visual separation between the public areas around the new Design Museum and the private spaces of hollandgreen.

To meet the day-to-day needs of everyone who lives here, hollandgreen offers a 24-hour concierge service. hollandgreen has an outstanding entertainment and spa area for residents and their guests. The spa is double-height, with a 20-metre heated swimming pool and a hot spa. Around the pool there is a sauna and steam room, a fitness centre with a gym, studio space and treatment room. The entertainment area includes a cinema, a private residents' room, a golf simulator and a children's playroom.

In all these essentials, we are aiming at a level of quality well beyond the expected. Our philosophy is to be secure, friendly, unobtrusive and always available.





An architectural glass wall by artist Alexander Beleschenko surrounds the pool area.



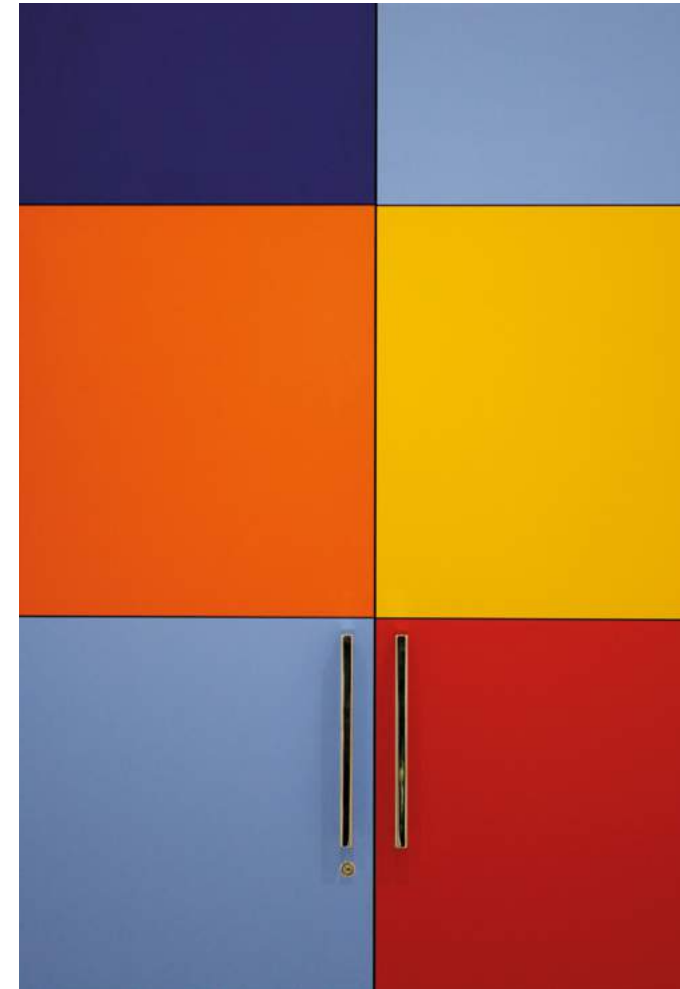
Private screening room.



Private gym.



Children's playroom.





## living service

46 **An exceptional service, only at hollandgreen, designed to think ahead and anticipate people's needs in their home, social, business and family lives. This is a personal approach, run by Caroline Baker and her team.**

In your home life, the team can take care of your apartment in every way. They can design and furnish it, find and manage contractors and craftspeople. They can even bring in the food, drink and flowers you like, ready for you when you get back home. They can also arrange cleaning and maintenance of your equipment.

In your social life, they can bring imaginative ideas and make them happen and are always up to date on the latest shows, theatre, restaurants and places to visit. They can plan parties and events, big and small.

From a business perspective, they are the perfect PA: arranging travel, liaising with financial advisers, and even attending meetings on your behalf. They can also prepare household accounts to support the invoices that are paid while you're away.

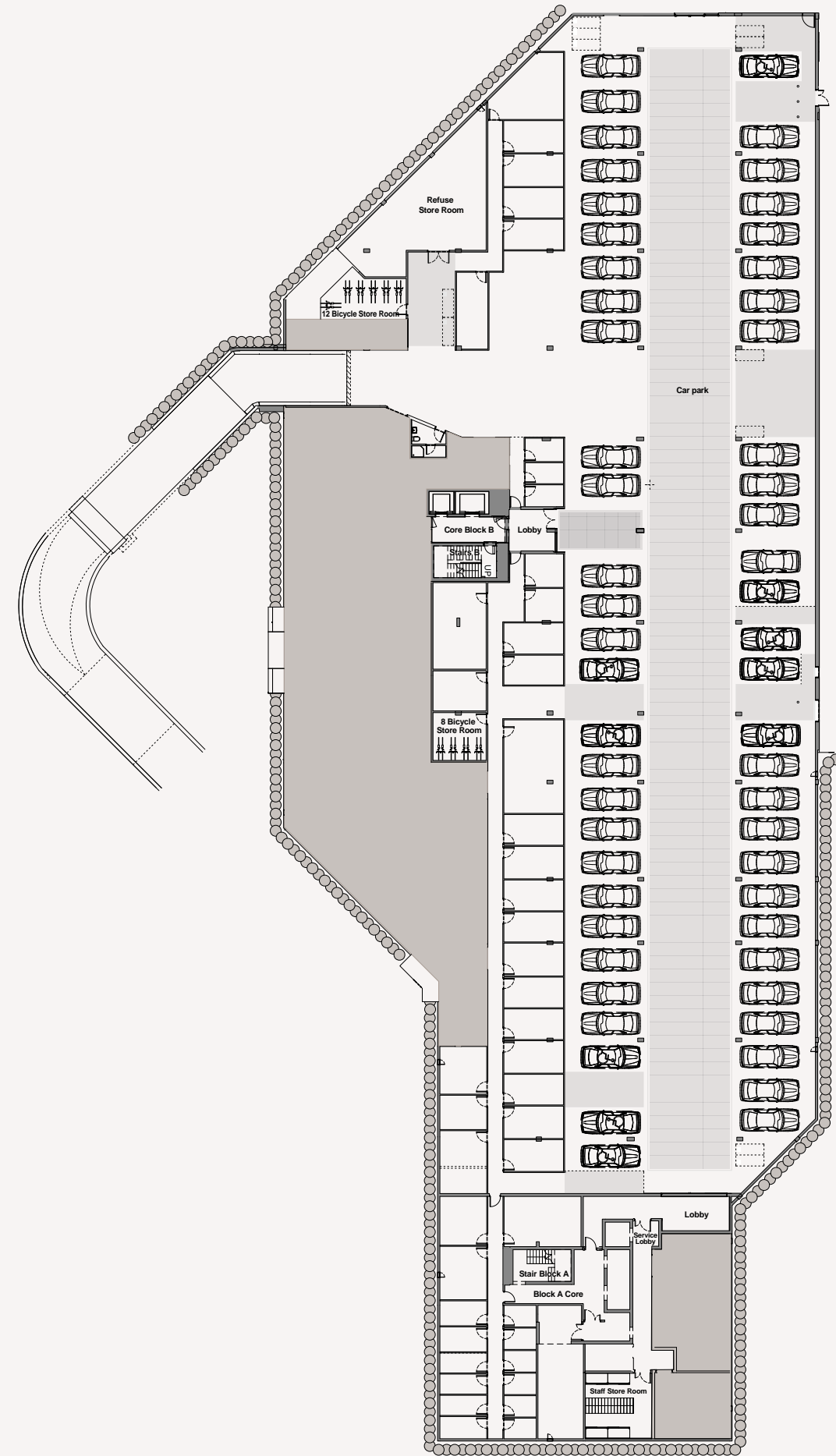
In your family life, they have the knowledge you need: from advising you on the most outstanding schools in the area to helping with applying to those establishments. They can also organise the very best child-minding and baby-sitting services.

The Caroline Baker team are uncompromising on both service and ethics. They are always available in person – this is a personal, not an online service. And in everything they do, discretion is paramount.



## living parking

There is underground parking with allocated spaces for the apartment, CCTV coverage, a secure barrier system and direct access by lift to the park building itself. There is also generous allocated storage space.





## team

hollandgreen is the product of an exceptional team. A highly experienced and respected development partnership has brought together some of the world's finest architects, designers and landscaping specialists. Together they deliver a living environment that complements both its setting and the great city in which it is located.

[www.chelsfield.com](http://www.chelsfield.com)

[www.designmuseum.org](http://www.designmuseum.org)

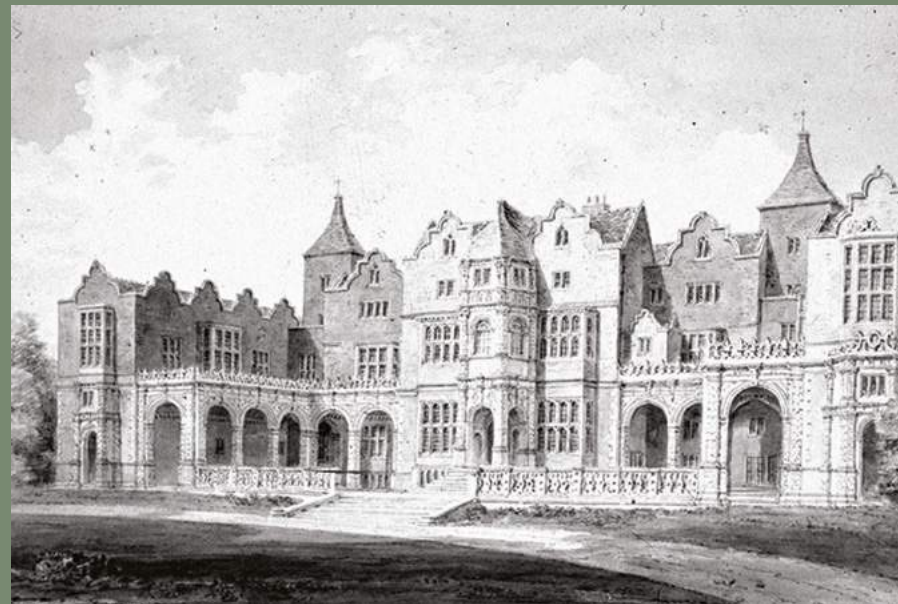
[www.oma.eu](http://www.oma.eu)

[www.west8.nl](http://www.west8.nl)

[www.collett-zarzycki.com](http://www.collett-zarzycki.com)

**Ilchester Estates**  
Developer

The London Estate, some 300 acres, has been in the family since 1768. Holland House (below), in the centre of Holland Park, was the family's London residence. It was badly damaged in a bombing raid in 1940 and in 1951 London County Council purchased what remained of the House, together with the surviving grounds in the Park. The residual estate is now in the ownership of the 6th Earl's grand-daughter. The principal business of the Estate is the management of property (both in Holland Park and West Dorset), farming, tourism and rural activities. The Dorset Estate comprises approximately 13,000 acres of mixed farmland, woodlands and some 300 properties. The London Estate comprises principally leasehold residential properties in Holland Park.



Chelsfield is a partnership formed from the directors who created Chelsfield PLC and Stanhope PLC, and specialises in property development and investment, mainly in London. The partners of Chelsfield have been responsible for many of London's largest and best-known projects, including Broadgate, Paddington Basin (below), luxury residential at Chesham Place, and some of the country's great artistic and cultural buildings such as the Royal Opera House, the National Gallery and Tate Modern.

**Chelsfield**  
Developer

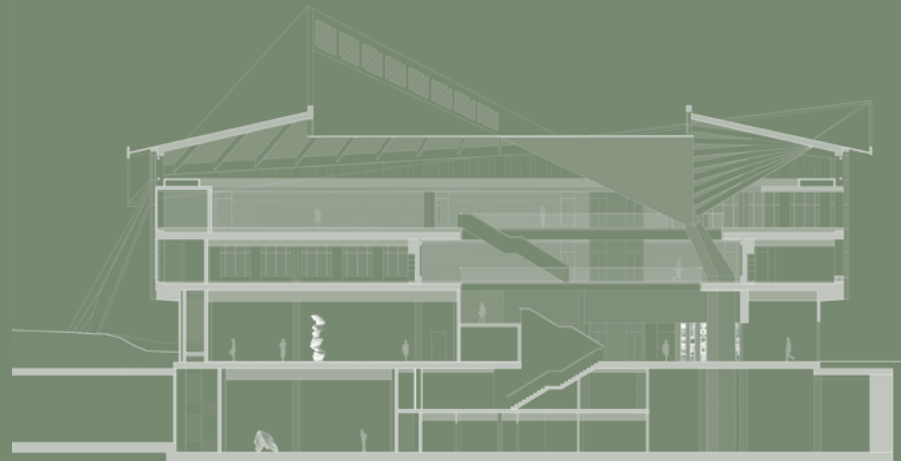


## Design Museum

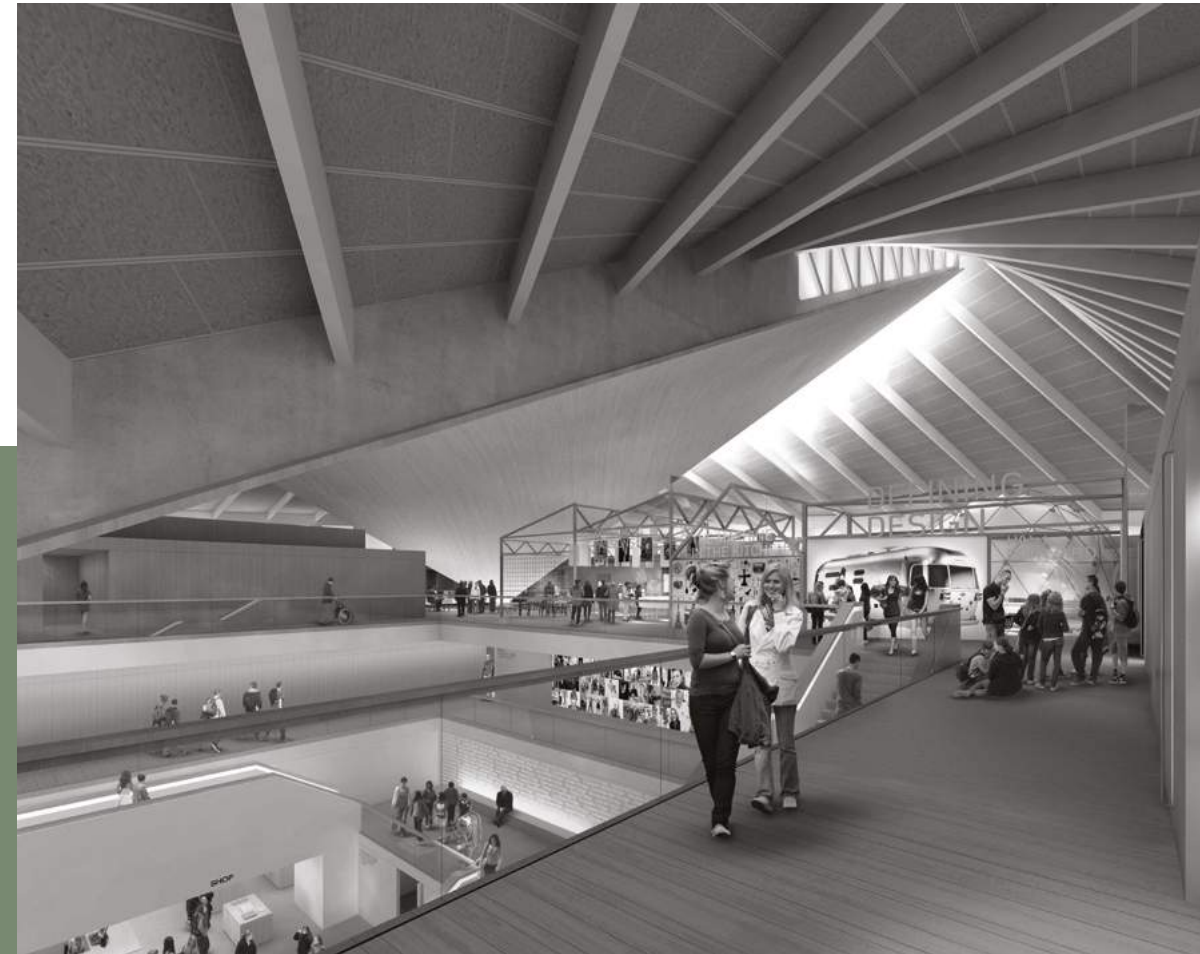
For 22 years, since Terence Conran first established it, the Design Museum has championed creative thinking and inspired problem solving, celebrating the talent of the world's best designers and architects. The museum has welcomed five million visitors, enthralled 400,000 school children, staged over 100 exhibitions, established a leading education programme and built an important collection of contemporary design. In 2016 the Museum plans to move into the former Commonwealth Institute (pictured). The interiors of the Museum are being designed by acclaimed architect John Pawson.



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2



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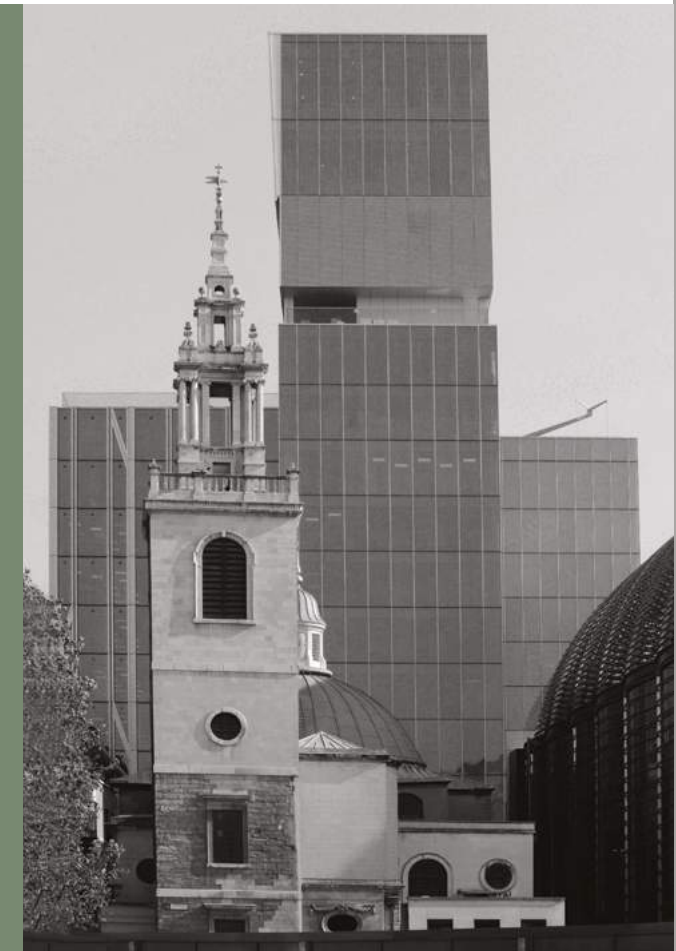
- 1/ Photograph of exterior – taken before refurbishment works began
- 2/ Sectional view of the interior
- 3/ Computer generated image of the interior

OMA  
Architects

OMA, a leading international partnership, practices architecture, urbanism and cultural analysis. OMA's building and masterplans around the world – including Milstein Hall at Cornell University, New York and Rothschild Bank, London (pictured) – insist on intelligent forms while inventing new possibilities for content and everyday use. OMA is led by seven partners: Rem Koolhaas, Ellen Van Loon, Reinier de Graaf, Iyad Alsaka, Shohei Shigematsu, David Gianotten and Managing Partner, Victor van der Chijs – and sustains an international practice with offices in Rotterdam, New York, Beijing, Hong Kong, and soon Doha.



Rothschild Bank. Copyright OMA by Philippe Ruault



Rothschild Bank. Copyright OMA by Charlie Koolhaas

**West 8**  
Urban Design and  
Landscape Architecture

West 8 is an award-winning international office for urban design and landscape architecture founded in 1987. Over the last 25 years West 8 has established itself as a leading practice with an international team of 70 architects, urban designers, landscape architects and industrial engineers. West 8's main office is based at the port of Rotterdam, and has offices in Belgium and New York.

West 8 develops projects all over the world in places such as London, Moscow, New York, Madrid, Toronto and Amsterdam. The office gained international recognition with projects such as Schouwburgplein in Rotterdam, Jubilee Gardens in London, Miami Beach SoundScape Park and Rotterdam Centraal. Many of the projects are the result of ground-breaking entries in important international competitions. Recently won competitions include Toronto Waterfront in Toronto (right), Governors Island in New York, and Madrid Rio in Spain (left).



**Anthony Collett**  
Interior Design

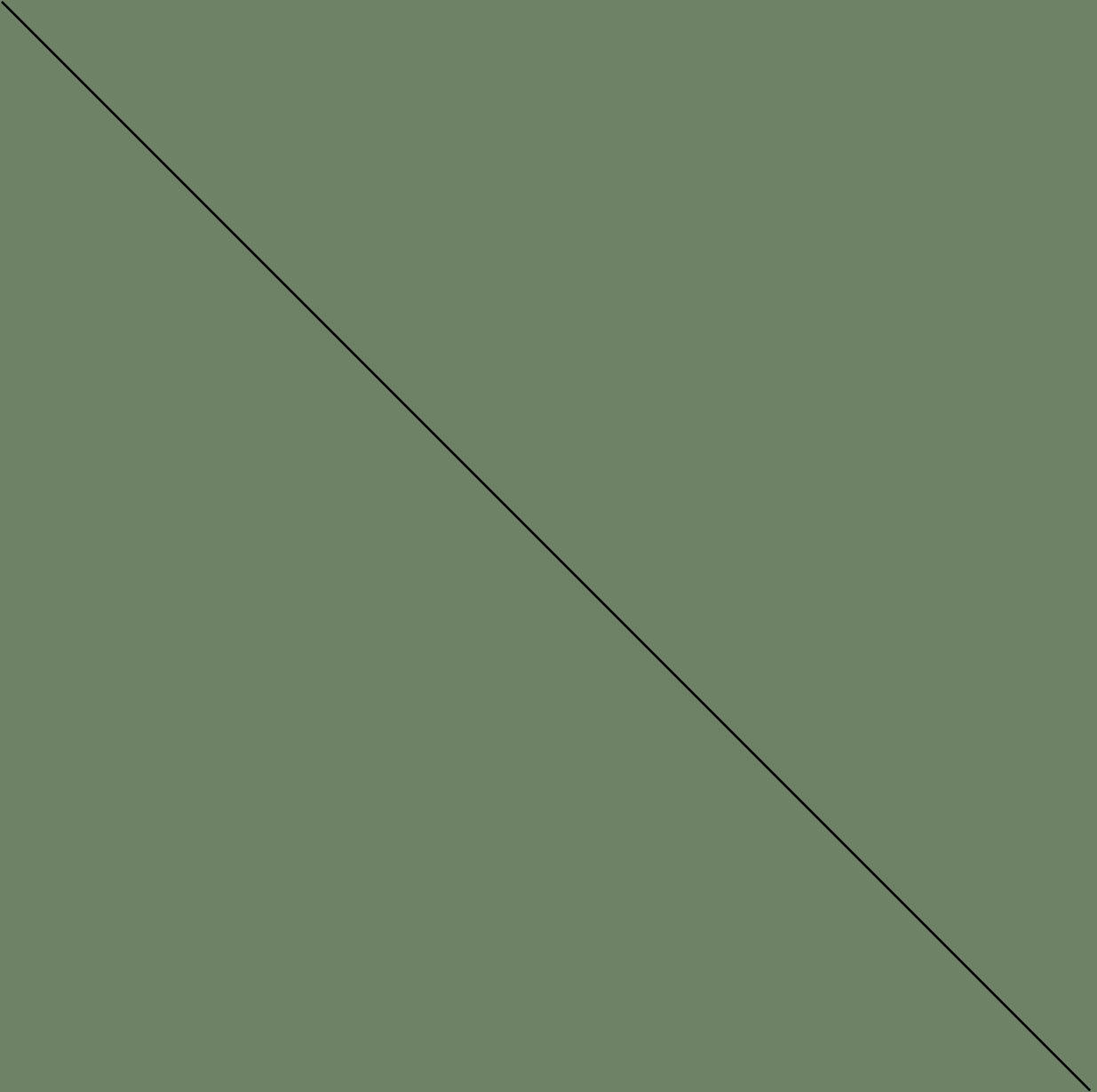
Anthony Collett was born in Zambia. He studied sculpture at Cape Town University before moving to England where he gained a diploma in Interior Design at Hornsey College of Art. In 1979 he graduated from the Royal College of Art with an MA in environmental Design. After leaving college he worked with John Stefanidis. He left in 1985 to set up his own architectural, interior and furniture design partnership Collett Zarzycki Ltd.

Collett Zarzycki Ltd. specialises in residential architecture and interior design. It is one of the few practices that combines architecture, interior

design and decoration and this multi-disciplinary approach offers a comprehensive service to its clients. It is best known for its classic contemporary work with a natural tendency towards a formal approach to design. The practice believes that the design process should be an evolutionary one and therefore has a progressive, flexible and innovative approach built on the foundation of its knowledge of classical architecture. Collett Zarzycki Ltd. designs buildings and environments that respect tradition and at the same time reflect contemporary attitude.







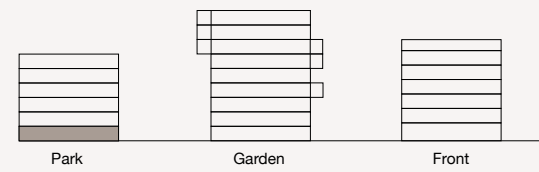
**specification**

floor plan  
the project

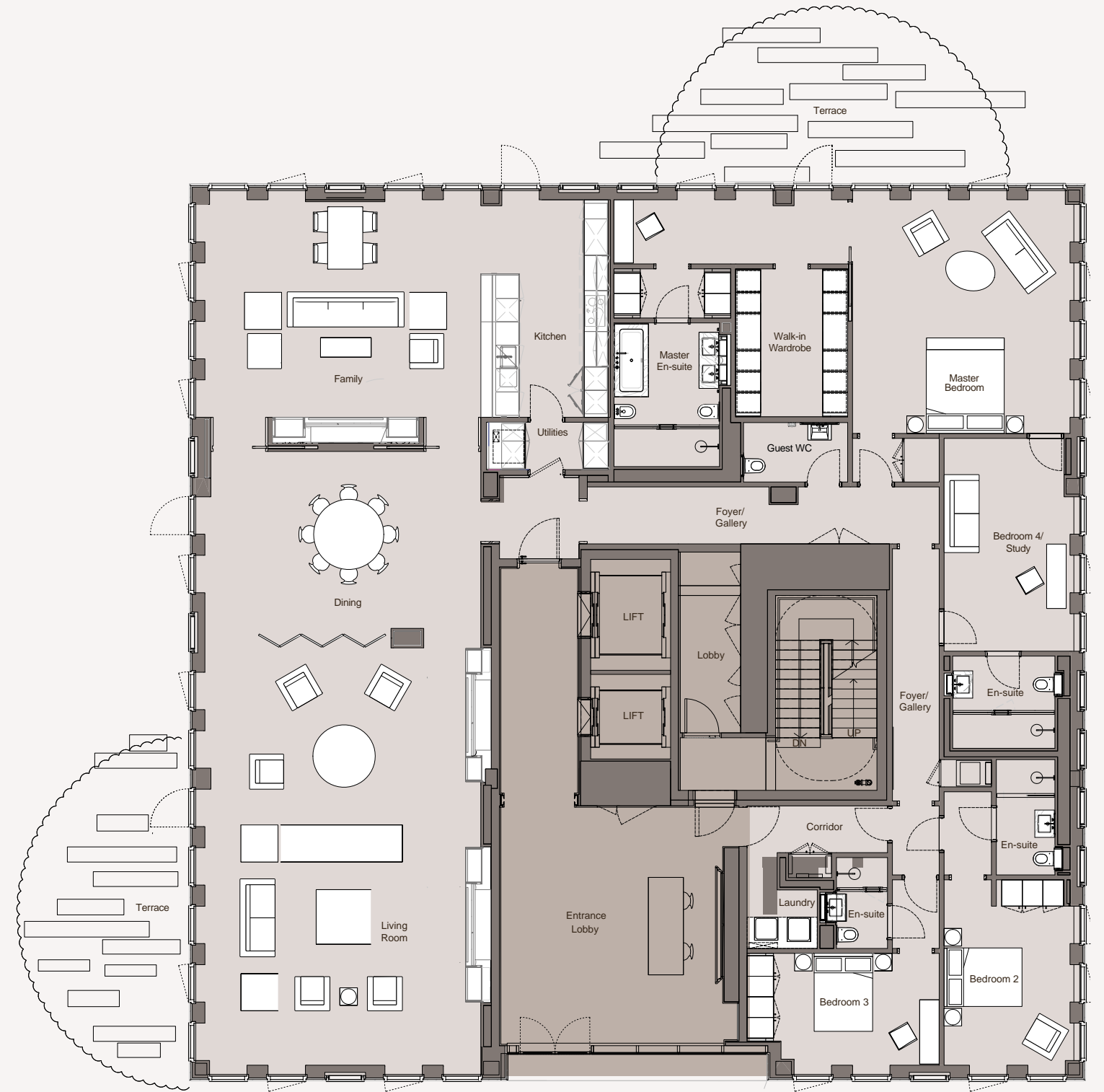
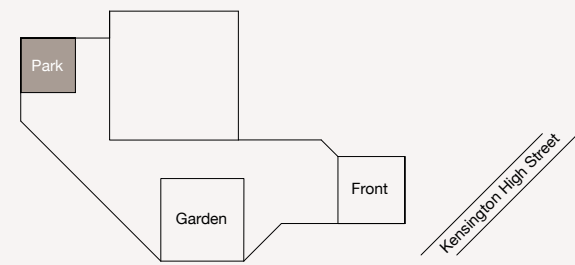
**specification  
floor plan**

Dimensions	Feet	Metres
Dining	23' 3" x 15' 9"	7.08 x 4.80
Living	23' 3" x 35' 11"	7.08 x 10.96
Family	23' 3" x 20' 6"	7.08 x 6.25
Kitchen	10' 9" x 18' 4"	3.27 x 5.58
Master Bedroom	18' 4" x 19' 8"	5.58 x 5.99
Bedroom 2	10' 7" x 15' 7"	3.23 x 4.75
Bedroom 3	16' 2" x 9' 5"	4.93 x 2.87
Bedroom 4/Study	10' 7" x 17' 11"	3.23 x 5.46
<hr/>		
Total net sales area	4,157 sq. ft	386.2 sq. m

**Ground floor location**



**Apartment position**



## specification the project

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### Setting

hollandgreen is located on the site of the Grade II listed former Commonwealth Institute, set back from Kensington High Street on the southern border of Holland Park, and within the Royal Borough of Kensington and Chelsea.

The Exhibition Building is to be the newly refurbished home for the Design Museum.

The three new residential buildings are situated around the Exhibition Building, and are orientated to sit parallel with the museum, creating strong cubic volumes within the park setting. The buildings range from seven to nine storeys above ground and provide 54 highly specified residential apartments, in addition to a secure basement car park, a spa and entertainment facilities.

The landscape design contrasts with the buildings, providing a fluid undulating green surface with visual and physical connections with Holland Park.

### Design team

The scheme has been designed by internationally renowned architects OMA with Allies and Morrison Architects.

The landscape design is by the Dutch practice West 8.

John Pawson Architects have been appointed separately by the Design Museum.

In addition, the design team comprises:

- Arup, structure and services
- Collett Zarzycki, interior design
- Richard Aldridge, lighting

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### The buildings

#### External walls

The residential buildings are clad with a light-coloured dense Jura limestone with a honed finish.

#### Windows and doors

The vertical windows are set to a regular rhythm, and comprise openable windows, fixed windows, plenums or insulated panels. The fixed and openable windows are constructed with high performance extruded aluminium, thermally broken window profiles with clear, thermally efficient solar control glazing. The openable windows have been designed to be side hung, outward opening with restrictor stays. They have a clear glass internal balustrade for safety. The opaque plenum panels have been designed to connect to a system of internal ductwork providing fresh air ventilation within apartments.

Sliding doors are designed to provide access to the apartments with Juliet balconies and terraces.

There are also a number of ground-floor apartments which have side-hung casement doors leading to landscaped terraces.

All window ironmongery is stainless steel.

### Internal shared space

#### Entrance areas

The park building has been designed with an elegant and contemporary entrance lobby, incorporating a reception desk for the concierge, stone floor finishes, seating for visitors and a direct connection to the lift lobby and staircase.

#### Lift lobbies and lifts

Lift lobbies are finished with high-quality durable finishes, including stone floors and sycamore panelling. The park building has one 10-person lift and one 17-person lift car, both manufactured and installed by Otis. This allows for the transportation of larger items of furniture. The lift cars have a high-quality sycamore veneer finish.

## Apartment finishes

### Floors

The floor build-up incorporates acoustic and thermal insulation layers and an under-floor heating system.

The apartment floors are finished with high-quality engineered hardwood in the entrance halls, living and dining rooms, kitchens, master bedrooms and cloakroom areas. Sivec marble floors are provided within all bathrooms.

### Ceilings

The apartment ceilings within the main living and bedrooms are circa 2900mm high and in secondary areas and kitchens are circa 2560mm high. Ceilings are constructed from a suspended plasterboard system and incorporate smoke and heat detectors, sprinklers and recessed light fittings. Ceilings are finished with a high-quality paint-applied finish.

### Internal walls and doors

All internal walls are constructed to a high level of sound proofing and security.

The apartment entrance door is a high-quality contemporary solid timber and fitted with additional security ironmongery.

All the internal apartment doors are generally 2500mm high with recessed timber frames achieving a flush finish with the wall face, with a shadow-gap detail.

Doors and door frames have a high-quality paint finish.

A co-ordinated range of ironmongery has been specified throughout the apartments, with locks fitted to the bedroom and bathroom doors.

### Bathrooms, showers and sanitary fittings

The bathrooms incorporate high-quality sanitary fittings complemented by a modern range of brassware by Dornbracht.

The floors of bathrooms are finished in large format Sivec marble tiling. All walls are finished with floor to ceiling marble tiles. The master bathroom walls are finished with large format book-matched Statuary marble – all composed and installed by a specialist stone mason. All baths have a Sivec marble bath-top surround and the bathrooms are fitted with high-quality vanity units.

## Security

### Security and access control

The development will have 24-hour manned security managed by a specialist residential management company.

In addition, the following measures will be in place:

- automatic barriers to restrict vehicle movement and control access
- programmable transponder for vehicular access by residents to the site and underground car park
- comprehensive CCTV site and building entry point coverage
- video entry system to apartment buildings for guests
- fob access key for building entry at ground floor, basement and spa
- high-security locks for all external and apartment entrance doors to meet Secure by Design standards
- all external windows and sliding doors are fitted with security locks
- all windows and doors at ground floor have laminated glazing for improved security
- an upgradable intruder alarm system with an interface to the estate management office

### Kitchens

Kitchens are manufactured by Bulthaup with customisable internal fittings.

Appliances are by Gaggenau and include:

- wine cooler
- fridge freezer
- oven
- induction hob
- microwave or combination oven
- dishwasher

The kitchen worktop is a 'Jet Mist' granite with a surrounding glass splashback.

The utility/laundry room is equipped with appliances by Gaggenau and include a washing machine and dryer.

### Built-in and walk-in wardrobes

Wardrobes are a high-quality base design by Lema from Italy. The interiors are finished with a maple veneer with shelving and hanging rails.

## Building services

### Heating and cooling

Heating for the apartment is via an under-floor system with fan coil units providing a performance boost in cold conditions. The same fan coil units provide comfort cooling as required.

### Mechanical installation

Fresh air is supplied to the apartment via mechanical ventilation units.

Bedrooms and main living areas are provided with fan coil units for comfort cooling. Each room has a separate system to allow room by room temperature adjustment.

The apartment has a heat interface unit to separate the apartments' low temperature hot water (LTHW) and chilled water (CHW) supply from the central system. These connections are metered so that occupiers only pay for their own usage.

### Interior lighting

The lighting installation includes a base Lutron lighting control system.

The installed lighting design incorporates energy efficient light fittings. The majority of the proposed luminaires use LED technology, enabling the fittings to remain small and discreet. The LED fittings are used together with low voltage halogen lamps to create a warm colour temperature and high light output where required.

### AV installation

The audiovisual installation has been designed to allow the purchaser to take advantage of state-of-the-art audio and video distribution.

The living room and main bedrooms are pre-wired to selected locations to enable the purchaser to install their preferred multi-room audio system.

The audio infrastructure will enable the purchaser to play music from multiple formats and sources, including radio, internet streaming, MP3 player or computer.

The main rooms are provisioned with at least two data outlets on a Category 6 data network combined with television and satellite distribution to provide the ability to watch, stream or listen to any type of media at high quality and speed.

Each main television position is wired to allow local audio playback from television to selected speaker locations.

These positions are cabled for aerial, HD TV, satellite and IP (internet) television services while a home cinema system will be cabled in each living room with speaker and video cables running back to an AV cupboard.

The developer has worked with a specialist AV organisation, who will be available to help purchasers achieve their specific audiovisual requirements.

### Smoke, heat detection and sprinklers

The apartment has sprinklers to meet BS9251 as part of the fire protection strategy. Heat detectors are located in each kitchen and smoke detection is provided in all other rooms.

The apartment is provided with its own fire alarm panel connected directly to the main building's fire alarm panel and linked to the estate management system.

### Metering

Water metering is provided for hot and cold water supplies and for the heating and cooling system. Electric meters are provided for each apartment.

## Landscape

### Gardens

Designed by Dutch landscape architects West 8, the soft and flowing gardens provide a lush, undulating setting highlighting the distinct geometry of the architecture.

The overall landscape design ties in and connects with the adjoining Holland Park. The gardens are designed to provide three planting levels:

- low-level ground cover planting with lush, colourful plants deliberately emphasising seasonal change with bulbs, perennials and low-level shrub plantings, and providing variety in texture and habit related to the respective orientation and exposure
- open middle-storey planting, consisting of flowering shrubs and small ornamental trees, both creating intimacy and focusing on planting features, as well as accommodating a more site-wide overview with vistas throughout the gardens
- open tree canopy with fine textured foliage trees, including middle-sized and large trees to integrate with the existing trees on and around the site. The garden level apartment in the park building has access to terrace areas which are distinguished from the wider garden landscape by spatial segregation and characterised by strategically placed specimen planting.

### Private garden terraces

The apartment has access to two private terraces.

The landlord is responsible for the maintenance of these areas.

### Exterior lighting

The exterior lighting design creates a soft yet secure atmosphere outside the apartments, with low-level lights illuminating the pathways and small discreet accent lights positioned within the trees and shrubbery.

The lighting strategy incorporates low-energy fittings to minimise maintenance and running costs.

The external lighting is controlled on a timer so that the light levels have a reduced intensity depending on the time of night. External lighting is supplemented with lighting along paved routes.

## Facilities

### Management

A specialist residential management company has been employed to manage the development.

### Concierge

The management company will provide a 24-hour concierge service, organised from an office at the entrance to assist with taxi pick-up and drop-off, deliveries and collections, refuse management and queries.

### Living Service

Living Service is funded by the developer for the first 9 months following completion of the development. Thereafter, purchasers will be able to make their own arrangements with the service provider according to their individual needs. This service will be provided by Caroline Baker Limited.

### Basement car park

Car parking is security access controlled and includes:

- an allocated individual car parking space for the apartment
- an allocated storage space
- concrete floor with a resin floor finish and painted walls
- CCTV coverage
- direct lift access to all three residential buildings
- pedestrian access route to the spa and entertainment facilities

## Design and construction standards

### Design standards

A ten-year warranty from BLP will be provided.

### Spa, leisure and fitness area

The spa and entertainment facilities are for the exclusive use of the residents and their guests. There is direct access from the park building and from the other residential buildings' basement level.

The pool and spa area has a double height volume with feature skylights creating a sense of space. A feature glazed wall along the pool edge allows for the leisure facilities to benefit from natural light from the pool area. The spa and entertainment facilities comprise:

- double height volumes around the swimming pool, fitness and circulation areas
- 20m-long heated swimming pool and hot spa
- sauna and steam room
- fitness centre with gym and studio space
- a treatment and massage room
- changing rooms and showers
- high-quality ceramic floor finishes
- a specialist floor finish in the gym
- entertainment / business suite / private residents' room
- cinema
- golf simulator
- children's playroom
- small kitchen to support events held in the entertainment suite



## contact

[www.hollandgreenw8.com](http://www.hollandgreenw8.com)

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