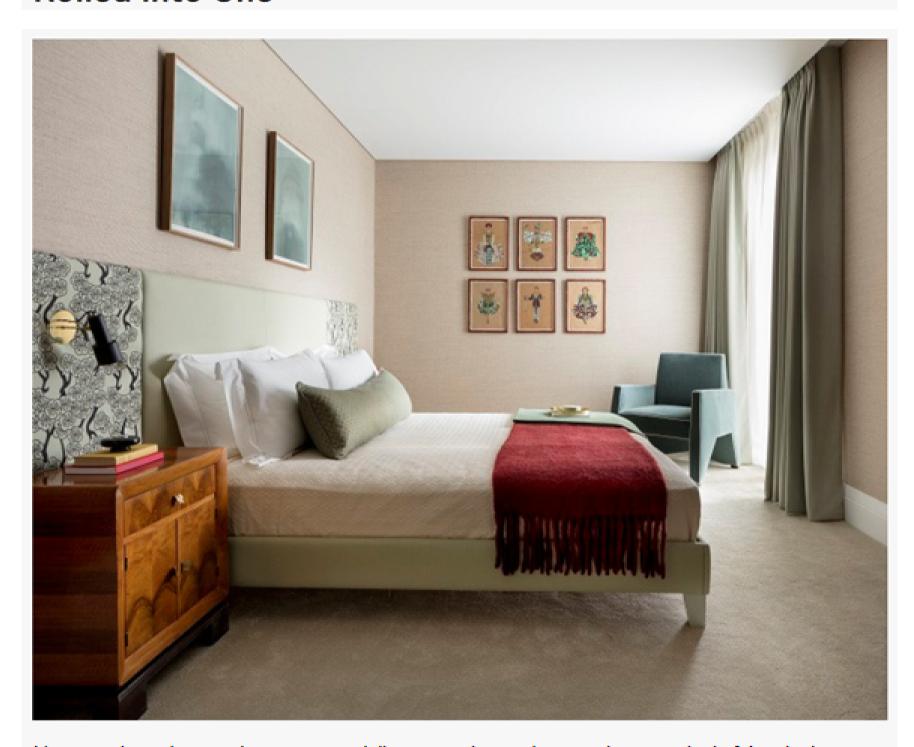
Robb Report

Holland Park Villas: Centrality, Serenity and Style, All Rolled into One



It's a stat that raises eyebrows – especially among those who spend a great deal of time in those parts of the British capital where traversing pavements feels like driving a bus through an asteroid belt – but roughly 47 per cent of London is green space. And, among all the heaths and commons making up that impressive figure, arguably the most gloriously serene and oasis-like, despite being less than five miles from the traditional dead centre of London Trafalgar Square, is Holland Park.

So the arrival on the British capital's property scene of Holland Park Villas (hollandparkvillas.com) – a £600 million private gated development of 68 apartments and four penthouses, overlooking London's most charming green space in the heart of the Royal Borough of Kensington and Chelsea – has seriously bolstered the city's repertoire of luxury residential offerings.

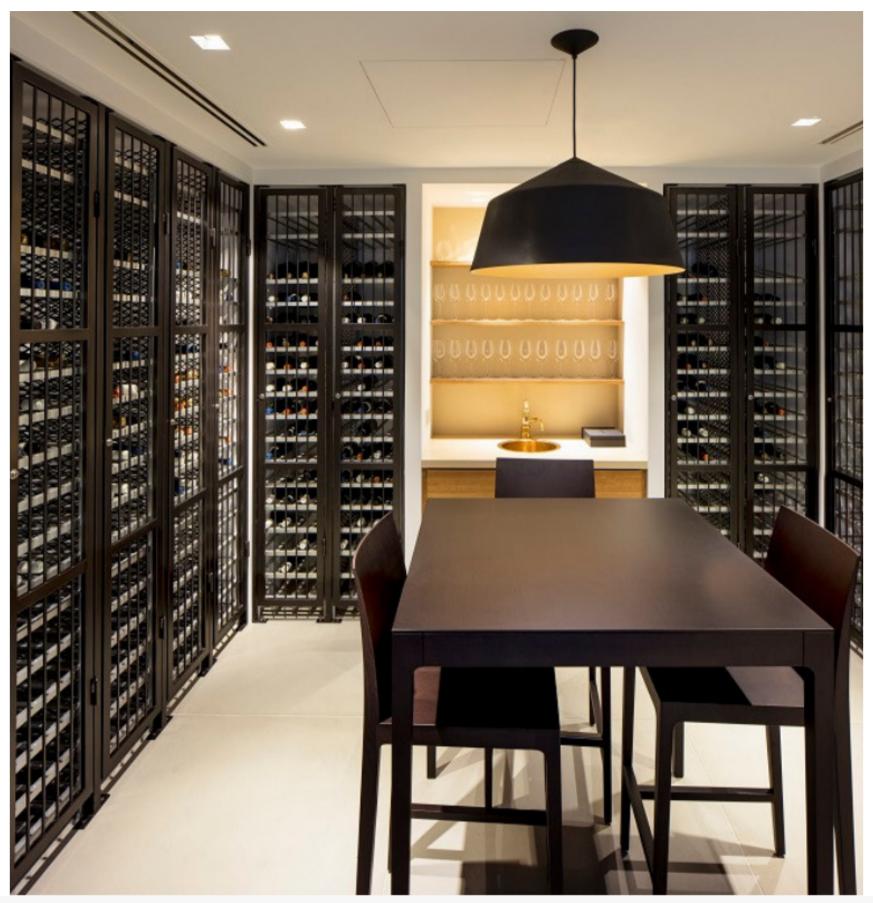
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Priced from £3.6 million and set within an acre of landscaped gardens and a woodland walk, all residences offer a concierge service and spa designed to rival those one would expect to enjoy a couple of miles away in Mayfair's iconic hostelries, as well as a 20-metre swimming pool, gym, private studio for Pilates and yoga, library and a climate-controlled wine cellar. Residents can also book private screenings in an on-site cinema.

British interior designer and architect Jonathan Reed – a man who has garnered a sterling reputation for heritage craftsmanship – ensured that materials such as textured glass, brass inlays, quality timber and a host of paintings and sculptures all pull their weight when it comes to the public spaces packing contemporary elegance. A gentle, earthy colour palette (oat, sage, champagne, ivory) make for a soothing environment, while inside the apartments oak, marble and granite characterise the décor, while terraces and balconies feel verdant and detached from the urban mayhem.

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Antiques dealer turned interior designer Rose Uniacke – a draftsperson renown for her ergonomic wizardry – has designed one five-bedroom apartment, in the process sprinkling an eclectic selection of antiques and contemporary spaces among marble and limestone slabs, all offset by rough linen and muted, soft-draped fabrics; by contrast, the apartment conceived by London interior designer Sophie Ashby is characterised by contemporary world art and modernist furniture.

The notion of living in Holland Park – a long-standing desirable hotspot of the British capital – might just have become even more enticing.

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