



HOUSE OF THE NOBLEMAN
AT THE PARK CRESCENT
2016



THE WEALTH SCENE
AFFLUENT LIFESTYLE GUIDE

<http://www.thewealthscene.com/property-news/frieze-london-art-fair-and-luxurious-property/>



Frieze London Art Fair and Luxurious Property

THE PARK CRESCENT & HOUSE OF THE NOBLEMAN LAUNCH FRIEZE LONDON WEEK ART EXHIBITION FEATURING WORK BY CALDER, DALI, MIRO, HIRST & OTHERS

In the most glamorous and luxurious property event in London this year, **Amazon Property** are launching **The Park Crescent**, overlooking Regent's Park, timed to coincide with the annual **Frieze London** art fair.

Amazon Property have collaborated with leading art curator **House of the Nobleman** to transform six of the dressed residences into a special Post-War and Contemporary art exhibition to take place during London's Frieze Week including works by Alexander Calder, Joan Miro, Marc Chagall, Salvador Dali, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama. These pieces have been sourced from official partners **Alon Zakaim Fine Art** and **Lawrence Van Hagen** alongside works from private collectors.

Frieze London is the world-renowned annual art event in Regent's Park, held in 2016 between 6th and 9th October. The art exhibition in **The Park Crescent** will run for three weeks, from Monday 3rd October to Sunday 23rd October, with viewing by either invitation or by prior appointment. On the 6th October, the main launch event will be held in the 8 acres of private gardens at **The Park Crescent**.



The Park Crescent



Alexander Calder – Segmented Spiral 1974

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The Park Crescent is London's only Royal crescent, designed by John Nash (1752-1835) and built in 1812-1820 as luxurious residences, many converted into offices in the late 20th Century; purchased by **Amazon Property** in 2013 and now meticulously restored to its original residential use providing two to four bedroom duplex, mezzanine and lateral residences.

On the 6th October the private gardens directly overlooking the Royal crescent will be transformed into a spectacular VIP venue with bespoke marquee providing reception, lounge, entertainment and cocktail bar areas complete with floodlighting in the beautiful gardens. Guests can enjoy the live music acts which include Laura Wright, one of HM The Queen's favourite sopranos and official anthem singer for the England Rugby Team and Invictus Games; and saxophonist Huw Wiggins, Commonwealth Musician of the Year. Guests can also tour the private gardens and visit the previously unseen dressed residences and art exhibition at **The Park Crescent**.

The art exhibition will run across six residences at the scheme, with each property having a different curatorial theme. Collections of Alexander Calder, Marc Chagall, Joan Miro, and Salvador Dali will be displayed in a four bedroom residence interior-designed by **1508 London** whilst a second three-bedroom duplex interior-designed by **1508 London** will feature major abstract pieces by Victor Vasarely and Yayoi Kusama amongst others.

There will be a Modern British exhibition including Ben Nicholson, Paul Feiler and William Scott in a four-bedroom duplex interior-designed by Taylor Howes and more British and YBA (young British artists) work including David Hockney, Anthony Caro, Damien Hirst and Grayson Perry in a three-bedroom penthouse interior-designed by DH Liberty.

In a pair of duplex apartments, with interiors by **DH Liberty** and **Taylor Howes**, will showcase 'What's Up', curated by **Lawrence Van Hagen** of **LVH**. Van Hagen has selected a diverse range of mixed media work by international up-and-coming contemporary artists. Lawrence is passionate about finding and promoting new young artists and advising collectors of the best emerging artists to add to their [art](#) collections. From abstracts by Canadian Thrush Holmes to Swiss Stefan Bruggemann's stark political op-art there will be a multitude of different styles of art within this special display.

Chris Lanitis, **Director at Amazon Property** said: "The main launch of **The Park Crescent** will showcase [luxury property](#) and artwork by world-renowned and young up-and-coming artists. Visitors to the launch will have the opportunity to view previously unseen dressed residences and view beautiful works of art in our 'mini-Frieze' showcase created by our art curator House of the Nobleman. These newly completed residences at London's only Royal crescent exhibit adroit design, exceptional quality and fine attention. The other unique and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to providing a stunning canvas for displaying important works of art."

Victoria Golembiovskaya, **Director and Founder of House of the Nobleman** said: "House of the Nobleman is delighted to be in residence at **The Park Crescent** for **Frieze London Week 2016**. We look forward to working with **Amazon Property** on this exciting project and together with our partners **Alon Zakaim Fine Art** and **Lawrence Van Hagen**, putting together a spectacular display."

Alon Zakaim, **Founder and Owner of Alon Zakaim Fine Art** said: "We are leaders in Impressionist, Modern and Contemporary art and are pleased to be showcasing our artwork in the breathtaking spaces within the beautiful residences of **The Park Crescent**. There has always been a strong interplay between the worlds of luxury property and fine art, with new homes providing a canvas for displaying art collections."

Each residence at **The Park Crescent** has its own character and distinctive features; the apartments range from 1,429 sqft (133 sqm) to 4,127 sqft (383 sqm) in size with ceilings up to 3.8 metres high. Each apartment has spacious double or triple height reception rooms, overlooking the eight acres of **The Park Crescent's** private gardens and the 410 acres of the Regent's Park.



The Park Crescent by Amazon Property Kitchen and Living

The lateral apartments at **The Park Crescent** are available for immediate occupation; prices start from **£3,950,000**. To register an interest to see **The Park Crescent Art Exhibition** and view the new residences please contact **Knight Frank** on T: +44 (0) 207 861 5321 or **Aston Chase** on T: +44 (0) 207 724 4724 or.

For further information about The Park Crescent please visit www.theparkcrescent.com

For Frieze London please visit frieze.com



International Business Times

<http://www.ibtimes.co.uk/can-art-help-sell-prime-london-property-deflated-market-1583748>

Can art help sell prime London property in a deflated market?

Park Crescent, near Regent's Park, launches to prime London property market with art exhibition.

By Shane Croucher
September 28, 2016 12:48 BST



It's tough at the top of the prime central London property market. A series of tax hikes on high-end and investment property has cooled demand, and buying is less attractive amid uncertainty about the market's future stability following the vote for Brexit.

Developers and agents are having to work harder to seal deals. Amazon Property is trying something different with the launch of The Park Crescent by Regent's Park — it's turning half the luxury development into a temporary art gallery in a bid to dazzle and woo potential buyers.

In partnership with art curator House of the Nobleman, Amazon Property will display £100m of art in £100m of property at The Park Crescent, where the price tag on homes ranges from £3.65m to £20m, as part of their launch to market.

Among the artists whose work will be on display are Marc Chagall, Salvador Dali, Damien Hirst and Andy Warhol. Part spectacle, part sales gimmick, the exhibition will run for three weeks from October 3-23 and will coincide with Frieze London, an art festival in the neighbouring park.

The Park Crescent, finished in 1820, was designed by the Georgian architect John Nash, among whose significant body of work is the remodelling of Buckingham Palace and the Royal Pavilion in Brighton. During the late 20th century, many of the crescent's former homes were turned into offices. They were purchased by Amazon Property in 2013 and turned back into homes.

"These newly completed residences at London's only Royal crescent exhibit adroit design, exceptional quality and fine attention," said Chris Lanitis, director at Amazon Property. "The other unique and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to providing a stunning canvas for displaying important works of art."



THE SPACES

<http://thespaces.com/2016/09/28/6-london-homes-go-on-sale-for-100m-with-artwork-worth-the-same-again/>

6 London homes go on sale for £100m – with artwork worth the same again

NEWS, PROPERTY | 28.09.16 | BY JAMIE ROBINSON



Six homes on London's Park Crescent will go on sale for £100 million next week, hung with artwork that doubles their price.

Buyers will be able to pick up a Hirst and a Hockney with their three-bedroom penthouse inside the restored crescent, designed by John Nash.

The homes are part a development of 20 stucco-fronted residences by Amazon Property, who enlisted nomadic gallery The House of the Nobleman to curate the artworks. Clients of the gallery – 'celebrities, billionaires, Sheikhs and captains of industry' – have been invited to the flashy launch party in the crescent's eight-acre private garden on 6 October, coinciding with Frieze Art Fair just down the road.

Among the artworks are 10 rare pieces by Marc Chagall, flown in from Singapore, and 30 pieces by Alexander Calder – 'the largest single exhibition of his work to date in London', according to the marketing material. Perhaps they've forgotten about his recent Tate Modern show featuring more than 100...

Says Amazon Property director, Chris Lanitis: 'The high ceilings and large principal rooms lend themselves to providing a stunning canvas for displaying important works of art.'

Viewers can buy the apartments – two to four bedroom duplex, mezzanine and lateral apartments – with or without the artworks. With prices ranging from £3.95 million to £20 million, the homes are for sale vial Knight Frank and Aston Chase.

The Grade I-listed crescent was built between 1812 and 1820 but was badly damaged in WWII and turned into offices in the 1960s. Amazon Property bought it for £47 million in 2013 and have tapped a roll call of luxury interior designers to dress the six show apartments, including 1508 London, Taylor Howes and DH Liberty.



http://www.jacobsongallery.com/ckfinder/userfiles/files/FT%20How%20to%20spend%20it%202_10_2016.pdf

The screenshot shows the top section of the 'how to spend it' website. The header is dark with the title 'how to spend it' in white. To the right, it says 'A website of worldly pleasures from the FINANCIAL TIMES'. Below the title are social media icons for Facebook, Twitter, Pinterest, and Instagram, along with a search bar. A navigation bar below the header lists categories: HOME, STYLE, WATCHES & JEWELLERY, TRAVEL, HOUSE & GARDEN, CARS, BIKES & BOATS, ARTS & GIVING (highlighted), TECHNOLOGY, FINE LIVING, SPORT, and GIFT GUIDE. The main content area features a large article titled 'The best of the Frieze Week exhibitions 2016' with a sub-headline 'All the fun of the Fair – and beyond'. To the right of the article is a 'Most popular' section with four featured articles, each with a small image and a title.

OCTOBER 02 2016
CATHERINE MILNER

And so, the art whirlwind that is Frieze Art Fair (October 6-9) and the many satellite exhibitions and events it spawns begins again in London. This year, the Royal Academy's blockbuster show of American art *Abstract Expressionism* (until January 2) – the first to be held in Britain for over 50 years – has inspired galleries showing at the Fair and those around London to champion both Americana and abstract art.

Most prominent are Claes Oldenburg's giant sculpture of a cigarette stub, *Fagend Study* (about £2m at Luxembourg & Dayan) stationed in Regent's Park; Mike Kelley's kitschy installations trumpeting American subcultures at Hauser & Wirth (which are on loan and not for sale); Peter Saul's aggressively cartoonish paintings at Michael Werner (\$85,000-\$150,000) and – perhaps surprisingly for those who thought all works by the major colour field painters of the 1950s were in museums or bank vaults – Robert Motherwell's masterfully fluent, splattered canvases (\$100,000-\$7,500,000) such as *Elegy to the Spanish Republic No 60* (first picture) at the Bernard Jacobson Gallery.

Abstract art from other countries features strongly too, with Italy represented by Alighiero Boetti's flamboyantly coloured embroideries (€80,000-€10m plus) at the Tornabuoni Gallery and Lucio Fontana's punctured canvases (£170,000-£4m plus) such as *Concetto Spaziale 1962* (second picture) at Mazzoleni London. German-born Paul Feiler's numinous Perspex reliefs and paintings (£8,000-£45,000) such as *Janicon XCV* (third picture) at Jessica Carlisle contrast with the sinuous physicality of sculptures by that British master of reinvention, Tony Cragg, who has pushed his boundaries anew in a range of serpentine glass, wood and white onyx sculptures (£200,000-£1,000,000) at Lisson Gallery.



Yinka Shonibare MBE is the standout figurative artist, departing from his usual sculptures, made of Dutch wax batik textiles, to explore classical art and religious iconography in a series of wall paintings (£50,000-£125,000) at the Stephen Friedman gallery, while Celia Paul's seascapes and mournful self-portraits (£8,000-£32,000) make up a haunting show at Victoria Miró. Tristan Hoare is selling a range of silver prints (£3,000 each) such as *From Medina to Jordan Border* (fourth picture) by photographer Ursula Schulz-Dornburg, portraying the bleak beauty of stations along an Ottoman railroad built in the Saudi Arabian desert.

A stone's throw from Regent's Park, fine art advisers The House of the Nobleman has furnished six luxury apartments at 10 Park Crescent to look like the homes of art connoisseurs. Each apartment has a different art historical focus and is showing a mix of substantial and relatively unknown works (£2,000-£3.5m) by Chagall, Miró, Dalí, Calder, Kusama, Vassarely, Warhol, Polke, Rauschenberg and Hirst.

One of the delights of Frieze Week is meandering around the city discovering little-known artists – or little-known works by well-known ones. Fledgling collectors should head for the Other Art Fair in Brick Lane, where the majority of the artists not yet represented by galleries sell their work for between £50 and £10,000. And try the 1:54 Contemporary African Art Fair at Somerset House, where prices are between £1,000 and £90,000. A wander into Shepherd Market will reveal a mini-Times Square, decked with Chris Bracey and his sons Matthew and Marcus's neon signs, or you could recline in Gabriel Orozco and 6a Architects's newly created art garden at the South London Gallery; these are wonders that need cost nothing but your time.

Frieze Art Fair, October 6-9 at Regent's Park, <https://frieze.com/fairs/frieze-london>

1:54 Contemporary African Art Fair, Somerset House, Strand, London WC2 (www.1-54.com).

Bernard Jacobson Gallery, 28 Duke Street, London SW1 (020-7734 3431; www.jacobsongallery.com).

Canada House, Trafalgar Square, Westminster, London WC2 (020-7258 6600;

www.canadainternational.gc.ca). **Hauser & Wirth**, 23 Savile Row, London W1 (020-7287 2300;

www.hauserwirth.com). **House of the Nobleman**, 10 Park Crescent, London W1

(www.houseofthenobleman.com). **Jessica Carlisle**, 4 Mandeville Place, London W1

(www.jessicacarlisle.com). **Lisson Gallery**, 29 Bell Street, London NW1 (020-7724 2739;

www.lissongallery.com). **Luxembourg & Dayan**, 2 Savile Row, London W1 (020-7734 1266;

www.luxembourgdayan.com). **Mazzoleni London**, 27 Albemarle Street, London W1 (020-7495 8805;

www.mazzoleniart.com). **Michael Werner Gallery**, 22 Upper Brook Street, London W1 (020-7495

6855; www.michaelwerner.com). **The Other Art Fair**, Old Truman Brewery, Hanbury Street, London E1

(020-3805 6670; www.theotherartfair.com). **South London Gallery**, 65-67 Peckham Road, London SE5

(020-7703 6120; www.southlondongallery.org). **Stephen Friedman Gallery**, 25-28 Old Burlington

Street, London W1 (020-7494 1434; www.stephenfriedman.com). **Tornabuoni Art**, 46 Albemarle Street,

London W1 (020-7629 2172; www.tornabuoniart.com). **Tristan Hoare**, 6 Fitzroy Square, London W1

(020-7383 4484; www.tristanhoaregallery.co.uk). **Victoria Miró**, 14 St George Street, London W1 (020-

3205 8910; www.victoria-miro.com).



Abode2

<http://www.abode2.com/london-homes-of-the-bonapartes-dynasty-transformed/>



LONDON HOMES OF THE BONAPARTES' DYNASTY TRANSFORMED

13.10.16

For the launch of The Park Crescent, by Amazon Property, the former London homes of the Bonaparte family (of Napoleon fame), the Brazilian and US Ambassadors and the De Beers diamond dynasty, have been transformed into a spectacular Frieze Week showcase featuring a £100 million pound apartments-and-art showcase. Six luxury residences – once owned by notable residents – are now graced with works by Alexander Calder, Salvador Dali, Marc Chagall, Joan Miro, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama.

To deliver the most glamorous and luxurious property event in London this year, Amazon Property have collaborated with leading art curator House of the Nobleman to transform six of the dressed residences at The Park Crescent into a special Post-War and Contemporary art exhibition using world-class pieces sourced from official partners Alon Zakaim Fine Art and Lawrence Van Hagen alongside works from private collectors from around the world.

The Park Crescent is London's only Royal crescent, Grade I listed, designed by John Nash (1752-1835) and built by Henry Peto in 1812-1820 as luxurious residences for the family and friends of HRH Prince George, The Prince Regent and Acting Head of State. Many were converted into offices in the late 20th Century until purchased by Amazon Property in 2013 and now restored to residential use providing two to four bedroom duplex, mezzanine and lateral residences.

The spectacular first floor state-rooms of the former Brazilian Ambassador's residence are now an exceptional four bedroom residence interior-designed by 1508 London. The triple-reception room has been transformed into a display of 30 Alexander Calder works, the largest display of his work ever undertaken in a residential building in the UK. Similarly, the master bedroom suite showcases 10 works by Marc Chagall, the largest showcase of Chagall work in one space ever unveiled in London. The apartment's glass walled mezzanine gallery showcases work by Salvador Dali, with works by Joan Miro completing the art showcase in this residence.

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One of London's Blue Plaques on the façade of The Park Crescent highlights that it was the home of Charles Francis Adams, Abraham Lincoln's American Ambassador to London (son of US President John Quincy Adams) who lived there from 1863 to 1866. Charles Adams returned to the US in 1869, but his son, the US historian Henry Brooks Adams, used the crescent as his London residence between 1878 - 1908. In the former American Ambassador's residence, a four-bedroom duplex, interior designed by Taylor Howes, has been transformed into a Modern British exhibition including works by Ben Nicholson, Paul Feiler and William Scott.

The lateral apartments at The Park Crescent are available for immediate occupation; prices start from £3,950,000. www.knightfrank.co.uk and www.astonchase.com. For further information about The Park Crescent please visit www.theparkcrescent.com



EveningStandard.

<http://www.standard.co.uk/news/london/for-sale-six-flats-priced-at-100m-and-the-art-on-the-walls-will-cost-the-same-again-a3354871.html>

For sale: six flats priced at £100m...and the art on the walls will cost the same again

[JONATHAN PRYNN](#) | Tuesday 27 September 2016

While crumbling country piles have been known to be worth less than the Titians and Canalettos hung on their walls, it's far less common for the new homes in central London's most exclusive streets to be matched by the value of the art that comes with them.

Next month, however, six apartments in the restored Park Crescent in Marylebone will be put up for sale at a total of £100 million — their interiors dripping with works by leading artists that are valued at exactly the same amount.

Major names include Marc Chagall, Salvador Dali, Joan Miró, Andy Warhol, Damien Hirst and Grayson Perry.

The developers of the Grade 1 listed stucco-fronted crescent believe the extra “stardust” provided by the art collections will help attract potential buyers in the current subdued post-Brexit market.

About 500 have been invited to a lavish launch party in the crescent's eight acres of private gardens on October 6 to coincide with the start of the Frieze art fair in Regent's Park.

Names on the guestlist include Angelina Jolie — who is believed to be looking for a London home following her split from Brad Pitt — Amal Clooney, David and Victoria Beckham, Donald Trump's daughter Ivanka and members of the Qatari royal family.

Viewers are free to buy the properties — huge lateral apartments behind the stucco facade of the crescent — with or without the works that have been chosen to decorate them. In total 20 homes are going on sale, ranging in price from £3.95 million to £20 million.

However, only six of them have been “dressed” with the art, which includes the biggest collection of works by Chagall ever seen in the capital.

The collection has been assembled by curator House of the Nobleman working with Mayfair's Alon Zakaim Fine Art gallery and collector Lawrence Van Hagen. It has been shipped from locations all over the world including New York, Singapore and Amsterdam.

Chris Lanitis, director at Amazon Property, said: “The main launch of The Park Crescent will showcase luxury property and artwork by world-renowned and young up-and-coming artists. Visitors to the launch will have the opportunity to view previously unseen dressed residences and view beautiful works of art in our ‘mini-Frieze’ showcase created by our art curator House of the Nobleman.”

The crescent was built between 1812 and 1820 by Buckingham Palace architect John Nash, but was badly damaged in the Second World War and mainly converted into offices in the Sixties. Amazon Property bought it for £47 million in 2013.



The interiors at Park Crescent, Marylebone, feature works by artists including Salvador Dali



The
resident

<http://www.theresident.co.uk/homes-interiors/park-crescent-house-nobleman-launch-frieze-week-art-exhibition/>

NEW LUXURY DEVELOPMENT SHOWCASES ART COLLECTION FOR FRIEZE WEEK

[Victoria Purcell](#) on October 3, 2016

Amazon Property has collaborated with a leading art curator to transform six dressed residences at The Park Crescent – a luxury new property development overlooking Regent’s Park – into a special Post-War and Contemporary art exhibition that will run during the annual Frieze London art fair

The exhibition includes works by Alexander Calder, Joan Miro, Marc Chagall, Salvador Dali, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama – curated by House of the Nobleman and sourced from official partners Alon Zakaim Fine Art and Lawrence Van Hagen, alongside works from private collectors.

Frieze London, the world-renowned annual art event in Regent’s Park, runs from 6-9 October 2016. The art exhibition in The Park Crescent will run for three weeks, from Monday 3 October to Sunday 23 October, with viewing by either invitation or by prior appointment.

‘The main launch of The Park Crescent will showcase luxury property and artwork by world-renowned and young up-and-coming artists,’ said Chris Lanitis, Director at Amazon Property said. ‘Visitors to the launch will have the opportunity to view previously unseen dressed residences and view beautiful works of art in our ‘mini-Frieze’ showcase created by our art curator House of the Nobleman.

‘These newly completed residences at London’s only Royal crescent exhibit adroit design, exceptional quality and fine attention. The other unique and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to providing a stunning canvas for displaying important works of art.’





The art exhibition will run across six residences at the scheme, with each property having a different curatorial theme. Collections of Alexander Calder, Marc Chagall, Joan Miro, and Salvador Dali will be displayed in a four bedroom residence interior-designed by **1508 London** whilst a second three-bedroom duplex interior-designed by 1508 London will feature major abstract pieces by Victor Vasarely and Yayoi Kusama among others.

Collections of Alexander Calder, Marc Chagall, Joan Miro, and Salvador Dali will be displayed in a four bedroom residence

There will be a Modern British exhibition including Ben Nicholson, Paul Feiler and William Scott in a four-bedroom duplex interior-designed by Taylor Howes and more British and YBA (young British artists) work including David Hockney, Anthony Caro, Damien Hirst and Grayson Perry in a three-bedroom penthouse interior-designed by DH Liberty.

In a pair of duplex apartments, with interiors by DH Liberty and Taylor Howes, will showcase 'What's Up', curated by Lawrence Van Hagen of LVH. Van Hagen has selected a diverse range of mixed media work by international up-and-coming contemporary artists. Lawrence is passionate about finding and promoting new young artists and advising collectors of the best emerging artists to add to their art collections. From abstracts by Canadian Thrush Holmes to Swiss Stefan Bruggemann's stark political op-art there will be a multitude of different styles of art within this special display.

The Park Crescent is London's only Royal crescent, designed by John Nash (1752-1835) and built in 1812-1820 as luxurious residences, many converted into offices in the late 20th Century. Bought by Amazon Property in 2013, it has now been meticulously restored to its original residential use providing two-to-four bedroom duplex, mezzanine and lateral residences.

Each residence at The Park Crescent has its own character and distinctive features; the apartments range from 1,429 sq ft (133 sq m) to 4,127 sq ft (383 sq m) in size with ceilings up to 3.8 metres high. Each apartment has spacious double or triple-height reception rooms, overlooking the eight acres of The Park Crescent's private gardens and the 410 acres of the Regent's Park.

Each apartment has spacious double or triple-height reception rooms, overlooking Regent's Park

The main launch event will be held in the eight acres of private gardens at The Park Crescent on 6 October, transformed into a spectacular VIP venue with a bespoke marquee providing reception, lounge, entertainment and cocktail bar. Guests can enjoy music from Laura Wright – one of HM The Queen's favourite sopranos and official anthem singer for the England Rugby Team and Invictus Games – and saxophonist Huw Wiggins, Commonwealth Musician of the Year. Guests can also tour the private gardens and visit the previously unseen dressed residences and art exhibition at The Park Crescent.

The lateral apartments at [The Park Crescent](#) are available for immediate occupation with prices from £3,950,000. To register an interest to see The Park Crescent Art Exhibition and view the new residences, call [Knight Frank](#) on 020 7861 5321 or [Aston Chase](#) on 020 7724 4724



Luxury Daily[®]

<https://www.luxurydaily.com/londons-park-crescent-draped-in-priceless-art-to-fete-residential-availability/>

London's Park Crescent draped in priceless art to fete residential availability

October 10, 2016
By STAFF REPORTS



Park Crescent overlooking Regent's Park, London



David Bradley artwork on display in the Park Crescent

Amazon Property inaugurated its most recent real estate development project overlooking Regent's Park, London with support from fine works of art valued at £100 million, or \$124 million at current exchange rates.

Park Crescent, London's only royal crescent, was purchased in 2013 by Amazon Property, which has completed its redevelopment plans of the building that had been used as office space for most of the 20th century. To formally announce the renovated and restored Park Crescent, Amazon Property staged a property event that brought together London's new luxury addresses and Post-War and Contemporary art.

Curated spaces

Designed by John Nash between 1812 and 1820, Park Crescent was intended as luxurious residences, which counted Napoleon Bonaparte's family, members of the De Beers dynasty and international ambassadors among its tenants. Amazon Property has funded a £200 million, or \$248 million, redevelopment project that restored the 19th century building to its former luxury.

Penned as "£100 million worth of homes matched by £100 million worth of artwork," Amazon Property worked with art curator House of the Nobleman to put together a memorable art exhibition during the annual art fair London Frieze Oct. 6-9.

Together, Amazon Property and House of the Nobleman curated works of art valued to the approximate total value of the six Park Crescent residences. The units in Park Crescent are each worth £3.95 million to upwards of £20 million, or \$4.91 million and \$24.8 million, respectively.

Each unit was given a particular theme with artwork and home interior decor made to match. For example, a four-bedroom residence had its interiors designed by 1508 London and includes paintings by Alexander Calder, Marc Chagall, Joan Miro and Salvador Dali.



Other homes in the building have been curated with abstract or Modern British artists, while another is dedicated to the work of young British artists such as Anthony Caro and Damien Hirst. The latter unit was interior-designed by DH Liberty.

In addition, DH Liberty, with Taylor Howes, decorated a pair of duplexes in Park Crescent that will host the “What’s Up” showcase, curated by Lawrence Van Hagen of LVH. The showcase will include abstracts and political op-art, as well as a special display by LVH.

“The main launch of the Park Crescent will showcase luxury property and artwork by world-renowned and young up-and-coming artists,” said Chris Lanitis, director of Amazon Property in a statement. “Visitors to the launch will have the opportunity to view previously unseen dressed residences and view beautiful works of art in our ‘mini-Frieze’ showcase created by our art curator House of the Nobleman.



Alexander Calder artwork on display at the Park Crescent



Park Crescent's private interior garden

“These newly completed residences at London’s only royal crescent exhibit adroit design, exceptional quality and fine attention,” he said. “The other unique and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to providing a stunning canvas for displaying important works of art.”

After a number of events held at Park Crescent during the Oct. 6-9 London Frieze, the exhibition will remain up throughout the residences, by invitation and appointment only, through Oct. 23.

The event is a sure way for its developers to glean interest among those looking to purchase residential property in London.

Hope is on the horizon for London’s real estate market following Brexit, with a 22.1 percent rise in the number of new prospective buyers, according to real estate consultancy Knight Frank.

Knight Frank’s Prime Central London Sales Index for August revealed the increase in interest since the European Union referendum compared to 2015. Buyers’ interests in the area are growing despite the dramatization of Brexit, with users viewing listings 20.8 percent more since last year



MANSION GLOBAL

<http://www.mansionglobal.com/articles/43825-warhols-and-other-fine-art-has-emerging-role-in-luxury-real-estate>

Warhols and Other Fine Art Has Emerging Role in Luxury Real Estate

The benefit goes both ways: Art deals also get made as properties are sold

BY ANDY BATTAGLIA

ORIGINALLY PUBLISHED ON OCTOBER 26, 2016

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In England, art has played a major role in the rollout of The Park Crescent, an ambitious development project in London. In time for Frieze, one of the international art world's biggest annual fairs, six new properties within The Park Crescent were transformed earlier this month into showcases for both the apartments going to market and enterprising art on display within.

"Art and apartments collaborate—one complements the other," said Chris Lanitis, a director of Amazon Property, the developer involved.

For luxury properties ranging from £4 million (US\$4.9 million) to £18 million (US\$22 million), art from the upper echelon was enlisted for visual enticement as well as potential sales, including works from Warhol and Mr. Hirst (again) as well as blue-chip names like Alexander Calder, Salvador Dali and Marc Chagall. (A Calder mobile is the most expensive artwork on show, priced at £3.5 million.)

The more than 200 works were curated by an art advisory and dealership enterprise called House of the Nobleman as well as Lawrence van Hagen, an independent curator who works mainly with emerging artists in an array of different media.

For his exhibition/display titled "What's Up," the offerings include "market artists you would see at hip galleries today with a mix of younger ones you will start seeing in a few years," Mr. van Hagen said.

He played with modes of presentation in different spaces, placing a canvas by Katherine Bernhardt with toilet paper rolls among its subjects in the bathroom as well as nudes by the shower and works in the kitchen that happen to have been painted with an unusual material: mustard.

"It encourages people to spend more time in the apartments when they see them," Mr. van Hagen said of his purposefully playful and cheeky mode of presentation. "Every single detail is very meticulously selected, so the buyer spends more time looking."

To developers and agents, that's a benefit. To the curators and dealers with artwork up for sale, the arrangement can be a boon too. About the promise of well-heeled patrons looking with extra purpose and intensity, Mr. van Hagen said, "It also brings a huge amount of clients to me."



A bathroom with a painting of toilet paper rolls in The Park Crescent.



ASTONCHASE

<http://www.astonchase.com/news/325-frieze-london-art-fair-and-luxurious-property>

FRIEZE LONDON ART FAIR AND LUXURIOUS PROPERTY



The Park Crescent & the house of the nobleman launch frieze London week art exhibition featuring work by Calder, Dali, Miro, Hirst & others.



<http://www.whatshouse.com/todays-new-homes/60m-already-spent-on-super-prime-properties-near-regents-park/>

£60m already spent on super-prime properties near Regent's Park

Posted 14 October 2016 by [Keith Osborne](#)

A second phase of high-end converted apartments is released following keen interest in the initial collection of prime property close to the Royal Park...



Buyers have already snapped up a number of the newly converted apartments at The Park Crescent, just to the south of Regent's Park, with the individually designed homes appealing to a mix of London and overseas purchasers.

The development from Amazon Property is aimed at the super-prime market, with the recent release of substantial apartments ranging from around £3.95m to £20m. Visitors over the past couple of weeks have also had the privilege of seeing these apartments – each decorated and furnish by a different interior designer – supplemented with some outstanding artwork from names such as Salvador Dali, David Hockney and Marc Chagall.

Grade I listed Park Crescent is a familiar street on the southern edge of Regent's Park that also share in the exclusive use of over eight acres of gardens. Designed by John Nash and originally completed in 1820, the street has a fascinating history and is now being converted into 20 two- to four-bedroom apartments with a total value of £200m.



The Park Crescent Chris Lanitis, a director at Amazon Property, says: “For the main launch of The Park Crescent we have created six stunning apartments-and-art residences which showcase the very best in luxury and interior design and artwork by world-renowned and young up-and-coming artists. One of the key unique and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to providing a stunning canvas for displaying important works of art.”

His fellow director Charles Gourgey, adds: “In our view this is the most exceptional, unique and exciting property launch in London this year. Visitors to the launch will have the opportunity to view previously unseen dressed residences and view beautiful works of art in our ‘mini-Frieze’ showcase created by our art curator House of the Nobleman. In addition, guests can tour the eight acres of private gardens whose landscaping is modelled on Buckingham Palace.”

Originally the residence of Brazil’s first London ambassador, Viscount Manoel Rodrigues Gameiro Pessoa, it remained that role until it was bombed in 1941. Other fellow pre-war residents were former US ambassador Charles Francis Adams, mining magnate Sir Carl Meyer, surgery pioneer Sir Joseph Lister and Count Joseph-Napoleon Bonaparte, brother of the famous French Emperor.

Many parts of The Park Crescent later served as office buildings, only now being largely converted back to luxurious residential property.

A number of leading interior designers, such as 1508 London, Taylor Howes and DH Liberty, have taken their own approach to fitting out each unique apartment with their own taste in decoration to match the spectrum of bespoke features used, from individual kitchens and dressing rooms to doors, handles and refurbished floor-to-ceiling windows.

The current collection of second-release apartments stretch from 1,429 sq ft 4,127 sq ft, with ceilings up to 3.8 metres high.

The entire first release has already been sold, with a variety of buyers including London residents downsizing from substantial properties in prime neighbourhoods of the capital such as Hampstead and St John’s Wood, with 20% of purchasers from the Gulf region.

Lanitis remarks: “For our Phase Two release we anticipate significant interest from British families relocating from north-west London, and buyers from continental Europe and the Middle East. With the repositioning of pound sterling against the dollar, we anticipate that our phase two release will continue to be driven by domestic downsizers, but could also see a rise in interest from dollar-linked overseas buyers from the Middle East and Asia.”

Find out more at www.theparkcrescent.com ; 020 7861 5321 (Knight Frank), 020 7724 4724 (Aston Chase)



<http://www.arabianknightonline.com/Details/1888/Arty-launch-for-London-luxury-residences?page=2>

Sun, Oct 9, 2016
Real Estate & Property

Arty launch for London luxury residences



Collections of Alexander Calder, Marc Chagall, Joan Miro and Salvador Dali are displayed in a four-bedroom residence interior-designed by 1508 London.

Amazon Property has launched The Park Crescent with a lavish art exhibition at the ultra-prime residences, which overlook Regent's Park in London, UK.

The launch of sales coincided with Frieze London, the world-renowned annual art event in Regent's Park, which opened on October 6 and runs until today.

As part of the launch, Amazon Property has collaborated with art curator House of the Nobleman to transform six of the residences into a special post-war and contemporary art exhibition.

The exhibition includes works by Alexander Calder, Joan Miro, Marc Chagall, Salvador Dali, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama.

These pieces have been sourced from Alon Zakaim Fine Art and Lawrence Van Hagen alongside works from private collectors.

The art exhibition at The Park Crescent will run until October 23, with viewing by either invitation or prior appointment.

The Park Crescent was designed by John Nash (1752-1835) and built in 1812-1820 as luxurious residences, many of which were converted into offices in the late 20th Century. It was purchased by Amazon Property in 2013 and meticulously restored to its original residential use providing two- to four-bedroom duplex, mezzanine and lateral residences.



The art exhibition runs across six residences, with each property having a different curatorial theme. Collections of Alexander Calder, Marc Chagall, Joan Miro, and Salvador Dali are displayed in a four-bedroom residence interior-designed by 1508 London whilst a second three-bedroom duplex interior-designed by 1508 London features major abstract pieces by Victor Vasarely and Yayoi Kusama amongst others.

There is a Modern British exhibition including Ben Nicholson, Paul Feiler and William Scott in a four-bedroom duplex interior-designed by Taylor Howes and more British and YBA (young British artists) work including David Hockney, Anthony Caro, Damien Hirst and Grayson Perry in a three-bedroom penthouse interior-designed by DH Liberty.

A pair of duplex apartments, with interiors by DH Liberty and Taylor Howes, is showcasing 'What's Up', curated by Lawrence Van Hagen of LVH. Van Hagen has selected a diverse range of mixed media work by international up-and-coming contemporary artists. From abstracts by Canadian Thrush Holmes to Swiss Stefan Bruggermann's stark political op-art there are a multitude of different styles of art within this display.

Chris Lanitis, Director at Amazon Property, said: "Visitors have the opportunity to view previously unseen dressed residences and view beautiful works of art in our 'mini-Frieze' showcase created by House of the Nobleman. These newly completed residences at London's only Royal crescent exhibit adroit design, exceptional quality and fine attention. The other unique and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to providing a stunning canvas for displaying important works of art."

Each residence at The Park Crescent has its own character and distinctive features; the apartments range from 1,429 sq ft (133 sq m) to 4,127 sq ft (383 sq m) in size with ceilings up to 3.8 m high. Each apartment has spacious double or triple height reception rooms, overlooking the eight acres of The Park Crescent's private gardens and the 410 acres of the Regent's Park.

The lateral apartments at The Park Crescent are available for immediate occupation; prices start from £3.95 million (\$4.91 million).

Visitor interested in the art exhibition and the new residences can contact Knight Frank, the agents for the residences.



opp.TODAY

<http://www.opp.today/super-rich-downsizing-in-central-london/>



Super-rich ‘downsizing in Central London’

OCTOBER 11TH, 2016 [ADRIAN BISHOP](#)

Even the super-rich are looking to downsize in Central London to save millions on real estate, says a prime property developer.

There has been a full sell-out of the first phase of eight residences at The Park Crescent project, generating sales of £60million “driven by the rise of the ‘super-downsizer’.

Buyers have typically been selling homes worth £5million-£25million, providing 4,000 square feet to 10,000 square feet of space, and acquiring residences at The Park Crescent priced from £3.95million to £17.95million, from 1,429 square feet to 4,127 square feet.

Of the phase one sales, 80% of the buyers have been UK purchasers, most affluent families downsizing from large houses in Hampstead, Hampstead Garden Suburbs and St John’s Wood, with the rest moving from other apartments or houses. The balance of buyers are overseas purchasers, all from the Gulf region.

“The majority of buyers are affluent UK downsizer buyers exchanging large family houses in North London for spacious lateral apartments in London’s only Royal crescent overlooking eight acres of private gardens and Regent’s Park.”

Ground and lower ground floor duplex residences values averaged £2,340 per square foot and £3,550 per square foot for the first floor lateral and mezzanine residences.

With Phase Two now being released, Chris Lanitis, Director at Amazon Property says, “For our Phase Two release we anticipate significant interest from British families relocating from North West London, and buyers from Continental Europe and the Middle East.

“Affluent North London-based downsizers and buyers from the Middle East drove our Phase One sales. With the repositioning of Pound Sterling against the dollar, we anticipate that our phase two release will continue to be driven by domestic downsizers, but could also see a rise in interest from dollar linked overseas buyers from the Middle East and Asia.”

The Park Crescent is Grade I listed, designed by John Nash (1752-1835) and built by Henry Peto in 1812-1820 as luxurious residences for the family and friends of HRH Prince George, The Prince Regent and Acting Head of State.



Many were converted into offices in the late 20th Century until purchased by Amazon Property in 2012 and now restored to residential use providing two to four-bedroom duplex, mezzanine and lateral residences.

The eight acres of private gardens provided by The Park Crescent have been a key selling point of the project since most of the downsizers have lived in large family houses set in large landscaped grounds, says the developer.

“The Park Crescent has appealed to these buyers since all the residences provide the abundance of lateral space and large rooms that they previously had with their houses, and the private gardens provide them with the substantial grounds they are accustomed to, but without the maintenance worries and costs.

“All the overseas buyers to date have been from the Gulf Region, from the United Arab Emirates, but there have also been significant buyer interest to date from Qatar, Saudi Arabia, Bahrain, Kuwait and Israel.”

For the Phase Two release, Amazon Property has unveiled eight new residences, each dressed by award winning design houses: 1508 London, Oliver Burns, DH Liberty and Taylor Howes. The final Phase three release will unveil the other four residences, which will take place in late 2018.

Amazon Property collaborated with art curator House of the Nobleman to transform eight of the dressed residences into a special Post-War and Contemporary art exhibition.

This apartments-and-art exhibition showcases 200 pieces of world-class artwork including works by Alexander Calder, Joan Miro, Marc Chagall, Salvador Dali, Andy Warhol, Damien Hirst and Victor Vasarely. The exhibition will run for three weeks, to Sunday 23 October, with viewing by either invitation or by prior appointment.

The spectacular VIP launch party, held in the private gardens directly overlooking the Royal crescent, saw over 700 VIP guests tour the new apartments and enjoy live music acts including Laura Wright, one of HM The Queen’s favourite sopranos, and saxophonist Huw Wiggins, Commonwealth Musician of the Year. The attending guests included three billionaires, 20 nine-figure multi-millionaires, three Princes, two Princesses, five Sheikhs, two Sheikhas and a host of other VIPs.

Recent reports/date from the two joint agents on the project – Knight Frank and Aston Chase – show that residential values for premium homes in and around Regent’s Park have performed well over the last 10 years.

Knight Frank data reveals that Regent Park house prices are up 9% between 2014 and 2016 and that over last two years over 75% of buyers in the local area were aged 40-59 with one in ten buyers being affluent purchasers aged under 30.

Aston Chase highlight residential values in Regent’s Park now average £ 2,500-£ 3,000-plus per square foot compared with values in Mayfair and Knightsbridge which average £ 3,000 to £ 6,000 per square foot. Aston Chase says that in back in 2005 Regent’s Park residential values averaged just £ 1,000 per square foot for the best properties.

Charles Gourgey, CEO at Amazon Property says, “In our view this is the most exceptional, unique and exciting property launch in London this year. The Park Crescent, London’s only Royal crescent, forms a beautifully designed, intimate scheme providing exclusive unique homes alongside eight acres of private gardens. Each residence has its own features, is dressed by a different interior designer, located within a managed and concierged five-star estate.”



AMERINGER

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<http://www.amy-nyc.com/news/guy-yanai-in-london-group-show>

Guy Yanai in London group show

What's Up 2.0, curated by Lawrence van Hagen
30 September - 23 October 2016

The breakthrough success of Lawrence van Hagen's What's Up, held in London earlier this year, underlined for its young curator the need for more global surveys of emerging and established contemporary artists.

What's Up 2.0, the second of Lawrence's ambitious series of shows, opens a week before Frieze Art Fair. With the kind support of House of the Nobleman, Susanne van Hagen, and Amazon property, What's Up 2.0 will exhibit its dynamic range of artists to collectors from the capital, as well as art aficionados from all over the world.

Lawrence's careful choice of artworks will conduct a dialogue with the spaces in which they are installed. Located just 300 metres from Frieze, two of seven adjacent residences-cum-showrooms will be dedicated to Lawrence's show, while the remaining five will exhibit a selection of more institutional works. The venue at 94 Portland Place is part of The Park Crescent, London's only Royal crescent with access to eight acres of private gardens; originally designed by John Nash, the space has been transformed by Amazon Property into new luxury private residences. Inside, viewers might be greeted by a Katherine Bernhardt painting of stylised toilet rolls hanging in a bathroom next to the real thing, or find Brian Bellot's mustard drawings at home in the kitchen.



What's Up 2.0 will respond to a series of fundamental questions: What drives the contemporary art market? 'What's up' on the walls of leading art institutions? And how do these walls reflect the status of the art world today?

The exhibition aims to reify the ideology of its predecessor, combining a multitude of artists and creative techniques to offer a glimpse into the art world's most tantalising trends. All artists have been carefully selected through extensive research at galleries, institutions, private art centres, fairs, artists' studios, and biennials. They are as varied in renown as they are in their chosen media, and the exhibition will showcase everything from painting and drawing, to sculpture and video art. This diversity reflects the creative energy of a burgeoning cohort of international young artists; even within a given medium, the pieces chosen by van Hagen reflect a wide range of artistic approaches.

"I wanted to create a second edition of What's Up that builds on the knowledge we gained from the first exhibition, trying to keep the same balance between established contemporary artists and more emerging ones, something I believe helps the newer artists build status while enabling the established artists to stay current. The goal of the show is to entice younger collectors to begin collecting and more established ones to keep seeking to support the artists of today." LVH

What's Up 2.0 is orchestrated to engage experienced as well as first-time art collectors, and features work from an innovative group of artists, several of whom van Hagen has followed since their beginnings. These include, Paul Kremer (Fondazione 107), Katherine Bernhardt (Rubell Collection), Philippe Decrauzat (Kunsthalles



Wien), Idris Khan (Bass Museum of Art), Anthony Pearson (Columbus Museum of Art), Tobjørn Rødland (9th Berlin Biennale for Contemporary Art), Jorinde Voigt (Hamburger Bahnhof), Joe Bradley (Albright Knox), Katharina Grosse (Frieder Burda Museum), Michael Dean (David Roberts art foundation), Clément Cogitore (Palais de Tokyo and Fondation Ricard pour l'art contemporain), and Bianca Argimon (Fondation Hermès and laureate of the 'prix du dessin contemporain 2016' awarded by le Cabinet des amateurs de dessins de l'École des Beaux-Arts).

The artists: Bianca Argimon, Mohammed Quasim Ashfaq, Brian Belott, Katherine Bernhardt, Joe Bradley, Ry David Bradley, Sarah Braman, Stefan Brügemann, Clément Cogitore, Michael Dean, Philippe Decrauzat, Robert Gober, Katharina Grosse, Camille Henrot, Thrush Holmes, Melike Kara, Jordan Kasey, Michael John Kelly, Idris Khan, John Knuth, Paul Kremer, Bettina Krieg, Manuel Scano Larrazàbal, Sadie Laska, Lilly Lewis, Shaun McDowell, Rory Menage, Alan Michael, Annie Morris, Christian Newby & Ana Martinez Fernandez, Anthony Pearson, Joe Reihsen, Torbjørn Rødland, Chris Succo, Jonathan Trayte, Jorinde Voigt, Eugenia Weinsten, James White, Guy Yanai.

Lawrence van Hagen is the curator of the What's Up shows and an independent art advisor. Operated in partnership with Smart Fine Arts, LVH is a family-run business dedicated to supporting modern, post-war, and contemporary art. We are invested in helping clients navigate in the contemporary art markets by providing both short and long-term strategic advice to buyers and sellers. Lawrence has also actively been involved in the choice of works for the non-profit space "More Young Americans" in Paris.

94 Portland Place
Marylebone, London W1B 1NZ

Friday 30 September - Sunday 23 October 2016

Monday - Saturday, 11-7pm or by appointment



Evening Standard
27th September 2016

EVENING STANDARD TUESDAY 27 SEPTEMBER 2016

News

For sale: six flats priced at £100m... and art on the walls will cost the same again

Angelina and Amal among celebrities invited to view restored apartments

Jonathan Prym
Consumer Business Editor

WHILE crumbling country piles have been known to be worth less than the Titans and Casabettas hung on their walls, it's far less common for the new homes in central London's most exclusive streets to be matched by the value of the art that comes with them.

Next month, however, six apartments in the restored Park Crescent in Marylebone will be put up for sale at a total of £100 million - their interiors dripping with works by leading artists that are valued at exactly the same amount.

Major names include Marc Chagall, Salvador Dalí, Joan Miró, Andy Warhol, Damien Hirst and Grayson Perry.

The developers of the Grade I listed stucco-fronted crescent believe the extra "starburst" provided by the art collections will help attract potential buyers in the current subdued post Brexit market.

About 500 have been invited to a lavish launch party in the crescent's eight acres of private gardens on October 6th coincide with the start of the Frieze art fair in Regent's Park.

Names on the guestlist include Angelina Jolie - who is believed to be looking for a London home following her split from Brad Pitt - Amal Clooney, David and Victoria Beckham, Donald Trump's daughter Ivanka and members of the Qatar royal family.

Viewers are free to buy the properties - huge lateral apartments behind the stucco facade of the crescent - with or without the works that have been chosen to decorate them. In total 20 homes are going on sale, ranging in price from £1.95 million to £20 million.

However, only six



Splash of colour: the interiors at Park Crescent, Marylebone, feature works by artists including Salvador Dalí, above. Viewers on the guest list include Amal Clooney, Angelina Jolie and David and Victoria Beckham



of them have been "dressed" with the art, which includes the biggest collection of works by Chagall ever seen in the capital.

The collection has been assembled by curator House of the Nobleman working with Mayfair's Alon Zakalin Fine Art gallery and collector Lawrence Van Hagen. It has been shipped from locations all over the world including New York, Singapore and Amsterdam.

Chris Lanitis, director at Amazon Property, said: "The main launch of The Park Crescent will showcase luxury

property and artwork by world-renowned and young up-and-coming artists. Visitors to the launch will have the opportunity to view previously unseen dressed residences and view beautiful works of art in our "mini-Frieze" showcase created by our art curator House of the Nobleman."

The crescent was built between 1812 and 1820 by Buckingham Palace architect John Nash, but was badly damaged in the Second World War and mainly converted into offices in the Sixties. Amazon Property bought it for £47 million in 2013. @jonprym

I can't afford London's silly property prices, says Olympic hero Louis

John Dunne

HE may be an Olympic hero after clinching silver in Rio but gymnast Louis Smith today revealed he has been unable to climb onto the London property ladder because of "silly prices".

The 27-year-old says his planned move from Peterborough to a pad in Camden was scuppered by the high costs of homes, which average almost

£800,000, in the borough. Smith, an MBE who has two bronze and two silver medals after competing in Beijing 2008, London 2012 and Rio 2016, has had a stellar career but still faces a commute to London for his various media and business commitments.

The gymnast, who specialises in the pommel horse and won Strictly Come Dancing in 2012, told the Standard: "I was planning to move to London, I was

looking at quirky areas especially Camden. But it is just too expensive, it's silly prices. I will commute from Peterborough instead, it's only just over an hour on the train."

One-bedroom flats in Camden start from about £400,000 but more than half of those currently on the market cost more than £500,000.

Asked if he was called to duty by the Olympic selectors for a fourth games

in Tokyo in 2020 he said he had no doubts: "It would be an honour and if I was fit enough physically and mentally and I was doing well enough to be selected I would go."

Smith is in London today to promote new gaming app Dig That Gold - and will give out real gold bars to those

who successfully hunt him down through a treasure trail on social media. The launch is one way of using his profile to help him earn a living as a "self-funded" athlete.

To join the Dig That Gold hunt in London and to see more about the game search for #DigThatGoldhunt. It is also being promoted on Facebook.





Ham & High Property 6th October 2016



PropArt

As Frizee London comes to town London's prime property developers are rolling out the art red carpet and transforming their super prime residences into galleries. **India Block** gets an exclusive preview of The Park Crescent - and £100 million of art

The moment I realised I had finally become an adult was not when I moved into my first flat in north London but when I found myself questioning about living in the houses I passed on my way to work. As a child my parents used to take the scenic route on our journeys, dipping through trees & along the trees the motorway as I passed my bedroom in the back. But when I found myself leaving my flat on Christmas Eve I realised only as I could take the route via the park that I had discovered what living behind the wedding cake houses of Park Crescent began to understand. So as I looked back to my first dream home for a private viewing was thrilling. The new grey, brown, trying to get someone who could afford one of the multi-million pound luxury apartments to lounge through there as they fit just with some sense of mystery in the scene as they enter guests and developers would love to be there. It's all well and good profiling off plain apartments in modern parts of the

Still, it's a story and a show flat to sell a luxurious lifestyle in a flat that, instead of London's property developers have turned to the art world.

ing to each buyers looking to splash out on a piece of property portfolio here, but getting the considered have to sign on the dotted line can be more of a challenge. Simply creating a story and a show flat to sell a luxurious lifestyle to a client is not that hard. London's prime property developers have turned to the art world. The listing is impeccable, with Frizee London opening this week and the art collecting community rolling in to see the new flats in plenty of interest parties. Frizee London are working the art connection with their development in Hampton Green, sponsoring the International Summer Festival Art Fair, making much of the media attention of the new flats in London. Over to Nina Elise Rowland, Frizee London and Frizee have teamed up for the launch of The Mews at Embassy Gardens and are offering buyers over £100m towards contemporary artwork to bring to their new home



when they're completed in 2018. These officially makes a trend, and Frizee London have decided to use and produce the most daring property and art collection here. This week The Park Crescent is going to be held with Frizee, not just with their London clients but they're brought together and are displaying on the walls of one of the 10 new apartments. Together with House of the Noblesman and in association with Alex Zakaria Fine Art and Lawrence Van Hagen they've managed to bring to the new flats in London an exclusive art exhibition on Christmas Eve. The exhibition will feature art from around the world, collectively valued at £100 million and displayed in the million worth of super prime property. The insurance alone for this private exhibition is £10 million. The apartments themselves are,

naturally stunning. Former ambassadorial residences behind an iconic South Kensington area, the flats have been restored to their original grandeur and are full of natural light. "One of the key issues and sought after features of The Park Crescent is the provision of large, bright rooms which will themselves be providing a stunning canvas for displaying important works of art," says Chris Lacey, director of Frizee Properties. As it already exists a flat behind one of the great black doors, The Mews, the presence of the art has been a long time in the making. The conversion between art and property is long and difficult. Before public galleries opened in the latter half of the 19th century, works of art could only be admired by the



Interior view of a modern apartment with a dining table and chairs, and a large window.

restoration or who work takes place in the historical house of London's most ambitious. It forms an office's world of different business people as a starting point in a modern way, offering a sense of a modern way of living in a modern building. Frizee London is sponsoring the public art collection and their collection of art, including in the main hall of the flat. The new apartment getting its main focus on art collection. Frizee London is sponsoring with their collection of the art's works in a collection of art.

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Interior view of a modern apartment with a sofa and a large abstract painting.



Interior view of a modern apartment with a dining table and chairs.



Ham & High Property 6th October 2016

House & Home

Park adds bling to majesty

UK property // The Georgian terraces of Regent's Park are experiencing a revival, thanks to an exuberant wave of development. By Hugo Cox

It's a rare sight to see a row of Georgian terraces in London that have been converted into modern flats. The Regent's Park is a prime example of this, with its iconic terraces being transformed into a mix of residential and commercial space. The development is a testament to the area's rich history and its potential for modern living.

The Regent's Park is a beautiful area of London, known for its Georgian architecture and its proximity to the city. The terraces are a mix of red brick and white stone, and they are surrounded by lush greenery. The development is a mix of residential and commercial space, and it is a testament to the area's rich history and its potential for modern living.

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House & Home

Regent's Park adds bling to majesty

UK property // The Georgian terraces of Regent's Park are experiencing a revival, thanks to an exuberant wave of development. By Hugo Cox

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Yahoo! Finance
11th October 2016

New class of wealthy British downsizers drives demand for ultra high-end apartments worth £60 million

Mark Dornan - Tue, Oct 11, 2016 4:07 BST

A new class of wealthy downsizers has emerged to snap up multi-million high-spec apartments in central London.

A developer of luxury properties has revealed it has sold eight flat worth in total £60 million to mainly British families downsizing from large houses in the capital.

TRADING PLATFORM
Trade now
Easy-to-use, award-winning platform, from a leader in online trading. [Learn more](#)

MARKET DATA

Currencies

Name	Price	Change	% Chg
GBP to USD	1.2234	+0.0005	+0.04%
GBP to EUR	1.1231	0.00	0.00%
GBP to JPY	127.139	+5.179	+5.14%

Commodities

Name	Price	Change	% Chg
BrentCrude	51.95	+0.17	+0.33%
Gold	1,260.80	-1.20	-0.09%
Silver	17.65	+0.15	+0.87%
Copper	2.10	+0.01	+0.50%

FEATURED CONTENT

The higher the stock market, the more profits average Brits see? [Zoe Hill](#)
New manager join, public, 4th anniversary, NYPL/ABC, 1st Pt, Oct 21, 2016 10:41 BST

You should try to fix your computer yourself
[Andrew P. Tom](#) [Sponsored](#)

Lefty ambitions: the eight apartments sold for a combined £60 million
Park Crescent is a Grade I-listed building originally designed by John Nash and developed by Amazon Property which overlooks Regent's Park in London.

It has just been transformed from tired offices into a state-of-the-art residential development – at a time the high-end property market struggles owing to high stamp duty and an uncertain economy.



Comfortable living: six of the eight properties were bought by British families downsizing

Class Euro developer Amazon Property say each residence has its own features and is dressed by a different interior designer.

The developer said six of the flats were bought by British families downsizing from large houses in London with the remaining two apartments sold to buyers from the Middle East.

Prices ranged between £4 million and £8 million with the top apartments selling for a record-breaking £3,300 per sq ft. They have been sold by Knight Frank and Artus Chanc.



Interior design: London's only Royal Crescent forms an intimate scheme, providing unique homes alongside eight acres of private gardens

Amazon Property said the downsizers have been selling homes worth from £5 million to £25 million to move to Park Crescent.

Chris Lamb, director at Amazon Property, said: "For our phase two release, we anticipate significant interest from British families relocating from north west London, and buyers from Continental Europe and the Middle East."



Sleep easy: prices ranged between £4 million and £8 million



Luning Wang - Harpers Bazaar 13th October 2016

名利场与女孩的力量 | Frieze伦敦艺术圈内幕(下)

原创 | 2016-10-13 Luning 华加菲与单身女孩

一个艺术家在Frieze Week的奇遇 continues...

#Flashback, 8th October, Frieze Preview Day.

8:45pm, Christie's Vanity Fair Contemporary Art Party.

名利场, 名为: Vanity Fair, 必定就有很多vanity fear



《名利场》杂志在伦敦佳士得拍卖行办的当代艺术Party 前几年就算是Frieze附赠或是顺乎可怜的活动, 需要被邀请才能入场, 且出席名单非常严格。如今与往昔不同了, “名利场派对”上更多是平时混迹于高夫上society的人, 而不是来自当代艺术圈的人。



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看到Cardace的时候, 她正在用手机拍摄这个coerformance installation。一阵黑屏后, Cardace 在水油画一谈对黄裙子流口水。一边跟我说她一会儿会去Regent's Park旁边的一个艺术与建筑合作项目看展。这个住宅改建项目采用了曾经居住过Bonaparte, 巴西和美国大使和De Beers王储的住宅。Frieze还弄由一家房产商与艺术品投资公司联手打造出了价值£100Mion的顶级艺术品的公寓! 简直是房子有多贵就有多贵的艺术品来装饰!



钱倒是觉得这房子一时卖不出去, 就希望在它卖出去前我能写成找到一直独写的小说, 然后可以借这儿拍电影。这个梦想太大太大了! 希望大家帮我一起实现!!!

Freebies galore as luxury house builders battle the Brexit blues

Joanna Bourke



FOCUS

WHEN you think of a meeting in progress, chances are a business plan or wine glasses spring to mind. But

some of London's luxury house developers are allowing buyers with dramatically more sophisticated gifts in the wake of the Brexit vote.

Such was the case at Marylebone last month when 300 VIP guests – including members of the Alan Dicky royal family and real estate bosses – were invited to a launch party to view and meet developer Atlasium Property's new apartments near Regent's Park, costing between £1.9 million and £2.5 million.

The no-expense spared lunch at the restored Grade II listed stately Regent's Park Crescent included cocktails, 50 sets and music from Laura Wright, one of the Queen's favourite sopranos. It was reminiscent of great parties seen in the ballads residential property days – in 2014, Khan John sang it to Bill Clinton beneath the chimes of Waterloo Place Station to woo buyers for the luxury flats being developed in the historic landmark.

But, unlike previous lavish real estate parties, Atlasium Property was showcasing more than just bricks. To boost sales and to coincide with the start of the West End season, it awarded winners of a raffle with weeks of access including Andy Warhol, Isadora Duncan and Marc Chagall.

Atlasium Property partner Chris Lamb says: "If a purchaser bought an apartment from us and liked a particular piece of art which is bespoke to the apartment, then – depending on price – the piece would either be gifted as a meeting in progress or, if the art work was one of the rare and more valuable pieces, we would liaise with the art gallery to help arrange a preferential price for our purchaser."

Residential experts believe the move by Atlasium is part of a wider trend by housebuilders to give buyers more for their money in the hope of winning new customers in the subdued post referendum market, which has also suffered from many-day price freezes. Since the Brexit vote, London's oversupply of luxury flats has averaged a 2.2% fall in value since 2015, and the average price fell 1.8% to £2.21 million in the three months to September 30.

Figures this week from residential fund London Central Partners reveal that just five houses worth £20 million or higher were sold in the three months to August – an 81% drop on the same quarter last year.

As Trevor Abrahams, managing director of specialist estate agent Gesteira Estates, puts it: "The sky has not fallen in since the Brexit vote but sales have certainly slowed down to a market which is oversupplied. What is happening now is that vendors are getting more adventurous, aggressive and imaginative with their selling tactics."

"It's called disguised discounting. The market does not want to be seen



Added when developer Mount Anvil has partnered with artist Martin Rice to promote its new flats in Canary Wharf

'Vendors are getting more adventurous, aggressive and imaginative with their selling tactics'

reducing prices, so they are throwing in incentives to get deals over the line. It will appear margin but big profits will still be made regardless."

Elsewhere in the capital, Nine Elm developer Everwood Bulmore is also offering customers art deals through a partnership with Fine Art The Mews, its new homes project at Eastway Gardens, the firm recently offered every buyer a £20,000 commission towards contemporary artwork.

But methods to boost sales are not limited to art, says Michael Ferris, a director at JLL Capital, which buys properties for Middle Eastern investors. He reveals that one of his South Arabian clients was told

that £200,000 of furniture from a showroom apartment would be thrown in if he bought one of the £2.5 million plus flats in a new one-one scheme on the river. "This is because the development has a large supply of high-value unadorned flats and is nearing practical completion," he explains.

Housebuilder Mount Anvil is testing another incentive by partnering with the John Martin Racing team, giving homebuyers tickets and experience days at Silverstone, Le Mans and Texas.

In Hoxton, north-west London, the developer behind a new scheme where prices start from £1.6 million is offering two years of service charges, worth about £10,000, for free.

Henry Pryor, an independent buying agent, points out that inducements are not completely new: "Back in the 1920s, I remember offers of dining holidays or vouchers for places like Habitat to get deals over the line," he says.

However he agrees that incentives have recently become more extravagant: "Including furniture is not new, but including David Gandy furniture is clever."

The latest luxury incentives seem to be working. A fortnight after its Marylebone party, Atlasium Property reveals it has since had three others admitted for homes at the high end scheme. Lamb says: "The market is always cyclical and the balance always shifts backwards and forwards between the buyers' market and sellers' market. I believe that, even without aid-ens, buyers would still want to invest in luxury property. But while the housing market is in its present downward slide, buyers won't be rushed into a sale, and feel they can get away with trying to get a bit more for their money."

But if we do have a hard Brexit, housebuilders may find they need more than just pool art and fancy dining tables to get people buying, says Roberts.



Getting a strong Park Crescent is being marketed by Atlasium Property, whose launch party guests were entertained by Laura Wright. For right an example of the artwork available to buy