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PARK CRESCENT
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MAIN LAUNCH

PRESS CUTTINGS,
MARKETING & EVENT DOSSIER

ANOTHER PRESTIGIOUS DEVELOPMENT BY

AMAZON

PROPERTY

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INTRODUCTION



This dossier provides a presentation of all the press coverage, marketing material, spectacular art exhibition and marquee, entertainment and attendance for the main launch of The Park Crescent, London's only Royal crescent, now transformed by Amazon Property into ultra prime residences. For the main launch of The Park Crescent, Amazon Property have unveiled eight new previously unseen residences, each dressed by award winning design houses: 1508 London, Oliver Burns, DH Liberty and Taylor Howes. To further raise the launch to stand above anything else released to the resi-market in 2016 in terms of presentation and WOW factor, 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. Amazon Property designed and produced a special apartments-and-art sales brochure for the exhibition which provided visitors with a luxurious sales catalogue style review of the apartments and artwork. This was presented in a smart drawstring bag, which also contained a specially commissioned scented candle in a bespoke Park Crescent box, along with champagne truffle chocolates and other complimentary gift items. To showcase the exhibition, the company held a VIP launch party in a magnificent bespoke marquee in the 8 acres of private gardens.

The spectacular launch has generated editorial articles in key national newspapers, magazines, London publications and influential news portals in both the UK and overseas. Amazon Property are pleased to announce the 100% sell-out of the entire first phase release of the flagship project generating sales of £60 million. 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 remaining domestic purchasers being households selling across, from other apartments or houses. The balance of buyers (20% of sales) have been overseas purchasers, all from the Gulf region.

THE PARK CRESCENT



The Park Crescent, London's only Royal crescent, was designed by renowned architect John Nash (1752-1835), and has been transformed by leading residential developer Amazon Property to provide 20 two to four bedroom ultra prime residences. The development benefits from 5-star hotel style concierge and fronts onto eight acres of magnificent private resident's gardens and the 410 acres of Regent's Park.

The Grade I listed Park Crescent was built in 1812-1820 as luxurious residences for the family and friends of HRH Prince George, The Prince Regent and Acting Head of State. Most of the crescent was converted into offices in the late 20th Century before being purchased by Amazon Property in 2013 and now meticulously restored to its original residential use providing luxurious duplex, mezzanine and lateral residences.

Behind the retained Nash facade, the newly built residences combine illustrious history with large lateral living spaces, generous ceiling heights and state of the art specification and technology. Each residence has a bespoke interior design and dressing scheme undertaken by a world-class designer, providing a totally unique identity and distinctive features, ranging from 1,429 sqft (133 sqm) up to 4,127 sqft (383 sqm) in size with ceilings up to 3.8 metres high.

Residents have access to their own eight acres of magnificent private resident's only gardens. Known as Park Square and Park Crescent Gardens they form two of the grandest gardens in central London. Laid out by John Nash between 1811 and 1827, the sweeping lawns, gravel pathways, loggia, plantings and summer tennis court were designed to echo the gardens of Buckingham Palace.

AMAZON PROPERTY



Led by directors Charles Gourgey and Chris Lanitis, Amazon Property is a multi-award winning premier residential developer with over 20 years of experience in Central London. Amazon Property has delivered over 60 of London's finest quality design led schemes and currently has a portfolio of completed developments with a GDV (gross development value) in excess of £800 million.

The Park Crescent is the company's flagship development which due to the historically important and rare Nash architecture, has taken several years of careful planning and highly skilled construction and restoration work to materialise. It has required outstanding craftsmanship, fine attention to detail and materials of the finest quality, sourced from around the world.

THE ART EXHIBITION



Amazon Property have collaborated with leading art curator House of the Nobleman to grace the dressed residences with world-renowned Post-War and Contemporary artwork including pieces by Alexander Calder, Joan Miro, Marc Chagall, Salvador Dali, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama. The collaboration has created some of the most exceptional and high quality luxury interiors in London.

Established in 2010, House of the Nobleman is a multi-faceted arts organization comprising art advisory, curatorial practice and private dealership. Its work ranges from large-scale curatorial projects and events, to art and design sourcing and the nurturing of artistic talent. Through collaborating with experts in the field of art history and design, its dramatic exhibitions and interiors source and celebrate renowned art from both the past and present, working with a variety of artists, curators, and private collectors from around the world.

House of the Nobleman is led by Founding Director Victoria Golembiovskaya. Moscow-born, she now divides her time between Russia and the West and has a deep understanding of the international art markets that makes her contribution to any arts project highly original and cutting-edge, providing access to the very finest art on a global scale.





THE VIP LAUNCH EVENT



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 9-figure multi-millionaires, three Princes, two Princesses, five Sheikhs, two Sheikhas and a host of other V-VIPs.



HOME

SUNDAY TIMES DIGITAL

11.09.2016 / 37



The lost arc

Designed by John Nash, flattened during the Blitz and rebuilt as dingy offices, Park Crescent now offers last-word-in-luxe flats for wealthy downsizers. Caroline Scott takes a tour

Think you've found the most elegant residence in Britain or the most famous in the Georgian era? Well, look no further than Park Crescent, designed by John Nash in 1793 and 1794. There's no one else out there with such a grand, unadorned facade. The building was flattened during the Blitz and rebuilt as dingy offices. Now it's being reborn as a luxury residential development. The new Park Crescent is a collaboration between the original architect's descendants and a modern-day developer. The new Park Crescent is a collaboration between the original architect's descendants and a modern-day developer. The new Park Crescent is a collaboration between the original architect's descendants and a modern-day developer.

OPEN HOUSE

The architect's original vision for Park Crescent was to create a grand, unadorned facade. The building was flattened during the Blitz and rebuilt as dingy offices. Now it's being reborn as a luxury residential development. The new Park Crescent is a collaboration between the original architect's descendants and a modern-day developer. The new Park Crescent is a collaboration between the original architect's descendants and a modern-day developer.

There will be gallery-level art, via a collaboration with the Frieze art fair. Expect works by Warhol, Modigliani, Dalí, Hockney and Bridget Riley







DESIGNER'S TOUR

Design of the new Park Crescent, in central London, was built for the office space in the early 19th century.


AS WELL AS AN OFFICE, THE BUILDING WAS ALSO A HOME FOR THE ARCHITECTS WHO LIVED THERE. THE BUILDING WAS FLATTENED DURING THE BLITZ AND REBUILT AS DINGY OFFICES. NOW IT'S BEING REBORN AS A LUXURY RESIDENTIAL DEVELOPMENT. THE NEW PARK CRESCENT IS A COLLABORATION BETWEEN THE ORIGINAL ARCHITECT'S DESCENDANTS AND A MODERN-DAY DEVELOPER.

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THE NEW SEAT ATECA MARVELLOUS ROUTINE
ARRIVING SEPTEMBER 2016

LUXURY
London's most luxe royal crescent

Designed by John Nash, flattened during the Blitz and rebuilt as dingy offices, Park Crescent now offers last-word-in-luxe flats for wealthy downsizers.


Crescent front
September 11 2016, 12:01pm
The Sunday Times



Crescent of the city, Park Crescent, in central London, was built for the Prince Regent in the early 18th century.

Share

There are several royal crescents in Britain – the most famous is the sweeping Georgian curve in Bath, built between 1767 and 1774. There's one in Brighton and another in Holland Park, but none of them, strictly speaking, was commissioned by an actual royal. Park Crescent, on the other hand, an arc of grand, neoclassical townhouses overlooking Regent's Park, was built on a bona fide, money-no-object regal whim, a monument to extravagance, opulence and vanity.



Live the suburban life

John Nash, the architect responsible for Buckingham Palace, Clarence House and half of Regency London, conceived it as a playground for his patron – the Prince Regent, George, Prince of Wales. The brief was to create a new summer palace, including luxurious, sumptuous homes for the prince, his family and friends, and it went wildly over



Areas of marble, silk velvet sofas and chandeliers glow before a 12th floor.

In 1820, the Prince Regent became George IV and moved into Buckingham Palace, so plans for Regent's Palace were shelved. But the crescent, with its lavish cream stucco frontage and huge sash windows, was already completed, and over the years became home to aristocrats, ambassadors and business tycoons.



Today, nothing of Nash's original remains – it was flattened during the Blitz. The facade was laboriously rebuilt in the 1980s, and the interiors were carved up into flats and dreary offices. In 2013, Chris Lanitis and Charles Gougey, directors of the upmarket property developer Amazon, bought the eastern terrace for a reported £47m cash – without planning permission. They have since restored it to a semblance of its former glory, creating 20 immaculately conceived luxury homes priced at £3.65m-£11m.

"Where there's risk, there's reward," Lanitis says with a glint in his eye. But there have been no royal takers so far, and not so much as an oligarch or a Middle Eastern prince. He has his gimlet gaze fixed firmly on what he calls the north London downsizers' market. "There are a lot of empty-nesters in St John's Wood, Hampstead, Highgate and beyond, who are rattling round enormous family houses worth £10m-£15m," he says, unbelievably making the middle range here – about £7m – sound like affordable housing for the rich.

After a while, one uberluxe flat looks pretty much like the next: big slabs of bookmatched marble, an overemployment of dark veneers and greige paint, and an almost cynical use of verre églomisé. They never strike me as places you'd actually like to live. But Lanitis has achieved something different. He has furnished each apartment as a ready-to-move-into show home, using four designers – 1508 London, Oliver Burns, Taylor Howes and Design Haus Liberty. And with those vast sash windows, they all feel fresh and full of light.

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Eight of the 20 flats, priced at between £3.65m and £11m, have already been sold.

Apart from some terrible fake bay trees and box balls, and a hideous non-living wall costing £180,000 (the upkeep of real plants being too laborious an exercise), Lanitis hasn't stinted on the finishing, either. The bespoke furniture and fittings in each flat are worth "in the region of half a million".

"Forty grand's worth of chandelier here," he says, as hundreds of shards of crystal are tickled by a plume of cold air from an air-conditioning unit hidden in the ceiling coffers of the basement flat. When Park Crescent officially launches next month, there will be "museum-quality" art on the walls via a collaboration with the Frieze art fair. "A lot of wealthy people own art that they store because they can't hang it in their apartments," Lanitis says – not a problem here, with ceiling heights up to 12ft 6in.



The features and fittings in each one cost about £100,000.

Eight of the flats have already been sold and two are under offer. No 12 has been bought by an art dealer, who has sold his house in



The features and fittings in each one cost about £100,000.

Eight of the flats have already been sold and two are under offer. No 12 has been bought by an art dealer, who has sold his house in Hampstead Garden Suburb and come into town, "where all the buzz is".

The area is already a magnet for artists and designers: Tom Ford has a home on York Terrace, Damien Hirst owns one on Hanover Terrace, and the fashion designer Stefano Gabbana has a property on Regent's Park Road. Sacha Baron Cohen has a place on Chester Terrace – a far cry from Ali G's Staines. Yet Park Crescent, considered by many to be the "jewel in London's crown", has unbeatable cachet.

The residents will have access to two private gardens, eight acres in all, modelled on the grounds of – where else? – Buckingham Palace and connected by "the nanny's passage", a foot tunnel that runs under the thundering Marylebone Road. There they'll find a croquet lawn, a children's play area, deckchairs and a barbecue area – you can toddle down with your blanket and wicker hamper, or throw a party here if you like.



But, such windows make the flats feel fresh and full of light.

The biggest home – 4,300 sq ft of vaulted fabulousness, with an interior by the design house 1508 – seems especially designed for spectacular entertaining. "This table is bespoke, you'll never see another like it," Lanitis gushes, stroking a soft slice of Calacatta marble. "The designer went to Italy, picked the stone, shipped it in."

As well as exclusive, handmade furniture, the flat has big joinery units with TVs popping out, banks of silk velvet sofas, even a shiny grand piano thrown in. This is such a vast lateral apartment that the handmade rug beneath our feet curves, following the gentle arc of the crescent. In one of the bedrooms, the carpet replicates the veins in the marble on the bathroom wall.

"I'm all about detail," Lanitis says. "I chose designers who mainly work with private clients – they're in tune with what people want."

Absolutely Notting Hill
July 2016

PROPERTY / NEW TO THE MARKET

DREAM DEVELOPMENTS





1 WESTBOURNE PARK VILLAS
• W2
£2,675,000

Westbourne Park Villas is a distinct and elegant period building, consisting of two unique duplex apartments. Commanding an eye-catching corner position on Westbourne Park Road and Westbourne Park Villas, this one-time Buddhist Centre was built in 1896. The Victorian façade is now complemented by living spaces designed to an exceptionally high standard, embracing luxurious contemporary living. Large reception rooms, high ceilings and parquet flooring

Westbourne Park Villas is a distinct and elegant period building

provide a framework for modern interiors combined with traditional style stone fireplaces. Bespoke Roundhouse kitchens fitted with high-specification appliances, RAKO mood lighting and recessed flush ceiling speakers are some of the leading-edge features characteristic to the property. Refined details, such as frameless glass shower enclosures and herringbone tiled panels to bathrooms, further establish the building's aesthetic appeal. ♦ *Beehive New Homes* 020 7333 7733; beehive.co.uk

2 THE PARK CRESCENT
• W11
£4,500,000

Starting from

Originally designed by Buckingham Palace architect, John Nash, the first phase comprises a three bedroom lateral apartment, a two bedroom duplex, a three bedroom duplex, a four bedroom duplex with its own front door and a three bedroom penthouse with outdoor terrace. In total, 20 new homes have been created behind a Grade I listed façade with elegant and contemporary living spaces, presenting a rare opportunity to acquire a piece of British architectural history. Residents will have access to

eight acres of private gardens, a rarity in central London. Furthermore, the capital's finest retail and cultural offerings are all within close proximity to The Park Crescent including London's famous shopping streets; Oxford Street, Regent Street and Bond Street which are

within walking distance. The Eurostar is also located a mere 10 minute train ride away providing easy access to a number of European cities. ♦ **Amazon Property** For sale through Aston Chase 020 7724 4724; astonchase.com & Knight Frank 020 3435 6440; knightfrank.co.uk

ABSOLUTELY MAGAZINE | 186 |

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www.amazonproperty.com

City A.M.
13th September 2016



The Park Crescent development is made up of lavish two-to-four bedroom homes

Luxury apartments overlooking Regent's Park on sale for £4m

EMMA HASLETT

@emmahaslett

IT'S NOT often you get a chance to own a slice of London's architectural history. But with refurbishment on one of the capital's most iconic addresses complete, apartments have gone on sale – and you can buy one, for a cool £3.9m.

Park Crescent, overlooking

Regent's Park, was designed by architect John Nash (of Buckingham Palace and Regent Street fame) in the early part of the 1800s.

Now the crescent has been converted by Amazon Property into two-to-four bedroom "ultra-prime" homes, starting at £3.95m. The apartments, which range from 1,429 sq ft to 4,127 sq ft, include access to eight acres of private gardens.

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City A.M.
12th September 2016

Monday 12 September 2016 10:35am

Inside the lavish £3.9m apartments at Regent's Park's refurbished Park Crescent

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Emma Haxlett
I am City A.M.'s digital editor. Having previously worked at Property Week and M.I. | Show more

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Park Crescent was bought by Amazon Property in 2011 (Source: Amazon Property)

It's not often you get a chance to own a slice of London's architectural history. But with refurbishment on one of the capital's most iconic addresses complete, apartments have gone on sale - and you can buy one, for a cool £3.9m.

Park Crescent, overlooking Regent's Park, was designed by architect John Nash (of Buckingham Palace and Regent Street fame) in the early part of the 1800s.

The crescent was home to Charles Francis Adams, US ambassador to the UK during Abraham Lincoln's presidency, between 1878 and 1908. And although it was partially destroyed during the Blitz, it was restored in the 1960s - but many of the properties became offices in the late 20th century.

(Click or tap on the images to see them in full screen)

Read more: Homes on sale on "mini-Manhattan" London City Island

Now the crescent has been converted by Amazon Property into 20 two-to-four bedroom "ultra-prime" homes, starting at £3.95m. The apartments, which range from 1,429 sq ft to 4,127 sq ft, include access to eight acres of private gardens.

Charles Gougey, director of Amazon Property, said the "absolute rarity combined with the exciting quality" of the homes sets the development apart.

Despite that, though, estate agents have warned prices at the top end of the London market have fallen in recent months: last month Knight Frank said prices in prime central London fell 1.5 per cent year-on-year in July.

In fact, evidence suggests those at the top end of the market may soon be looking for rental properties, rather than homes to buy. Figures published last week by Knight Frank showed the number of new rental properties at the top end of the market increased almost 40 per cent in the three months to July.

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Business Insider
12th September 2016

FINANCE

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Inside the new luxury London flats that come complete with a butler and tailoring services


Thursday, 11th Sep 12:58:57PM • 7,041 • 213

Real estate developers Amazon Property are currently working on a £200 million (£200 million) re-development of The Park Crescent, an exclusive set of properties overlooking Regent's Park. The new development is set to be a prime location designed to house the Royal Family, will enjoy a concierge service, extensive gardens, and exclusive luxury residences.


However, the properties come at a premium – prices start from £3,950,000.

Here is what it looks like inside:


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The Park Crescent is London's only Royal crescent, designed by renowned architect John Nash and built between 1812 and 1820.




The crescent fronts onto the 400 acres of Regent's Park.



Inside the new luxury London flats that come complete with a butler and tailoring services

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Features inside include coffered ceilings with concealed lighting, stone entrance lobbies, under floor heating and "comfort cooling" to living rooms and bedrooms.

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The master bedroom faces the window and is so large, it even has walk in dressing rooms with bespoke joinery and finishes.

Inside the new luxury London flats that come complete with a butler and tailoring services


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Each living room also has a state-of-the-art security and Lutron home entertainment systems.



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Developer to launch historic crescent conversion

By JORDAN WILLIAMS 15:37 Monday 12th September 2016

The structure, which is located at Regent's Park, was originally commissioned by Prince George, Prince of Wales, in 1811 and designed by the renowned architect John Nash.

From 1918 the crescent went through a number of conversions for different purposes, including restoration to repair damage caused during the Blitz.



Amazon Property is to undertake the main launch of The Park Crescent development in which a former royal estate has been converted into ultra-prime apartments.

The structure, which is located at Regent's Park, was originally commissioned by Prince George, Prince of Wales, in 1811 and designed by the renowned architect John Nash.

From 1918 the crescent went through a number of conversions for different purposes, including restoration to repair damage caused during the Blitz.

In 2013, the portfolio was purchased by the developer Amazon to create 20 two- to four-bedroom ultra-prime residences, including lateral, mezzanine and duplex apartments fronting on to eight acres of private resident's gardens and the 410 acres of Regent's Park.

After several years of planning and highly skilled construction, the project is near completion.

The main launch will take place during a VIP event on 8th October 2016.

The sale will be managed by agents Knight Frank and Aston Chase.

Chris Luntz, director at Amazon, commented: "We successfully launched and sold the first phase of The Park Crescent on an off-plan basis.

"Now that this highly anticipated residential development is nearing build completion, we are undertaking the main launch in October to coincide with the world renowned Frieze London Art Exhibition.

"The previously unseen newly dressed show residences will showcase artwork and form a 'mini-Frieze' showcase for the development.

"When we launch, visitors will have the opportunity to be the first to get an insight into the quality, unrivalled lateral living space and sweeping park views provided by these newly finished residences."

Amazon Property is an investment and development company specialising in the prime central London residential market with a current pipeline of £300m.

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Home » London » Property news » **Fit for a king! Flats in London's only Royal crescent up for sale**



Fit for a king! Flats in London's only Royal crescent up for sale

Iconic Park Crescent has been transformed into 20 luxury flats with five-star hotel-style concierge.

Share this article

By Annabel Dixon
September 12, 2016 10:00

Park Crescent, built in the early 19th century, damaged during the Blitz and restored as offices in the 1960s, has now been transformed into 20 uber luxury homes and launched for sale.

What's the crescent like?

Park Crescent, London's only Royal crescent, was designed by John Nash, the architect also responsible for Buckingham Palace and Clarence House.

It fronts eight acres of communal private gardens which backs onto 410 acres of Regent's Park – alone, an unbelievable perk in London.

Inside, the crescent has been crisscrossed up into 20 two- to four-bedroom (later), mezzanine and duplex apartments with five star hotel-style concierge.

The crescent has been brought back to its regal best with sash windows, high ceilings and bespoke solid oak floors.

Kitchens boast marble and granite worktops and master bedrooms feature walk-in dressing rooms and luxurious ensuite bathrooms.

All the homes come with a top-top concierge and 24-hour management service. Doormen, housekeeping, butlers, chauffeurs and maintenance staff are all on hand.

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Where is it?

Park Crescent is on the Marylebone Road, just next to Regent's Park Tube station and on the edge of Regent's Park, in central London.

How much are the homes on for?

Homes start at a princely £3.95m via [Aston Chase](#). They are considerably more pricey than the average home in the area – which comes in at a relatively paltry sum of: £1.78m.

The most expensive streets in the neighbourhood include:

Farm Street, where homes typically fetch £9.48m

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12th September 2016

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£170m Park Crescent scheme unveiled after first phase sell-out

Super-prime residences to be debuted at 'Art's' art-themed event next month

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SEPTEMBER 12, 2016
ENNESS LAUNCHES PRIVATE OFFICE FOR SUPER-PRIME DEALS

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by PrimeResi September 12, 2016

THE LATEST ON THE MARKET: £170M PARK CRESCENT, BOUNDARY IN REGENT'S PARK

The developer has decided to unveil the lion's share of the residences – including the flagship show home – at a VIP event next month in partnership with the Frieze London Art Exhibition. It's being billed as "2016's most lavish launch".

A specially built glass pavilion is being built in the private gardens for the bash on 6th October, which will see six of the properties showcasing works by artists including Marc Chagall, Joan Miro, Salvador Dali, Andy Warhol, David Hockney, Damien Hirst and Marc Quinn.

In an interesting move, rather than going with just the one design house, Amazon has decided to task 19th, Oliver Bums, DH Liberty and Taylor Howes with a residence each. 19th – which employs alumni from Candy & Candy, Heatherwick and Copham Taylor – has bagged the main four-bed show residence.

Knight Frank and Aston Chase are handling the sales after doing a sterling job with the first phase (three of the five units sold pre-launch).

Originally designed by the great John Nash in the early 1800s, London's only Royal crescent has been reverted to residential use after languishing as offices for the best part of half a century.

The ambitious three-year programme of works has delivered 20 two to four bedroom residences – which are effectively now built behind a period facade – including lateral, mezzanine and duplex apartments with "5 star hotel style" concierge, fronting onto eight acres of private residents' gardens and the 420 acres of Regent's Park.

Prices in the main phase start at £5.99m, with sizes ranging from 1,409 to 4,127 square feet and ceilings up to 3.8 metres. Each unit has a double or triple volume reception room overlooking the private gardens and Regent's Park, with internal features including full height doors, sash windows and solid Oak flooring laid in bespoke designs.

The handmade kitchens come with lots of Calacatta Michelangelo marble and granite, while the master bedroom suites have walk-in dressing rooms with bespoke joinery and bathrooms with marble double basins and Maron stone flooring. All have comfort cooling, under floor heating, top-end security and Lutron home entertainment systems installed.

The residents' services include doorman, concierge for taxi/car hire, restaurant/theatre bookings, shopping delivery/services, dry cleaning/tailoring and car valet/servicing; and owners will also have 24/7 access to a fleet of professional domestic staff.

COUNCIL U-TURN BLOCKS CANDY'S GARDEN PLANS
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Charles Gougey, Director at Amazon Property: "Luxury property is always defined by its provenance, uniqueness and location. London has many streets, a smaller collection of squares yet it has only one Royal crescent: The Park Crescent. This absolute rarity combined with the exacting quality of the residences, sets this development clearly apart from any other and positions it as one of London's finest residential developments."

Chris Lankis, Director at Amazon Property: "We successfully launched and sold the first phase of The Park Crescent on an off plan basis. Now that this highly anticipated residential development is nearing build completion we are undertaking the main launch in October to co-incide with the world renowned Frieze London Art Exhibition. The previously unseen newly-dressed show residences will showcase artwork and form a 'mini-frieze' showcase for the development. When we launch, visitors will have the opportunity to be the first to get an insight into the quality, unrivalled lateral living space and sweeping park views provided by these newly finished residences."

Here's a quick peek...

For buyers into their history, the provenance is about as good as it gets. The Prince Regent wanted his own palace and commissioned John Nash to create a master plan for a Royal residence, surrounded by parkland, complete with a circus of grand townhouses providing palatial homes for the family and friends of the Regent, located on the Crown Estate lands of Regent's Park (originally the hunting chase of King Henry VIII).

The Prince Regent felt that his family and friends would want their homes looking directly onto the parkland and his palace so the final design was for a grand Royal crescent with cream stucco facade and tall sash windows, overlooking private gardens and the park. The Royal crescent was built by Henry Peto between 1822-1820. In 1820, the Prince Regent became King George IV and moved into Buckingham Palace, so his planned Regent's palace was shelved; the Royal crescent went on as planned, however, and became one of London's most sought after addresses, home to exiled Royals, aristocrats, Ambassadors, business tycoons and high society. Residents included Lord Joseph Lister, pioneer of antiseptic surgery, who lived there in the 1870s; General Sir George Ashe, Commander of the British Bengal Army, who lived there between 1820-1832; Count Joseph Napoleon Bonaparte and family (brother of French Emperor Napoleon Bonaparte) who lived there between 1832-1840; actress Dame Marie Tempest, lived there between 1899-1902 and Sir Charles Wheatstone, inventor of the electric telegraph, who lived there between 1830-1877.

Charles Francis Adams, Abraham Lincoln's American Ambassador to London (son of US President John Quincy Adams) lived at the crescent from 1869 to 1866, during which time part of the terrace served as the US Ambassador's official residence.

Lots of the townhouses were turned into apartments between 1918 and the 1920s but had become B1 offices by the latter part of the 20th century.

Amazon bought the whole shebang off The Great Capital Partnership – a JV between Great Portland Estates Plc and Capen – in 2012 for £47m, exchanging contracts in a lightning-fast 28 hours.

Knight Frank Tel: +44 (0)20 7884 3321/knightfrank.co.uk
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Stucco & Scandal: The rise and fall of John Nash

Relaunch of landmark real estate scheme in Regent's Park shines a light on the great architect's ongoing influence

by PrimeResi September 12, 2016

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As London's only Royal crescent finally emerges from an ambitious three-year office-to-resi transformation, we find out how it played a pivotal role in the architectural career and enduring fame of the great John Nash...

John Nash (1752 - 1835) was born in Lambeth, the son of a Welsh millwright. From young he displayed a skill for drawing, and between 1766 to 1776 he trained as an architect under Sir Robert Taylor. In 1777 he established his own architectural practice and early projects included a house in Bloomsbury Square and a church in Camrathen.

In 1792 he met landscaped designer Humphrey Repton and the two worked together on several grand country house estates with, in each case, Nash designing the main country house and Repton designing the gardens and landscaping.

From 1796 Nash decided he wanted to focus on building houses in London and in 1797 he opened architect studios for his company on Dover Street in Mayfair. His focus on London led to the ending of his country house partnership with Repton in 1800. In 1798 Nash married the extremely pretty and much admired 25 year old socialite Mary Anne Brasley who was to play a central role in his future career.

One of Nash's country house clients was Charles James Fox, Leader of the House of Commons and later Secretary of State. Fox was a close friend and ally of Prince George, the Prince of Wales, playing a key role in Prince George being appointed as Prince Regent and Acting Head of State due to the illness of his father King George III.

Architect to the Royal household
work for the Prince and Royal family and would take on very few private commissions.

In 1811 Prince George was made Prince Regent and Acting Head of State and he decided that he wanted his own summer palace. He commissioned John Nash to create a masterplan for a Royal palace, surrounded by parkland, complete with a circus of grand townhouses providing palatial homes for the family and friends of the Regent. The new luxury development was located on the Crown Estate lands known as Marylebone Park (then renamed The Regent's Park), which was originally the hunting chase of King Henry VIII.

The Prince Regent was delighted by the plans calling The Regent's Park and its Royal crescent the 'jewel in the crown' of London and saying in 1811 that 'Nash's plans for London will quite eclipse Napoleon'.

Gossips and rivals of Nash said that he was only made Architect to the Royal Household and given the new Royal Palace commission because his pretty 25 year old wife Mary Anne had caught the eye of the Prince Regent and had become his secret mistress.

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The Royal Crescent and Regent's Park

Whether it was because the commission was for his own Palace or because Mary Anne was his secret mistress, the Prince Regent constantly reviewed and interfered in Nash's plans for the Royal palace and the circus of townhouses.

The Prince Regent felt that his family and friends would want their homes looking directly onto the parkland and his palace so the final design was for a grand Royal crescent with cream stucco façade and tall sash windows, overlooking private gardens and the park.

Under the Prince Regent's constant interference and changes the Royal crescent homes became larger, grander and more opulent, resulting in significant over-runs to the original budgets and delays to the designs and build programme.

The final design was for a grand ceremonial route from St James's Park in the south to Regent's Park in the north creating a new thoroughfare through the heart of London. There was a new Royal Mall running from Buckingham Palace through St James's Park, linking to a grand new boulevard (now Regent's Street), connecting to a wide tree lined two lane carriageway (now Portland Place) which provided a dramatic approach to the new Royal crescent and Regent's Park.

The Royal crescent was built by Henry Peters between 1812-1820. However the new Palace in Regent's Park was never built because in 1820 the Prince Regent became King George IV and moved into Buckingham Palace, so his planned Regent's palace was shelved.

A Royal scandal
In 1820 a scandal broke when a cartoon was published showing a half dressed King George IV embracing Nash's wife with a speech bubble coming from the King's mouth containing the words "I have great pleasure in visiting this part of my dominions". London's high society took to calling Nash's wife 'Mrs Prince' and Nash was publicly humiliated, but the King laughed off the scandal and the Royal household compensated Nash by giving him more work commissions.

Height of his fame
Nash was by now highly favoured by the Royal family. He had been commissioned to build a summer seaside palace - The Royal Pavilion - in Brighton, and he was commissioned to remodel Buckingham House to create Buckingham Palace (1825 -

1830), the Royal Mews (1822 - 1824) and Marble Arch (1828)

Disgrace, retirement and death
In 1830 King George IV died and Nash's career took a deep and sudden downward turn. The King's notorious extravagance and expensive building projects had generated much resentment with Parliament and Nash was now without his Royal protector.

The Treasury started to look closely at the costs and budget over-runs of the Royal Crescent in Regent's Park, the Royal Pavilions in Brighton and Buckingham Palace. It was also discovered that the state coach was too wide to fit through the gateway in Marble Arch and Parliament said that this was a clear example of Nash's total incompetence.

Nash - rather than the late King - was blamed for all the cost over-runs on the three projects and in 1830 the Treasury accused him of fraud. He was later exonerated but fell into deep disgrace over the financial fallout from his expensive building projects.

Nash was stripped of his role as architect to the Surveyor General of Royal Parks and Chases and the controversy ensured that Nash would not receive any more official or private commissions. Nor was he awarded a long anticipated Knighthood that other contemporary architects such as Jeffrey Wyattville, John Soane and Robert Smirke received.

Perhaps not surprisingly Nash had something akin to a nervous breakdown and retired to his home on the Isle of Wight in total disgrace and professional ruin. His health declined and by 28 March 1835 family letters described him as "very poorly and faint". He died at his home on 13 May 1835.

Perhaps feeling guilty for her role in some of his humiliations his widow Mary Anne Nash acted to clear his debts by selling his Isle of Wight home and possessions. Mary Anne then retired to a property Nash had bequeathed to her in Hampstead where she lived until her death in 1835, until the end a champion of her husband's good name and reputation.

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Luxury properties at London's Royal crescent come to market
Mon, 12/09/2016 - 09:39

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Amazon Property has launched sales at The Park Crescent, London's only Royal crescent, designed by renowned architect John Nash, which has been transformed to provide 20 two to four bedroom ultra-prime residences.

The development includes lateral, mezzanine and duplex apartments with 5-star hotel-style concierge, fronting onto eight acres of private resident's gardens and the 410 acres of Regent's Park.

The Park Crescent traces its Royal origins back to 1811 when Prince George, Prince of Wales, was made Prince Regent and Acting Head of State due to the illness of his father King George III. The Prince Regent wanted his own palace and commissioned John Nash to create a master plan for a Royal residence.

In 2013, Amazon Property purchased The Park Crescent and converted it back into its original role as one of London's most prestigious residential addresses.

Each residence within The Park Crescent has its own character and distinctive features, ranging from 1,429 sq ft (133 sq m) up 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 volume reception room overlooking the private gardens and Regent's Park. Features include full height doors, sash windows, generous ceiling heights and solid Oak flooring laid in bespoke designs.

The first phase release of The Park Crescent was successfully sold, most off plan, using marketing material and computer generated images. The project is nearing build completion and Amazon Property is undertaking the main launch of The Park Crescent, which will take place around a VIP launch event on the 6 October 2016.

The centrepiece of the main launch will be a new previously unseen flagship four bedroom show residence, created and designed by luxury design house 1508.

Charles Gourgey, director at Amazon Property, says: "Luxury property is always defined by its provenance, uniqueness and location. London has many streets, a smaller collection of squares yet it has only one Royal crescent: The Park Crescent. This absolute rarity combined with the exacting quality of the residences, sets this development clearly apart from any other and positions it as one of London's finest residential developments."

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Reception room at one of the residences at The Park Crescent. Courtesy Amazon Property

Luxury residences fit for royals at The Park Crescent in London – in pictures

The National staff
September 12, 2016 Updated November 12, 2016 11:30 AM

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Amazon Property next month will launch The Park Crescent development, London's only royal crescent that was transformed provide 20 two- to four-bedroom ultra-prime residences with five-star hotel style amenities.

Six of the residences are being transformed into an arts exhibition, with works from renowned artists including Marc Chagall, Joan Miró, Salvador Dalí, Andy Warhol, David Hockney, Damien Hirst on display during the launch event on October 6. The art exhibition is tied in conjunction with the Frieze London Art Exhibition, which runs for a week starting October 3.

The crescent traces its origins back to 1811 when Prince George, then Prince Regent, commissioned John Nash to create a master plan for a royal residence located on the crown estate lands of Regent's Park.

The completed royal crescent eventually became London's most sought after address to elite royals, aristocrats, business tycoons and high society.

The crescent was damaged during the Second World War, but was restored and rebuilt during the 1960s to mirror the original Nash design.

Many properties eventually became office premises until 2013, when Amazon Property purchased The Park Crescent and decided to convert the royal crescent as one of London's most prestigious residential addresses.

The residences range from 1,429 square feet up to 4,127 sq ft in size with ceilings up to 3.8 metres high. Each has a spacious double or triple volume reception room overlooking the private gardens and Regent's Park.

Services include concierge, concierge for taxi/hire, restaurant/venue bookings, shopping delivery/services, dry cleaning/laundry and car valet services.

Other facilities include access to a fleet of professional domestic staff providing services such as housekeeping, tailor service, chauffeur and maintenance staff on hand 24/7.

Prices start from £3,950,000 (Dhs19.26) for new 150-year leases.

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Mon, 12/09/2016 - 09:39

Tags: Lettings & Sales

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The Park Crescent traces its Royal origins back to 1811 when Prince George, Prince of Wales, was made Prince Regent and Acting Head of State due to the illness of his father King George III. The Prince Regent wanted his own palace and commissioned John Nash to create a master plan for a Royal residence.

In 2013, Amazon Property purchased The Park Crescent and converted it back into its original role as one of London's most prestigious residential addresses.

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The centrepiece of the main launch will be a new previously unseen flagship four bedroom show residence, created and designed by luxury design house 1508.

Charles Gougey, director at Amazon Property, says: "Luxury property is always defined by its provenance, uniqueness and location. London has many streets, a smaller collection of squares yet it has only one Royal crescent: The Park Crescent. This absolute rarity combined with the exacting quality of the residences, sets this development clearly apart from any other and positions it as one of London's finest residential developments."

Chris Lambris, director at Amazon Property, adds: "We successfully launched and sold the first phase of The Park Crescent on an off plan basis. Now that this highly anticipated residential development is nearing build completion we are undertaking the main launch in October to coincide with the world renowned Frieze London Art Exhibition. The previously unseen newly dressed show residences will showcase artwork and form a 'mini-Frieze' showcase for the development. When we launch, visitors will have the opportunity to be the first to get an insight into the quality, uninvited lateral living space and sweeping park views provided by these newly finished residences."

The lateral apartments at The Park Crescent are available for immediate occupation. Prices at start from GBP3,950,000.

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Monday, 12 September 2016

Amazon Property launches historically prestigious Park Crescent as luxury residences (GB)

Amazon Property are undertaking the main launch of The Park Crescent, London's only Royal crescent, designed by renowned architect John Nash transformed to provide 20 two to four bedroom ultra prime residences. The development includes lateral, mezzanine and duplex apartments with 5-star hotel style concierge, fronting onto eight acres of magnificent private resident's gardens and the 410 acres of Regent's Park.

Then in 2013, Amazon Property purchased The Park Crescent and had the exciting and bold vision to carefully convert and meticulously restore the Royal crescent back into its original role as one of London's most prestigious residential addresses. Due to the historically important, iconic and rare Nash architecture the restoration of the Royal crescent has taken several years of careful planning and highly skilled construction and restoration work to materialise. It has required outstanding craftsmanship, fine attention to detail and materials of the finest quality, sourced from around the world.

Behind the building's retained classical Nash facade, newly built residences have been created which combine illustrious history with large lateral living spaces, generous ceiling heights and state of the art specification and technology.

Each residence within The Park Crescent has its own character and distinctive features, ranging from 1,429ft² (133m²) up to 4,127ft² (383m²) in size with ceilings up to 3.8 metres high. Each apartment has spacious double or triple volume reception room overlooking the private gardens & Regent's Park. Features include full height doors, sash windows, generous ceiling heights and solid Oak flooring laid in bespoke designs.

The Park Crescent residents will experience a world class concierge service and benefit from a 24 hour management service. Services include doormen, concierge for taxi/car hire, restaurant/theatre bookings, shopping delivery/services, dry cleaning/tailoring and car valet/servicing. Other facilities include access to a fleet of professional domestic staff providing services such as housekeeping, butler service, chauffeur and maintenance staff on hand 24/7.

The Park Crescent residents have direct views onto and access to their own eight acres of magnificent private resident's only gardens. Known as Park Square and Park Crescent Gardens they form two of the grandest gardens in central London.

The first phase release of The Park Crescent was successfully sold, most off plan, using marketing material and computer generated images. Now this highly anticipated project is nearing build completion and Amazon Property are undertaking the main launch of The Park Crescent, which will take place around a VIP launch event on the 6th October 2016, in conjunction with the world-renowned Frieze London Art Exhibition.

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The centrepiece of the main launch will be a new previously unseen flagship four bedroom show residence, created and designed by award winning design luxury design house 1508, whose team is formed from designers from design-led brands Candy & Candy, Heatherwick and Clapham Taylor. Alongside this, the main launch will showcase other previously unseen residences dressed by design houses Oliver Burns, DH Liberty and Taylor Howes.

Charles Gougey, Director at Amazon Property said: "Luxury property is always defined by its provenance, uniqueness and location. London has many streets, a smaller collection of squares yet it has only one Royal crescent: The Park Crescent. This absolute rarity combined with the exacting quality of the residences, sets this development clearly apart from any other and positions it as one of London's finest residential developments."

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The lateral apartments at The Park Crescent are available for immediate occupation, prices at start from £3,950,000 (new 150 year leases). For further information contact sales agents Knight Frank

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Published by Adrian Welch updated on September 13, 2016

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Park Crescent Development in London


Park Crescent Development

AMAZON PROPERTY UNDERTAKE THE MAIN LAUNCH OF THE PARK CRESCENT.

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exterior view of the building



Amazon Property observe that the world's finest homes are set apart by their provenance, uniqueness, quality and location. London has many streets and avenues, a small collection of squares and just a few crescents, yet it has only one Royal crescent. The Park Crescent. This absolute rarity sets this residential development clearly apart from any other.

Aerial view:



The Park Crescent traces its Royal origins back to 1811 when Prince George, Prince of Wales, was made Prince Regent and Acting Head of State due to the illness of his father King George III. The Prince Regent wanted his own palace and commissioned John Nash to create a master plan for a Royal residence, surrounded by parkland, complete with a circus.

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Open Plan Living



The completed Royal crescent immediately became London's most sought after address, home to exiled Royals, aristocrats, Ambassadors, business tycoons and high society. Residents included Lord Joseph Lister, pioneer of antiseptic surgery, who lived there in the 1830s; General Sir George Ashle, Commander of the British Bengal Army, who lived there between 1820-1832; Count Joseph-Napoleon Bonaparte and family (brother of French Emperor Napoleon Bonaparte) who lived there between 1832-1840; actress Dame Marie Tempest, lived there between 1899-1902 and Sir Charles Wheatstone, inventor of the electric telegraph, who lived there between 1850-75.

Master Suite



One of London's prestigious Blue Plaques on the façade of The Park Crescent highlights that it was also the home of Charles Francis Adams, Abraham Lincoln's American Ambassador to London (son of US President John Quincy Adams).

Between 1918 and the 1930s many of the crescent's townhouses were converted into apartments. During WWII the crescent was damaged during the Blitz, but was carefully restored and rebuilt during the 1960s to exactly mirror the original Nash design. During the latter half of the 20th century, many of the properties in the crescent became office premises.

Reception Room



Then in 2013, Amazon Property purchased The Park Crescent and had the exciting and bold vision to carefully convert and meticulously restore the Royal crescent back into its original role as one of London's most prestigious residential addresses. Due to the historically important, iconic and rare Nash architecture the restoration of the Royal crescent has taken several years of careful planning and highly skilled construction and restoration work to materialise. It has required outstanding craftsmanship, fine attention to detail and materials of the finest quality, sourced from around the world.

Staircase with artwork, view into hallway with artwork.



Behind the building's retained classical Nash façade, newly built residences have been created which combine illustrious history with large lateral living spaces, generous ceiling heights and state of the art specification and technology.

Bathroom suite



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Amazon unveils newlook London Park Crescent

13-09-2016


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The new development includes lateral, mezzanine and duplex apartments with 5-star hotel style concierge, fronting onto eight acres of magnificent private resident's gardens and the 410 acres of Regent's Park.



The Park Crescent traces its Royal origins back to 1811 when Prince George, Prince of Wales, was made Prince Regent and acting head of state due to the illness of his father King George III.

The Prince Regent wanted his own palace and commissioned John Nash to create a master plan for a Royal residence, surrounded by parkland, complete with a circus of grand townhouses providing palatial homes for the family and friends of the Regent, located on the Crown Estate lands of Regent's Park (originally the hunting chase of King Henry VIII).



The Royal crescent was built by Henry Peto between 1812-1820. In 1820, the Prince Regent became King George IV and moved into Buckingham Palace, so his planned Regent's palace was shelved, however the Royal crescent was completed and now as The Park Crescent forms one of London's finest residential developments.

The completed Royal crescent immediately became London's most sought after address, home to exiled Royals, aristocrats, Ambassadors, business tycoons and high society. Residents included Lord Joseph Lister, pioneer of antiseptic surgery, who lived there in the 1830s; General Sir George Ashe, Commander of the British Bengal Army, who lived there between 1820-1832; Count Joseph-Napoleon Bonaparte and family (brother of French Emperor Napoleon Bonaparte) who lived there between 1832-1840; actress Dame Marie Tempest, lived there between 1899-1902 and Sir Charles Wheatstone, inventor of the electric telegraph, who lived there between 1850-1875.

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During this time part of the Royal crescent served as the US Ambassador's official residence. Charles Adams returned to the US in 1869, but the family continued to use the Royal crescent as home and Charlie's son, the US historian Henry Brooks Adams, used the property as his London residence between 1878 - 1908.

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Each apartment has spacious double or triple volume reception room overlooking the private gardens & Regent's Park. Features include full height doors, sash windows, generous ceiling heights and solid Oak flooring laid in bespoke designs.

The Park Crescent residents will experience a world class concierge service and benefit from a 24 hour management service. Services include doormen, concierge for taxi/car hire, restaurant/theatre bookings, shopping delivery/services, dry cleaning/tailoring and car valet/servicing. Other facilities include access to a fleet of professional domestic staff providing services such as housekeeping, butler service, chauffeur and maintenance staff on hand 24/7.

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"The previously unseen newly dressed show residences will showcase artwork and form a 'mini-Frieze' showcase for the development. When we launch, visitors will have the opportunity to be the first to get an insight into the quality, unrivalled lateral living space and sweeping park views provided by these newly finished residences," he added.

The lateral apartments at The Park Crescent are available for immediate occupation at prices starting from £3.95 million (\$5.94 million) on new 150-year leases. -TradeArabia News Service

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Each residence within The Park Crescent has its own character and distinctive features, ranging from 1,420 sq ft up to 4,127 sq ft size with ceilings up to 3.8 m high.

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Bisnow
13th September 2016

The screenshot shows a news article on the Bisnow website. The main headline is "AMAZON PROPERTY LAUNCHES EXCLUSIVE PARK CRESCENT DEVELOPMENT". The article is dated Sep 13, 2016, and is written by Catherine Meredith, a Senior Reporter in London. It features a photograph of a large, white, classical-style building with a curved facade, surrounded by greenery. The text describes the development of 20 two- to four-bedroom homes designed by John Nash, located in Regent's Park. It highlights the building's history, its modern interior features, and the services provided to residents. The article also mentions a VIP event and the launch of a new four-bedroom show residence. Prices start at £3.9M on new 150-year leases, with Knight Frank as the exclusive sales agent. A sidebar on the right includes a "FREE LONDON E-NEWSLETTER" sign-up form and a "MOST READ STORIES" section with four articles.

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AMAZON PROPERTY LAUNCHES EXCLUSIVE PARK CRESCENT DEVELOPMENT

Sep 13, 2016 | Catherine Meredith, Senior Reporter, London

Amazon Property will launch **The Park Crescent** next month, a curved swath of 20 two- to four-bedroom homes designed by **John Nash**. The ultra-prime residences hug a private resident's garden and 410 pristine acres of **Regent's Park**.

The development includes lateral, mezzanine and duplex apartments with five-star hotel-style concierge, according to Europe Real Estate.

Amazon Property purchased The Park Crescent in 2013 with the intention to restore the Regal crescent to its original role as one of London's most prestigious addresses. Despite the lovingly preserved classical façade, the interiors are modern, with large living spaces, generous ceiling heights and state-of-the-art technology.

Residents have access to services including a fleet of domestic staff, housekeepers, butlers and **chauffeurs** on hand 24/7.

Amazon is launching the new development with a **VIP event** in conjunction with the world-renowned Frieze London Art Exhibition.

The centrepiece of the main launch will be a new previously unseen flagship four-bedroom show residence, created and designed by award-winning design luxury design house 1508.

Prices start at **£3.9M** on new 150-year leases. Knight Frank is acting as exclusive sales agent. [ERE]

See Also [U + I To Build 1,000 Rental Housing Units](#)

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Shufi London
14th September 2016

The screenshot shows a website layout for Shufi London. At the top left is the logo 'Shufi LONDON'. A navigation bar contains links for NEWS, SHOPPING, RESTAURANT & CAFES, ATTRACTIONS, EVENTS & ENTERTAINMENT, HOTELS, and SERVICES. Below the navigation is a breadcrumb trail: 'YOU ARE AT: Home > Media > Inside the luxury £4m Park Crescent apartments overlooking Regent's Park'. The main content area features a large image of a modern bedroom with a bed, a desk, and a chair. Below the image is the article title 'Inside the luxury £4m Park Crescent apartments overlooking Regent's Park' and the author 'BY YAZAN NEME ON WEDNESDAY SEPTEMBER 14TH, 2016'. The article text describes the luxurious Park Crescent apartments in London, originally designed by architect John Nash, who also worked on Buckingham Palace. It mentions that the real-estate developer Amazon Property is carrying out a €300 million redevelopment to turn them into homes with five-star service for the very wealthy. The residences range from 1,429 sq ft to 4,127 sq ft in size, with ceilings up to 3.8 metres high. Each has a spacious double or triple volume reception room overlooking the private gardens and Regent's Park. Services include a concierge providing restaurant and theatre bookings, shopping delivery, dry cleaning and tailoring, and car valet and servicing. Other facilities include access to professional domestic staff providing services such as housekeeping, butler service, chauffeur and maintenance staff on hand 24/7. Naturally the properties come at premium prices, starting from £3,950,000. At the bottom of the article are two tags: 'LUXURY PROPERTY' and 'REAL ESTATE'. On the right side of the page, there is a 'SERVICES' section with icons for Beauty, Car rental, and Personal services. Below that is a 'MOST POPULAR' section with a list of trending articles, including 'Top 10: Boarding schools n...', 'Top 10 London hotels with...', 'Carpenters Workshop (Galle art space)', 'High-octane fun as Regent...', 'Top 10: Things to do in Lon...', 'Dubai royalty spotted on th...', 'London now 'cheapest plac Vuitton...', and 'Top 10: London restaurant...

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Regent's Park prices soar as celebs move in

Russell Lynch

AN influx of celebrities such as comedian Sasha Baron Cohen and artist Damien Hirst into the elegant terraces of Regent's Park has pushed up prices in the area nearly 10% in the past two years, according to two property industry reports.

Hirst recently paid £34 million for a home in Hanover Terrace while Baron Cohen paid £13 million for one in Chester Terrace. Fashion designers Tom Ford and Stefano Gabbana have also paid millions for properties in the area while developer Christian Candy is creating a £200 million mansion.

Agent Knight Frank says the soaring activity around the royal park has pushed prices up 9% between 2014 and 2016 while fellow agent Aston Chase says



Right up their street: Baron Cohen (left) and Hirst are among recent buyers in the select area.



residential values in Regent's Park now average £2500 to £3000 a square foot against £1000 in 2005.

The 11 terraces, squares and crescents that border the Royal park are considered among the most exclusive addresses in the

capital, according to Knight Frank, which is tipping the area to join Chelsea, Belgravia, Kensington and Knightsbridge as a "golden postcode" for super-prime development.

@russ_lynch

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Evening Standard
15th September 2016


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Business

Regent's Park house prices soar as celebs move in

RUSSELL LYNN | Thursday 15 September 2016 | 11 min read

f t e 1



Right up there stand celebrities such as actor Damien Hirst, living in Regent's Park, have helped property values in the area to the stratosphere.

An influx of celebrities such as comedian Sasha Baron Cohen and artist Damien Hirst into the elegant terraces of Regent's Park has pushed up prices in the area nearly 10% in the past two years, according to two property industry reports.

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Business Insider
15th September 2016

FINANCE

Inside London's most exclusive neighbourhood where all the actors, fashion designers, and artists most want to live

Thomas Oulton · Sep 15, 2016, 1:50 PM · 22,592

FACEBOOK LINKEDIN TWITTER EMAIL PRINT

A new report from estate agents Knight Frank and Aston Chase buyers in Regent's Park have pushed up house prices in and around London's most famous royal park.

Knight Frank's research revealed that house prices rose by 9% between 2014 and 2016 in the area.


Aston Chase highlighted that residential values in Regent's Park now average between £2,500 and £3,000 per square foot. That compares to just £1,000 in 2005.

Regent's Park property is still less than Mayfair and Knightsbridge, where prices average between £3,000 and £6,000 per sq ft. But Regent's Park is almost totally residential, whereas Mayfair and Knightsbridge are dominated by offices and shops.

Here is a walk-through of one of London's most exclusive neighbourhoods:

View As: One Page Slides

This is where Regent's Park is in London.



Cornwall Terrace, Regent's Park Photo: Lauren L. Corbett

Chris Robinson / Getty Images

The US ambassador also lives in the grounds of Regent's Park, in Winfield House, which has the second largest private garden in the central London after Buckingham Palace.



Plus: FCC 33

Winfield House



It is also home to several historic streets, where properties can cost tens of millions of pounds. One of these is Hanover Terrace, which was designed by the celebrated architect John Nash in 1822.



Hanover Terrace

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UAE Business



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The Royal crescent was built by Henry Petre between 1812-1820. In 1820, the Prince Regent became King George IV and moved into Buckingham Palace, so his planned Regent's palace was shelved, however the Royal crescent was completed and now as The Park Crescent forms one of London's finest residential developments.

The completed Royal crescent immediately became London's most sought after address, home to exiled Royals, aristocrats, Ambassadors, business tycoons and high society. Residents included Lord Joseph Lister, pioneer of antiseptic surgery, who lived there in the 1830s; General Sir George Ashe, Commander of the British Bengal Army, who lived there between 1820-1832; Count Joseph-Napoleon Bonaparte and family (brother of French Emperor Napoleon Bonaparte) who lived there between 1832-1843; actress Dame Marie Tempest, lived there between 1899-1902 and Sir Charles Wheatstone, inventor of the electric telegraph, who lived there between 1850-1875.

One of London's prestigious Blue Plaques on the facade of The Park Crescent highlights that it was also the home of Charles Francis Adams, Abraham Lincoln's American Ambassador to London (son of US President John Quincy Adams) who lived there from 1865 to 1866.

During this time part of the Royal crescent served as the US Ambassador's official residence. Charles Adams returned to the US in 1869, but the family continued to use the Royal crescent as home and Charles's son, the US historian Henry Brooks Adams, used the property as his London residence between 1878 - 1908.

Between 1918 and the 1930s many of the crescent's townhouses were converted into apartments. During WWII the crescent was damaged during the Blitz, but was carefully restored and rebuilt during the 1950s to exactly mirror the original Nash design. During the latter half of the 20th century many of the properties in the crescent became office premises.

Then in 2012, Amazon had purchased The Park Crescent and had the exciting vision to carefully convert and meticulously restore the Royal crescent back into its original role as one of London's most prestigious residential addresses.

Due to the historically important, iconic and rare Nash architecture the restoration of the Royal crescent has taken several years of careful planning and highly skilled construction and restoration work to materialise. It has required outstanding craftsmanship, fine attention to detail and materials of the finest quality, sourced from around the world.

Behind the building's retained classical Nash facade, newly built residences have been created which combine illustrious history with large lateral living spaces, generous ceiling heights and state of the art specification and technology.

Each residence within The Park Crescent has its own character and distinctive features, ranging from 1,429 sq ft up to 4,127 sq ft size with ceilings up to 3.8 m high.

Each apartment has spacious double or triple volume reception room overlooking the private gardens & Regent's Park. Features include full height doors, sash windows, generous ceiling heights and solid Oak flooring laid in bespoke designs.

The Park Crescent residents will experience a world class concierge service and benefit from a 24 hour management service. Services include doormen, concierge for taxi/cars hire, restaurant/theatre bookings, shopping delivery services, dry cleaning/tailoring and car valet/servicing. Other facilities include access to a fleet of professional domestic staff providing services such as housekeeping, butler service, chauffeur and maintenance staff on hand 24/7.

The residents will have direct views onto and access to their own eight acres of magnificent private residents' only gardens. Known as Park Square and Park Crescent Gardens they form two of the grandest gardens in central London.

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"The previously unseen newly dressed show residences will showcase artwork and form a 'mini Frieze' showcase for the development. When we launch, visitors will have the opportunity to be the first to get an insight into the quality, unadorned lateral living space and sweeping park views provided by these newly finished residences," he added.

The lateral apartments at The Park Crescent are available for immediate occupation at prices starting from £3.95 million (\$5.64 million) on new 150-year leases. **TideArabic News Service**

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Real Estate & Property
Luxury apartments fit for royalty on sale



The Park Crescent... ultra-prime residences

Ultra-prime residences at a restored Royal crescent overlooking Regent's Park in London are to be launched on the market next month.

The Park Crescent, designed by renowned architect John Nash, has been transformed by UK developer Amazon Property to provide 20 two- to four-bedroom ultra-prime residences.

The development includes lateral, mezzanine and duplex apartments with five-star hotel style concierge, fronting onto eight acres of magnificent private resident's gardens and the 410 acres of Regent's Park.

The Park Crescent traces its origins back to 1811 when Prince George commissioned John Nash to create a master plan for a residence surrounded by parkland, complete with a circus of grand townhouse for the family and friends of the Regent, located on the Crown Estate lands of Regent's Park.

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In 2013, Amazon Property purchased The Park Crescent to convert and restore the Royal crescent into one of London's most prestigious residential addresses. The restoration has taken several years of careful planning and highly skilled construction and restoration work.

Behind the building's retained classical Nash facade, newly built residences have been created which combine illustrious history with large lateral living spaces, generous ceiling heights and state-of-the-art technology.

Each residence within The Park Crescent has its own character and distinctive features, ranging from 1,429 sq ft (133 sq m) up 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 volume reception room overlooking the private gardens and Regent's Park. Features include full height doors, sash windows, generous ceiling heights and solid oak flooring laid in bespoke designs.



1 2 3 4 5 6 >

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The individually designed handmade kitchens have Calacatta Michelangelo marble and granite worktops and panels, high gloss lacquered oak soft close cupboards and drawers and a full range of integrated appliances. The master bedroom suites have spacious interiors, walk in dressing rooms with bespoke joinery and finishes, and luxurious en-suite bathrooms.

Master bathroom features include Calacatta Michelangelo and Maron stone flooring and walls, lacquered oak veneer paneling, bespoke marble double basins and fitted mirrored cabinets. There are free standing sculptural baths, walk in marble showers and polished chrome heated towel rails.

Other apartment features include coffered ceilings with concealed lighting, stone entrance lobbies, under floor heating throughout, comfort cooling to living rooms and bedrooms and state-of-the-art security and Luton home entertainment systems. The mezzanine and duplex residences provide some of the layout benefits of a house, with bedroom suites on one level and entertaining areas on the other.

The Park Crescent residents will experience a world-class concierge service and benefit from a 24 hour management service. Residents have direct views onto and access to their own eight acres of magnificent private resident's-only gardens. Known as Park Square and Park Crescent Gardens they form two of the grandest gardens in central London.

The two gardens are connected by a pedestrian underpass that connects them and allows families to promenade safely and directly through both gardens.

The first phase release of The Park Crescent was successfully sold, most off plan. Now this highly anticipated project is nearing build completion and Amazon Property is undertaking the main launch of The Park Crescent, which will take place around a VIP event on the October 6, in conjunction with the world-renowned Frieze London Art Exhibition.


The centrepiece of the launch will be a new flagship four-bedroom show residence, created and designed by award winning luxury design house 1508. Alongside this, the launch will showcase other previously unseen residences dressed by Oliver Burns, DH Liberty and Taylor Howes.

Charles Bourgie, Director at Amazon Property, said: "Luxury property is always defined by its provenance, uniqueness and location. London has many streets, a smaller collection of squares yet it has only one Royal crescent: The Park Crescent. This absolute rarity combined with the exacting quality of the residences, sets this development clearly apart from any other and positions it as one of London's finest residential developments."

Chris Lanitis, Director at Amazon Property, said: "We successfully launched and sold the first phase of The Park Crescent on an off-plan basis. Now that this highly anticipated residential development is nearing build completion we are undertaking the main launch in October to coincide with the world renowned Frieze London Art Exhibition. The previously unseen newly dressed show residences will showcase artwork and form a 'mini Frieze' showcase for the development. When we launch, visitors will have the opportunity to be the first to get an insight into the quality, unrivalled lateral living space and sweeping park views provided by these newly finished residences."

The apartments are available for immediate occupation, with prices starting from £3.95 million (\$5.23 million) for new 150-year leases.

Knight Frank and Aston Chase are joint sales agents for development.



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Which celebrities have moved to newly trendy Regent's Park?

15:37 16 September 2016 - India Block

Tom Ford is one of several celebrities who now calls Regent's Park home when he's in town - PA/Press Association Images

With its iconic architecture, palatial homes and chic shops on its doorstep, Regent's Park has become popular with the rich and famous

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Wealthy celebrities have flocked to Regent's Park, snapping up palatial homes on the grand terraces.

Tom Ford has bought a property in York Terrace, and fellow fashion designer Stefano Gabbana of Dolce and Gabbana has a home on Regent's Park Road.

Meanwhile the artist Damien Hirst favours Hanover Terrace, where he reportedly spent £34 million on his 14 bedroom villa overlooking the boating lake, whilst comedian Sasha Baron Cohen has acquired a property on Chester Terrace. One can only imagine the parties that are thrown when they're all in town at the same time.

Legendary parties are of course regularly thrown by the American ambassador Matthew Barzun and his wife, Brooke, who reside in Winfield House. Notable guests of parties past include David Cameron, Taylor Swift and Cara Delevigne.

Damien Hirst reportedly spent a cool £34 million on his home on Hanover Terrace

The area has fallen in and out of fashion over the years, but in recently it has had a renaissance.


Mark Pollack, director of Aston Chase said: "The redevelopment of Cornwall Terrace acted as a 'game changer', which kick-started the repositioning of Regent's Park from a historically important but undervalued location back into one of London's most sought after residential addresses."

Originally the hunting chase of Henry VIII, development of properties around the park first began in 1816, when the Prince Regent at the time George decided on the park as the location of his summer palace residence. The palace itself was never built, as by 1820 he had been crowned George IV and moved into Buckingham Palace, but the Royal Crescent composed of the ten terraces designed by the star Regency architect John Nash still stand today.

The Crescent was popular with the movers and shakers of the day, with the Earl of Derby, Lord Houston-Boswell and Count Joseph-Napoleon Bonaparte - Napoleon's older brother - all buying property in the Park.

The Post War period saw the Park's star fade due to a combination of economic downturn and a shifting social landscape, and with the City and West End bombed out by the Blitz many of the terraces were converted into

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Back on the A-list: The remarkable revival of Regent's Park


How the redevelopment of British Land's former HQ triggered an ultra-prime renaissance.

by Prime Resi September 16, 2016


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Some very big names have been snapping up mansions in Regent's Park recently, further validating the remarkable resurgence of this formerly overlooked area of PCL.



The grand Nash-designed affairs around the park have lately attracted A-list purchasers including Tom Ford (York Terrace), Damien Hirst (Hanover Terrace), Sacha Baron Cohen (Chester Terrace), Stefano Gabbana (Regent's Park Road) and of course real estate luminary Chrislân Candy, who you may have heard is currently converting a row of former offices on Cambridge Terrace and Chester Gate into a £200m mega-mansion (below).



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Considering that back in 2001, around a third of the property in Regent's Park was used as commercial premises, and rent values averaged £3,000 per square foot for best-in-class stock, this marks an extraordinary turnaround over the last decade.

According to new research by Kay & Co, prices in the Regent's Park area have risen by 123% since 2006, while the rest of PCL managed 105%. Separately, Knight Frank has recorded a 9% boost since 2014 and tipped both Regent's Park and Marylebone to join Chelsea, Belgravia, Kensington and Knightsbridge as future "golden postcodes" for super-prime development.

Average rent values now range from £2,500 to £5,000 per square foot in Regent's Park, which is still plenty less than what you'll pay in Mayfair and Knightsbridge, but what on earth happened to trigger this explosion in values?


It had a lot to do with leases. Historically, these places had suffered from only being available with short ones, which kept a lid on both asking prices and long-term capital value growth. Although the Crown Estate was exempt from the Leasehold Reform Acts of 1993/2002, the Regent's Park freeholder decided to start dishing out new 120-year leases – a big improvement on the 60-year offerings of old – and everything changed.



Chopped-up, unmod properties suddenly became super-attractive to luxury developers, investors and UHNW purchasers, with Oakmayne's super-prime conversion of the former British Land HQ on Cornwall Terrace proving the watershed moment.


The ambitious 2007 scheme returned the set of palatial townhouses back to their original use, with prices ranging from £29 million to £60 million and, crucially, long leases in place. High rollers from Continental Europe, India, Russia/CIS, Asia and Qatar (including members of the Royal Family) duly came forth, paying top whack for the ultra-luxe residences.

The concept quickly spread to the other terraces. Kay & Co calculates there's been a 13.4% drop in the number of dwellings over the last decade, as flats have been converted to houses, while the number of households living in the park fell by 15%. The average size of properties sold has risen by 22% since 2011.



Mark Polack of local agency Aston Chase explains the importance of the former British Land base in all this: "The redevelopment of Cornwall Terrace acted as a 'game changer', which kick-started the repositioning of Regent's Park from a historically important but undervalued location back into one of London's most sought-after residential addresses. Further bolstering this, other builders and investors, such as Amazon Property, were securing landmark acquisitions, raising the game in the surrounding area and setting new price standards. Hillam Street being a good example of this, when in 2015 – recognising the potential early on – Amazon Property developed the former Royal College into luxury, lateral apartments, which set a new benchmark securing £2,500 per square foot. Following suit, a host of former offices and unmodernised properties across Regent's Park were converted back into new luxury residences."

Neighbouring Marylebone's recent makeover has also had a big impact, says Simon Deen, Director at Aston Chase: "Alongside the new developments in the park, the two local shopping streets – Marylebone High Street and Chiltern Street underwent a luxury makeover. This has provided Regent's Park residents with chic cafes, restaurants, luxury boutiques and the ultra-cool Chiltern Firehouse Hotel on their doorstep. Unlike neighbouring Mayfair and Knightsbridge, Regent's Park had historically lacked local amenities and chic shops, now this situation has been totally transformed."



The film points out that this is actually the third major "wave" of property development the park has seen in the last 200 years. The first took place between 1818 to 1827 after HRH Prince George, the Prince Regent and Acting Head of State, decided he wanted to develop the parkland (which used to be Henry VIII's hunting chase) with his own summer palace, complete with palatial townhouses and villas for his family, friends and associates.

In 1820 the Prince Regent became King George IV and moved into Buckingham Palace, so the palace was never built – other elements were though, including the Park Crescent; 10 terraces of houses including Cornwall Terrace, Cambridge Terrace, Chester Terrace, Harrow Terrace and York Terrace, and half a dozen grand mansions/villas including St John's Lodge and St Dunstan's.

Early adopters included the Marquess of Hertford (St Dunstan's), Lord Houston-Bowval and the Earl of Derby (Cornwall Terrace) and Count Joseph-Napoleon Bonaparte (Park Crescent).

Major post-war decline went on to hit the area hard in the 1920s and 30s, and offices rapidly replaced rest, although a second wave would follow in the 1920s thanks to the boom in oil and gas prices, which brought big-spending Rumeni, Kuwait and Saudi Royal families. Big organisations moved in soon after, including British Land, the Prince's Trust, the Royal College of Obstetricians, the Royal College of Physicians, the British American Drama Academy and Regent's University.

What we're seeing now marks another major shift for the area, but it's never stopped being a great place to call home, adds Mark Polack: "Regent's Park is an absolutely stunning place to live, one of the best residential addresses in Central London. The Royal park is the largest grass area for sports in London and alongside the magnificent parklands are beautiful Nash architecture homes, many with refurbished luxury interiors. Residents feel that it is a privilege to live in Park and it is the address of choice for discerning British families alongside buyers from Continental Europe, the Middle East and Asia. In the current marketplace serious buyers are seeking quality and are attracted to Regent's Park because supply will always be limited, the location is outstanding, and the quality of family development homes for sale is simply best in class."

City A.M.
23rd September 2016

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NEW BUILDS

NEW DEVELOPMENTS ON THE MARKET THIS WEEK

500 CANNICK HIGH ROAD, CHISWICK

From £420,000

A new new build development in Chiswick offers its own apartment complex. Located in a leafy area, the development will feature 140 apartments, 100 of which are three bedrooms, two bathrooms, open-plan living and fully furnished for the lease. All will have under ground parking, a private outdoor area, a bike store & a swimming pool. It's close to the Tube station, Chiswick Park and Conservatory.

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BRUNSWICK SQUARE, BROMLEY
From £340,000

The last new homes at a former police station were on sale yesterday on the banks of London and Kent. Developer Berkeley Homes is hoping the 80 one and two bedroom apartments appeal to commuters looking for value for money - the scheme sits in Zone 4, taking 18 minutes to reach London Bridge by rail and 25 minutes into Charing Cross. Situated over floors two to eight, it's in part of a regeneration local centre, that is set to include a new hotel, library, swimming pool, gym, shops and restaurants.

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TELEVISION CENTRE, WHITE CITY
From £750,000

Watch the stars arrive and go from the balcony of your flat by snapping up one of the latest homes released for sale at Television Centre, the former home of the BBC. Thirty new apartments, designed by Sirling Price-winning architect Arup will be the closest properties to the former studios. The BBC plans to move back into its September 2017. The scheme is the centerpiece of an £1bn regeneration of White City, and Television Centre is set to provide 350 homes, shops, office, a hotel and a new outpost of Sainsbury's.

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THE PARK CRESCENT, REGENT'S PARK
From £3,000+

This development in the very heart of central London will unveil its first show home at the Prime London Art Exhibition this year. The focus is on the Crescent which was designed by John Nash in 1811 for the then Prince Regent as a royal residence surrounded by parkland. Anaster Property, which acquired the site in 2013, has restored the historic and converted them into 20 one to four bedroom apartments and a ground floor shop. The scheme is set to provide 4,000sqm with nearly 4m sqft of high ceilings, with access to four acres of private residents' gardens.

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OAKHILL PARK, PUTNEY
From £220,000

It's the last chance to nab a £240k flat in south-west London, as the last five apartments remain on sale. The scheme, by London Realty, plans itself as being eco-friendly, having been awarded gold in the international Green Apple Environmental Awards, for which it was praised in the House of Commons. Underground parking includes electric vehicle charging points, while ground floor flats have private gardens and come with private outdoor space.

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Thursday 22 September 2016 4:50pm 162 views

New homes on sale at the BBC's former Television Centre in White City and London's only Royal crescent

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 **Melissa York**
I edit our weekly residential section Hot Property, and I deputy edit Living mag [...] Show more

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The lobby where residents are expected to swim in

Television Centre, White City

From £750,000

Watch the stars come and go from the balcony of your flat by snapping up one of the latest homes released for sale at Television Centre, the former home of the BBC. Thirty new apartments designed by Stirling Prize-winning architects AHMM will be the closest properties to the three refurbished studios that the BBC plans to move back into in September 2017. The scheme is the centrepiece of an £8bn regeneration of White City, and Television Centre is set to provide 950 homes, shops, offices, a hotel and a new outpost of Soho House.

Call 020 8811 8720 or visit televisioncentre.com




Brunswick Square, Bromley

From £340,000

The last new homes at a former police station went on sale today on the borders of London and Kent. Developer Berkeley Homes is hoping the 83 one and two bedroom apartments appeal to commuters looking for value for money – the scheme sits in Zone 6, taking 18 minutes to reach London Bridge by rail and 25 minutes into Charing Cross. Stretched over floors two to eight, it'll be part of a rejuvenated town centre, that is set to include a new hotel, library, swimming pool, gym, shops and restaurants.

Visit brunswicksq.co.uk or call 01689 669066.




The Park Crescent, Regent's Park

From £3.95m

This development in the only Royal crescent in London will unveil its first show home at the Frieze London Art Exhibition this year. The houses on the Crescent were designed by John Nash in 1811 for the then Prince Regent as a Royal residence surrounded by parkland. Amazon Property, which acquired the site in 2013, has restored the homes and converted them into 20 one to four bedroom apartments and duplexes, some spanning over 4,000sqft with nearly 4m high ceilings and access to eight acres of private residents' gardens.

Visit theparkcrescent.com



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34 HOT PROPERTY FRIDAY 23 SEPTEMBER 2016 CITYAM.COM

Wild animals and even wilder prices in NW1



Period properties continue to push house prices up

FOCUS ON REGENT'S PARK

If you want to go celebrity spotting in London, you could do a lot worse than Regent's Park. High profile residents of this historic area surrounding the royal park of the same name include Damien Hirst, Christian Candy, Owen Hargrove, Jesse Oliver and Kate Moss, not to mention all the Middle Eastern royalty and Russian oligarchs.

All this wild noise is revealed in a new report by local agents Kay & Co, which tracks the changing nature of the property market in this part of London over a 10-year period. It's hard to believe this leafy, central area has ever been out of fashion, but in 2006 it was playing second fiddle to Mayfair and Belgravia. Its huge, white-stuccoed terraces were converted into offices and divided up into apartments, but it's very much back in favour.

In our experience, Regent's Park has become home to a certain type of buyer who embraces the glitz of Mayfair and Belgravia for a more refined area," says Martin Bickel, managing director of Kay & Co. Many of the apartments are being knocked through to form large statey houses once again, as shown in the report, the average size of property sold in Regent's Park since 2011 has grown by 22 per cent. There has also been a 23.4 per cent drop in the number of dwellings as flats are converted into houses.

Despite this, the area hasn't undergone a huge amount of change, and its enduring heritage architecture has become an undeniable part of its appeal.

"The Portman Estate began drawing up a masterplan for Regent's Park in the early 1960s," says David Fell, research analyst at Hamptons International. "An architectural competition was won by John Nash and the results of his plan are mostly intact to this day.

"Almost every house surrounding the park is listed or falls into a conservation area meaning there've been few changes over the last few centuries. The villas overlooking the park are unique and rarely change hands - when they do it's usually for more than eight figures with interest from right around the world. However, around a third have remained in the ownership of the same families for over a century."

Indeed, the Kay & Co research confirms this, as 56.2 per cent of Regent's Park residents are UK born, with Middle Eastern and Asian buyers in second place at only 24.8 per cent. Most buyers are 25 to 44-year-old and 15 per cent work in the technology sector, which is the most well-represented profession in the area.

New developments - largely conversions - have also played their part in pushing up prices. Carwell Terrace achieved values of between £1m to £4m in 2010, and The Park Crescent (more in Private View on the right) is set to push them even higher.

PRIVATE VIEW ON THE MARKET IN REGENT'S PARK

GLOUCESTER GATE, NW1
£11.95M

This eight bedroom, five floor house was built by John Nash in 1827. There's a separate five bedroom manser house at the back too.
Call John Wood & Co on 020 7461 2300

HARLEY HOUSE, NW1
£8.25M

Harley House is an Edwardian mansion built that's been home to Sir & Lady and Joan Collins. There's a side bed parterre with a carriage driveway and views of the park.
Call Kay & Co on 020 7461 2300

THE PARK CRESCENT
FROM £1.95M

Designed by John Nash in 1822, the Crescent has been turned into 20 apartments and duplexes by Amazon Property.
Visit theparkcrescent.com

AREA GUIDE

PROPERTY TYPE	2006	2016	2015
RENTED	20%	20%	20%
TERMINATED	15%	15%	15%
FLATS	15%	15%	15%
HOUSE	15%	15%	15%

Area highlights

It's atmosphere, that's for sure, after Regent's Park Open Air Theatre is full of summer in the city. For a family day out, 25, London Zoo is pretty hard to beat, too. The 18th to 19th century Regent's Park is a popular local amenity, holding junior and adult dog shows and tournaments all year round. Take the French canal, make a convenient stop for a drink at Oratory Lane then pop into the Volunteer pub for a drink afterwards.




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Friday 23 September 2016 3:37pm 208 views

Focus On Regent's Park: Celebrity-packed Nash terraces and luscious parklands make NW1 "super-prime" London

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Melissa York
I edit our weekly residential section for Property, and I deputy edit Living mag. (...) Show more

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Cornwall Terrace, which achieved values of between £26m to £30m in 2010

If you want to go celebrity spotting in London, you could do a lot worse than Regent's Park.

High profile residents of this historic area surrounding the royal park of the same name include Damien Faure, Christian Candy, Owen Stefani, Jamie Oliver and Kate Moss, not to mention all the Middle Eastern royalty and Russian oligarchs.

All this and more is revealed in a new report by local agent Kay & Co, which tracks the changing nature of the property market in this part of London over a 10-year period. It's hard to believe this leafy, central area has ever been out of fashion, but in 2006 it was playing second fiddle to Mayfair and Belgravia. Its huge, white-stuccoed terraces were converted into offices and divided up into apartments, but it's very much back in focus.

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The Parkway at Park Crescent

Many of the apartments are being knocked through to form large stately homes once again, as shown in the report: the average size of property sold in Regent's Park since 2011 has grown by 22 per cent. There has also been a 11.4 per cent drop in the number of dwellings as flats are converted into houses.

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Read more: Will Khan's plans turn Bakergate into 'Barotiana on Thames'?

"Almost every home surrounding the park is listed or falls into a conservation area meaning there've been few changes over the last two centuries. The villas overlooking the park are unique and rarely change hands - when they do it's usually for more than eight figures, with interest from right around the world. However, around a third have remained in the ownership of the same families for over a century."

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New developments - largely conversions - have also played their part in pushing up prices. Cornwall Terrace achieved values of between £26m to £30m in 2010, and The Park Crescent is on course to push them even higher.



ZSL London Zoo

Area Highlights

If it's atmospheric theatre you're after, **Regent's Park Open Air Theatre** is fixture of summer in the city. For a family day out, **ZSL London Zoo** is pretty hard to beat, too. The **Will to Win Tennis Centre** is a popular local amenity, hosting junior and adult drop-in lessons and tournaments all year round. Tuck into French cuisine inside a converted stable block at **Orrey London** then pop into **The Volunteer pub** for a drink afterwards.

Area Guide

House prices: **Savvy Zoopla**

DETACHED
£3.32m

SEMI
£2.375m

TERRACED
£2.001m

FLATS
£219,705

Transport Score: **FF**

Time to Canary Wharf: 22 mins

Time to Liverpool Street: 18 mins

Nearest train station: Regent's Park



LONDON'S DISCERNING

As the London property market reels from the UK's recent Brexit vote, Lisa Freedman talks to prime residential property specialists about what to buy where for a price that will hold its value

Buying London property over the past few years has seemed a repetitive tale of up, up, up. But Britain's vote to leave the European Union (and its accompanying changes) has undoubtedly left the top end of the market in a subdued mood, and those thinking of purchasing now are having a "wait and see" moment.

Fortunately for those wanting to get ahead, there's a lot of good advice to steer them successfully through this unfamiliar landscape. In boom times, of course, everything sells and most of it sells quickly. But in today's more fluid climate, distinguishing between the best and the rest can make all the difference between profit and loss. In those conditions, the objective aim of an independent search agent can prove invaluable.

Oliver Hooper, for example, qualified as a chartered surveyor before long prime residential acquisition agency Hamlyn Hooper in 2007. Hooper remains convinced that, approached in a clear-headed manner, London property will continue to have a solid future.

There's wisdom, however, in definitely qualifying as a "Grade A" agent. They're not expecting to buy and then sell immediately; they're looking longer term.

This means, of course, they're searching for the blue chip of the London market: the professionals with established names such as Grosvenor Square, the classically proportioned terrace in Knightsbridge's Epton Court, the white stone gem of Belgrave's Chester Square (such as the five-bedroom house currently for sale through Prime London for £28m).

"It's not, however, simply a case of buying the "right" address; it's appreciating that there's very much a right address at the right address. In Belgrave's Eaton Square, for example, prices can vary by as much as £2,500 a square foot," says Ben Wilson, co-founder of Residence One, who works on behalf of private clients to acquire the prime of prime locations and then invest in it.

With prices holding more, investors are required through health, for the growth of a home stock house in value. Square, Belgrave, St John through John Wood & Co.

howtopend.com

65



Right: The Park Crescent, near Regent's Park, built from 1818 through Knight Frank and Anton Chinn. Below: a premium apartment in Notting Hill, Central, White City, built from 1910, from £1m

Getting the price right has become more critical than ever, particularly now that some buyers are paying £1m or more in stamp duty

Getting the price right has become more critical than ever, particularly now that some buyers are paying £1m or more in stamp duty

independent search agent Property Vision, believes the well-considered and well-placed contemporary development continues to enjoy a real prospect.

"Chelsea Barracks, for example, is a great development in a fantastic location. The first phase (price on request, through Knight Frank and Hamlyn) has been designed by Jasper & Partners and everything's been done to the highest spec."

"However," television critic, the former house of the BBC in London, which has been sold as the chief work of the Redcliffe Group (spring for many apartments, example pictured above, from £1m, through Knight Frank and Hamlyn) gets Hooper's seal of approval. "As well as the BBC heritage and proximity to Westfield Shopping Centre, the presence of the house on site is a massive draw. Above all, the developers are not charging a significant premium for the area."

Getting the price right, always an acute art, has become more critical than ever, particularly now that some buyers are paying the government £1m or more in stamp duty for the privilege of creating the threshold. Family houses priced between £1m and £2.5m – houses frequently bought by British buyers on British soil – have been particularly hard hit by these altered conditions. Here, a guarantee of additional space (such as the rearrangement of existing space can help ease the burden of doublets, and relying on the services of a top-flight planning consultant, interior designer or architect can often be remarkably productive.

Ian Ferguson, an associate director at Taylor, a planning practice with 11 offices nationwide, offers advice clients on when representatives the planning

system could allow before they purchase a property, but generally counsels that the smart policy is to explore other avenues thoroughly before resorting to what can prove a costly battle. "People are often unaware how much they're allowed to do under 'permissible' development. They can generally change the entire interior and make quite substantial alterations to the exterior if a building is not listed. So I would always suggest working with a team who understand what's permissible before considering going to planning."

While avoiding listed buildings provides maximum flexibility, many of the capital's most desirable houses fall into this regulation (such as the listed and South Mimble, a former abode of Queen Elizabeth and listed as the home of a 19th-century music house, has an art gallery the Redcliffe Agency, a consultancy that can advise those looking to buy a superior slice of the past.

"Once you start dealing with a Grade I or Grade II* listed property, you enter a world where it is generally critical to work with a conservation architect with a strong reputation, who speaks the same language as the conservation officer and can help you enhance the function of a house without ruining its charm."

The Redcliffe Agency (with an advisory board that includes Sir John Young, former director of the V&A, and Dr Simon Thurley, former CEO of English Heritage) has close to 100 architects, interior designers and garden designers on its books and will carefully analyse clients' specific requirements before formulating a verbal offer to match their criteria.

Listed or not, the value of London property is measured both by "square footage" and by quality of finish, and employing a skilled architect or interior designer can enhance both your immediate pleasure and your home's ultimate financial prospects. "Using a well-known interior designer can definitely help with resale," says Charles Curtis, principal and market data analyst of Chelsea estate agent Madella. "If you get a famous name, they already have a certain following, and their contribution will help distinguish your property from the rest."

Award-winning interior designer Karen Howes, founder and chief executive of Taylor Homes, certainly fits the "well-known" slot, with an international clientele comprising both private homeowners and executive developers. "Even in the current market, we feel we can add between 15 and 20 per cent off the value of a property

howtopend.com

67



Left: the entrance to the new Regent's Park, built from 1818 through Knight Frank and Anton Chinn. Below: a premium apartment in Notting Hill, Central, White City, built from 1910, from £1m

Knowing the right letting agent can, more than ever, ease a transition into a rental home that's as good as the one they own

By getting the layout right and understanding exactly who the property is intended for. For example, if you are looking to sell to downsizers you will want a larger master bedroom suite but not necessarily large secondary bedrooms." Taylor Homes has recently completed three new apartments in one of the capital's defining Regency neighbourhoods, The Park Crescent (from £325m through Knight Frank and Anton Chinn, pictured on previous page), a Grade I listed area north of White Square that has not been the top of Regent's Park. Here, many of the houses are assumed to be moving from larger homes to something more manageable.

"The Park Crescent is one of only two remaining terraces in London designed by John Nash, the architect responsible for Regent Street, Buckingham Palace and the Brighton Pavilion," says Chris Lantry of Anton Property, developer of the project. "The flats here have high ceilings, large windows, and access to private gardens leading straight into Regent's Park. To maximize their appeal, we decided to use a number of leading interior designers, like Howes, offering buyers the option to include the furnishings or not."

At the pinnacle of the market, as well as an impressive name, purchasers expect more of the ordinary detail and design consultancy. Howes specializes in providing that very tactile something you won't find anywhere else. "A project needs to capture the imagination," says head of design, Alex Isaac. "Thinking on behalf of the client, everything must be attentional." At Kensington's Ashberg House (price on request through Madella, pictured on opening page), for example, they have furnished the swimming pool with a black polished plaster ceiling inspired by the Richard Wilson installation 2010.

A further consequence of the new conditions of the London property market is that, once safely through the front door, central London residents are often reluctant to move on, and Sophie and Richard Ferguson recommend their clients think long term, considering the actual rent or the potential to give tenants some independence within the home, even when viewing with a habit in mind.

"Buyers are particularly drawn to individual south and changing demographic opportunities in Holland Park, for example. Edith has created Emma House (£2.95m through Edith and Knight Frank, pictured above right), setting a Victorian townhouse with two new homes to provide ultra flexible layouts where

a nursery can be reimagined into a dressing room or a quiet workspace into the cook's additional pad. In north London's mansion-lined The Barbours Avenue, another bespoke firm, Harrison Verma, has created historical (pictured top, from £3.5m through Cleverton and Savills), expansive penthouses, duplexes and apartments tailor-made for those whose idea of downliving is relative. "Our buyers will often have raised their families in Hampstead or Highgate and want to stay nearby. They no longer need seven or eight bedrooms, but they still want a similar scale and sense of history," says managing director Arul Varma.

"The upward cost of purchasing has also had its impact on the rental market, where those wanting to London for work are now generally taking "top home" off their to-do list. Knowing the right letting agent can, more than ever, ease a transition into a rental home that's as good as the one they own."

"At the moment, landlords at the top end of the market are often letting their homes while waiting to sell," says Mark Tennant, of Tennant Property London (who are letting a four-bedroom apartment in One Hyde Park for £22,500 a week). "These properties are often in a very high spec because they've been designed for the owner's own use, but about 60 per cent will never appear on the open market."

Once acquired, keeping an agent to the best possible order not only helps you live more enjoyably but will also rent more easily, and private concierge services, such as Chelsea-based White Circle Collection, will find someone who can help you do so on a hourly basis,

whether that's being the heater or painting the windows. They'll also ensure the job is done properly. "Today, protecting your investment is everything," says former Charles Curtis. A statement certainly being shared by buyers all over the capital. ■

PROPERTY MAGNETS
Anton Property, 21 Spring St, W1 8JQ 020 7298 5300 www.antonproperty.com. **Anton Chinn**, 49 St Paul St, W1 8JQ 020 7734 4316 www.antonchinn.com. **Bella**, 10 Grosvenor St, W1 6UN 020 7499 7600 www.bellahomes.com. **Edwards**, 108 Park Lane, W1K 6NR 020 7458 1211 www.groves.co.uk. **Harrison Verma**, 620 4383 6000 www.harrisonverma.co.uk. **Hamlyn Hooper**, 45 Port St, W8 5NR 020 7298 3272 www.hamlynhooper.com. **John Wood & Co**, 559 388 5124 www.johnwood.co.uk. **Knight Frank**, 100 New Bond St, W1 6DU www.knightfrank.com. **Madella**, 11 Waller St, W1 8JQ 020 7742 2200 www.madella.co.uk. **Marple**, 20-22 Grosvenor Gardens West, W1K 6JL 020 7298 7200 www.marple.co.uk. **Prime London Residential**, 101 St James St, W1 8JQ 020 7298 5300 www.primelondonresidential.com. **Property Vision**, 11 Grosvenor Pl, W1 6JQ 020 7621 4308 www.propertyvision.com. **Redcliffe Agency**, 48 St Barnabas St, W1 6JQ 020 7642 0211 www.redcliffeagency.com. **Residence One**, www.residenceone.co.uk. **Savills**, 1 Place St, W1 8JQ 020 7749 5750 www.rfo.com. **Savills**, 100 Grosvenor St, W1 6UN 020 7499 7600 www.savills.co.uk. **Squire & Partners**, 020 7218 1000 www.squireandpartners.co.uk. **Strutt & Parker**, 020 7612 6611 www.struttandparker.com. **Taylor Homes**, 49 St Paul St, W1 8JQ 020 7734 4316 www.taylorhomes.co.uk. **Tennant Property London**, 37 Grosvenor St, W1 8JQ 020 7750 4000 www.tennantproperty.com. **White Circle Collection**, 11 Waller St, W1 8JQ 020 7749 5980 www.whitecirclecollection.com

68

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Mansion Global
23rd September 2016

The screenshot shows the top of the Mansion Global website. The header includes a menu icon, the brand name 'MANSION GLOBAL', and language options for 'ESPAÑOL' and '中文'. Below the header is a banner for 'LONDON LUXURY APARTMENTS' with the text 'Unique locations, Chelsea and South Kensington. Personal car and driver'. The main article preview features the title 'New London Developments Boast Iconic Views, Impressive Addresses' by Kathryn Hopkins, dated September 23, 2016. It includes a 'SUBSCRIBE NOW' button and social media sharing icons. Below the text is a large image of a modern apartment interior with a dining table and a view of the city.

The screenshot shows an article titled 'The Park Crescent, Regent's Park'. It features a large photograph of the curved, white stone building. The article text describes the property as London's only Royal crescent, designed by John Nash, and notes its transformation into 20 two- to four-bedroom homes. It mentions that Amazon Property bought the buildings in 2013. The article includes a 'SUBSCRIBE NOW' button and a video player showing a close-up of the building's facade with a 'SUBSCRIBE NOW' button overlaid.

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Fancy living in a giant flower? Or maybe an artist's studio? You can...

WITH the Turner Prize exhibition opening today and the annual Frieze Art Fair rolling into town next week, London is feeling very creative right now. And developers are incorporating more art into their developments, too.

In fact, one of London's most stylish new addresses, **The Park Crescent**, designed by architect John Nash, has now been converted into a £200million project of 20, two to four-bed homes. To celebrate the launch, 200 pieces of art – including work by Marc Chagall, Salvador Dali, Alexander Calder, Juan Miró, Andy Warhol, Damien Hirst, David Hockney, Henry Moore, Bridget Riley and Grayson Perry – will be exhibited across six of the residences, dressed by award-winning designers. Browsers can tour the eight-acre private gardens, too (from £3.95million, theparkcrescent.com).

What about living in a home that is itself a work of art? Check out Battersea Power Station's sculptural **'Flower Building'**, designed by Gehry Partners, where a two-bed home starts from £1.35million (batterseapowerstation.com). **Canvas**, Family



LONDON ART ATTACK

Mosaic's newest development in arty Camberwell, launching in October, is a collection of 17 one, two and three-bedroom apartments. The show home displays artwork by students from the Camberwell College of Arts. Each apartment has been designed to a stylish spec (from £375,000, cavascamberwell.com).



Anyone with the appetite for self-building will be excited by the prospect of buying **Liliane Lijn's** unmodernised studio in Camden Mews, W1, which is for sale with permission to be converted into a three-bed, three-bath home (£1.1million, lurothrand.co.uk). Those who prefer their homes brand new will prefer **Bolton Studios** in Chelsea,

quirky converted artists' studios that now house 29 one and two-bedroom apartments, hidden behind terraces of grand, stucco-fronted villas (from £1.3million, struttandparker.com). Finally, once you've found the perfect pad, if you want to know what you should be hanging on the walls, Chelsea estate agent Maskells has joined forces with Narcissus Arts, an art consultancy, to offer buyers and tenants advice on which artwork to invest in and what suits their newly acquired living space.

LAUNCH PAD



■ **ARBORFIELD GREEN, WOKINGHAM** The first phase of this 21st-century garden village, Waterman's View, is a collection of 90 one and two-bedroom apartments and two, three, four and five-bed houses, designed to fit with the landscape (prices TBC, crestricholson.com).



■ **BROOKMANS MANOR, HERTFORDSHIRE** A boutique development of just nine, one and two-bed apartments, near Brookmans Park station. Each has Villeroy & Boch sanitaryware and Smeg and Siemens kitchen appliances (from £490,000, telfordhomes.london).

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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 Prynn
Consumer Business Editor

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 to 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 "starbust" 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 £1.95 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 Lambis, director at Amazon Property, said: "The main launch of The Park Crescent will showcase luxury

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

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. @andfrynn

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

By Jonathan Pryor | Tuesday 27 September 2016 | 221 Views

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Sketch of interior of the interior of Park Crescent, Marylebone

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Food writer Sumayya Usman My Glasgow

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The interior of Park Crescent, Marylebone. Future works by artists including Salvador Dalí

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On the guestlist: Argentine actor Linda Kadoeski (BBC/Chris Getty Images)

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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 Lambis, 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.

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Property London

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 Cozler
September 28, 2016 12:45 BST

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The Park Crescent, which was completed in 1820 by the renowned architect John Nash. ©www.Cozler.com

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 Noblesman, 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 remodeling 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 Lambis, 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."

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

NEWS, PROPERTY | 09.29.16 | BY JAMES BUSHNELL




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 First and a Hookney with their three-bedroom penthouse inside the restored crescent, designed by John Nash.

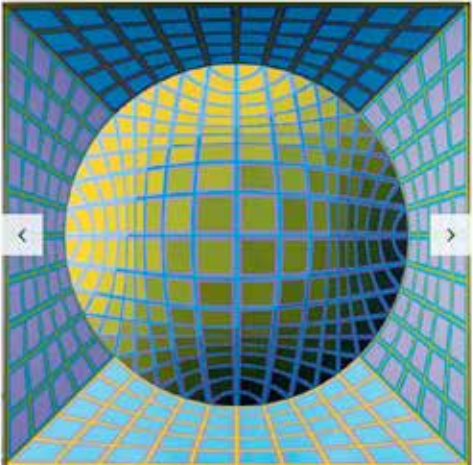


The homes are part a development of 20 stucco-fronted residences by Amazon Property, who enlisted nomadic gallery The House of the Nobleman to curate the artworks. Clients of the gallery - 'celebrities, billionaires, Sheikhs and captains of industry' - have been invited to the Bosph launch party in the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


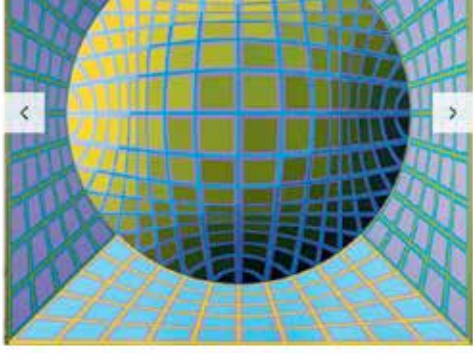


Among the artworks are 10 rare pieces by Marc Chagall, flown in from Singapore, and 30 pieces by Alexander Calder - the largest single exhibition of his work to date in London, according to the marketing material. Perhaps they've forgotten about his recent Tate Modern show featuring more than 100.


Says Amazon Property director, Chris Lantis: '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 via Knight Frank and Atton Chase.

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The Grade II-listed crescent was built between 1812 and 1820 but was badly damaged in WWII and turned into offices in the 1950s. Amazon Property bought it for £47 million in 2013 and have tapped a roll call of luxury interior designers to direct the six show apartments, including 1508 London, Taylor Howes and DH Liberty.

Read next: Glimpse life inside London's Beaux Arts landmark Ten Trinity Square

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Frieze London Art Fair and Luxurious Property

EXHIBITION FEATURING WORK BY CALDER, DALL, MIRO, HIRST & OTHERS

In the most generous and awarded property event in London this year, Amazon Property are launching **The Park Crescent**, reinvigorating elegant, rare, roads to coincide with the annual Frieze London art fair.

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



Alexander Calder - Signed and Dated 1978

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 1st 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 6 acres of private gardens at **The Park Crescent**.

The Park Crescent is London's only Royal Crescent, designed by John Nash (1752-1836) and built in 1812-1820 as luxurious residences, many converted into offices in the late 20th century, purchased by Amazon Property in 2014 and now meticulously restored to its original residential use providing two to four bedroom duplex, mezzanine and lateral residences.

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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 special bar areas complete with floating bar in the beautiful gardens. Guests can enjoy live live music acts which include Laura Wright, one of HM The Queen's favourite popstars and official anthem singer for the England Rugby Team and vintage business and entrepreneur Hux Wiggins. Commonwealth Minister 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 Park Crescent

This 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 Dalí will be displayed in a four-bedroom residence interior designed by **1500 London** whilst a second three-bedroom duplex interior designed by **1500 London** will feature major abstract pieces by Victor Vasarely and Yayoi Kusama amongst others.

There will be a Modern British exhibition including Den Nicholson, Paul Felier and William Scott in a four-bedroom duplex interior designed by Taylor Haines and more British and Mid Young British artists work including David Hockney, Anthony Caro, Turner Hirst and Arman featuring in a three-bedroom penthouse interior designed by The Liberty.

In a pair of duplex apartments, with interiors by **OH Liberty** and **Taylor Haines**, will showcase **What's Up?**, curated by Lawrence Van Hagen of LVM. 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 winning collection of the best emerging artists to add to their art collections. From abstracts by Canadian Frank Holmes to Swiss Stefan Engemann's stark political art there will be a multitude of different styles of art within the special display.

Chris Lambis, 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 'House of the Noblemen' showcase created by our art curator House of the Noblemen. These newly completed residences at London's only Royal Crescent exhibit superb 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."



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The Park Crescent by Amazon Property Art Fair and Launch

Victoria Golembovskaya, Director and Founder of House of the Noblemen 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 Alan Zakaim Fine Art and Lawrence Van Hagen putting together a spectacular display.

Alan Zakaim, Founder and Owner of Alan Zakaim Fine Art said "We are leaders in progressive, 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 synergy between the world 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 (131 sqm) to 4,727 sqft (438 sqm) in size with ceilings up to 9.8 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 450 acres of the Regent's Park.

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 1011 or Aston Chase on T: +44 (0) 207 124 4214 or

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

For Frieze London please visit frieze.com

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London Luxury Property Launch Showcases £100m in Artwork During Frieze Week

LONDON, United Kingdom | September 28, 2016
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The Park Crescent by Amazon Property

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 Inroctus 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 Miró and Salvador Dalí 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 Fellet 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.

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September 29, 2016 by Mark Webster

£100 million art exhibition to launch during Frieze Week

The Park Crescent facade

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 Noblesman, to transform six of the grandest residences into a special Post-War and Contemporary art exhibition to take place during London's Frieze Week including works by Alexander Calder, Joan Miró, Marc Chagall, Salvador Dalí, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama. These pieces have been sourced from official partners [Aon](#), [Zachry Fine Art](#) and [Lawrence White](#) together alongside works from private collectors.

Antony Gormley, Transuderiv

Frieze London will run between 8th and 9th October this year. 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 is London's only Royal Crescent, designed by John Nash (1752-1835) and built in 1822-1826 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.

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Marc Chagall, Portrait of a Man 1910

Antoni Tàpies, Three Circles 1965

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Royal crescent reshaped into palatial homes

BY CHARLIE JACOBY

LONDONERS' FAVOURITE recreational space has tempted developers ever since the 19th century, when the Prince Regent dreamed of building a palace in what is now Regents Park and surrounding it with a circle of fine homes for his friends and his family – the royal court of the early 19th century. Ultimately, only one crescent was completed. King George III died and the Prince succeeded to the throne as King George IV.

That crescent is now seeing a swathe of redevelopment. One side is due for rebuilding soon. The other is reaching completion now. Amazon Property has launched 20 apartments in the Park Crescent, with two to four bedrooms and access to eight acres of private residents' gardens, accessed via a

"nursemaid's tunnel" and 410 acres of Regents Park. The tunnel is a pedestrian underpass that connects the Crescent with its gardens and allows families to promenade safely and directly through, with enough room for a large Edwardian pram.

Designed by John Nash, the terrace has housed the likes of Lord Joseph Lister, pioneer of antiseptic surgery, who lived there in the 1830s; General Sir George Ashe, Commander of the British Bengal Army, in residence between 1820-1832 and Count Joseph Napoleon Bonaparte and family (brother of French Emperor Napoleon Bonaparte) who lived there between 1832-1840.

Between 1918 and the 1930s, many of the crescent's townhouses were converted into apartments. During the Second World War, many were damaged during the Blitz. The crescent was restored and rebuilt in the 1960s to mirror the original Nash design. After



that, many of the properties became offices until, in 2013, Amazon Property purchased the properties that make up its Park Crescent scheme.

The new development aims to offer the kind of luxury that the Prince Regent's set would expect were they alive today. Past the classical Nash façade and the concierge, apartments range from 1,429 sq ft (133 sq m) to 4,127 sq ft (383 sq m). They have ceiling

heights of up to 3.8m and overlook the gardens and Regents Park. Other assets include marble and granite kitchens, under-floor heating and Lutron home entertainment systems.

Prices start at £3.95 million for new 150-year leases. Agents are Aston Chase and Knight Frank.

According to research by Aston Chase, by 2005 around a third of the property in Regents Park was occupied

by commercial premises rather than its original residential use and residential values averaged £1,000 per sq ft for the best properties.

In 2010 when the former British Land headquarters at Cornwall Terrace were converted from offices back into townhouse mansions on long leases, the properties sold for a reported £3,000 per sq ft.

Mark Pollack, director at Aston Chase, says: "The redevelopment of Cornwall Terrace was a game-changer, which kick-started the repositioning of Regents Park from a historically important but undervalued location back into one of London's most sought after residential addresses.

"Further bolstering this, other builders and investors, such as Amazon Property, were securing landmark acquisitions, raising the game in the surrounding area and setting new price standards. Hallam Street was a good example of this. In 2010 – recognising the potential early on – Amazon Property developed the former Royal College into luxury, lateral apartments, which set a new benchmark, securing £2,500 per sq ft.

"Following suit, a host of former offices and unmodernised properties across Regents Park were converted back into new luxury residences."


On October 6, in conjunction with the prestigious Frieze London Art Exhibition, the six residences will showcase work by artists including Marc Chagall, Joan Miro, Salvador Dali, Andy Warhol, David Hockney, Damien Hirst and Marc Quinn

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Park Crescent Luxury Homes

By JD Knight Posted September 30, 2016 by British Interior Designers Interior Design

The Park Crescent, London's only Royal crescent, designed by renowned architect John Nash, has been transformed to provide 30 new four-bedroom ultra-prime luxury homes. Regency-era architecture is combined with fresh contemporary interior design in this redevelopment of one of the city's most sought-after addresses by Amazon Property.

The development includes lateral, mezzanine and duplex apartments with 5-star hotel-style concierge. The homes have been created within four exclusive buildings in the east crescent. The Royal Crescent consist of a grand stretch of two facing crescent shaped cream stucco facade terraced townhouse rows. The crescent overlooks eight acres of magnificent private resident's gardens which front onto the 410 acres of Regent's Park.



The Park Crescent traces its Royal origins back to 1811 when Prince George, was made Prince Regent and Acting Head of State due to the illness of his father King George III. The Prince Regent wanted his own palace and commissioned John Nash to create a master plan for a Royal residence, surrounded by park land. It was to be complete with a circuit of grand

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townhouses providing palatial luxury homes for his family and friends, located on the Crowe Estate lands of Regent's Park.

The Prince Regent felt that his family and friends homes should look directly onto the parkland and his palace. The final design was for a grand Royal crescent with cream stucco facade and tall sash windows, overlooking private gardens and the park. The Royal crescent was built between 1812-1820. In 1820, the Prince Regent became King George IV and moved into Buckingham Palace. So, his planned Regent's palace was shelved. The Royal crescent was completed though and immediately became London's most sought after address. Through the years, it has served as home to called Royals, aristocrats, Ambassadors, business tycoons and high society. Now as The Park Crescent, it again is one of London's finest residential developments.





In 2013, Amazon Property purchased The Park Crescent and had the exciting and bold vision to carefully convert and meticulously restore the Royal crescent back into its original role as one of London's most prestigious residential addresses. Due to the historically important, iconic and rare Nash architecture, the restoration of the Royal crescent has taken several years of careful planning and highly skilled construction and restoration work to materialize. It has required outstanding craftsmanship, fine attention to detail and materials of the finest quality, sourced from around the world.

Behind the building's retained classical Nash facade, newly built luxury homes have been created which combine illustrious history with large lateral living spaces, generous ceiling heights and state of the art specification and technology.



The Luxury Homes created within The Park Crescent each has its own character and distinctive features. Each home ranges from 1,429 to 4,327 square-feet in size with ceilings up to 12 feet high. Every residence has a spacious double or triple volume reception room overlooking the private gardens and Regent's Park. Features include full height doors, sash windows, generous ceiling heights and solid Oak flooring laid in bespoke designs.



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Is this 2016's most lavish launch event?

£200m worth of Regent's Park residences to showcase £200m worth of art next week



Alexander Calder's 'Large Spiral' (1971) will feature as part of a £200m art collection being exhibited at The Park Crescent next week.

by Pratik Resi September 30, 2016

Details have emerged on the scale of next week's unveiling of The Park Crescent. Amazon Property is going all out on the launch of its flagship Euston scheme, unveiling a £200m art collection for the big reveal to tie in with Frieze Week. Over 200 pieces of art are being flown in from around the world to adorn six of the marquee residences, which also happen to be worth a combined £200m.



The firm has recruited top art curator House of the Noblesman to compile the collection, which includes works by Alexander Calder, Joan Miró, Marc Chagall, Salvador Dalí, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama.

Sourced from official partners Alan Zakaim Fine Art and Lawrence Van Hagen, along with private collectors from around the world, some of the works – namely the 30 Chagalls and the 30 Calder's – are being exhibited together in the UK for the first time.

Clients of the curators – think celebrities, billionaires, Sheikhs and captains of industry – have all been invited to view the exhibition and attend the glitzy launch party on the 6th October.

The organisers are turning the eight acres of private grounds into a "spectacular VIP venue" with cocktail bars, lounges and live music from acts including Laura Wright, one of HM The Queen's favourite sopranos, and Commonwealth Musician of the Year, Huw Wiggins.

Each property will have a different curatorial theme:

- Collections of Alexander Calder, Marc Chagall, Joan Miró, and Salvador Dalí will be displayed in a four-bed residence interior designed by 1108 London
- A second three-bedroom duplex interior designed by 1108 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 Felles and William Scott in a four-bedroom duplex interior designed by Taylor Howes
- 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, will showcase 'What's Up?', curated by Lawrence Van Hagen of LVH

Prices for the residences themselves range from £3.9m up to £20m.

Here's some of pieces going on display...

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Each property will have a different curatorial theme:

- Collections of Alexander Calder, Marc Chagall, Joan Miró, and Salvador Dalí will be displayed in a four-bed residence interior designed by 1108 London
- A second three-bedroom duplex interior designed by 1108 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 Felles and William Scott in a four-bedroom duplex interior designed by Taylor Howes
- 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, will showcase 'What's Up?', curated by Lawrence Van Hagen of LVH

Prices for the residences themselves range from £3.9m up to £20m.

Here's some of pieces going on display...



Alexander Calder, 'Large Spiral' 1971

Chris Lanitis, Director at Amazon Property: "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 Noblesman. These newly completed residences at London's only Royal Crescent exhibit superb 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 Noblesman said: "House of the Noblesman is delighted to be in residence at The Park Crescent for Frieze Week 2016. We look forward to working with Amazon Property on this exciting project and together with our partners Alan Zakaim Fine Art and Lawrence Van Hagen, putting together a spectacular display."

Alan Zakaim, Founder and Owner of Alan Zakaim Fine Art: "We are leaders in Impressionist, Modern and Contemporary art and are pleased to be showcasing our artwork in the breath-taking 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."

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ART | NEED TO NOW

The best of the Frieze Week exhibitions 2016

All the fun of the Fair – and beyond





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 Americans 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.

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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 Miro. 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 154 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' 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/direct/frieze-london>

154 Contemporary African Art Fair, Somerset House, Strand, London WC2 (www.154.com). Bernard Jacobson Gallery, 28 Duke Street, London SW1 (020-7734 3431; www.jacobsongallery.com). 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 (020-7493 8803; 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 (020-3203 8910; www.victoria-miro.com).

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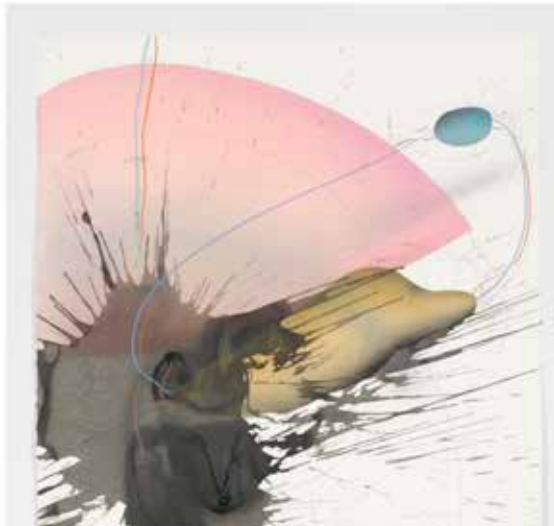
WHATS UP 2.0

curated by Lawrence van Hagen


opens Sep 28, 2016, 94 Portland Place, W1B 1NZ, London, GB

<http://www.lvhart.co/>

with Idris Khan, Annie Morris, Katharina Grosse, Anke Weyer, Bettina Krieg, Bianca Argimon, Cornelia Baltes, Joe Reihisen, John Knuth, Jorinde Voigt, Katherine Bernhardt, Lauren Keeley, Manuel Scano Larrazábal, Maximilian Magnus, Michael John Kelly, Mohammed Quasim Ashfaq, Palma Blank, Paul Kremer, Rory Menage, Ry David Bradley, Sadie Laska, Michael Dean, Chris Succo, Jordan Kasey, Guy Yanai, Philippe Decrauzat, Anthony Pearson, Gosia Walton, Sarah Braman, Torbjørn Rødland, Eugenia Weinsten, Phoebe Collings-James, Matti Braun, Thursh Holmes, Marcin Maciejowski, Jon Rafman, Jonathan Trayte, Francesco Simeti, Joe Bradley, Sterling Ruby, Alan Michael, Stefan Brüggeman, Christian Newby and Melike Kara



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WV 2016-068 Ach so! (6) Vorgestern → → Gestern → → Heute → → Morgen → → Rotationsrichtung Rotationsgeschwindigkeit 1-4 Umdrehung/ Tag Now (1)-(4) Erdoberfläche Horizont Ausrichtung oben Ausrichtung Erdmittelpunkt Egomotion Jorinde Voigt Berlin 2016 102 x 66 cm Tinte, Tusche, Ölkreide, Pastell, Bleistift auf Papler Unikat Signiert

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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 Noblemen, 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 Katharine Bernhardt painting of stylised toilet rolls hanging in a bathroom next to the real thing, or find Brian Bellon'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 defy 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 03), Katharine Bernhardt (Rubell Collection), Philippe Desrazat (Kunsthalve Wien), Idris Khan (Bass Museum of Art), Anthony Pearson (Columbus Museum of Art), Tobias Raddard (9th Berlin Biennale for Contemporary Art), Jorinde Voigt (Hamburger Bahnhof), Joe Bradley (Aberlour Knox), Katharina Crosse (Freder Buda 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 Bellon, Katharine Bernhardt, Joe Bradley, Ry David Bradley, Sarah Braman, Stefan Brügmann, Clément Cogitore, Michael Dean, Philippe Desrazat, Robert Gober, Katharina Crosse, Camille Henrot, Thrush Holmes, Melike Kara, Jordan Kasey, Michael John Kelly, Idris Khan, John Knuth, Paul Kremer, Bettina Krieg, Manuel Scharf-Latrazzabal, Sadie Laska, Lily Lewis, Shaun McDowell, Rory Menage, Alan Michael, Anne Morris, Chrissian Newby & Ana Martinez-Fernandez, Anthony Pearson, Joe Reilken, Tobias Raddard, Chris Socco, Jonathan Trayler, 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 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 W1E 1AZ

Friday 30 September - Sunday 23 October 2016

Monday - Saturday, 11-7pm or by appointment



private residences. Inside, viewers might be greeted by a Katharine Bernhardt painting of stylised toilet rolls hanging in a bathroom next to the real thing, or find Brian Bellon's mustard drawings at home in the kitchen.

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William Kentridge at the Whitechapel Gallery: my list is rather central, but both the East (Edward Burtynsky and Thilo Heinemann for example) and South (Anicka Ulman and Roman Ondak come to mind) also have plenty of interest. The obvious pick is the six large-scale installations of Kentridge's 'Thick Time'.

House of the Nettleman (10 Park Crescent by appointment from Monday): this art occupation of luxury living spaces bids the best of the off-site specials

Suzanne Treister: HFT The Gardeners/Outsider art/Arta/Arta/Arta (Plaster's Arta) (2014-15)
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This penthouse is on one of the finest roads in London, says **Oliver Wadeson**



Oliver Wadeson says this is one of the finest roads in London. The penthouse is a masterpiece of modern design, featuring a large open-plan living and dining area with a high ceiling and a dramatic chandelier. The kitchen is equipped with top-end appliances and a breakfast bar. The bedrooms are spacious and well-lit, with built-in wardrobes and en-suite bathrooms. The penthouse also includes a private terrace and a parking space.

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PropArt

As Frieze 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 orientating about living in the houses I passed on my walk to work. As a child my parents loved to take "the scenic route" via the park, dipping through rural villages far from the motorway as I passed my bedroom in the back. But when I found myself leaving my flat in Gloucester Place the quickest way as I could take the scenic route via Portland Place and daylight about living behind the wedding cake facade of Park Crescent I began to understand. So to be invited back to my first dream home for a private viewing was thrilling.

It's not just, however. Trying to get someone who could afford one of the multi-million pound luxury apartments to imagine living there as that they'll start with serious sums of money in the pocket means that estate agents and developers would love to bottle it. It's all well and good proffering off-plan apartments in various parts of the

city to cash buyers looking to splash and dash in a game of property portfolio bingo, but getting the considered buyer 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 old hat. Instead London's property developers have turned to the art world.

The timing is impeccable, with Frieze London opening this week and the art collecting community rolling into town there's sure to be plenty of interested parties.

Barratt Homes are working the art connection with their development in Kibbings Green, sponsoring the Hampstead Summer Festival's Art Fair, making much of the onsite Hampstead School of Art and holding an exclusive art exhibition on October 8 - the One Frieze London opens.

Over in Nine Elm Rowworld, Ballymore and Frieze have teamed up for the launch of The Mews at Embassy Gardens and are offering every buyer £20,000 towards a contemporary artwork to hang in their new home

when they're completed in 2018. Three officially makes a trend, and Amazon Property have decided down and packed the most daring property and art collaboration yet.

This week The Park Crescent is going head to head with Frieze, not just with their location (literally on the doorstep of Regent's Park), but with the staggering collection of art they've brought together and are displaying on the walls of six of the 20 new apartments.

Together with House of the Noblemen and in association with Alan Zakuin Fine Art and Laurence Van Hagen they've managed 200 pieces of Post-war and Contemporary art from around the world, collectively valued at £100 million and displayed in 1200 square worth of super prime property.

The insurance alone for this private exhibition is £20 million. The apartments themselves are, naturally, stunning. Former ambassadorial residences behind an iconic Nash facade were never going to be half hearted affairs. Super tall sash windows allow for views over the private gardens and the rooms are full of natural light.

"One of the key things and sought after features of The Park Crescent are the high ceilings and large principal rooms which lend themselves to presenting a stunning canvas for displaying important works of art," says Chris Lantini, director of Amazon Property.

An 18 already gives a fair amount of air time to fantasies of living behind one of the glossy black doors, I'm honest. But the presence of the art turbocharged my longing to move in.

The connection between art and property is long and illustrious. Before public galleries opened in the latter half of the 19th century, works of art could only be admired by the wealthy elite who stuffed their mansions in the grandest ways imaginable.

Art is often made for the domestic space, something it's all too easy to forget when your main encounter with impressive canvases, light installations or video work takes place in the sheltered confines of London's many galleries.

It turns out there's a world of difference between gazing at a painting in a crowded gallery and watching such a masterpiece hanging in a master bedroom.

Whilst I'm passionately for public galleries and their egalitarian approach to art, standing in the master bedroom of the grand The Nook apartment gazing at Marc Chagall's Les Femmes on a large canvas is from a different world with mine other of the artist's works was a miniature revelation.

Victoria Golitsinova's curtain in the other apartment is subtle, allowing the art to blend seamlessly with the property in pieces or come to the fore in others. The grand reception room of The Nook, once the residence of the Brazilian Ambassador, is a positive copy of work by Alexander Calder, with a total of 20 of his pieces arranged around the apartment.

It's this personal touch that makes the addition of art so clever from a property psychology point of view. You can admire such windows and high spec fixtures until the cows come home but it's fully pondering a Suburban Ideal doodle in a (well appointed) study or snatching upon a 'We had or two in the mid 19th century, American ambassador's home that really brings out one's creative side. Once you've seen the art in situ it would be hard not to want to see the whole package or else feel thwarted by the painting itself.

The exhibition - of both the art and the apartments - runs from October 6 to 23 by invitation or private appointment with a VIP launch party being held in the private gardens of the Crescent on the Thursday, so no doubt attendees of the Frieze opening night will be flitting over to meet the collection.

"The marriage of art and property feels to me like the logical conclusion. Art, like property, is a relatively safe and value-securing asset in what feels like an increasingly unstable world. But they also both exert an emotional pull - shelter and beauty being pretty fundamental to the whole human experience.


It's also a marriage of convenience. With Brexit looms, a cooling prime market and a sky high saturated with skyscraper developments, developers have to go that extra mile to compete for interest.

Regent's Park currently reigns supreme - a recent report from Kay & Co identified sales prices per sq ft as having increased by 225 per cent in the past decade, compared to 165 per cent across the rest of prime central London. But the art can only add to the appeal - and the sales.

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Prop Art: inside The Park Crescent

13:39 06 October 2016 India Block




The former official London residence of the Brazilian Ambassador (became the residency in 1826, the Ambassador's residence relocated to Mount Street in 1940) is now a four bedroom lateral residence. Interiors by 1508 London. Artwork by Alexander Calder. Archant

What happens when you combine £100 million of art with £100 million of super prime property?

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The Wedgewood at 94 Portland Place features Melike Kara artwork, a Rory Menage bronze set against interiors by Taylor Hoyes

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 daydreaming about living in the houses I passed on my walk to work. As a child my parents loved to take 'the scenic route' on car journeys, dipping through rural villages far from the motorway as I moaned my boredom in the back.

But when I found myself leaving my flat on Gloucester Place five minutes early so I could take the scenic route via Portland Place and daydream about living behind the wedding cake facades of Park Crescent I began to understand. So to be invited back to my first dream home for a private viewing was thrilling.

I'm easy prey, however. Trying to get someone who could afford one of the multi million pound luxury apartment to imagine living there so that they'll part with serious sums of money is the secret sauce that estate agents and developers would love to bottle.




The former official London residence of the Brazilian Ambassador (became the residency in 1826, the Ambassador's residence relocated to Mount Street in 1940) is now a four bedroom lateral residence. Interiors by 1508 London. Artwork by Alexander Calder

It's all well and good proffering off plan apartments in random parts of the city to cash buyers looking to splash and stash in a game of property portfolio hingo, but getting the considered buyer 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 old hat. Instead London's property developers have turned to the art world.

The timing is impeccable, with **Frieze London** opening this week and the




The former official London residence of the Brazilian Ambassador (became the residency in 1826, the Ambassador's residence relocated to Mount Street in 1940) is now a four bedroom lateral residence. Interiors by 1508 London. Artwork by Marc Chagall

Over in Nine Elms Ecoworld Ballymore and Frieze have teamed up for the launch of The Mews at Embassy Gardens and are offering every buyer £20,000 towards a contemporary artwork to hang in their new home when they're completed in 2019.

Three officially makes a trend, and **Amazon Property** have doubled down and produced the most daring property and art collaboration yet.

This week **The Park Crescent** is going head to head with Frieze, not just with their location (literally on the doorstep of Regent's Park), but with the staggering collection of art they've brought together and are displaying on the walls of six of the 20 new apartments.

Together with **House of the Nobleman** and in association with **Alon Zakaim Fine Art** and **Lawrence Van Hagen** they've consigned 200 pieces of Post-war and Contemporary art from around the world, collectively valued at £100 million and displayed in £100 million worth of super prime property.



The reception room of The Wedgewood apartment, once the London home of Sir Carl - former deputy chairman of De Beers, and Lady Adele Meyer. Art curation by Lawrence van Hagen of LVH, artwork by Rye David-Bradley

The insurance alone for this private exhibition is £30 million.

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An entire Royal Crescent in London is up for sale - with 20 homes being sold off at prices of up to £20MILLION each

- There is a total of 20 homes for sale, each with two to four bedrooms
- Prices start from £3.95million and go to up to £20million each
- The sale is being marked with an art exhibition at six of the properties with work by Salvador Dali, Andy Warhol and Damien Hirst

By MYRA BUTTERWORTH FOR MAILONLINE
PUBLISHED: 13:46, 6 October 2016 | UPDATED: 15:16, 8 October 2016

40 shares

London's only Royal Crescent has gone on the market today with twenty individual houses for sale at prices going up to an eye-watering £20m.

To mark the occasion, six of the luxury homes have been dressed with art by renowned artists Salvador Dali, Andy Warhol and Damien Hirst - which means anyone who arranges a visit will get to see the works.

They will also get to see the crescent's eight acres of private gardens that are modelled on the grounds at Buckingham Palace.

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Tom Carter
Park Crescent is London's only Royal Crescent and has 20 individual homes for sale

Tom Carter
To mark the properties going on the market for sale, six of the homes are showcasing artworks by leading artists

Tom Carter
The homes showcase works by renowned artists Salvador Dali, Andy Warhol and Damien Hirst

Tom Carter
Many of the properties were offices during the late 20th century, but have now been converted back into homes

Tom Carter
The Park Crescent is Grade I listed but the apartments now have modern interiors

The landscaping includes sweeping lawns, gravel pathways and a summer tennis court.

They also contain a statue of Queen Victoria's father, HRH Prince Edward, which was installed in 1824.

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The Park Crescent, in London's Marylebone, is Grade I listed and was built by Henry Peto as prestigious homes for the family and friends of HRH Prince George.

Many of the properties were converted into offices in the late 20th century, until they were bought by Amazon Property in 2013, which then restored them back to residential buildings.

Kevin Allen
The crescent has eight acres of private gardens, which are based on the grounds at Buckingham Palace

Tom Carter
The interiors beautifully showcase the artwork on the walls of the property

Tom Carter
The crescent was originally built by Henry Peto as prestigious homes for the family and friends of HRH Prince George

Tom Carter
There are 20 two to four bedroom properties for sale at The Park Crescent

Former residents of the Royal Crescent - now named The Park Crescent - include Charles Francis Adams, Abraham Lincoln's American Ambassador to London (son of US President John Quincy Adams) who lived there from 1863 to 1865.

Former residents also include mining magnate Sir Carl Meyer and Lord Joseph Lister, pioneer of antiseptic surgery. General Sir George Ashe, Commander of the British Bengal Army and Count Joseph Napoleon Bonaparte (brother of French Emperor Napoleon Bonaparte).

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The royal treatment

London's only royal crescent has been revived to its former glory by Amazon Property. Developer Chris Lanitis explains why fusing regency architecture with the best in contemporary interior design and lateral living has made The Park Crescent such a unique prospect.

There aren't many people who can boast a royal address, unless of course you're lucky enough to call The Park Crescent home. One of just two royal crescents in the UK, The Park Crescent dates back to 1811 when it was designed by architect John Nash as part of a master plan for a royal residence, complete with a circus of grand townhouses fit for the Prince Regent (who later became King George IV).

The striking, semi-circular crescent has been home to many notable residents over the years, from Lord Joseph Bunsen, the pioneer of antiseptic surgery, to Count Joseph-Napoleon Bonaparte, brother of French Emperor Napoleon.

After sustaining substantial bomb damage during the Blitz, the John Nash facade was eventually restored in the 1960s, although by this time the crescent's popularity as a residential address had declined and many of the buildings were converted into offices.

Chris Lanitis, director of Amazon Property, has been on a mission to restore the royal crescent back to its intended role as domestic dwellings since 2013. The first stage in his painstaking restoration process will be unveiled this month, with an art-themed launch party held at the development's previously unseen flagship show residence, to coincide with Frieze Week.

The lavish apartments have been designed to provide the best in lateral living, with generous ceiling heights, huge wall space for accommodating precious art collections, double or triple volume reception rooms overlooking Regent's Park and countless bespoke features.

But it's not just the period facade and contemporary-classic design fusion that makes The Park Crescent such a sought after address. "In all my years as a property developer, I don't know of any schemes that offer such exceptional outside space," Lanitis says. "Residents have access to eight acres of pristine private gardens, together with tennis courts, croquet facilities, a children's play area and sweeping lawns originally designed by Nash to



mirror the gardens at Buckingham Palace."

With more than 60 similar schemes completed in central London, Amazon Property is well acquainted with the Maylebone market and spotted the potential of The Park Crescent from the get-go. "You need to put yourself in the buyer's shoes, what does the buyer want?" Lanitis says. By creating a number of apartments spread over more than one floor, with their own front doors, he believes the development will attract a greater audience, including downsizers looking for an apartment that still feels like a house.

"Most developers would furnish a couple of flats, whereas we have furnished every single flat using different designers, from Oliver Bunn and Design Haus Liberty to Taylor Howes and 1508 London. So you've got different palettes, different tastes, different designs accounted for," he adds. "We wanted every single apartment to be different and provide that turnkey factor that will appeal to discerning buyers."

The show residence has been designed by the team at 1508 London, who have embellished the space and created bespoke set pieces, wall coverings and window dressings. "We started out by thinking about who would live here," Hamish Brown, the design studio's sales and marketing director explains. "The high ceilings immediately made us think of an art lover. The starting point was regency art, so a lot of the colour palettes that you see here stem from the tones you find in paintings from that period."

Creating a space that is timeless has been an important consideration and 1508 London has achieved this by reverting back to basic design principles. "The beauty of this development is that you have a period facade, which is what people are drawn to, but then you step inside and it's quite a contemporary apartment. A lot of the materials used are fine, with intricate detailing and that's where the classical elements come through," says Brown.

These classic motifs include a number of bespoke furniture pieces, including a huge table



with a contemporary timber frame and traditional marble insert that dominates one end of the apartment's impressive mezzanine level living space.

For Knight Frank's Christian Lock-Neceres the combination of curb appeal and attention to detail visible at The Park Crescent has proved a winning combination. "The Nash construction is very appealing and the close collaboration with the designer an added bonus. Amazon Property is the trendsetter for Maylebone and is good at making modern spaces that work with the current way of living," he says. Christian believes that the area's residential appeal will attract those looking to make Regent's Park their permanent home. And certainly, all eight of the apartments currently sold are owner occupied.





"There's a real sense of community here, which is so rare for central London. There are good schools, eight acres of private gardens, and if you get bored of that, there's still 410 acres of Regent's Park to explore," Lock-Neceres says. "As a location it's convenient for families, city workers or those who like to socialise because you're at the heart of it all here – everything is on your doorstep."


From £3,950,000, for more information contact your agent Knight Frank, 020 3641 7938, knightfrank.co.uk or Alex Chow, 020 7724 4724, alex@amazon.co.uk

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CHILTERN FIREHOUSE, DONNA HUANCA, AND THE GLOBE: LAWRENCE VAN HAGEN'S LONDON

For *Frieze London 2016*, we handpicked a few Londoners in-the-know on all things from Chelsea to the East End. Curator and young collector **Lawrence Van Hagen** shared with us his precious list of recommendations.

Where to eat (and favorite dishes)
Oliveto, simple pomodoro spaghetti. **Chuc's**, Milanese. **Casa Cruz**, a nice rib eye with its sauce. **Granger and Co**, for a nice weekend brunch get the banana pancakes.

Where to sip (and favorite cocktails)
5 Hertford St, for the moscow Mule. **Chiltern Firehouse**, the Ladder Shed. **Cecconi's** for the Aperol Spritz, and my pub **The Crown and Sceptre** for a nice cool beer.

Where to network
There is no set place – you meet people everywhere (galleries, dinners, bars, restaurants).

Where to see art
The Union Club's extension where I did part of my first show.

Where to have fun
5 Hertford St, **Chiltern Firehouse**, **The Globe**.

Where to relax after Frieze
The South Kensington Club has great gym, great spa, and great healthy Sicilian restaurant.

Top show(s) to see in London during Frieze
"What's up 2.0" and "The House of the Nobleman" shows on Park Crescent, 7 luxury apartments converted into 7 different exhibitions (with work by emerging, contemporary, and institutional artists), and **Donna Huanca** at the **Zabludowicz Collection**.

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Luxurious Magazine World-Class Art Meets First-Class...

World-Class Art Meets First-Class Design At The Year's Most Luxurious Property Launch

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The former London homes of many luminaries in The Park Crescent including family members from the De Beers and Bonaparte dynasties are transformed into £100m Frieze Week apartments and art showcase

The Park Crescent, by Amazon Property, takes the former London homes of the Bonaparte family, the Brazilian and US Ambassadors and the De Beers diamond dynasty, transforming them into a spectacular Frieze Week showcase featuring a £100 million pound apartments-and-art showcase. The six luxury residences are now graced with works by Alexander Calder, Salvador Dalí, Marc Chagall, Joan Miró, Andy Warhol, Damien Hirst, Victor Vasarely, Robert Rauschenberg and Yayoi Kusama.




Van Hagen alongside works from private collectors from around the world.



The apartments and art exhibition in The Park Crescent will run for three weeks until Sunday 23rd October, with viewing by either invitation or by prior appointment.



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 art exhibition showcases 200 pieces of artwork and runs across six residences at the scheme, with each property having a different curatorial theme. One of the residences in the Royal crescent was originally owned by Henry Peto, the wealthy contractor who built the iconic Nash property. In 1826 he sold it for £7,200 (a fortune at the time) to Viscount Marcell Rodrigues Gameiro Pessoa, the very first Brazilian Ambassador to London and friend of Brazilian Emperor Pedro I and King George IV. The property then served as the Brazilian Ambassador's residence until 1940 when bombing forced the residency to relocate to 54 Mount Street where it remains to this day.





Another pre-WWII resident of the Royal crescent was mining magnate Sir Carl Meyer (1851-1922) and his glamorous wife Lady Adèle, who was painted by John Singer Sargent. Meyer was the wealthy Deputy Chairman of De Beers and a board member of the National Bank of Egypt and the Hong Kong & Shanghai Bank (HSBC). Fittingly, the Meyers were great patrons of arts, funding the Royal Shakespeare Theatre in Stratford-Upon-Avon and the Royal Opera House in Covent Garden.

In the former Meyer residence, there is now a pair of duplex apartments, with interiors by DH Liberty and Taylor Howes, 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 Brüggemann's stark political art, there will be a multitude of different styles of art within this special display.


The top floor of the Meyer residence is now a stunning three bedroom penthouse interior, designed by DH Liberty, this has been transformed into a showcase for British and YBA (young British artists) work including David Hockney, Anthony Caro, Damien Hirst and Grayson Perry.

Residents of the Royal crescent have also included Lord Joseph Lister, pioneer of antiseptic surgery; General Sir George Ashe, Commander of the British Bengal Army; Count Joseph-Napoleon Bonaparte and family (brother of French Emperor Napoleon Bonaparte); actress Dame Marie Tempest, and Sir Charles Wheatstone, inventor of the electric telegraph. Alongside the six apartment and art residences there are additional dressed residences which visitors can view, some once the home of notable past residents.




Chris Lanitis, Director at Amazon Property said: "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."

Chris Lanitis, Director at Amazon Property said: "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."



Charles Bourque, Director at Amazon Property said: "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 Noblemen. In addition, guests can tour the eight acres of private gardens whose landscaping is modeled on Buckingham Palace."



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 – Where and how

The lateral apartments at The Park Crescent are available for immediate occupation; prices start from £5,950,000.

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*

Planned from a 1790s but never built, the park has London architect John Nash, however, his client's ill-fated demands came on top of salubrious situations towards Regent's Park.

Helped, no doubt, by his remaining with various royal politicians Charles James Fox, which came in the aftermath of George, Prince of Wales. When the Duke of Devonshire became the Prince was made head of state in 1811 and had was charged with designing a grand summer palace for him. It would be on the one-time hunting ground of Henry VIII and would be renamed The Regent's Park. The site was to include a host of villas and a series of grand terraces around its border.

The Regent's Park was intended to be a grand summer residence as well as following suit. But it was Nash's wife, as much as his drawings, that was driving the Regent's park.

By 1820, the alleged situation was to a London architect (George Nash) who was on the brink of the Royal Yacht. "I have great pleasure in stating that part of my commission," wrote the young architect.

With the death of his father that year, the new King George IV had to get on with the business of ruling Britain and its empire. The palace development was delayed with only one night of the villa completed, but over the years that followed the park's famous white stone terraces took shape, partly under the Duke's eye.

While a proposal in the intervening years, to build a new Regent's Park was approved by London's elite in a series of spectacular occasions such as Regent's, Knightsbridge and Mayfair. Part of the problem was the sheer scale offered for properties by the Crown Estate, with some capped at 40 years, according to Martin Riddell, managing director of London agent Kay and Co.



An island on the lake and part of Cornwall and Cassette Terrace, Regent's Park (1822) by William Verelstam

Developers also remained unmoved. In the five years following the millennium, only 14 new houses were built in the park.

Save the development was built. But the Crown Estate's return - converted from office in 2011 - was perhaps the turning point. Its eight sprawling acres, measuring from 8,000 sq ft to 14,400 sq ft, and spreading prices, from £250 to £450, was expected to average 4,000 sq ft on average - returned Regent's Park to the big league.

The house was a prime location in the heart of the Park Crescent development - 20 apartments on the ground floor and a row of four on the north and south of the park. An important park is that the houses are being offered with a private plot of 500 sq ft, a key to its eight acres of the park's garden that is not in Park Square.

Drivers with a hybrid or one will be granted a number of such incentives. The problem "Birmingham Times" will allow them to park a premium in the Mayfair Road, avoiding both the

buyers have been hard at work, knocking down a wall to combine apartment and create mixer rooms to sell.



Two-bedroom flat on Cassette Terrace, £290k

room to sell. The average size of a property sold in the area over the last five years is more than 1,000 sq ft, larger than that of the five years before 2011, according to the Land Co.

All this has helped to reduce supply - the number of houses built in Regent's Park almost by 55 percent in the six years to 2011, according to Crown Estate. Prices have made their gains in recent



Four-bedroom apartment in the Park Crescent development, £220k



Apartment block on Cassette Terrace where a three-bedroom, flat has apartment it was sold for £200k

In the three years to June, average prices for second-hand sales in Regent's Park gained 5.5 per cent a year.

How to show off £300k worth of property - fill it with £100k worth of art

As palace Park in Regent's Park has needed to show off worth of more than £100 million, it is the most expensive property in the park. The average price of a house in the park is £250,000, according to the Land Co. The average price of a house in the park is £250,000, according to the Land Co.

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One of the three reception rooms of Cassette Terrace



View of Regent's Park from the Cassette Terrace property

BUYING GUIDE

Regent's Park is a great area for property. The average price of a house in the park is £250,000, according to the Land Co. The average price of a house in the park is £250,000, according to the Land Co.

What you can buy for...

- £150,000 - a two-bedroom flat
- £200,000 - a three-bedroom flat
- £250,000 - a four-bedroom flat
- £300,000 - a five-bedroom flat
- £350,000 - a six-bedroom flat
- £400,000 - a seven-bedroom flat
- £450,000 - a eight-bedroom flat
- £500,000 - a nine-bedroom flat
- £550,000 - a ten-bedroom flat
- £600,000 - a eleven-bedroom flat
- £650,000 - a twelve-bedroom flat
- £700,000 - a thirteen-bedroom flat
- £750,000 - a fourteen-bedroom flat
- £800,000 - a fifteen-bedroom flat
- £850,000 - a sixteen-bedroom flat
- £900,000 - a seventeen-bedroom flat
- £950,000 - a eighteen-bedroom flat
- £1,000,000 - a nineteen-bedroom flat
- £1,050,000 - a twenty-bedroom flat
- £1,100,000 - a twenty-one-bedroom flat
- £1,150,000 - a twenty-two-bedroom flat
- £1,200,000 - a twenty-three-bedroom flat
- £1,250,000 - a twenty-four-bedroom flat
- £1,300,000 - a twenty-five-bedroom flat
- £1,350,000 - a twenty-six-bedroom flat
- £1,400,000 - a twenty-seven-bedroom flat
- £1,450,000 - a twenty-eight-bedroom flat
- £1,500,000 - a twenty-nine-bedroom flat
- £1,550,000 - a thirty-bedroom flat



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Regent's Park, London: new high-end homes add bling to majesty

The Georgian terraces of the one-time prince's playground are experiencing a revival, thanks to an exuberant wave of development



An island on the lake and part of Cornwall and Clarence Terrace, Regent's Park (1820) by William Tombleson © Print Collector/Getty Images

OCTOBER 7, 2016 by Hugo Cox

Patronage from a royal has never been a walk in the park for London architects. For John Nash, however, his client's diva-like demands came on top of adulterous attentions towards Nash's wife.

Helped, no doubt, by his friendship with eminent Whig politician Charles James Fox, Nash came to the attention of George, Prince of Wales. When his father, George III, became ill the Prince was made head of state in 1811 and Nash was charged with designing a grand summer palace for him. It would be on the one-time hunting ground of Henry VIII and would be renamed The Regent's Park. The site was to include a host of villas and a series of grand terraces around its border.

The Regent's exacting micromanagement led to constant alterations as well as ballooning costs. Yet it was Nash's wife, as much as his drawing, that was eliciting the Regent's passionate attention. By 1820, the alleged affair gave rise to a London cartoon depicting George kissing Nash's wife on the deck of the Royal Yacht. "I have great pleasure in visiting this part of my dominions," went the speech bubble.

With the death of his father that year, the now King George IV had to get on with the business of ruling Britain and its empire. The palace development was shelved with only eight of the villas completed, but over the years that followed the park's famous white-stucco terraces took shape, partly under Decimus Burton.

While it prospered in the intervening centuries, in more recent years Regent's Park was ignored by London's elite in favour of upmarket locations such as Belgravia.

Now the developers are back. Bikhit reckons Cornwall Terrace — converted from offices in 2010 — was probably the turning point. Its eight sprawling homes, measuring from 8,000 sq ft to 14,400 sq ft, and sprawling prices, from £26m to £45m — working out at an eye-watering £4,000 per sq ft on average — returned Regent's Park to the big league.

The latest extravagance comes in the form of The Park Crescent development — 20 apartments on the eponymous semi-circle of road in the south-east corner of the park. An important perk is that the homes are being offered with a private slice of Royal Park, via a key to the eight acres of exclusive garden that make up Park Square West.



Four-bedroom apartment in the Park Crescent development, £20m



Two-bedroom flat on Clarence Terrace, £2.95m

Buyers with a brood in tow will be gratified to use one of Nash's innovations. The pedestrian "Nursemaids' Tunnel" will allow them to push a pram under the Marylebone Road avoiding both the imposition of the level crossing and the attentions of the proletariat. Prices start at £3.95m, with the largest — a four-bedroom, 4,000 sq ft apartment, with a roof terrace — on sale through Aston Chase for £20m.

"An optimal combination of period façade and hotel-type interiors," as Mark Pollack of Aston Chase, describes the flats, may not be everyone's idea of home. Nor does a glass-galleried landing sound much like Regency gravitas. But it seems to appeal to the current generation of jet-set globetrotters who are helping return Regent's Park to its former glory.

View of Regent's Park from the Cambridge Gate property

Buyers and developers have been hard at work, knocking down walls to combine apartments and create more room to loll. The average size of a property sold in the area over the past five years is more than a fifth larger than that of the five years before 2011, according to Kay and Co.

All this has helped to reduce supply — the number of households in Regent's Park shrank by 13 per cent in the decade to 2011, according to Census figures. Prices have made decent gains in recent years and have avoided the prime central London slowdown. In the three years to June, according to Land Registry data collected by Savills, average prices for second-hand sales in the ward of Regent's Park gained 7.8 per cent each year — more than the 5.6 per cent annual average across the boroughs of Westminster and Kensington and Chelsea. Over the 12 months to June, the equivalent figures were a 1.3 per cent gain for Regent's Park and a 0.9 per cent fall for the two boroughs.

House prices in Regent's Park

indices rebased



Source: Knight Frank Research

Last year's priciest sale was £19.22m — a six-bedroom house in Hanover Terrace, says Bikhit. Yet there are cheaper options even for those who demand a park view. One road back from the coveted Outer Circle — the road that rings the park — is Prince Albert Road. At the park's northern edge, it has good access to the restaurants and boutiques of Primrose Hill and St John's Wood, and cricket nuts will enjoy the short stroll to the ground at Lord's. Decent flats here sell for roughly £1,500 per sq ft, says Annabelle Coliadis of Knight Frank.

For the big spenders, there are other treasures in store. The 76 apartments recently granted planning permission on the westerly stretch of Park Crescent promise to be even more lavish than what has come before, says Bikhit. In the meantime a good view of the park is offered by a three-bedroom, first-floor apartment on Cambridge Gate, for sale through Knight Frank for £8m. On the west side of the park, Savills has a two-bedroom flat on Clarence Terrace on sale for £2.95m.



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The Park Crescent in Marylebone launched with art exhibition

16:04, 7 OCT 2016 BY ALEX MCINTYRE

The apartment-and-arts exhibition by Amazon Property is displayed in six of the units including the former home of Napoleon's brother Joseph-Napoleon Bonaparte

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The Park Crescent

The former Marylebone home of Napoleon Bonaparte's brother is one of the units at The Park Crescent hosting an apartments-and-art exhibition.

Six properties at the Grade I listed site, London's only royal crescent, have been turned into a £100million showcase to mark the main launch at the homes developed by Amazon Property.

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The houses are adorned with works by Alexander Calder, Salvador Dalí, Marc Chagall, Jean

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MOVING Why London needs a city-wide association to fight for renters

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.

Fellow director Charles Gourgey said: "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-fleaze' showcase created by our art curator House Of The Noblemen.


"In addition, guests can tour the eight acres of private gardens whose landscaping is modelled on Buckingham Palace."



OUR AVERAGE SAVES £1,000

residences and view beautiful works of art in our 'mini-fleaze' showcase created by our art curator House Of The Noblemen.

"In addition, guests can tour the eight acres of private gardens whose landscaping is modelled on Buckingham Palace."



The exhibition is being held in six of the apartments

The apartments at The Park Crescent range from 1,429sq ft to 4,127sq ft in size, with ceilings up to 3.8m high, and they each have a reception room overlooking the scheme's eight acres private gardens and the 450 acres of Regent's Park.

The lateral apartments at The Park Crescent are available for immediate occupation, with prices starting at £3,950,000.


To register an interest to see the art exhibition and view the residences, contact **Knights Frank** on 020 7861 5321 or **Aston Coast** on 020 7724 4724.

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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.

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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 Bruggemann'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.


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
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REAL ESTATE

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

October 10, 2016

Park Crescent overlooking Regent's Park, London

By STAFF REPORTS

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.

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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.

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David Bradley artwork on display in the Park Crescent

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.

Alexander Calder artwork on display at the Park Crescent

"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.

"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.

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Tuesday, 11 October 2016

Newly launched Park Crescent announces €66.3m worth of sales (UK)



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.

Amazon Property highlight that the release of the project has been divided into three phases. The first phase of eight residences are all successfully sold generating £60 million worth of sales revenue, at values which average £2,340 per sqft for the ground and lower ground floor duplex residences and £3,550 per sqft for the first floor lateral and mezzanine residences. 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 remaining domestic purchasers being households selling across, from other apartments or houses. The balance of buyers (20% of sales) have been overseas purchasers, all from the Gulf region.

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Amazon Property reveal that the downsizer and selling-across buyers have typically been selling homes worth £5 million to £25 million, providing 4,000 sqft to 10,000 sqft of space, and acquiring residences at The Park Crescent priced from £3.95 million to £17.95 million, from 1,429 sqft to 4,127 sqft in size with ceilings up to 3.8 metres high.

Amazon Property highlight that 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. 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 have just undertaken a main launch and unveiled eight new previously unseen 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.

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.

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Property London

The Park Crescent defies London property woes to generate £60m in sales after launch to market

Designed by Georgian architect John Nash, the super-prime property is thought to be worth £200m.

By Shane Croucher
October 11, 2016 09:40 BST



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A "vibrant reception room" in one property at The Park Crescent in London. (Source: Council)

Around £60m (£66m, \$74m) of sales have so far been agreed at The Park Crescent, a super-prime property project near London's Regent's Park, the developer has announced.

Amazon Property said it is rolling out the 20 homes at The Park Crescent in three phases. The first phase of eight properties has 100% sold out, it said, for price tags between £3.95m and £17.95m. The whole development is estimated to be worth £200m.

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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.

Of the eight homes sold, most were picked up by domestic buyers, which Amazon called "super-downsizers" because they sold larger homes elsewhere to purchase at The Park Crescent. There were also purchases made by buyers from the United Arab Emirates.

"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," said Chris Lanitis, director at Amazon Property.

"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."

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The whole development is estimated to be worth £200m.

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The super-prime market has been hit by a number of tax hikes. Stamp duty on expensive homes was raised significantly at the end of 2014. Then in April 2016, the Treasury put a 3% surcharge on basic stamp duty rates for purchases of additional properties.

Other changes include the introduction of capital gains tax for foreign property investors and from April 2017 making non-doms, who have been resident in the UK for a long time, pay inheritance tax.

Uncertainty surrounding Brexit compounded the effect of the tax changes, which had weakened demand at the top of the property market. But the sharp fall in sterling against the dollar since the vote to leave the EU on 23 June is fuelling overseas investor interest again.

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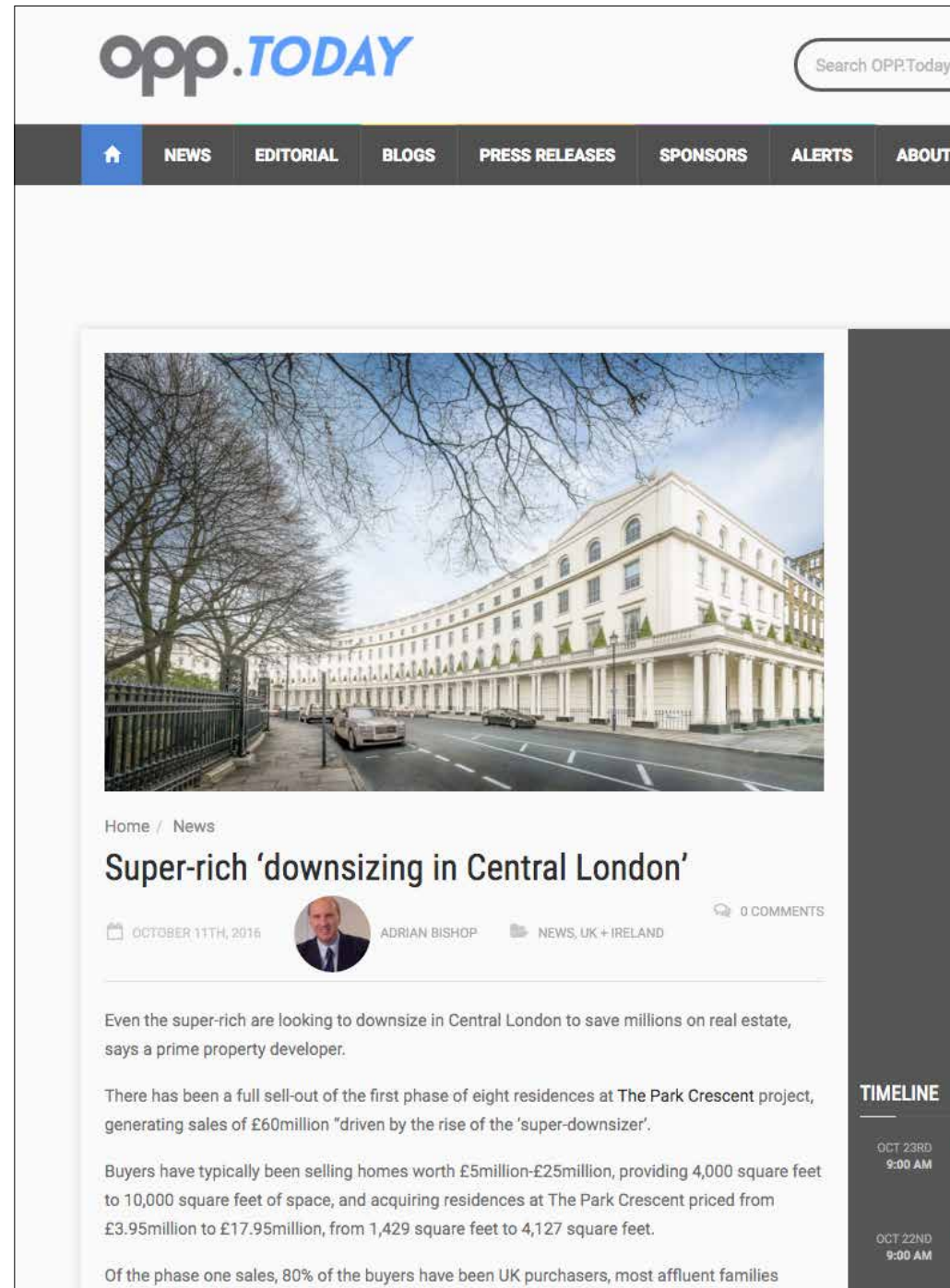
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Super-rich 'downsizing in Central London'

OCTOBER 11TH, 2016 ADRIAN BISHOP NEWS, UK + IRELAND 0 COMMENTS

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

TIMELINE

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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

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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."

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'Super-downsizers' drive £60m full house Amazon's The Park Crescent


Domestic buyers behind 80% of first phase acquisitions in Regent's Park



by PrimeResi October 11, 2016

Amazon Property has released some extra details about who's bought what at its Grade I listed flagship £60m The Park Crescent scheme, after a first phase sell-out totted up £60m of sales (as reported here last month), and a lavish event launched the next batch of eight apartments with a £500k art exhibition.

Interestingly, 80% of buyers were from the UK, with a noticeable glut of "super-downsizers" trading in north London mansions for Royal Crescent apartments.



The Park Crescent – London's only Royal Crescent – was designed by John Nash and built by Henry Peto in 1827-28 as significant residences for the friends and family of HRH Prince George, then Prince Regent. There were ambitious plans for a new palace to be built in Regent's Park, but George ascended to the top job and moved into Buckingham Palace before work could begin. Much of The Park Crescent was eventually converted into office space, before Chris Lantini and the Amazon team acquired the site in 2012, and restored it to rather grand residential use.

Amazon is rolling out units in three phases, the first batch of eight launched in April and have all now sold, generating £60m of sales which average £2,340 per square foot for the ground, and lower ground floor duplex apartments and £5,000 per square foot for the first floor lateral and mezzanine residences. Phase Two – another eight units with prices starting at £3.95m – launched last week with a spectacular event and post-war art exhibition coinciding with Frieze Art Fair (the party was attended, according to Amazon, by "three billionaires, 20 nine-figure multi-millionaires, three Princes, two Princesses, five Sheikhs, two Sheikhas and a host of other V-VIPs"). Phase Three will see the final four apartments launch in late 2018.

Joint selling agent Aston Chase puts current average residential values in Regent's Park at £2,000 to £3,000+ per square foot; ten years ago, you'd struggle to find anything over £2,000 per square foot. Knight Frank is also on marketing duties.


Six out of eight Phase One buyers were UK purchasers, mostly affluent families downsizing from large houses in Hampstead, Hampstead Garden Suburbs and St John's Wood, with the remaining domestic purchasers being households selling across, from other apartments or houses. The balance of buyers (20% of sales) were overseas purchasers, all from the Gulf region.

Downsizer and selling across buyers have typically been offloading homes in the £2m to £2.5m bracket, providing 4,000 to 60,000 square feet of space, and acquiring residences at The Park Crescent priced from £3.95m to £27.95m, ranging from 1,429 to 4,527 square feet (with ceilings up to 3.8 metres high). The Crescent's eight acres of private gardens proved a strong selling point, says Amazon, offering downsizers "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's also been "significant buyer interest" from Qatar, Saudi Arabia, Bahrain, Kuwait and Israel.

Charles Georges, CEO at Amazon Property: "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."

Chris Lantini, Director at Amazon Property: "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 drive 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."



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the-park-crescent.com

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'Super-downsizers' drive GBP60m of sales at The Park Crescent in London

Tue, 11/10/2016 - 12:22

Tags: Lettings & Sales

The first phase of Amazon Property's GBP200 million The Park Crescent development in London has completely sold out, generating sales of GBP60 million.

Amazon says 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.

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 phase one residences have been sold at values which average GBP2,340 per sq ft for the ground and lower ground floor duplex residences and GBP3,550 per sq ft for the first floor lateral and mezzanine residences.

Of the phase one sales, 80 per cent 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 remaining domestic purchasers being households selling across, from other apartments or houses. The balance of buyers (20 per cent of sales) have been overseas purchasers, all from the Gulf region.

The downsizer and selling-across buyers have typically been selling homes worth GBP5 million to GBP25 million, providing 4,000 sq ft to 10,000 sq ft of space, and acquiring residences at The Park Crescent priced from GBP3.95 million to GBP17.95 million, from 1,429 sq ft to 4,127 sq ft in size with ceilings up to 3.8 metres high.

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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.

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

For the Phase Two release, Amazon Property has just undertaken a main launch and unveiled eight new previously unseen 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.

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 5-star estate."

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."

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Property Magazine
11th October 2016

The screenshot shows the Property Magazine website interface. At the top, there is a banner with the Property Magazine International logo on the left and the text "DAILY FOR FREE" in a large, red, serif font on the right. Below the banner is a navigation bar with links for "Home", "Rate Card", and "Contact" on the left, and "Property Magazine", "2016-10-24", "09:45:06", "Login", and "Register" on the right. A secondary navigation bar features the Property Magazine International logo, followed by menu items: "News by Region", "News by Section", "Global News", and "Market Reports". There is also a search bar with a "Search" button. The main content area displays a news article titled "Park Crescent main launch brings in €66 million" with a sub-headline "Immediately following the main launch of the €221 million (£200 million) (GDV) The Park Crescent developer Amazon Property announce the 100% sell-out of the entire first phase release of the flagship project generating sales of €66 million (£60 million). The majority of ... [...]". To the right of the article, there is a "SHORTCUTS" section with links for "Newsletter", "Business Directory", "News Agent", and "Magazine". At the bottom right of the article area, there is a section titled "Most Popular In Europe".

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PARIS



DOWNSIZE ABBEY Luxury property developer sells eight flats for £60 MILLION – mainly to posh Brits looking for a SMALLER home

BY TOM GILLESPIE 11th October 2016, 4:25 pm


COMMENT 0W

A LUXURY property developer has heralded the "super-downsizer" after selling eight flats for £60 MILLION – mainly to Brits looking for a smaller home.


The Park Crescent is a Grade I Listed building originally designed by 18th century architect John Nash and overlooks Regent's Park in London.

The elegantly furnished homes have been decorated in soft colours and have the wide open space of Regent's Park on their doorstep



The developer has said six of the eight stylish flats have been bought by British families while the other two were sold to buyers from the Middle East



Charles Gnanouy, CEO of Amazon Property, said: "The Park Crescent, London's only Royal crescent, forms a beautifully designed, intimate scheme providing exclusive unique homes."

intimate scheme providing exclusive unique homes.

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 due to high taxes and an uncertain economy.

But despite the downbeat market, Amazon Property yesterday revealed it had sold its entire first phase of eight lateral apartments – at record prices.

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



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Prices ranged between £4 million and £18 million with the top apartments selling for a record-breaking £3,500 per sq/ft. They have been sold by Knight Frank and Aston Chase.

Amazon Property said the downsizers have been selling homes worth from: £5 million to £25 million to move to The Park Crescent, where ceilings are up to 12-foot high.

On top of having Regent's Park on its doorstep The Park Crescent also has eight acres of private gardens.

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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 - Thu, Oct 13, 2016 14:17 BST

A new class of super-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 flats worth in total £60 million to mainly British families downsizing from large homes in the capital.

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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	+0.14%

Commodities

Name	Price	Change	% Chg
BrentCrude	51.95	+0.17	+0.33%
Gold	1,205.50	-1.21	-0.09%
Silver	17.65	+0.15	+0.87%
Copper	2.10	+0.03	+1.53%

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Lofty 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

Clean lines: developer Amazon Property says 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 homes 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 £3,500 per sq/ft. They have been sold by Knight Frank and Astor Chan.

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 Lantini, 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 £18 million

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Plummeting Pound a Boon to Foreign Buyers of Luxury London Property

Dollar-backed purchasers have seen buying power increase even in the last month, as sterling hits

BY BECKIE STRUM
ORIGINALLY PUBLISHED ON OCTOBER 12, 2016 | MANSION GLOBAL | [SAVE ARTICLE](#)



Since Brexit four months ago, Mr. Lamitis has exchanged just over £20 million in apartments, including three to international buyers who came in to take advantage of the weakened pound, he said.

Two of the buyers were from the Philippines, looking to buy pied-a-terres. The third was a family relocating from Azerbaijan, who bought a unit for £8 million.

The devalued pound comes just in time for the fall season, which usually sees an uptick in market activity after the summer, which is traditionally a quiet time for the luxury residential market while buyers go on vacation.

Sales were especially cool this summer, even despite Brexit, thanks to a 3% increase in stamp duty, or taxes on residential property, which went into effect in April for second homes and buy-to-rent sales, Lucian Cook, director of Savills Residential Research, said.

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The past two months have seen some recovery. "We've certainly seen a bit of a pickup in activity," Mr. Cook said. "That primarily driven by overseas buyers."

Today, the total stamp duty on second homes and buy-to-rent properties of more than £1.5 million is 15%. Though the exchange-rate discount now more than covers that tax, according to some experts, the tax is still having a negative effect on the market.

"You have many moving parts," said Tom Bill, head of London residential research at Frank Knight. "But the main issue is the stamp duty. Sales have cooled and are still running about 20% off where they were."

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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 Dalí, Marc Chagall, Joan Miró, 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 Nobles to transform six of the dressed residences at The Park Crescent into a special Post-War and Contemporary art exhibit using world-class pieces sourced from official partners Alan Zahavi 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 1812-1830 as luxurious residences for the family and friends of HM 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 1509 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 Dalí, with works by Joan Miró completing the art showcase in the residence.

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 1868, but his son, the US historian Henry Brooks Adams, used the crescent as his London residence between 1878 - 1906. In the former American Ambassador's residence, a four-bedroom duplex, interior designed by Taylor Hovew, has been transformed into a Modern British exhibition including works by Ben Nicholson, Paul Feiler and Willem Quast.

The lateral apartments at The Park Crescent are available for immediate occupation; prices start from £2,950,000. www.knight@park.co.uk and www.amazonchase.com. For further information about The Park Crescent please visit www.theparkcrescent.com

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大紀元時報 2016年10月13日 投資置業 Property Investment | The Epoch Times D3

尊貴府邸 Park Crescent: 復蘇19世紀王室之殿

品味 FRIEZE 現代藝術畫展 與高檔豪宅 Park Crescent 的雙重華美



2016年10月6日至9日，世界著名的藝術活動——弗麗茲倫敦藝術博覽會 (Frieze London) 在倫敦攝政街上的新豪宅 Park Crescent 內舉辦，成為在倫敦市內不能錯過的豪華開幕。

歷史背景
Park Crescent 建築高水準建築力量，是倫敦的極高品質。自19世紀初，由著名建築師 James Wyatt 設計，是 18 世紀末，由著名建築師 James Wyatt 設計，是 18 世紀末，由著名建築師 James Wyatt 設計...

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在保留經典的融合 建築中，新在老中合了現代的設計...

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御用設計師精心打造

Park Crescent位於倫敦西區萊佛樓 (Portland Place) 的北端 (Marylebone Road) 南面，俯瞰攝政公園。它是倫敦保存的一棟英國王室新古典式建築。由威爾斯親王 (後來成為喬治四世國王) 委任著名建築師約翰·納什 (1752-1835年) 設計的。它也是納什在王室御用城市計劃「皇家軸線(Royal Mile)」，即連接倫敦西區攝政公園到攝政公園的倫敦中心的重要軸線的一部份。

尊貴的起源

Park Crescent的皇家起源可以追溯到1811年，當時威爾斯親王的父親國王喬治三世患病，威爾斯親王被任命為攝政王。他在任命納什時對一個攝政官邸，要求它位於公園綠地環境，並正對一條宏偉的半圓形拱廊，為他的家人和朋友提供一個華麗優雅的住所。

攝政王認為，他們會希望在此所地與直接與地相連的宮殿，於是最好的設計是杜爾西由建築師約翰·納什，將以由色灰泥和磚和大理石地面，從納什建築師約翰·納什花園和攝政公園。王室新月Park Crescent是由亨利·佩托 (Henry Peto) 於1812至1820年所建造。1820年，攝政王成為國王喬治四世，將威爾斯親王，所以他的攝政王府計劃也獲准；然而，王室新月拱廊已經竣工，如今，它也是倫敦最好的住宅區之一。

真誠與名流府邸

已建成的Park Crescent馬上成為倫敦最搶手的地址，曾經有過王室、貴族、外交大使、商界巨子和上流社會成員在此居住。從1863至1866年，Park Crescent一度成為英國駐美大使的官邸，在20世紀後期，多間公寓被轉化為辦公室；然而在2013年，亞歷克斯·威爾斯 Park Crescent，重新將它恢復為倫敦最貴貴的住宅。由於它是罕見的納什建築以及在歷史上的重要性、標誌性，重新恢復王室新月建築花費了數年的精心規劃和藝術技術建設以及恢復工作來實現，包括使用最好的手工藝，編織精緻的細節和採集全世界最好的材料。

現代與經典的融合 奢華與精緻的典範

在保留經典的納什建築外觀的背後，新住宅結合了經典的歷史、傳統的優雅生活空間，充足的天花板高度、英國藝術收藏與現代技術。

Park Crescent中的每間公寓都有獨一無二的居住和裝飾的特色。公寓尺寸從1,429平方英尺 (約133平方米) 到4,127平方英尺 (約383平方米) 不等，天花高度高達3.8米，每間公寓都設有極為寬敞舒適的客廳，可以俯瞰私人花園以及攝政公園。主要的特色包括高門、大理石地盤、高天花板，以及堅實的橡木地板。

每間套房都是獨立設計並手工精製，使用Calacatta半開鑿的大理石和陶瓷鑲嵌和板。高光漆漆不鏽鋼和磁磚以及全系列一體化電器，主臥室套房更有高級絲綢的內飾；步入式更衣室精配訂製手工製精品和珠寶，豪華套房浴室，廣闊行禮廳到世界的禮堂服務以及24小時管理服務。

室內大廳

八英畝宏偉的私人綠地花園

此外，另一滿享的奢華住宅體驗，就是在倫敦中心地段享受寧靜的八英畝宏偉的私人綠地花園，Park Crescent與由公園廣場和Park Crescent花園所組成的兩個倫敦市中心最繁華的私人花園，它是由約翰·納什在1811與1827年間建造，樓層設有大理石柱、碎石通道、噴泉、種植、夏季網球場，旨在享受白金漢宮花園，花園中的梧桐樹，種植於1817年，為了紀念之前兩年受挫的皇家勝利。

兩個花園由Nursemaid's Tunnel隧道連接，可以安全地離開喧鬧的街道，通過西英街後的地下通道通達兩個花園。花園內還有一座1824年由塞巴斯蒂安·加哈根 (Sebastian Gahagan) 所建造的維多利亞女王的父親的雕像 (HRH Prince Edward, Duke of Kent & Strathearn)。

正如亞歷克斯·威爾斯Charles Gourgey評價道：「當這地產是由它的出處，獨特性和地位所決定的，倫敦有許多街道，也有一些廣場，但只有一座王室新古典式建築，那就是Park Crescent。這是絕對罕見的，再加上絕倫的藝術的高品質住宅設置，使它遠遠區別於任何其他地區，這也意味著它是倫敦最豪華的住宅發展之一。」

花園

【關鍵信息】

樓盤: Park Crescent
特點: 俯瞰攝政公園、豪華建築、八英畝宏偉的私人綠地花園
戶型: 兩室、三室、四室豪華公寓
參考價格: 395萬英鎊起
地址: The Park Crescent, Regent's Park, London W1
電話: +44 (0)20 7661 5321 (萊佛樓)
+44 (0)20 7724 4724 (Aston Chase)
網址: www.theparkcrescent.com 或 www.knightfrank.co.uk

圖片和資訊由開發商提供。

文 / 子墨

更多英國生活信息，歡迎訪問英大紀元生活網。

責任編輯: 楊青

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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 毕加索与单身女孩

一个艺术女孩在Frieze Week 的奇遇 continues...

#Flashback, 5th 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 曾几何时算是Frieze期间最炙手可热的活动。需要邀请函才能入场, 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大上society的人, 而不是来自当代艺术圈的人。




看到Cardace的时候, 她正在用手机拍这个performance installation, 一阵幕幕后, Cardace 在泳池旁一站对着镜子涂口红, 一边跟我说她一会儿会去Regent's Park旁边的一个艺术与房产合作项目看一眼。这个住宅改造项目用了曾经是The Buryanum, 巴西和美国大使和De Beers王储的宅邸, Frieze还弄出一家房产商与艺术品商合资公司联手打造出了价值100M的住家艺术品的公寓! 概念是房子有多贵就用多贵的艺术品来装饰!

我倒是觉得这房子一时卖不出去, 就希望它卖出去前我能写成我那一直想写的小说, 然后可以借这儿拍电影。这个梦想太太太大了! 希望大家帮我一起实现!!!

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What House?
14th October 2016

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WhatHouse? Know-How : £60m already spent on super-prime properties near Regent's Park

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£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...

Today's New Homes

Credit: The Park Crescent (Amazon Property)

e.g. Chelsea, SW3, KT1 3EG New Homes Min Price Max Price **SEARCH**

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.

e.g. Chelsea, SW3, KT1 3EG New Homes Min Price Max Price **SEARCH**

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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 top 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 7851 5321 (Knight Frank), 020 7724 4724 (Aston Chase)

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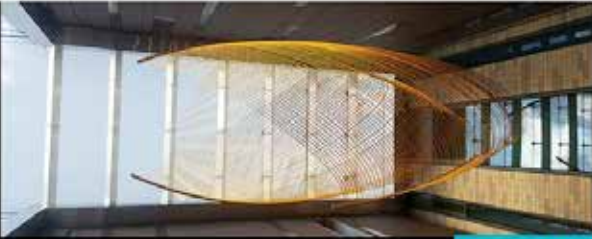
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Luxury Developers Get Serious About Art


From local artists, to global art-world superstars, common spaces are getting dressed up

BY ARIEL RAMCHANDANI
ORIGINALLY PUBLISHED ON OCTOBER 17, 2016 | MANSION GLOBAL | [SAVE ARTICLE](#)



SIGN UP NOW



Developers are increasingly adding fine art as an amenity.
COMPOSITE: CHRISTINA WATKA, RACHEL MICA WEISS

From perfectly chosen kitchen cabinets and tile work to amenities such as yoga studios and doggie day care, developers are courting discerning buyers and distinguishing themselves in a

been open for a year and was filled with what Ms. Chun called "pretty bad art." Uprise was brought in to replace it, with the goals of inducing people to stay and attract new tenants. Uprise commissioned artist Christina Watka to do a site-specific porcelain installation in the building's lobby. It was installed during high traffic times, so residents could see the sculptor at work. "I will say that as a gallery, our catchphrase we say to developers is: art is the most affordable way to renovate a space," said Ms. Chun.



Artist Christina Watka's lobby installation at The Dylan on Fifth
The Dylan on Fifth

Another developer used art to celebrate a property launch. In London, Amazon Property launched The Park Crescent, a £200 million development overlooking Regents Park. For the launch, which was timed to the Frieze London art fair earlier this month, the art curator House of Nobleman created a post-war and contemporary art exhibition in six of the residences, which includes work by Alexander Calder, Joan Miro, Salvador Dali, Andy Warhol and the largest collection of Marc Chagall paintings shown in London. The work's value, £100 million, matches the price of the luxurious residences.

Good for the developer... even better for the artist?

Sometimes the relationship between art and a new development is mutually beneficial for both the developer and the artist. The developer Time Equities runs a program, Art-in-Buildings, which exhibits across the U.S., Canada and the Caribbean, emerging and mid-career artists in unconventional spaces, such as atriums and lobbies. For a recent project, a luxury development at 50 West, in lower Manhattan, where construction is being completed this fall, the curator of Art-in-Buildings, Jennie Lamensdorf, invited artists to be part of the building's process from the beginning.

"Ever since construction began we have had what we've been calling an 'artists in

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Freebies galore as luxury house builders battle the Brexit blues

Joanna Bourke

FOCUS

WHEN you think of a starting in present, clients are a focus point as wine glasses spring to mind. But some of London's luxury house developers are showing housebuyers with diamonds in their eyes gifts in the wake of the Brexit vote.

Such was the case in Marylebone this month when 700 VIP guests – including members of the Blue Bird royal family and real estate bosses – were treated to a lunch party in view of new developer Amazon Property's new apartment scheme at Regent's Park, costing between £1.5 million and £20 million.

The no-expense spared lunch at the posh Grade I listed stately Regent Park Crescent included cocktails, 19 sets and music from Laura Wright, one of the Queen's favourite entertainers. It was reminiscent of great parties given in the hall's residential property days – in 2014, then John Vignelli's standing beneath the chandeliers of Battersea Power Station to woo buyers for the luxury flats being developed in the historic landmark.

But, unlike previous lavish real-estate parties, Amazon Property was showcasing more than just bricks. Its best sales and its articles with the start of the Prime Art Fair, it awarded members' shopping with works by artists including Andy Warhol, Salvador Dalí and Marc Chagall.

Amazon Property partner Chelsie Lambie 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 moving-in present 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 news by Amazon is part of a wider trend by housebuilders to give buyers more for their money in the hope of wooing new customers in the subdued post-referendum market, which has also suffered from many other firms. Jones-over London's oversupply of luxury flats has emerged earlier this year.

Research by estate agent Chubb's shows by just last week prime central London prices have dropped this month – they are down 2.3% from October 2015, and the average price fell 1.3% to £2.23 million in the three months to September 30.

Figures this week from residential fund London Capital Partners reveal that just five flats worth £2 million or higher were sold in the three months to August – an 80% drop on the same quarter last year.

As Trevor Abramo, managing director of apartment estate agent Cleverly 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

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 Films developer EcoWorld Holdings is also offering customers art deals through a partnership with Frise. At The Mews, its new home project at Embassy Gardens, the firm recently offered every buyer a £20,000 contribution towards contemporary artwork.

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

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

Housebuilder Mount Anvil is testing another experiment by partnering with the Aston Martin Racing team, giving housebuyers 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 £1.4 million is offering two years of service charges, worth about £8,000, for free.

Henry Pryor, an independent buying agent, points out that inducements are not completely new: "Back in the 1980s, I remember offers of using holidays or vouchers for places like Habitat to get deals over the line," he says.

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

The latest luxury incentives seem to be working. A fortnight after its Marylebone party, Amazon Property already has since had three other successful launches at the high-end scheme. Lambie 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 add-ons, buyers would still want to invest in London luxury property. But while the housing market is in its present discouraging state, 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 posh art and fancy dining tables to get people buying, she adds.



Artist's view of developer Mount Anvil has partnered with Aston Martin Racing to promote its exclusive homes in Canary Wharf



Getting her a Regent Park Crescent is being marketed by Amazon Property, whose launch party guests were entertained by Laura Wright. Far right, an example of the artwork included to buy

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Ham & High
21st October 2016

The screenshot shows the top of the Ham & High Property website. At the top is the logo 'Ham & High Property'. Below it is a navigation bar with links: Home, News, Area Guides, People, Gardening, Interiors, Renting, New Homes, and Main site. A large banner features a wedding scene with the text 'We know their big day matters' and 'Book a stay that matters >'. Below the banner is a newsletter sign-up section: 'Get the LATEST articles delivered direct to your email inbox! SIGN UP to our FREE NEWSLETTER'. The main article is titled 'Aspirational downsizing for north London's hipster retirees' by Prudence Ivey, dated 18:23 21 October 2016. It features an image of 'The Park Crescent' and an 'Area Guides' sidebar for Golders Green. At the bottom right of the page is an 'Eventbrite Start selling' button.

The screenshot shows a property listing for 'The Park Crescent'. It features a large image of a modern living room. The text includes: 'Location, location, location: The Park Crescent. The developers of this wedding cake-fronted scheme say that the sold out first phase of apartments released for sale has been snapped up in large part by north Londoners downsizing from family-friendly suburbs to zone one. Couples who have been echoing around their empty nests near the stellar schools of Hampstead, Hampstead Garden Suburb, St John's Wood and even Muswell Hill are buying into the central London dream near Regent's Park, trading in large homes of between four and 10 thousand sq ft and worth anything from £5m to £25m. Homes at The Park Crescent cost anything from £3.95m to £17.95m, suggesting that even at this level, buyers may also be releasing a bit of cash as they move. Chris Lanitis, Director at Amazon Property said: "Affluent north London based downsizers and buyers from the Middle East drove our phase one sales. 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."'. There are three 'Legal & General' insurance ads on the right side of the page, each with the text: 'OVER 500 LIFE INSURANCE COVER FROM £5 PER MONTH DEPENDING ON AGE. CASH SUM PAYABLE AFTER ONE YEAR ON DEATH. FIND OUT MORE >'. There is also a 'colour for the light in your room' section with a bullet point: 'When selling my house, am I legally obliged to disclose any information that may affect a potential buyer's decision?'.

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Wisdom has never been a good thing in the property market. Until now. The paltry power of the pound – mainly against the dollar and euro – means there is a once-in-a-generation buying opportunity in prime central London. The analyst Loufer has calculated that overseas investors can save as much as 20% compared with the peak of the market two years ago, thanks not only to favourable exchange rates, but also to the general despondency to the post-stamp duty, post-referendum world of prime property.

Clever buyers who have been eyeing up the capital for some time are seeking to take advantage of the exchange rate – sterling is currently trading at £1.23 against the dollar and £1.12 against the euro – but not without first negotiating a substantial discount.

"We have gone from a period of near silence, following a brief flurry of activity immediately after the Brexit vote, to a steady flow of inquiries over the past few weeks, after the flash crash in sterling," says Naomi Hesaton, chief executive of London Central Partners.

"This amounts to approximately an eightfold increase. It is clear that buyers

are actively seeking to capitalise on the low value of sterling and the political instability elsewhere in the world." Two Bankside penthouses that had been languishing on the market for the past three years have recently sold – one for £12m and the other for £10.5m.

The possibility of making money on the currency alone, leaving aside the potential for capital appreciation, is a driver for buyers, according to Trevor Abrahamson, managing director of Ghentree Estates. And Robert Bailey, founder of the high-end buying agency Robert Bailey Property, is finding that clients who've been sitting on the sidelines are ready to take the plunge.

"There is no doubt that the weakness of the pound is helping the market in the capital, along with falling prices," he says. "Clients believe that London will always be a pre-eminent city, regardless of Brexit. They look at it as a historic opportunity."

In the recent past, purchasers might have viewed a property and, two months later, still have found it available. "That's changing, because the market is starting to move," Bailey says. So just what deals are being done, and what is on offer?

In the no-deal dog days of the summer, the Land Registry found that sales of luxury homes had plummeted by as much as 86% compared with last year. Just five properties were recorded as selling for more than £10m in the

Pay to play

Buy, buy, buy British investors may be spooked by Brexit uncertainty and the weak pound, but overseas speculators are returning to prime central London. Here are some of the biggest deals being cut now.

three months to August, compared with 33 in the same period in 2015. Now there are rumours of a £48m deal in central London, a handful of properties being marketed for £50m or £60m, and a smattering of transactions north of £20m. There's even – gasp – chatter about gaudiering. Prior to that, the record for the year was £17m.

It's an incredibly nuanced market at the moment, says Charlie Hingworth, founder of the buying agency Property Vision. "For the big townhouses in Notting Hill, interest has cooled considerably. Suddenly, large lateral flats in Mayfair are becoming far more

attractive to foreign investors." Tim Macpherson, head of London residential at Carter Jonas estate agency, confirms this: "Mayfair is seeing an onslaught of American buyers."

Their dollar now goes 30% further than it did at the peak of the market in 2014, thanks to exchange rates. "Lots of nationalities hold dollars in various accounts around the globe, or are able to transact in dollar-pegged currencies," Macpherson says. "This is creating another layer of international buyers in the Mayfair market, such as affluent Greek shipping families who snap up townhouses in the area, or Indian



Flats at the Nishi Building in Canary Wharf. The project and sales rights will be launched in November. From £1.25m. amazonproperty.com



Asad House, Chelsea Mills. £1.75m. mashalls.co.uk



buyers who have multiple apartments in Grosvenor Square."

He admits that the values achieved are typically 5%–10% lower than the asking price, which means buyers trading in currencies that are strong against sterling are getting a double discount. The surprise of the autumn so far was a new record price for a house in Barnes, southwest London. Carter Jonas sold it for £14m to a Middle Eastern family who were originally looking around Knightsbridge.

Similarly, the Chinese are seeing their yuan go 27% further, and though many may be choosing to spend it at Barberry and Riverside Village, rather than in Belgrave, a few buyers are venturing into the central London market. Amazon Property, a luxury residential developer with a £500m portfolio, reported a 45% uplift in sales and inquiries this month, much of it driven by overseas buyers looking to the capital. Last week, it sold two apartments – one priced at £2.2m, one at £1m – to Chinese buyers.

At the recent launch event for the Park Crescent, a conversion of one of the capital's royal mansions into 20 residences, with prices ranging from £1.95m to £17.95m, one in three of the potential buyers was a high-net-worth individual from China or wider Asia. Amazon Property has already had offers on a number of the luxury apartments from Chinese investors.

Richard Barber, director of residential at JLL estate agency, which is opening a new Chelsea office next year, has agreed more than £20m worth of business with foreign buyers taking advantage of the weak pound. He points out that "premium prime property can attract multiple buyers, even in a weaker market" – including domestic purchasers. He cites a short-lease property in Chelsea that was reduced by £500,000 and attracted four bids.

Jonathan Hewlett, head of London sales for Savills estate agency, confirms greater visibility of buyers from Asia and the Middle East, as well as London-based purchasers who are paid in dollars.

"There is still a strong belief in the long-term resilience of the capital and its housing market," he says. "London has been in a bubble. It is still a needs-based market and is not as inflated as it was." Earlier in the month, Savills revised its forecast for prime central London, and the agency believes that further price adjustments in the order of 6%–7% will be required to secure sales. Values are now expected to close 2016 down 7% year on year, then stabilise in 2017 and 2018.

And, of course, there's always the possibility of further falls. So why buy now when there's a better deal to be had in the near future?

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The Times
23rd October 2016

THE TIMES


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The foreign buyers snapping up prime London pads


Buy, buy, buy: British investors may be spooked by Brexit uncertainty and the weak pound, but overseas speculators are returning to prime central London. Here are some of the biggest deals being cut now.

The Sunday Times
October 23 2016
12:01am
The Sunday Times



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CharterBuilding.com
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Weakness has never been a good thing in the property market. Until now. The paltry power of the pound — mainly against the dollar and euro — means there is a once-in-a-generation buying opportunity in prime central London. The analyst LonRes has calculated that overseas investors can save as much as 30% compared with the peak of the market two years ago, thanks not only to favourable exchange rates, but also to the general despondency in the post-stamp duty, post-referendum world of prime property.



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