

RESIDENTIAL INTERIORS

FARRELLS

Our Approach

Farrells offer world class interior design with an international brand and a profound understanding of London's residential markets. We have designed award winning interiors within our own architectural projects as well as buildings designed by others for over fifty years.

Creating Value

At Farrells, creating value for clients and end users is our guiding principle when approaching any new scheme. As interior designers, we believe a successful project offers value when the benefits significantly outweigh the lifetime costs. It is crucial for us to clearly define the needs of our clients, eliminate unnecessary expenditure, and achieve the optimum balance between cost, time and quality. Always.

Knowledge of London

We have been working on residential interiors in London for over half a century and have an in-depth knowledge of every neighbourhood. We tailor this knowledge of the character, identity and the demographics of London's 'urban villages' to suit the needs of the customers.

Commercial awareness

We have built an extensive network of London, UK and international suppliers. We appreciate the evolving market value of finishes, fittings, furniture and equipment. This commercial awareness informs our design from the outset and enables us to work efficiently within a budget.

Understanding the product

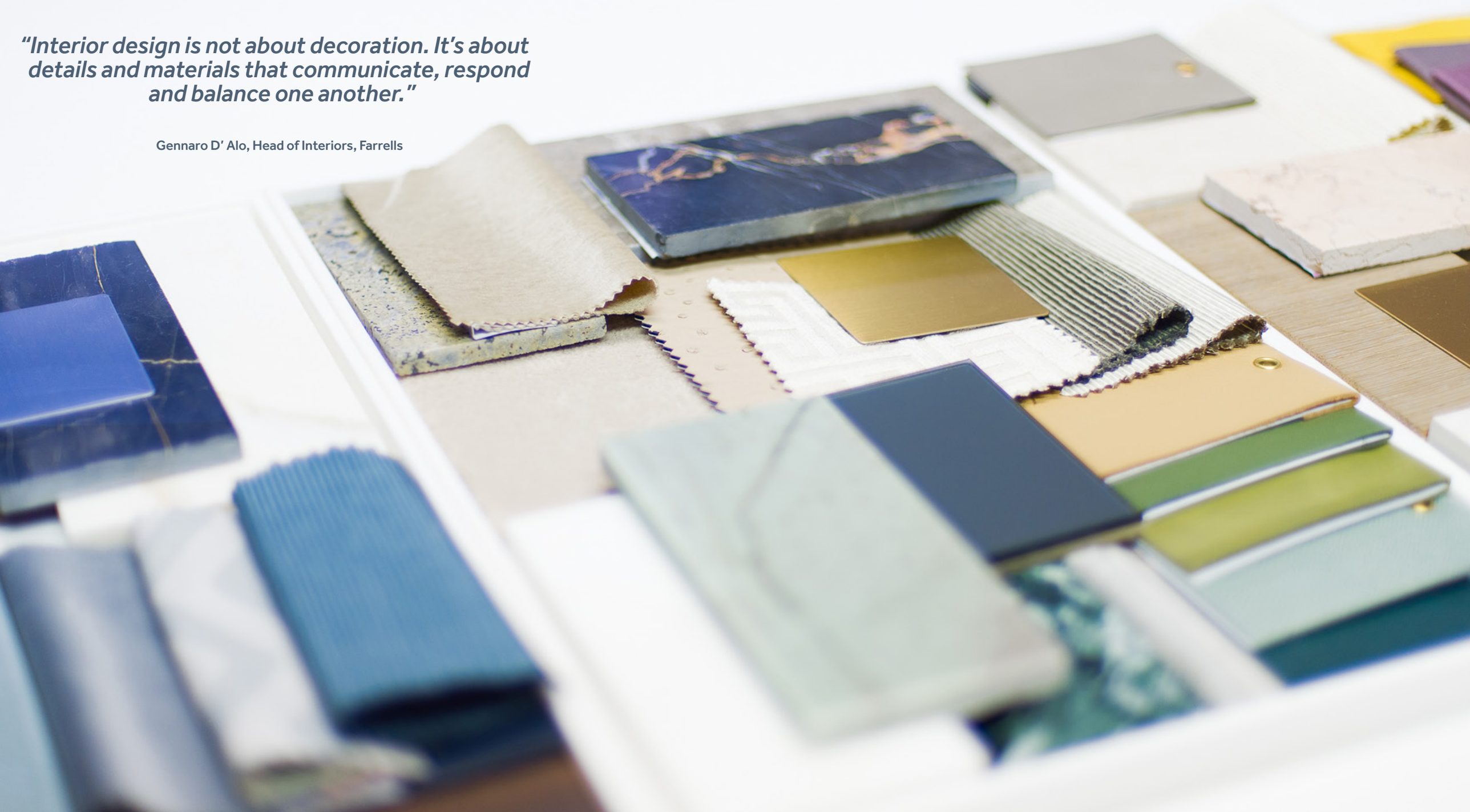
We offer residential property developers a deep understanding of the industry with a service that goes far beyond 'decoration'. We understand the importance of proportioned layouts, a hierarchy of spaces, sense of arrival and the human experience shaped by modern lifestyles.

Technical expertise

We understand all the procurement routes, the supply chain and the pressures of the delivery programme. We are able to adapt our detailed design to suit each stage of the development cycle and promote communication within the design team. This leads to the commercial success of the development.

“Interior design is not about decoration. It’s about details and materials that communicate, respond and balance one another.”

Gennaro D’ Alo, Head of Interiors, Farrells



The Eagle

Old Street, London

Apartments: 1, 2 & 3 beds, Penthouse, Spa, Gym, Cinema Room, Residents Lobby

Architecture, Delivery and Interior Design

Client: **Mount Anvil**

Number of Units: **276**

Size: **27,780 m² / 300,000 ft²**

Tenancy: **Private**

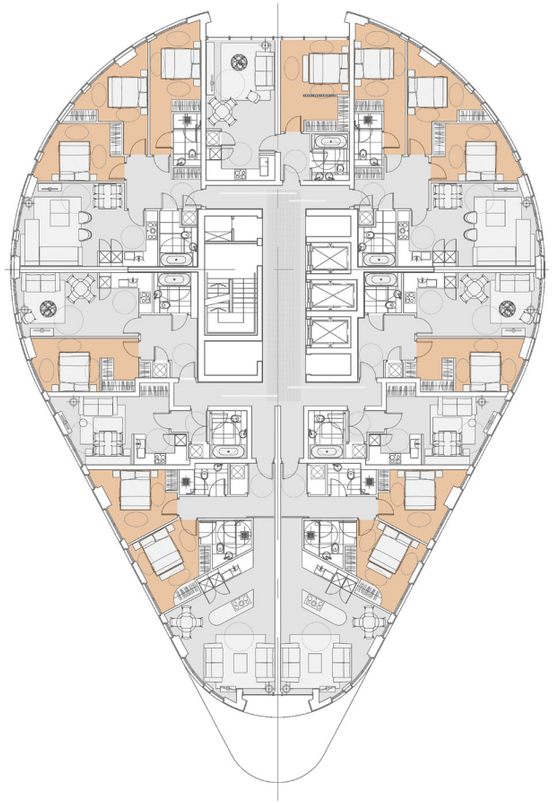
Key Fact: **Art Deco inspired interior from original 1930s building**

"This project is at the forefront of progressive urban design thinking, drawing on the character and identity of the existing art deco buildings which have been lovingly restored and brought back to life."

Sir Terry Farrell, CBE

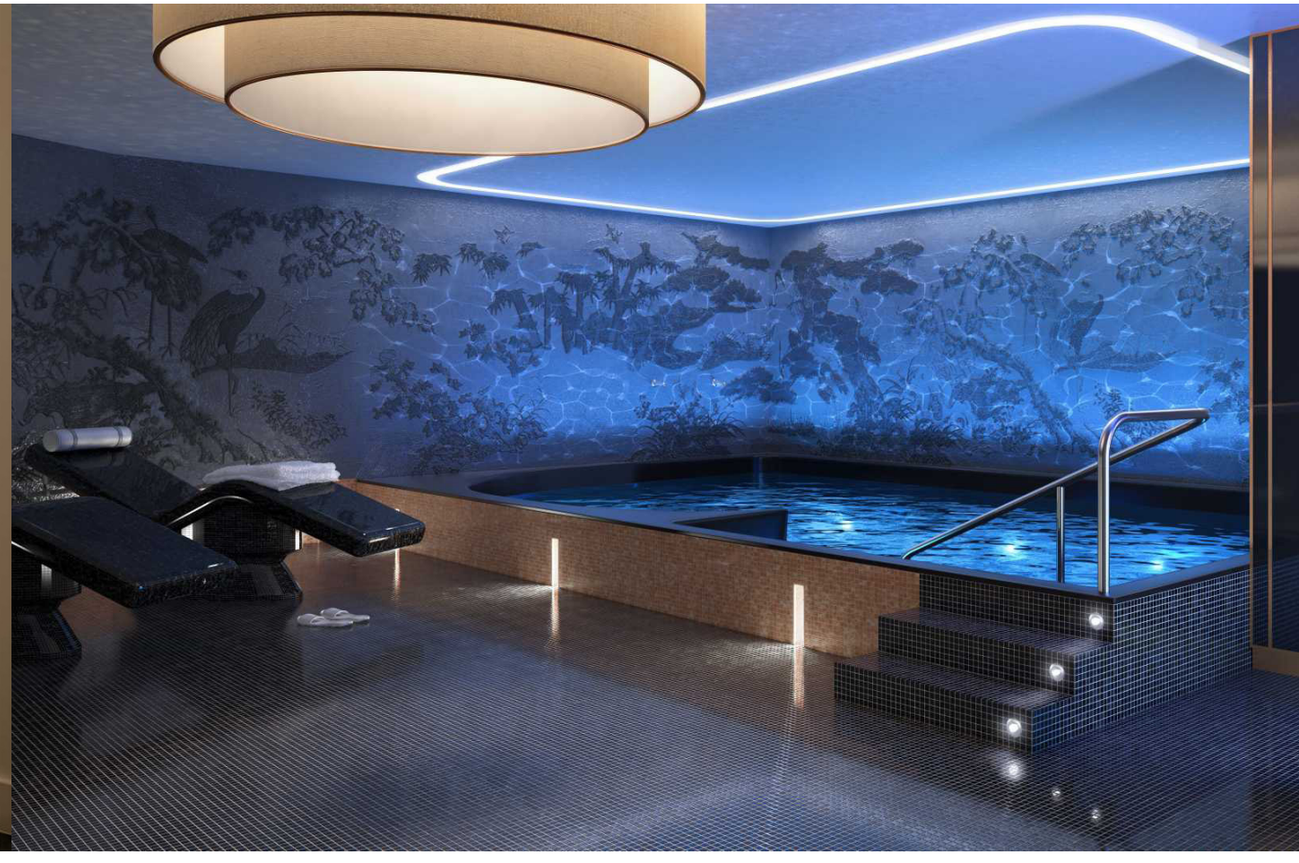
The Eagle is an art-deco-style masterpiece offering 276 new homes. Designed by Farrells and developed by Mount Anvil, The Eagle, located on City Road just north of Old Street roundabout in London, creates a new landmark building for this fast-developing area, whilst drawing on the heritage of the site to establish a modern-day Art Deco icon.

Farrells interior design for The Eagle is highly individual and draws from the existing character of its neighbourhood; references to the art deco movement were adopted for the interior design of The Eagle. Each home offers exquisite details such as chrome-edged tiling in bathrooms in the style of the art-deco motif, beautiful smoked-oak herringbone flooring. Chrome was a new material in the 1920s and has been used for accent trims to kitchens and bathrooms. Beautiful bedroom lighting, velvety carpets and full-height built-in wardrobes with integrated lighting and mirrors, combine to make bedrooms a sanctuary. Black and white was also adopted for the reception floor along with etched details to bronze mirrors and sculpted lift surrounds.









The Penthouse at The Eagle

Old Street London

Architecture, Delivery and Interior Design

Client: **Mount Anvil**
Number of Penthouses: **2**
Size **340 m² / 3,660 ft²**
Tenancy: **Private**
Key Fact: **Art Deco inspired interior form original 1930s existing structure**

The Eagle Penthouses offer incredible city views and beautiful interiors atop Old Street's finest address. The two apartments feature generous living accommodation, walk-in wardrobes, bespoke furniture and private terraces.

The features of Classical British interiors have been re-interpreted and adopted for the design of these luxury homes. Natural stones, walnut floors, silk carpets, crown cut figured oak furniture and wall panels have been used throughout. The Penthouses epitomise modern urban interior design.

"We are very pleased to bring The Eagle to the market. It promises to be a stunning addition to the fast-moving Old Street area with a soaring Art Deco inspired tower. The Eagle provides high-quality residential homes and is poised to play a key role in the continued development and regeneration of this exciting central London neighbourhood."

Brian De'ath, Sales Director of Mount Anvil









A bespoke lighting installation features on the ceiling above the dining table separated from the sofa area by a made-to-measure joinery item which accommodates a feature bio fireplace.

Polished Atlantic lava stone has been used for the worktop of the island unit, with chevron walnut timber floor throughout the living areas.

Shelving, bookcases, free-standing panels and sliding screens have been specifically designed for the Penthouses and will be finished in lacquered figured crown-cut walnut, bronze edging, lacquer and laser cut designs.

One Osnaburgh Street

Regent's Park, London

Construction Detail Design for Standard Apartments, Penthouse, Residents Lobby

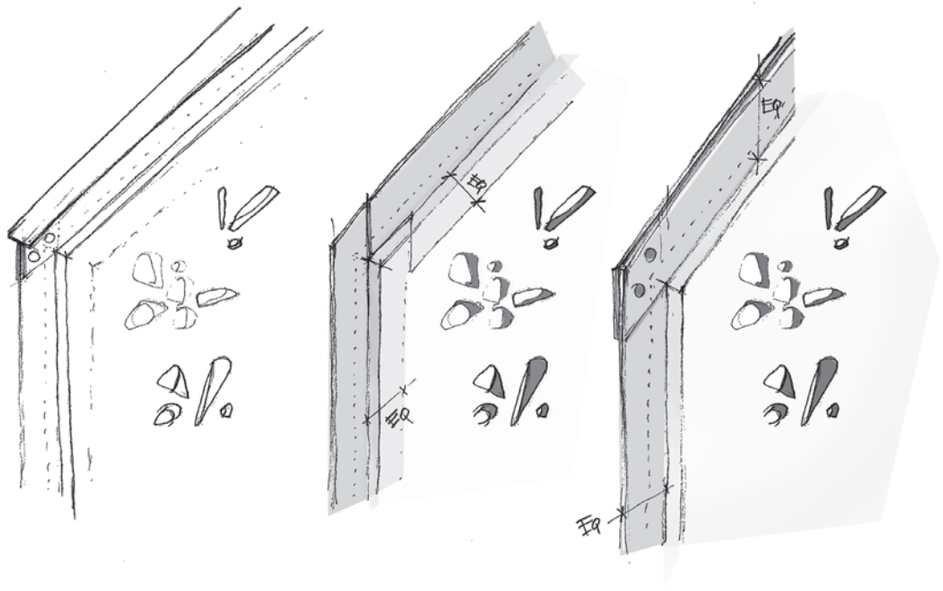
Architecture and Delivery

Client: **British Land**
Number of Units; **60**
Size: **8,265 m² / 89,000 ft²**
Tenancy: **Private**
Key Fact: **10 storey residential tower overlooking Regent's Park**

One Osnaburgh Street is the name of a new twenty storey residential tower which commands magnificent views over Regent's Park and central London. It forms part of British Land's landmark West End development, Regent's Place.

The apartment interiors have been designed by London based Johnson Naylor, resulting in a modern pallette featuring whites, warm contemporary wood veneers, and rich brown natural stone.

Lighting design plays a key role in the interiors of the One Osnaburgh Street apartments as accent and concealed lighting has been integrated in the kitchen cabinets, bathroom mirrors and wardrobe interiors.













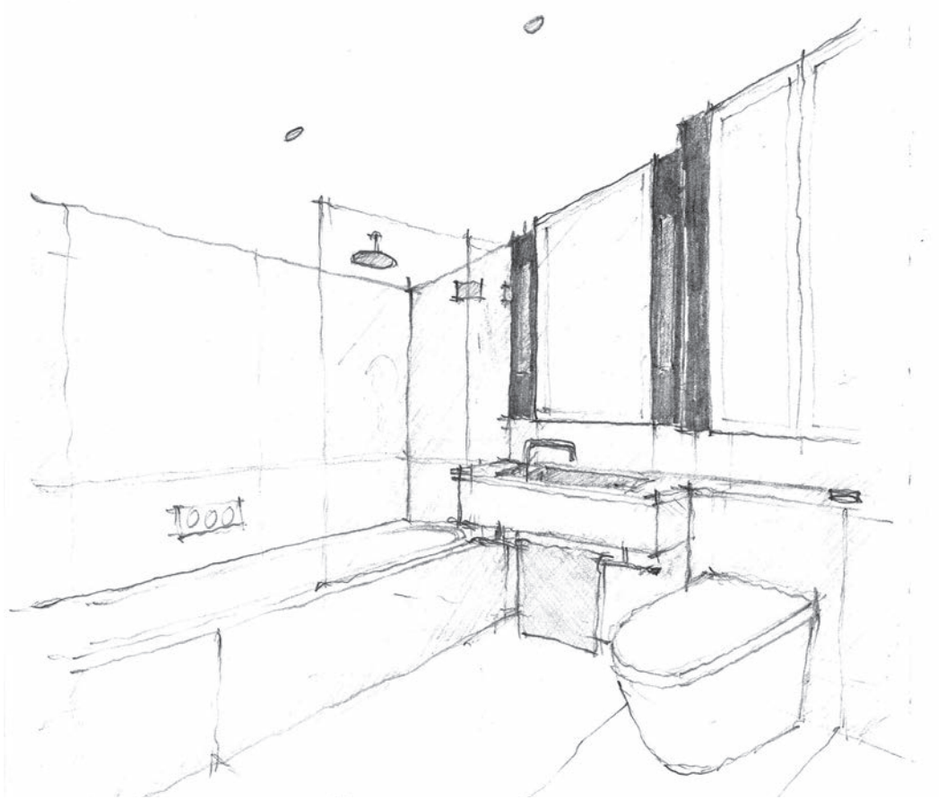
The Penthouse at One Osnaburgh Street

Regent's Park, London

Architecture and Delivery

Client: **British Land**
Number of Units: **1**
Size: **500 m² / 5,300 ft²**
Tenancy: **Private**
Key Fact: **Bespoke duplex penthouse overlooking Regent's Park**

A direct commission involving the top two floors of the residential tower, this stunning 500sqm penthouse has interiors designed by Johnson Naylor and offers 360° views across Regent's Park and central London. Farrells have developed interior fit-out detail design and specifications throughout.



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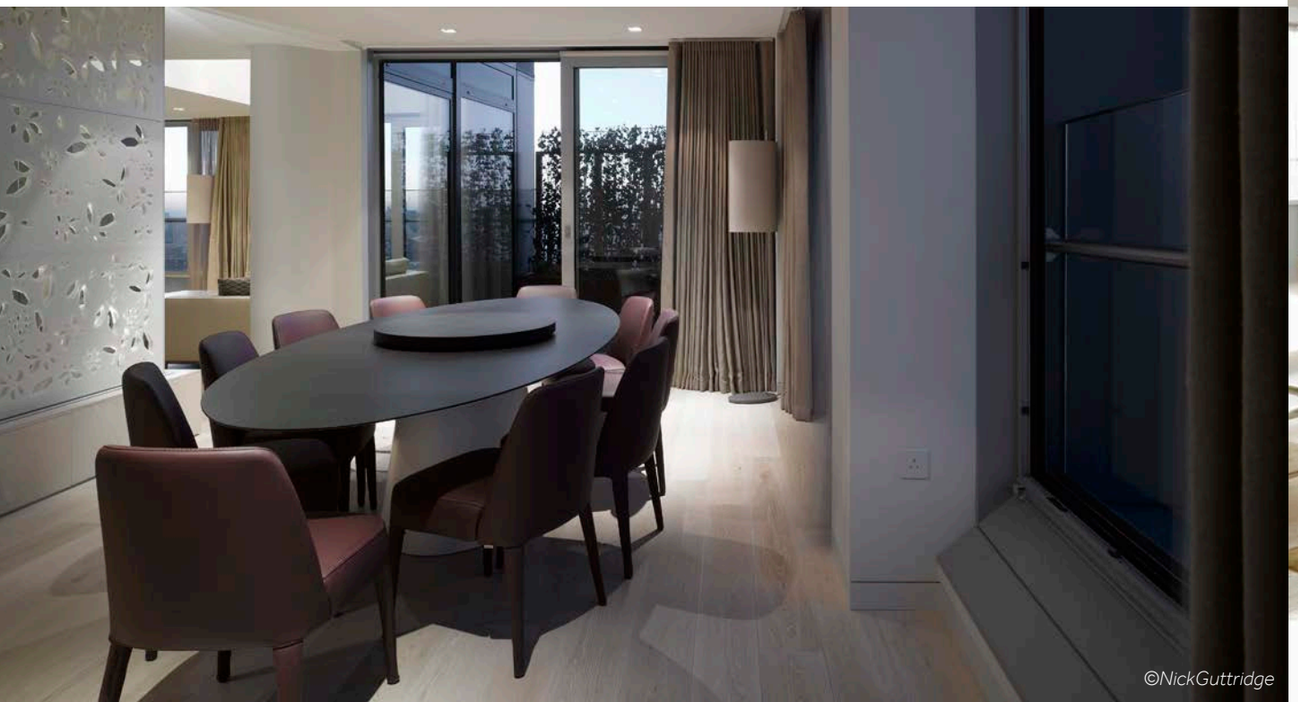
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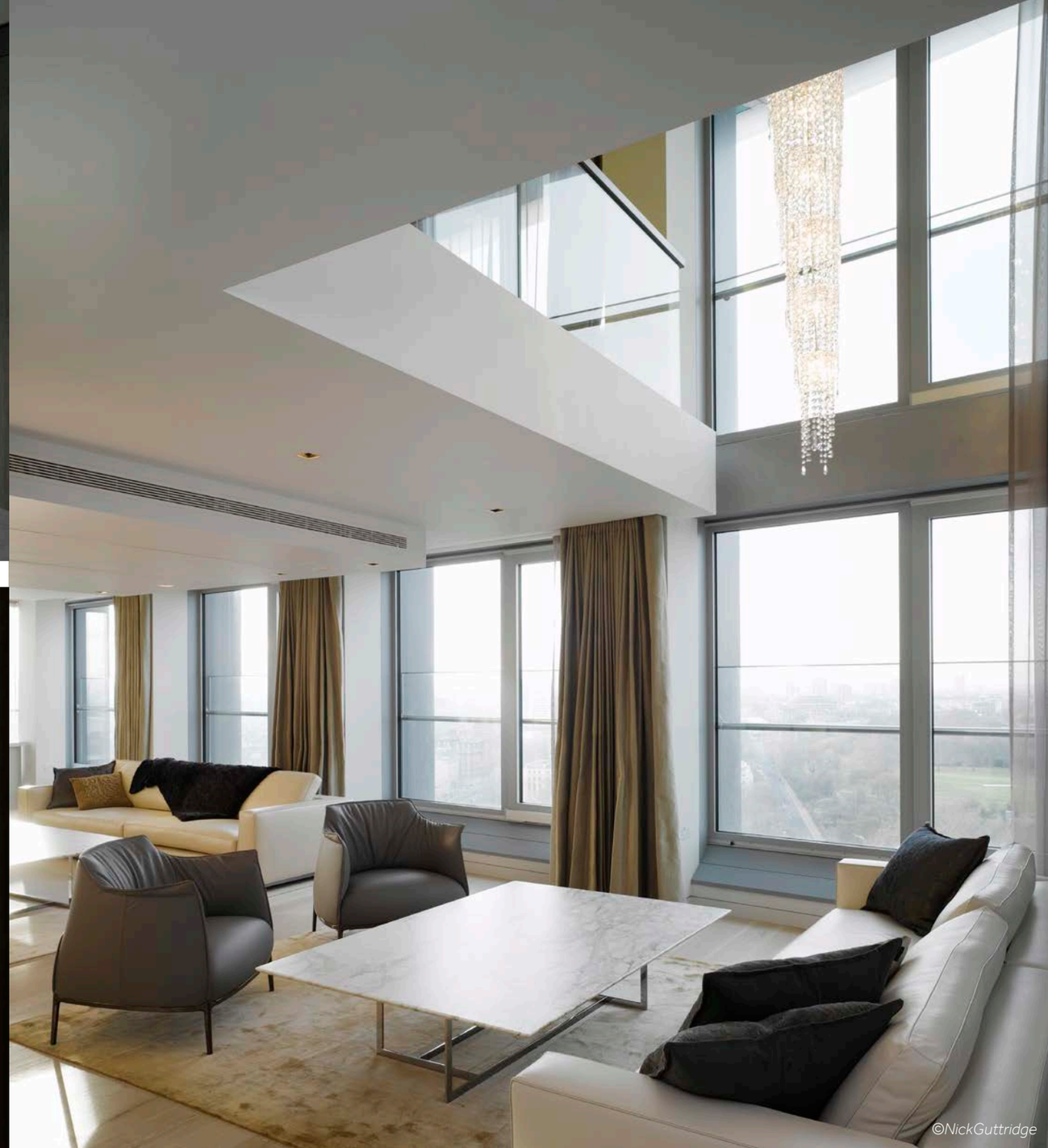
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Palace View

Lambeth, London

Standard Apartments, Penthouses, Gym, Cinema Room, Residents Lobby

Interior Design

Client: **Taylor Wimpey Central London**

Number of Units: **55**

Tenancy: **Private**

Key Fact: **Landmark development overlooking Lambeth Palace inspired by neighbourhood tradition of ceramics**

Our starting point when approaching the interior design for Palace View was to look at the setting, character and material expression of the neighbourhood. Brick, stone and ceramic detailing enrich the architectural language of the Lambeth area and this inspired our design process.

Palace View reflects our desire for the interiors to be in harmony with their surroundings as well as a reflection of the needs of their inhabitants. We wanted to create real homes with intelligent layouts and an interior design that goes beyond mere decoration. Materials, lighting, finishes and detailing have to work together to create a calm serene environment and maximise the use of space.

Lighting design plays a key role in the interiors of the Palace View homes as accent and concealed lighting has been integrated in kitchen cabinets, bathroom mirrors and wardrobes interiors.

The interior design philosophy has been continued seamlessly throughout the residents' facilities and all common areas. The entrance lounge, the private screening room, the gym and the lobbies will feel like an exclusive extension of the Palace View homes. Here, patterned flooring, upholstered panels, warm tones and a tailored lighting scheme create individual spaces for residents to relax and unwind.







Royal Mint Gardens

Tower Hill, London

Standard Apartments, Penthouse, Spa, Pool, Gym, Cinema Room, Residents Lobby

Architecture, Delivery and Interior Design

Client: **IJM Land**

Number of Units: **460**

Size: **70.000 m² / 753,000 ft²**

Tenancy: **Private and PRS**

Key Fact: 80% of units sold off-plan in first weekend of marketing launch

The Project, known as Phase 1 (Blocks B-D & Piazza) of the Royal Mint Gardens in London involves the construction of three connected blocks ranging from thirteen to fifteen stories (including Ground & Mezzanine but excluding Basement) constructed over and including the DLR Encapsulation structure.

The scheme accommodates over 500 mixed tenure units together with the refurbishment of the network rail viaduct arches into community/retail/plant space.

The site is located in The London Borough of Tower Hamlets close to Tower Gateway Station and The Tower of London. It borders Royal Mint Street to the South, Chamber Street to the North and Mansell Street to the West.

The site is comprised of large pieces of infrastructure including a raised viaduct which serves the Network Rail lines into Fenchurch Street Station and the DLR services into Tower Gateway Station, and a low level DLR spur to Bank Station.

The facilities include a Spa with a swimming pool and sauna, a private library, a screening room, the resident's club and private dining rooms.







Lots Road

Chelsea, London

Standard Apartments, Penthouses, Spa, Pool, Gym, Residents Lobby

Architecture, Delivery and Interior Design

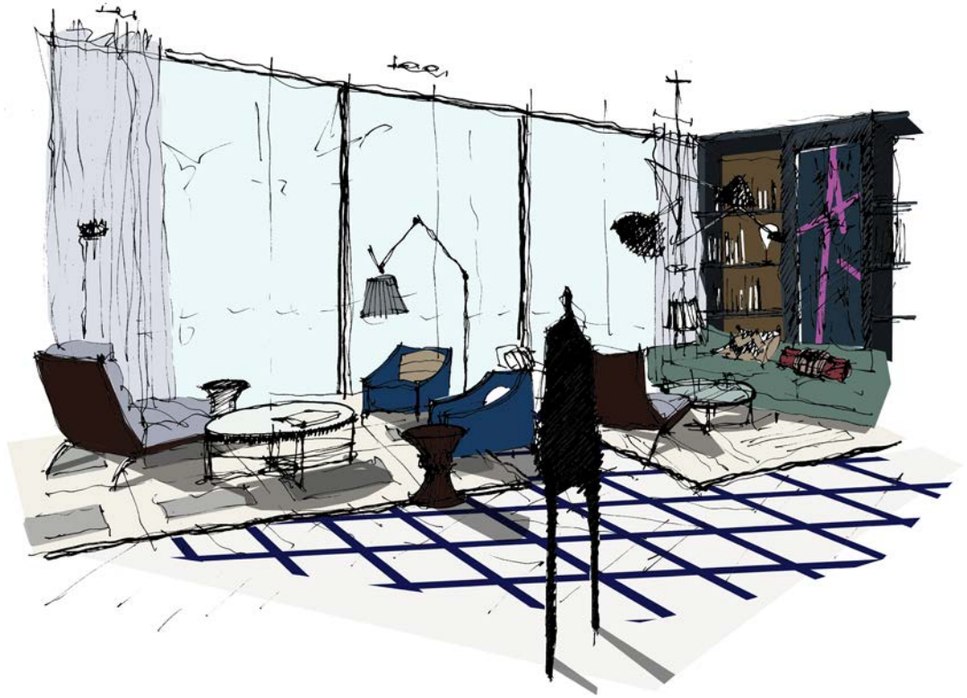
Client: **Hutchison Property Group**
Number of Units: **706**
Size: **51,097 m² / 550,000 ft² total**
Tenancy: **Private**
Key Fact: **New waterfront neighbourhood with paired towers at the entrance of Chelsea Creek**

Chelsea Waterfront and the redevelopment of Lots Road Power Station will be a landmark development delivering a residential led mixed-use scheme of world class design on an important brownfield site in central London.

The site comprises a dancing pair of slender towers elegantly poised on the river's edge, seven middle range buildings and the conversion of the Lots Road Power Station.

Straddling Chelsea Creek the development includes three new pedestrian bridges, a water garden and a new 600 metre section of Thames side footpath.

Chelsea Waterfront will provide a range of housing including larger family units and allows future tenants to control the choice of material palette.









466-490 Edgware Road

Westminster, London

Standard Apartments, Townhouses, Residents Lobby

Architecture, Delivery and Interior Design

Client: **Almacantar**

Number of Units: **24 + 5 Townhouses**

Size: **11,620 m² / 125,000 ft²**

Tenancy: **Private**

Key Fact: **A sensitive and colourful addition to the Edgware Road, with the first new petrol station in Central London in 25 years**

This proposal for 466-490 Edgware Road consists of 76 high quality homes of which 29 units are for private tenure, 21 units for shared ownership and 26 units for affordable rent.

The proposed scheme is predominately made up of two main forms. A six storey residential and retail development (with step-downs to five storeys on both sides) to Edgware Road and a street edge of eight three storey townhouses to Lyons Place.

Residential units above the ground level retail unit will be stepped back away from the main road, therefore emphasising the existing character of the Edgware Road and its vibrant shop frontages. 39 car parking spaces and 119 cycle storage spaces will be provided for the residents to use.

Outside play spaces, large terraces and balconies will be part of the development. There will be two 200sqm courtyards for the residents to use, terraces as large as 80sqm for the top floor units, and balconies, along with front gardens, for the townhouses.

Along Lyons Place there will be six three-bedroom and two four bedroom townhouses stretching over three floors.

Most houses have their own balcony (or two for larger units) and a gated 9sqm garden at entrance level.





The top floor of the townhouses feature access to private roof terraces. Two of the larger townhouses have two terraces each. The townhouse on the north end of the development has one slightly larger terrace, which is due to the size of the townhouse and to continue the building rhythm along Lyons Place.

A line of eight new townhouses are proposed along Lyons Place. Each town house is accessed via a private front garden. This aspect of the design ensures that the street frontage to Lyons Place will be activated providing passive surveillance and sense of security at ground floor level.

All internal spaces are generously proportioned and layouts are optimised and proportioned to avoid deep units.

Each townhouse is planned to provide a generous frontage to the main living rooms and master bedroom. The townhouses offer accommodation over three floors with service/storage room, study and entrance hall at ground floor, sleeping accommodation at first floor and living room, kitchen and dining room occupying the whole of the top floor with direct access to the private terraces.





Valentines House

Ilford

Standard Apartments, Residents Lobby

Architecture, Delivery and Interior Design

Client: **U+I**

Number of Units: **122**

Size: **8,700 m² / 93,000 ft²**

Tenancy: **PRS**

Key Fact: **Landmark conversion inspired by the heritage of the local Ilford Photo factory**

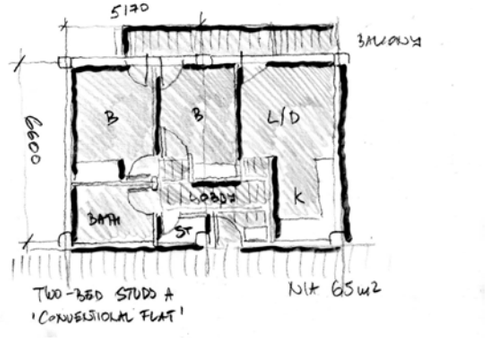
Valentines House is a 0.47 hectare site located off Ilford Hill comprised of an existing L-shaped office building with two blocks; block A being 7 stories high and block B being 5 stories high.

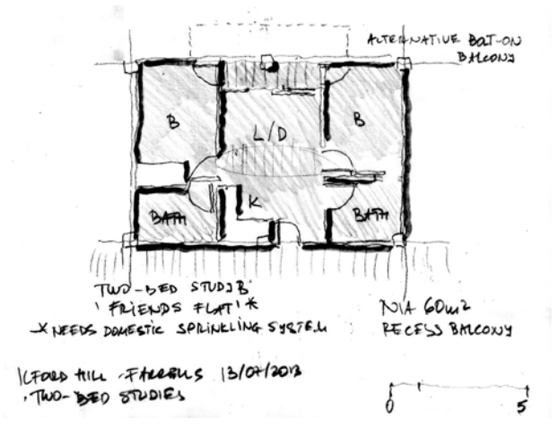
There is a 647 m² of public realm to the front of the car parking area facing Ilford Hill. The site sits adjacent to a refurbished building known as the 'iCon Building' which was converted to private residential use in 2006.

This proposal for Valentines House 51-69 Ilford Hill consists of a complete change of façade with balconies to residential units to both the existing building structure and to the four storey roof top extensions above Block A and Block B.

122 high quality residential units have been proposed within the existing building structure and its proposed extensions. A roof top garden at first floor level has been proposed above retail unit 2 as an additional amenity space for the residents.

The brief for the scheme was to provide a high quality, attractive building with a mix of uses based around residential and retail spaces.













Petersham Houses

Petersham, London

Architecture, Delivery and Interior Design

Client: **Berkley Group**

3 Houses

Size: **1,580 m²/ 17,000 ft²**

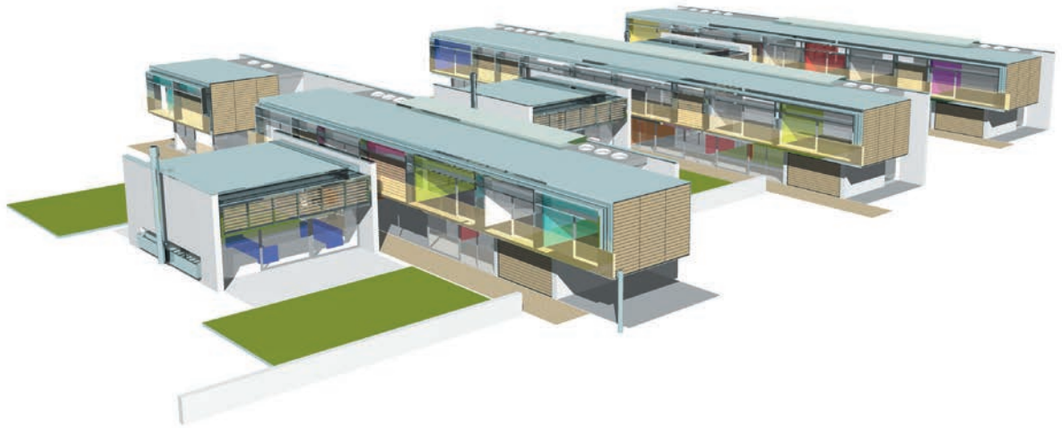
Tenancy: **Private**

Key Fact: **Sensitive architecture in a green setting creates homes for modern living.**

Three contemporary homes were built in Petersham, on the east bend of the River Thames, to the south-west of London. The site is set away from the outside world down a 50m winding lane and is obscured by established trees, shrubs and high fences.

The planning authority stipulated that the development should be low profile and should not be seen from outside the site – a height of seven metres was agreed. The design concept creates three individual family homes that form part of a high quality architectural grouping while remaining totally private. Each house is conceived as a linear arrangement of rooms comprising of dining room, kitchen, study and bedrooms accessed from a double-height gallery that runs the length of the house.

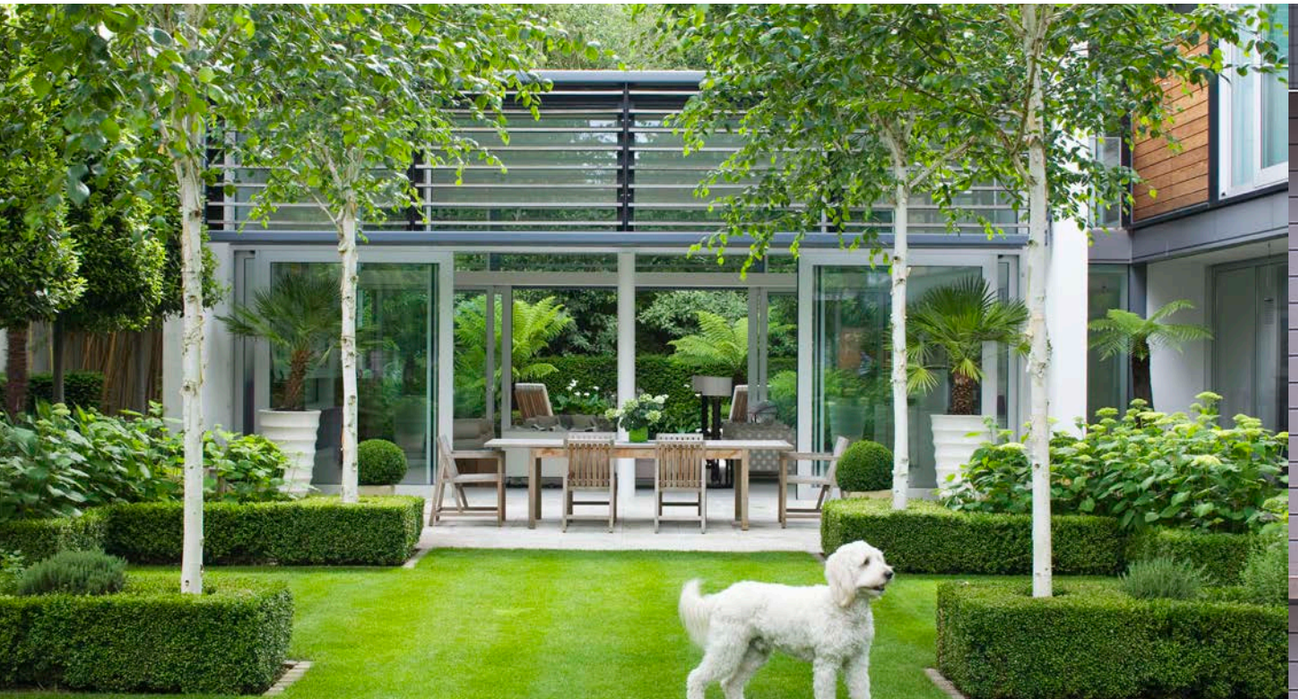
A full-height sliding glass door system is used in all rooms. The three houses use three different stones for the ground level floor and three complementary timbers for the stairs and upper floor.







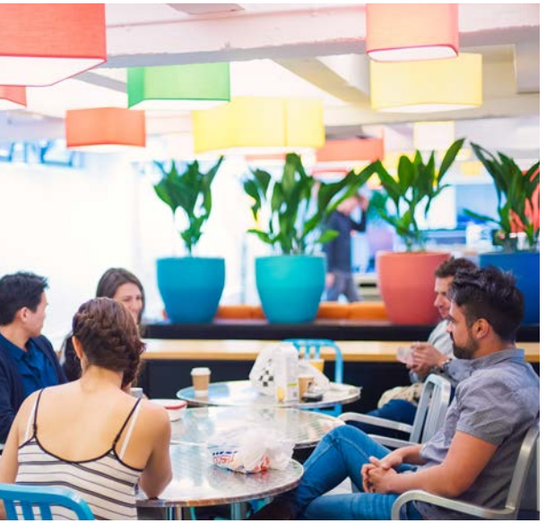


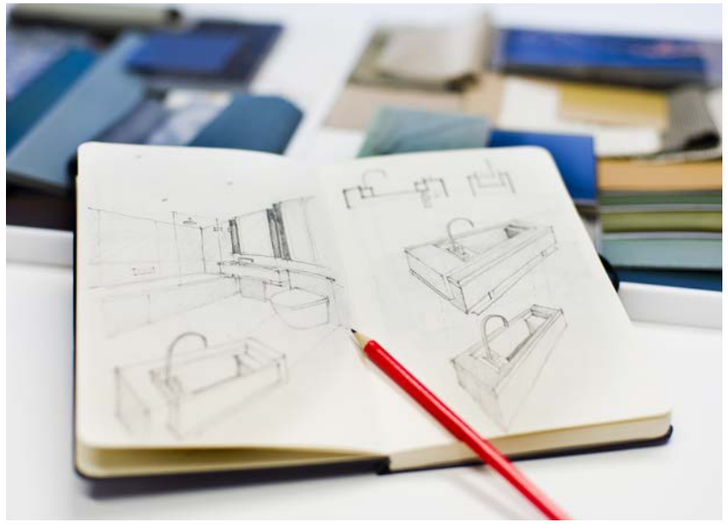


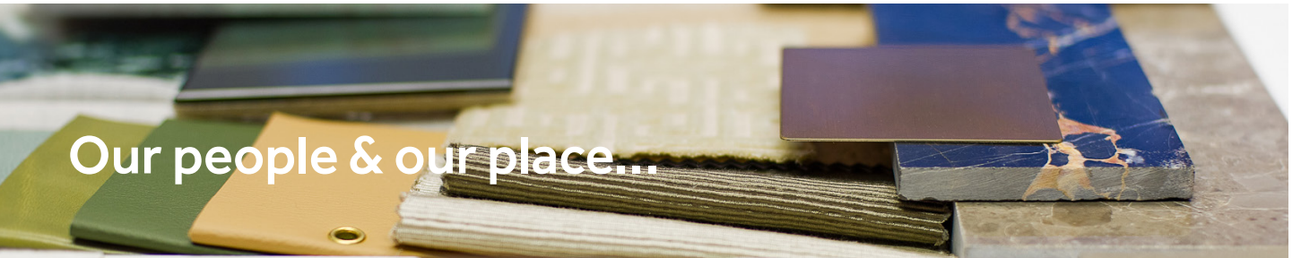












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