

# ABSOLUTELY

SOUTH EAST

JANUARY 2015 / £3.95

UPSTAIRS,  
DOWNTON  
BACKSTAGE WITH  
JESSICA FELLOWES

LIVING  
DESIGN  
NEO BANKSIDE'S  
PRIME PROPERTIES

MADE IN  
MOROCCO  
RECALIBRATE  
AT THE IN:SPA  
RETREAT

# Take Charge

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CHANGE THIS JANUARY

STYLISH / INTELLIGENT / ELEGANT

*Absolutely*  
HOMES &

# Interiors

> DOWN BY THE RIVER: INSIDE NEO BANKSIDE'S NEW DESIGNER PENTHOUSES *p. 53*



## STEP IT UP

Developers NEO Bankside have raised the property stakes once again with their newly built penthouses, boasting amazing views, designer decor and, you guessed it, a pretty hefty price tag. Find out more on page 55.

# VIEW FROM THE TOP

Studio Reed, Rogers Stirk Harbour + Partners, Native Land and Grosvenor come together to create the perfect penthouse

Words **ROSE NOEL**

**W**hen I was at school, I had a vision of the kind of place I would live in when I moved to London and became a film star (before the inevitable move to L.A., prompted by my meteoric success). It would be on the river, spacious and light and full of the latest mod cons. And there would be a breakfast bar. For some

reason, the breakfast bar was essential. My reality has fallen slightly short and I had begun to think no such place actually existed in London... and then I saw NEO Bankside.

Located within spitting distance of London Bridge station, a stones throw from the Globe Theatre and some other short, whimsical measure of distance from the river, these towering apartment buildings offer both an enviable view of the city and an embarrassment of riches

in terms of eateries and shops. As if this were not enough, NEO Bankside has a jewel in its already ornate crown: three penthouses, each designed by a different world class designer, the least expensive of which comes in at a cool £6.7m.

All this makes my desire to take a peek at inside all the more potent but as I step into the glass lift which whizzes up the building, offering panoramic views of the Southbank, it occurs to me that this may not be the best housing choice for someone who suffers from vertigo. I

●● *Neo Bankside has a JEWEL in its already ORNATE CROWN* ●●

emerge on the 10th floor a little dizzy and take a moment to collect myself before following my guides into the penthouse.

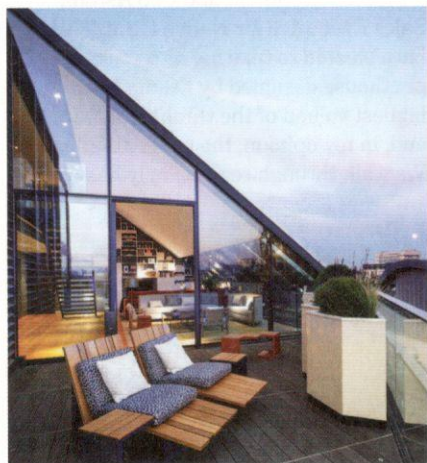
I am being shown around by Georgie Green, account manager at Purple PR for the development and Clio Astolfi, Sales Executive for Native Land. They have elected to take me on a tour of the penthouse designed by Studio Reed, the highest valued of the three at £19.75m and, in my opinion, the most stunning. We walk through reassuringly heavy



doors into an atrium, through another set of doors and then into what has to be one of the most striking living spaces I have ever seen. Despite the impressive furniture and sheer size of the place, the first thing that hits me is the view. St. Paul's Cathedral is *right there*. I'm no tourist but this was some seriously exciting stuff.

The penthouse is 7,080 sq ft in all with interior design by Studio Reed and architecture by Rogers Stirk Harbour + Partners. It is unsurprising therefore that the impression of space is a strong one, emphasized by the enormous slanted windows and an open plan approach to the sitting and dining areas. Attention to detail seems to have been a huge factor and as I am lead through the four

●● *The first thing THAT HITS ME is the VIEW* ●●



bedrooms, walk-in wardrobes, study and bathrooms I am struck by individual elements as well as the overall flow. A side-board, for instance, that is half modern sculpture, half furniture and a table in the entry way that when closely examined turns out to be Battersea Power Station emitting a billowing cloud of gold smoke particularly catch my eye.

Clio and Georgie point out features that they love as we walk through, including the chainmail curtains that adorn one room. Studio Reed's vision is clear throughout; this penthouse is intended to be something aesthetically arresting but nonetheless, comfortable and easy to live in. The fabrics are luxurious, carpets thick and nooks housing squishy sofas abound. This is after all, not an art gallery but a home.



Fitting into the uber-luxe niche that has grown up around the Southbank, NEO Bankside offer something unique. The buyers they attract are undoubtedly an exclusive bunch but with neighbouring developments selling apartments for £100m a pop, they are perhaps occupying a slightly more reasonable bracket. Artistry and meticulous care have been taken to create a rarified atmosphere and though it may only be a fantasy, as I leave I can't help but picture myself standing on the sweeping terrace, glass of Merlot in hand, gazing out over the river. I guess I'll just have to wait for my big break. ♦

● **NEO BANKSIDE**

Studio Reed Penthouse, Holland Street, SE1  
neobankside.com