

8 Bricks & Mortar

LUXURY



The apartments in Greybrook House in Mayfair have art deco features

An office conversion in tune with history

In the 1880s C Bechstein, the renowned German piano manufacturer, began supplying Queen Victoria with its gilded art-case pianos. By the early 1900s it had established one of its largest showrooms on Wigmore Street, in London's West End, and built a concert venue next door — Bechstein Hall, now famous as Wigmore Hall.

The company's fortunes changed, however, as the tide of anti-German sentiment swept through wartime Britain. In 1915 its royal warrant was cancelled, and a year later its British arm was closed down by the Board of Trade. It made another bid for the UK marketplace after the war by commissioning Bechstein Hall on Brook Street, Mayfair, for its new London showroom. The six-storey art deco building, with its white Portland stone façade, was completed by the architect Sir John Burnet and Partners in 1929. It was later renamed Greybrook House and had various incarnations as multi-let office premises, but now it will play to a different tune, having been transformed into three luxury three-bedroom apartments (starting at £12.5 million) and a five-bedroom penthouse (£25 million), on the market through joint-selling agencies Wetherell and Knight Frank.

Nestled between Claridge's and Bonhams, grade II listed Greybrook House will no doubt appeal to buyers who are fixated on a prime central London address. "There is a feeling of luxury and glamour when you walk in, which is enhanced by the proximity to Claridge's and the culture of Mayfair," says Peter Wetherell, the chief executive of Wetherell.

The scheme is the joint venture of Fenton Whelan, the ultra-prime residential developer, and Vanbrugh Prime Property, an investment adviser. They have ensured that its modern



Apartments start at £12.5 million and the duplex penthouse is £25 million, through Knight Frank and Wetherell

makeover pays homage to its architectural history. Historic England cites the importance of Greybrook House in its archives as a key example of art deco architecture, one that reflected the work of Sir John Burnet and Partners — "noted practitioners of the Modern style in the interwar period".

Art deco features are found throughout the refurbished building, including the original 1929 antique bronze front doors.

Plush materials and fine craftsmanship define the interiors of the apartments and the penthouse, from gold-finished cabinetry and cream silk carpets to feature walls made from Noir St Laurent (a black marble with golden-white veins).

Among the suave spaces for entertaining is the penthouse's cocktail bar, which is lined in back-lit onyx stone. Perks for residents of Greybrook House include a 24-hour concierge, valet parking and optional health club membership at Claridge's and the Connaught hotel.

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