



KSR ARCHITECTS & INTERIOR DESIGNERS

Press Release
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Hampstead's latest luxury residences revealed: Novel House by KSR Architects & Interior Designers



Novel House, New End, Hampstead, designed by KSR Architects. Photography by Will Scott.

KSR Architects & Interior Designers opens the doors to Novel House; an ambitious new scheme of 17 generously sized apartments in the heart of Hampstead Village. It is one of the largest multi-residential projects to be built in Hampstead for many years.

The seven-storey building is located on the site of a former nurses' home. With immaculately designed apartments ranging from one to four bedrooms and an exceptional 3,200sqft lateral penthouse, the building boasts many bespoke design elements, private and discreet parking, a fantastic gym and concierge.



The site takes advantage of its elevated position and offers full views of the London skyline along the Thames east to west, and is surrounded by listed houses, boutique shops and the local landmark of Christ Church.



Novel House: The outlook from 'City View' apartment. Photography: Will Scott.

KSR worked closely with their developer client, The Linton Group, to deliver the scheme. KSR's strong track record in the area and intimate knowledge with the luxury Hampstead market ensured significant planning challenges were overcome successfully. **Novel House is a rare example of a multi-residential new build in this conservative location, and the resulting building harmonises with its neighbours and maximises space, light, and views.**

The result is a contemporary building with a stepped and sensitively articulated built form, creating a series of private terraces, that pulls away from critical points on the boundary. It presents a building of stature to the street frontage with a carefully selected palette of materials and architectural treatment that ensures that the building enhances the surroundings area.

Redevelopment of this site was approached carefully, given the proximity to neighbouring properties and the two-storey level change from back to front. The changes in levels across the site resulted in a complex piling structure and support to ensure there was no significant movement affecting the immediate neighbouring properties which include a church and several listed buildings. Complex 3D computer modelling was required in order to ensure privacy between the units whilst maximising natural light and views. The main structure is a concrete frame with brick cladding to the lower levels and lightweight cladding to the upper levels which is stepped back from the principal façade.



Internally, the apartments are elegant and contemporary. KSR was also appointed to design the interiors for a bespoke apartment for one of the new homeowners. **'City View' apartment** is refined and gratifying with materials, furniture and art reflecting the inhabitants' taste, their memories, history, travels, and stories. As avid art collectors, the homeowners needed an interior design that worked to compliment to their collection, with plenty of storage space to keep their home clutter free and allow the art works to take centre stage.

Director of Interiors at KSR, Michelle Sweeney, said:

"Our brief was to create a relaxed family home to display an extensive art collection.

We used a neutral palette and incorporated texture across joinery and furnishings to champion the client's eclectic artworks. We injected some colour and fun in the selection of bright armchairs, a colourful graphic wallpaper in the guest WC and a quirky lighting feature above the dining table. We introduced comfortable and timeless pieces perfect for entertaining and relaxing.

This project was a great opportunity for us to test the layouts of the base build of Novel House. We enjoyed collaborating with the clients to create a bespoke home that was reflective of their lifestyle and incredible art collection."



Novel House: 'City View' apartment, with interior design by KSR. Photography: Will Scott.

Elsewhere, natural stone, cast bronze, old oak and marble offer luxury and timeless elegance. An emphasis on British craft is placed on the bespoke joinery, fixtures, and fittings, in honour of Hampstead's heritage and innate



quality. The palette of materials used in both the communal and private areas is classic-contemporary, while detailing adds fresh, nuanced effects.



Novel House: Interior Design by Gordon Duff Linton. Photography: Will Scott.

Architect's view:

Gordon Jefferys, Partner of KSR, said:

"This project offered a unique opportunity to develop a new build residential apartment building in the heart of Hampstead in a highly sensitive and historic location. The immediate surrounding context includes a number of listed residential buildings, the listed Christ Church, Christchurch Pedestrian Passage and local schools. The site itself presented challenges both in regard to its context and complex form with the levels varying by two storeys in height from front to back.

The design intent was to maximise the development of the site and achieving a building which, while recognising the generally consistent style of the existing residential fabric, was clearly of a contemporary nature.

The planning process, understandably, involved detailed consultation, exhibitions and presentations to local residents and community groups and Camden Planning. Planning permission was eventually achieved after some six years at an appeal hearing.

The architecture has incorporated materials of brick and stone, appropriate to the area, with the articulation of the massing and proportions of elements such as the facade bays, windows and openings



recognising those of the surrounding context yet expressed in a contemporary manner.

With the landscaped street frontage and a beautiful communal garden design at the rear adjacent to the setting of the church, the building both complements and enhances the conservation area.

The whole team who worked closely together, are proud of having achieved the intent of providing a building that is both appropriate, contemporary and will contribute to its context."

Client's view:

Gary Linton, Managing Director of The Linton Group, said:

"Novel House is The Linton Group's latest residential development, and we are particularly proud of the visionary thinking and original design features which have come together to make it such a distinguished scheme. It is very rare to achieve the necessary approvals to create a multi-unit, new build in this location, and we would like to thank KSR Architects & Interior Designers, along with the rest of our team, for making this possible.

The completed Novel House delivers astounding panoramic views across London, generously sized apartments and beautiful landscaped gardens with thoughtful integration of technology, individuality, comfort and artistry. We are confident that owners and tenants alike will experience many years of peaceful and joyful living, which is one of the key markers of lasting value."

END.



Notes to editors:

Key information

Full address	Novel House, 29 New End, Hampstead, London NW3 1JD
Scope of services	Architecture
Typology	17 apartments
Build size	GEA 5000m ²
Build cost	£21m.
Levels	7 storeys with below ground levels ranging from 1 to 3 across the site
Photography	Will Scott
Drone and video	Will Scott
Developer	Linton Group
Architecture	KSR Architects & Interior Designers
Interior Design	Gordon-Duff & Linton
Private Apartment Interior Design	KSR Architects & Interior Designers
Landscape Design	Bowles & Wyer
QS & Cost Consultant	Robinson Low Francis (London)
Structural Engineer	Ross & Partners
Planning consultant	Savills
Services Engineer	Hoare Lea
Lighting Designer	The Lighting Asylum (Spitalfields)
Main Contractor	Blenheim House Construction

About KSR Architects & Interior Designers

KSR is an award-winning design-led practice built on over 35 years of relationships. We are architects and designers who specialise in the design and delivery of high-quality residential projects. Our diverse team works with the latest technology to create innovative solutions that are sustainable and of timeless beauty. Our cosmopolitan studios in London and China are keen to share their knowledge, skills and tools to create exceptional designs.

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