

R E S I D E N T S
**THE OTHER
HOUSE**
C L U B

THE OTHER HOUSE COVENT GARDEN – DESIGN PREVIEW

THE PIONEERING LIFESTYLE BRAND GIVES A FIRST LOOK
AT THEIR EAGERLY AWAITED SECOND RESIDENTS' CLUB, OPENING WINTER 2024



June 2023 – Pioneering lifestyle brand, The Other House, has broken ground and begun to transform the historic Wellington Block in Covent Garden. The significant island site is the second outpost of this innovative Residents' Club, the first having opened its doors in July 2022 in South Kensington .

Located just moments away from the world-famous piazza, The Other House Covent Garden will offer apartment-style living with the brand's signature 'Club Flats', public areas comprising a bar and rooftop terrace, the Owl & Monkey, all day brasserie, The Other Kitchen, and exciting event spaces. The private club for residents and members will offer private dining rooms, atmospheric lounges and a wellness and wellbeing retreat with a subterranean pool, treatment areas including its signature OM sound baths and a hi-tech gym.

The landmark property consists of seven separate historic buildings, including a former rectory, with plans to include a stunning four-story internal glazed atrium and an additional three floor extension, providing residents exceptional views across central London.

Completely aligned with their brand vision, The Other House Covent Garden promises to deliver dramatic interiors, state of the art facilities and sustainable design, from the ground up, catering for stays from a night to a year. The first release of images beautifully illustrate their signature approach to design, with a bold use of colour, layers of textural fabrics and materials, wild botanical prints and dramatic art deco inspired wallcoverings. All making it your other house for as long as you are in town.

Naomi Heaton, CEO and Founder, The Other House said: *"We are delighted to finally be underway working on our location for The Other House's second Residents Club. Our Covent Garden site embodies everything we want to achieve – sensitively restoring a historic space in prime central London and transforming it into something that truly caters for the modern, global traveller and the local community. It's thrilling to share a first glimpse of what's to come".*

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ABOUT THE OTHER HOUSE: www.otherhouse.com

The Other House is tearing up the rule book, launching a new sector of Residents Clubs and redefining the hospitality market. It effortlessly combines apartment-style living with access to hotel style services and superb club facilities. Think pied-à-terre meets private club, available for all residents to enjoy, with no membership required. It is cool, intriguing, bold and committed to sustainability. Whether it's for a day or a year, it is your other house for as long as you are in town.

Launched in 2019, The Other House is a joint venture partnership between London Central Portfolio (LCP), leading real estate investment advisory in Prime Central London and APG, the largest pension provider in the Netherlands. The Other House South Kensington opened in July 2022, with The Other House Covent Garden opening in winter 2024 and Belgravia in 2025. Further openings are planned in central London and internationally.