

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

**THE OTHER HOUSE – TEARING UP THE RULE BOOK  
WITH AN ENTIRELY NEW WAY OF STAYING**



HOTEL SERVICE, CLUB FACILITIES AND APARTMENT-STYLE LIVING: THINK PIED-À-TERRE MEETS PRIVATE CLUB

London, This July, The Other House is opening the first of its new Residents' Clubs, The Other House South Kensington. This pioneering concept provides all its residents apartment-style living, club facilities and hotel services on tap - and no membership is required.

The concept, shaped through a residential lens rather than a conventional hotel approach, offers something completely unique for those wanting to live like a local, to feel it is their other house, whatever the length of stay - be it a day, a month or a year.

It is as much an exciting, eclectic, boldly designed new destination for guests coming for just a few days as it is a London bolt-hole for those who moved to the country during the pandemic or international visitors needing a place in London to call home. Offering 'Club Flats', a Private Club for residents and hotel services, it is the first of this type of accommodation that the UK has seen.

Located on leafy Harrington Gardens, South Kensington, behind the impressive façade of 11 grand Victorian townhouses, the interior has been completely renovated and reconfigured. It now houses over 200 Club Flats, private meeting and dining rooms and exciting event spaces. Its Private Club for residents includes two bars, a screening room and extensive wellness and wellbeing spaces, including a vitality pool, state-of-the-art gym and a meditation hub. For a more local vibe, there is an all-day street café, The Other Kitchen, and a signature cocktail bar, The Owl and Monkey.

There are many configurations of Club Flats, including the Club Originals, Club Class, Club Vaults and Club Collection – all embracing the period architecture of the buildings they are within. They range from studio-style flats to three bedrooms, 247 sqft (23 sqm) to 656 sqft (61 sqm). For larger groups, there are Club Combos - options to interconnect two, three or four Club Flats all behind a single front door or around a private internal courtyard - up to 1,238 sqft (115 sqm).

Club Flats are located along 'streets', each named after people of note from the local area, giving every Club Flat a unique address of its own - so no soulless corridors and floor numbers. The inspirational living spaces are dressed in a rich colour palette layered with velvets, British tweed and wool, and feature a panelled sitting room, fully equipped kitchen/diner, a bedroom and elegant shower room.

Naomi Heaton, Co-owner and CEO at The Other House, who has helped master mind the project and brings extensive property restoration and rental know-how from London Central Portfolio Ltd (LCP), a leading real estate investment advisory, which she founded over 30 years ago, comments: "Working with heritage architecture brings its challenges and there have been unexpected discoveries as well as some delightful surprises, in many cases not uncovered until the strip-out process in the early stages. Restoring historic buildings is incredibly rewarding and is what will make our Residents' Clubs individual, unique and embedded with history. Given my background, we are acquiring assets in the very heart of central London and generally in need of refurbishment and reorganisation. This enables us to make our vision a reality while minimising environmental impact and breathing new life into these dilapidated buildings."

## **DESIGN INSPIRATION**

The Other House has worked closely with the award-winning, London-based, Bergman Design House as their interior design partner. The inspiration for the interiors was derived from the local culture of South Kensington - a unique area brimming with art, design and tradition. The spirit of whimsy and English eccentricity was the starting point for the design – guided by beguiling gardens, interesting architecture, the language of arches and the nearby Gloucester Road tube station. This narrative is echoed throughout the entire building, connecting spaces, leading residents from one experience to the next. The result? A voyage of discovery, a world that is fantastical and flamboyant, but also relaxing and comforting in equal measure. All brought to life by the very best of British craftsmanship.

## **SUSTAINABILITY**

Sustainability underpins every decision that is made at The Other House and to this end initiatives have been implemented from construction through to operations - with the aim of achieving the BREEAM 'Excellent' category, representing only the top 10% of buildings. From using materials with a low environmental impact to carrying out lifecycle assessments to inform selection - it is committed to sourcing products from verified environmentally friendly suppliers and supporting local artisans and craftsmanship. Furniture, fittings and fabrics throughout the Residents' Club from the front of house to the Club Flats are from British design houses.

It all adds up to a genuine retreat in the heart of the capital where an investment in eco-consciousness is just as seamlessly integrated as modern amenities and inspirational design. It is a destination for the wise owl who cares for the planet and the curious monkey who are looking for great experiences. Hence the name of the eponymous Owl and Monkey cocktail bar at the Other House. Which are you? To find out, The Other House South Kensington will open its doors on 5<sup>th</sup> July 2022, showcasing the best in British design, with sustainability and positive social and environmental impact at its core.

**-ENDS-**

**For media enquiries please contact: [otherhouse@mercurycomms.com](mailto:otherhouse@mercurycomms.com)**

Please follow [this link](#) to download the following:

- Renders
- Images of Naomi Heaton, The Other House Co-owner and CEO
- Design detail images

## **NOTES TO EDITORS:**

**ABOUT THE OTHER HOUSE:** [www.otherhouse.com](http://www.otherhouse.com)

The Other House is tearing up the rule book and launching a new sector of Residents Clubs, redefining the hospitality market. It effortlessly combines apartment-style living with hotel services on tap and club facilities. Think pied-à-terre meets private club, available for all residents to enjoy. It is cool, intriguing, bold and committed to sustainability. Whether it's for a day or a year, it is their other house for as long as they 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. Opening in South Kensington in July 2022 and Covent Garden in 2024, further openings are planned in central London and internationally.