

R E S I D E N T S

THE OTHER  
HOUSE

C L U B

**THE OTHER HOUSE ANNOUNCES THAT IT IS OPENING ITS DOORS TO RESIDENTS ON 5 JULY 2022**



PANDORA SYKES, DJ FAT TONY AND ARIZONA MUSE ANNOUNCED AS AMBASSADORS OF THE OTHER HOUSE

**London**, On 5 July, The Other House, South Kensington will open its doors. This pioneering concept provides all its residents with apartment-style living, the amenities of a Private Club and hotel services on tap - and no membership is required.

Shaped through a residential lens rather than a conventional hotel approach, The Other House offers something unique for those wanting to live like a local, to feel it is their other house, whatever the length of stay - be it a night, 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 country dwellers or for 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, it houses over 200 Club Flats, private meeting and dining rooms and exciting event spaces. Its Private Club for residents (and a select list of external members) 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 more of a local vibe, there is also an all-day street café, The Other Kitchen, and a signature cocktail bar, The Owl and Monkey.

### **AMBASSADORS**

With the aim of creating great experiences and becoming a home for engaging conversations and events, The Other House has partnered with a number of ambassadors, each with their own unique spin on different aspects of The Other House. These include Pandora Sykes, DJ Fat Tony and Arizona Muse, who encapsulate The Other House ethos of being 'wise as an owl and curious as a monkey' (the wise owl who cares for people and the planet and the curious monkey who looks for new experiences).

Pandora Sykes is a journalist, broadcaster and author of The Sunday Times bestselling essay collection, 'How Do We Know We're Doing It Right?'. Pandora has curated The Library for The Other House. Using her extensive knowledge and love of books, she has pulled together a collection of her favourite fiction and non-fiction titles, spanning from

classics to the contemporary. She will also be giving The Other House residents recommendations of her favourite parts of London, places to read and book shops.

Pandora Sykes commented: "After certain humans, books are the most important thing in my life. I spend every evening possible reading. And the hours which are not spent reading, are spent moving books from shelf to shelf, placing old favourites next to new neighbours. It is truly, as Zadie Smith once described her reading habits, a sanctioned addiction. I love non-fiction as much as fiction, with the former sating my hunger for knowledge and the latter fuelling my imagination and providing me with an escape. It is therefore a huge honour to have been asked to curate The Library at The Other House. I am so pleased to have shared some of my most loved books with the residents - and I so hope they enjoy my choices."

DJ Fat Tony first found fame in 1980's London as a DJ and is one of the best-known faces on the global social scene. Fat Tony has curated The Other House playlist, working with the team to create a selection of his favourite songs that he feels will resonate with The Other House audience. Guests will also be able to request the playlist for private dinners, events and parties. He will also be giving The Other House residents recommendations of his favourite music shops and evening venues in London.

DJ Fat Tony says "I grew up with music, and it's one of the main factors of my life - it gives me life. When I was asked to collaborate with The Other House, I wanted to create a playlist that resonates with both the residents, who are making it their home and the guests who are looking for an awesome evening in the private dining areas. I am looking forward to sharing some of my favourite locations around London that inspire me and my love of music. It's an honour to share with you the music that means so much to me."

Arizona Muse is an ambassador and consultant for sustainability in the fashion industry. She will be sharing her tips with The Other House residents on London's sustainable offering. Sustainability is pivotal to all aspects of The Other House, from using materials with a low environmental impact to carrying out lifecycle assessments to inform interior design choices. Arizona will be recommending some of her favourite vegan restaurants, fashion concept stores and sustainable places to visit around South Kensington. Most importantly, using her extensive research on the topic of sustainability, she will be sharing her tips on how to live a more sustainable life with The Other House residents.

Arizona Muse recalls: "The brand has shown a deep commitment to sustainability: from sourcing products from verified, environmentally friendly suppliers, to supporting local artisans and craftsmanship, which is so important to me. I'm excited to be able to use this platform to share the knowledge I have gained, which I also hope will spark an interest in sustainability in other people."

Naomi Heaton, Co-owner and CEO at The Other House explained: "A key strand of our vision was to partner with ambassadors who encapsulate and promote the different values that are important to us at The Other House. Our ambassadors will help us create memorable experiences for our residents through music, books, culture and fun as well as joining in our commitment to a more sustainable planet. They will help us make The Other House much more than just a place to stay but a place to live like a local and I am delighted that Pandora Sykes, DJ Fat Tony and Arizona Muse will be part of this. We are incredibly excited to officially open our doors in South Kensington on 5<sup>th</sup> July and see The Other House come to life."

**-ENDS-**

**For media enquiries please contact Holly Moore at Mercury Communications: [otherhouse@mercurycomms.com](mailto:otherhouse@mercurycomms.com)**

Please follow [this link](#) to download a selection of high-res imagery.

## **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 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 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.