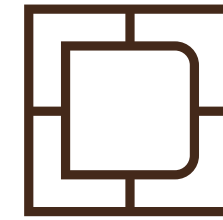




THE DRAYCOTT

— Sloane Square —

Limited edition



THE DRAYCOTT

Impressions

A review of The Draycott Collection; inspired by the
most curious man in the world: Sir Hans Sloane.

The Draycott is a revival
collection of bespoke
apartments situated within
two minutes of London's
iconic Sloane Square.



The imposing façade of this Dutch-influenced 19th century
corner building disguises an all new interior structure comprising
ten individually designed, purpose-built apartments.

Meet Sir Hans Sloane, collector and physician.

A physician for society, at the helm of both the Royal College of Physicians and the Royal Society, Hans Sloane preferred the company of his things to the company of people.





In his life Hans Sloane collected 71,000 objects from the far reaches of the British Empire: West Africa, North America, South and East Asia and the Caribbean.

Sloane was well aware of his legacy. Before he died, he bequeathed his entire collection of curiosities to King George II. That collection went on to form the foundation of The British Museum, the world's first free public museum.

Great swathes of
Chelsea bear the name of
Hans Sloane. His legacy
lives on at The Draycott.

At The Draycott we celebrate the art of collecting with our
own 'revival' edition of ten apartments, comprising collections
of the best craft and materials from near and far.

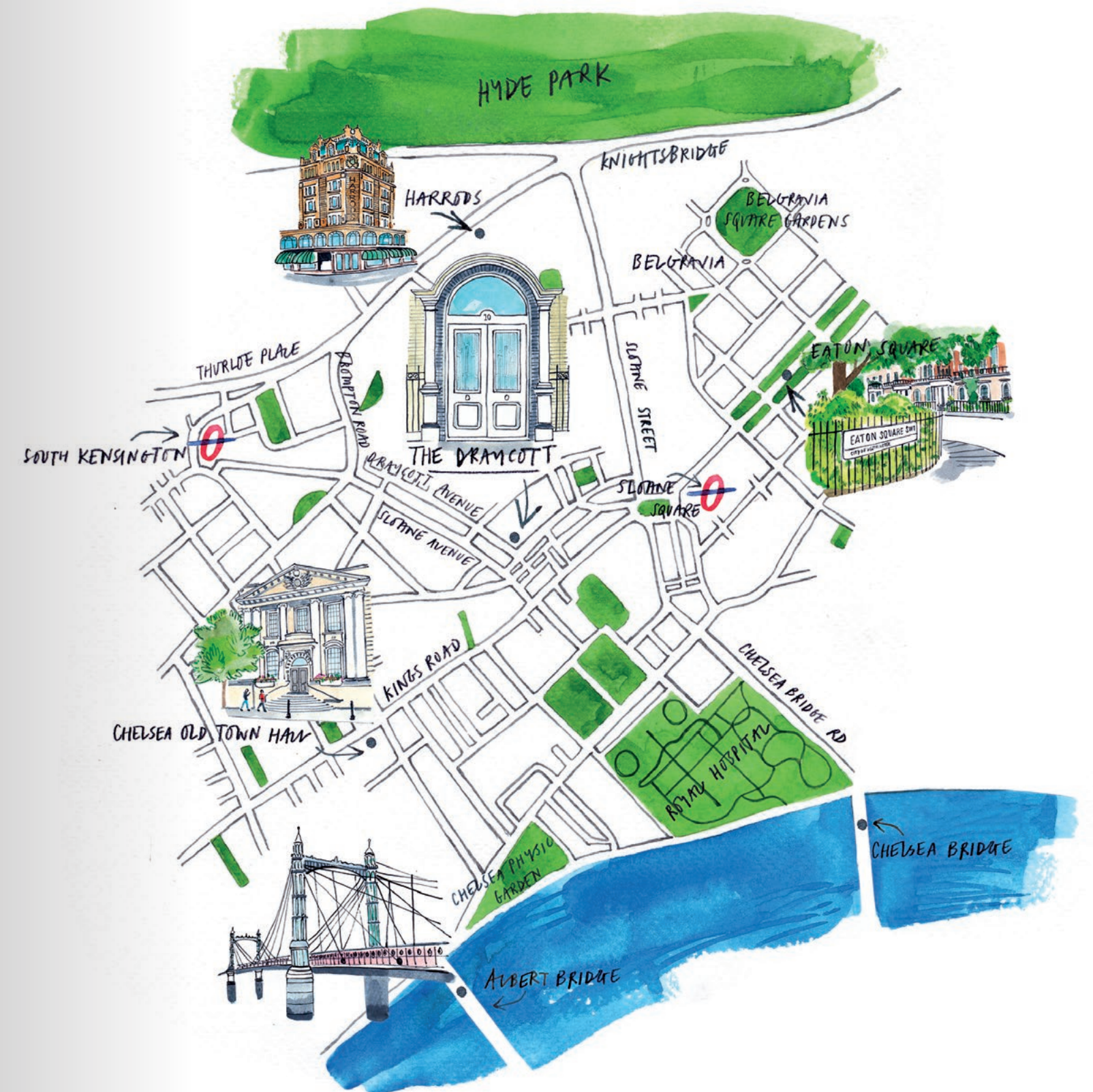






CHELSEA IS LONDON

A sense of place like no other



Situated in the heart of the Cadogan Estate, surrounded by imposing terracotta-coloured facades.



Just a moment from The Draycott is the iconic Sloane Square, and the esteemed King's Road – a thoroughfare that's known as one of the world's finest.

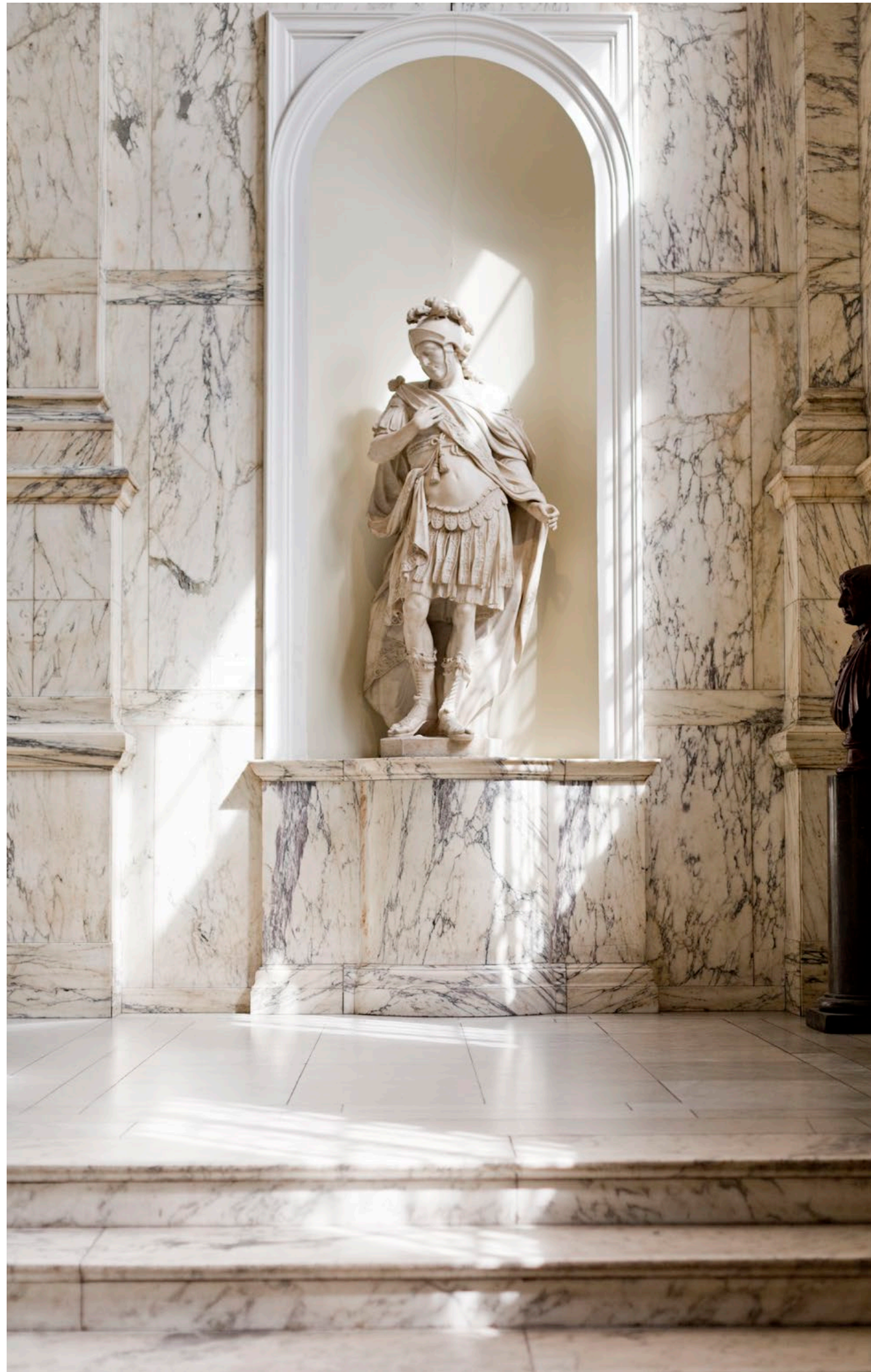


Chelsea is a neighbourhood of landmarks. Harrods, Michelin House, the Royal Hospital, and the legendary Chelsea Arts Club that has for decades been a place to socialise and escape.

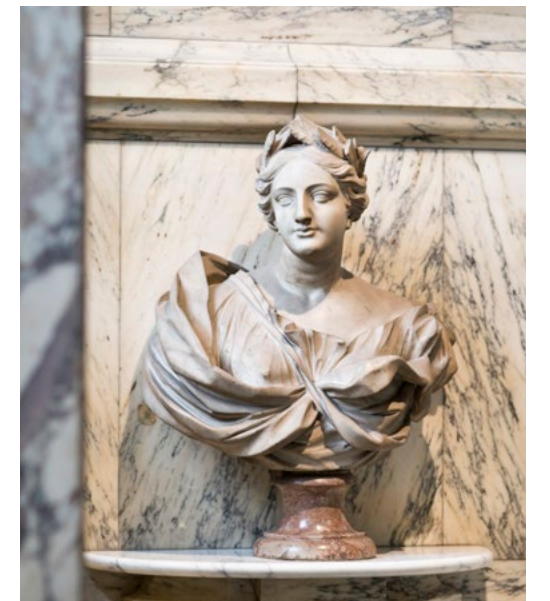
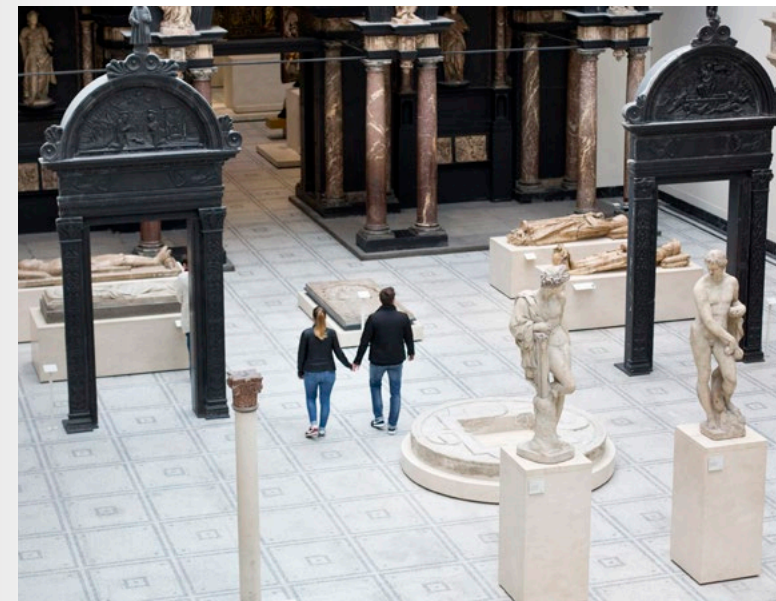


Some of the most revered figures from the worlds of art, fashion, music and theatre have made this neighbourhood theirs for centuries.





The Royal Borough of Kensington and Chelsea comprises some of London's most magnificent museums.



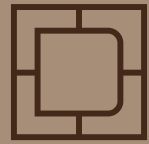
The Victoria and Albert, the Natural History and Science museums together host a collection of more than four million artefacts.

The neighbouring greenery, Hyde Park and the Chelsea Physic Garden, are among the most splendid landscaped and horticultural spaces in London.



Some of the world's finest fashion and best restaurants line King's Road. One of London's landmark bridges, the Albert Bridge connects Chelsea with Battersea Park.

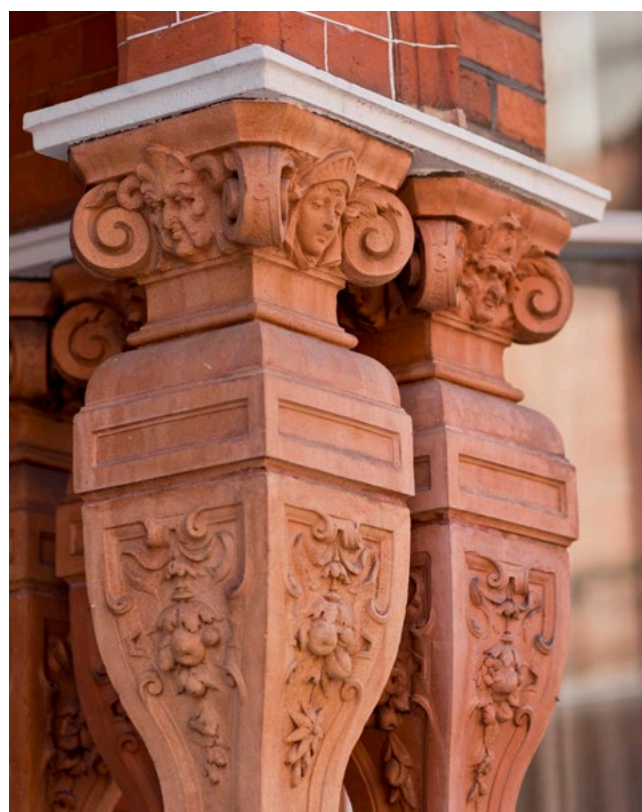




THE ARCHITECTS

At The Draycott, contemporary meets classical.
The collaboration of two highly-skilled design
teams, 1508 London and B3R Architects, has
created an all-new interior architecture.





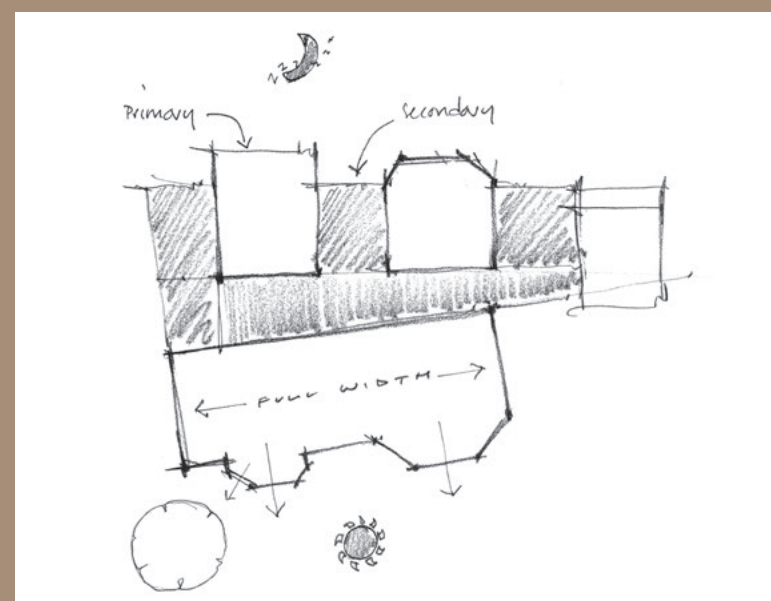
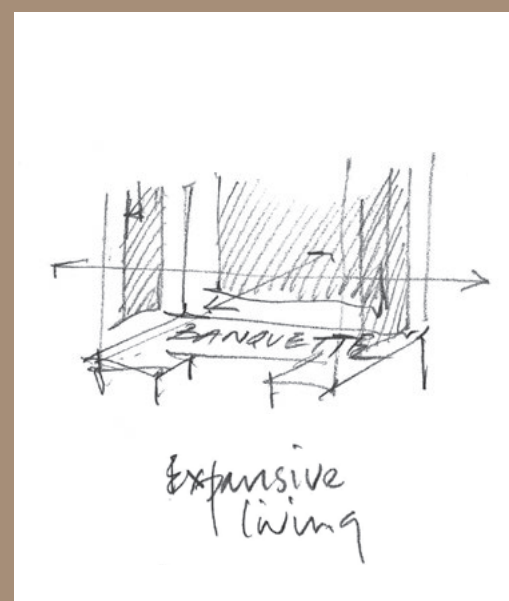
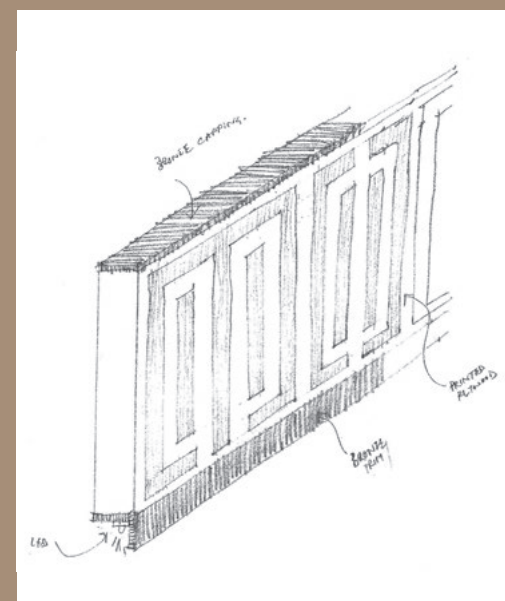
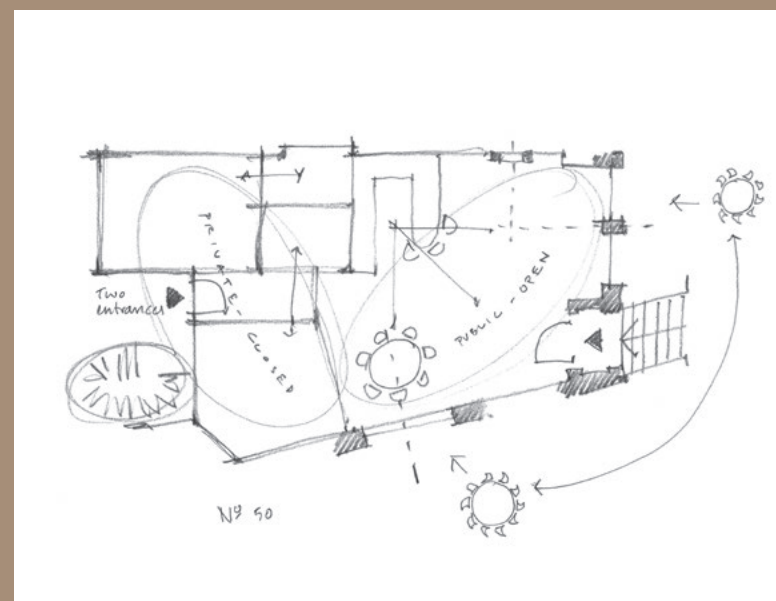
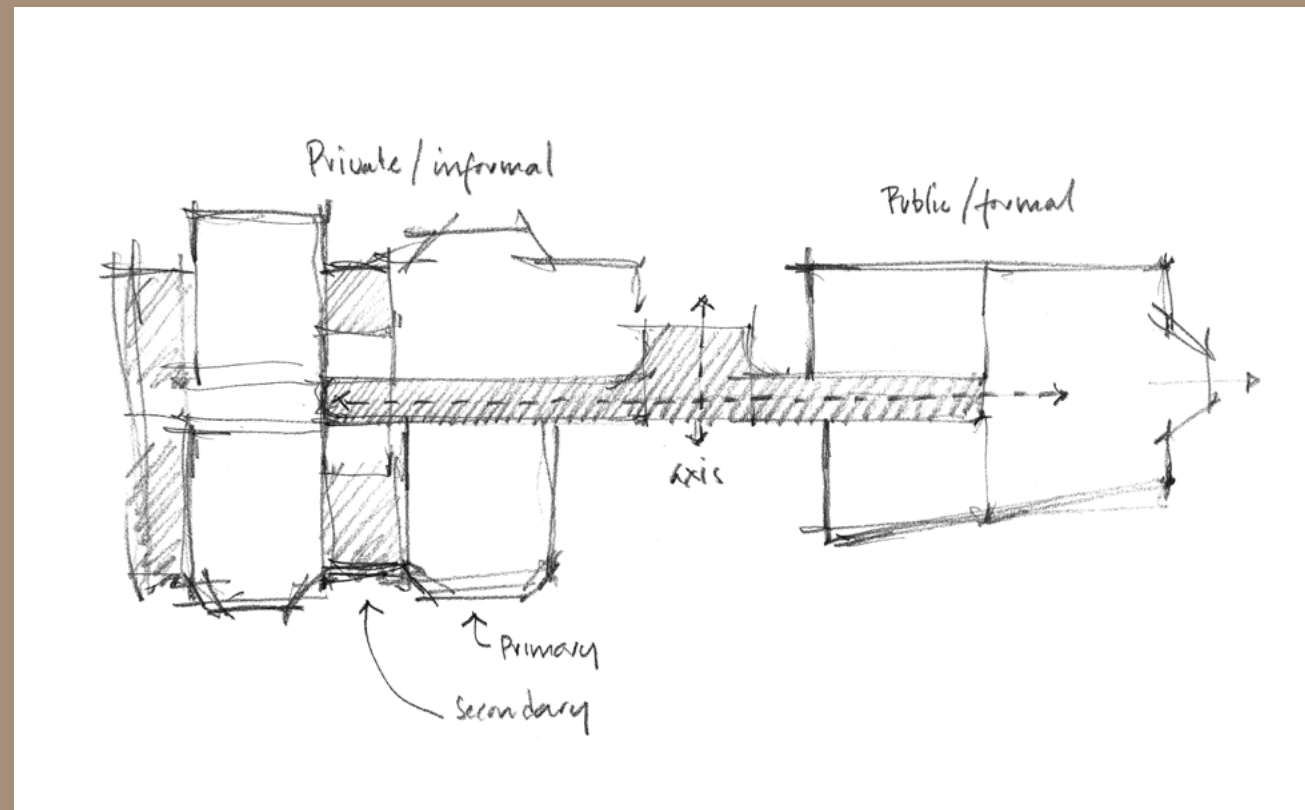
The Draycott takes after the Pont Street Dutch, a style of architecture that was influenced by the gabled facades of Amsterdam. Inside, the Dutch influence is embraced with rich materiality of natural stone and timber.

London architectural practice B3R formulated these contemporary apartments to maximise open space, with a layout that's informed by the movement of natural light.

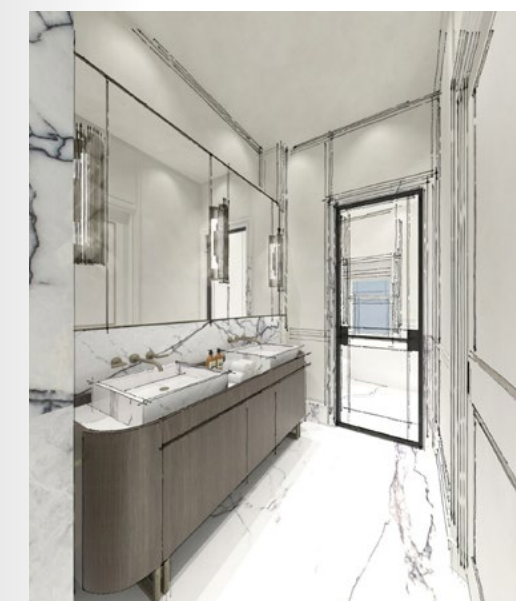
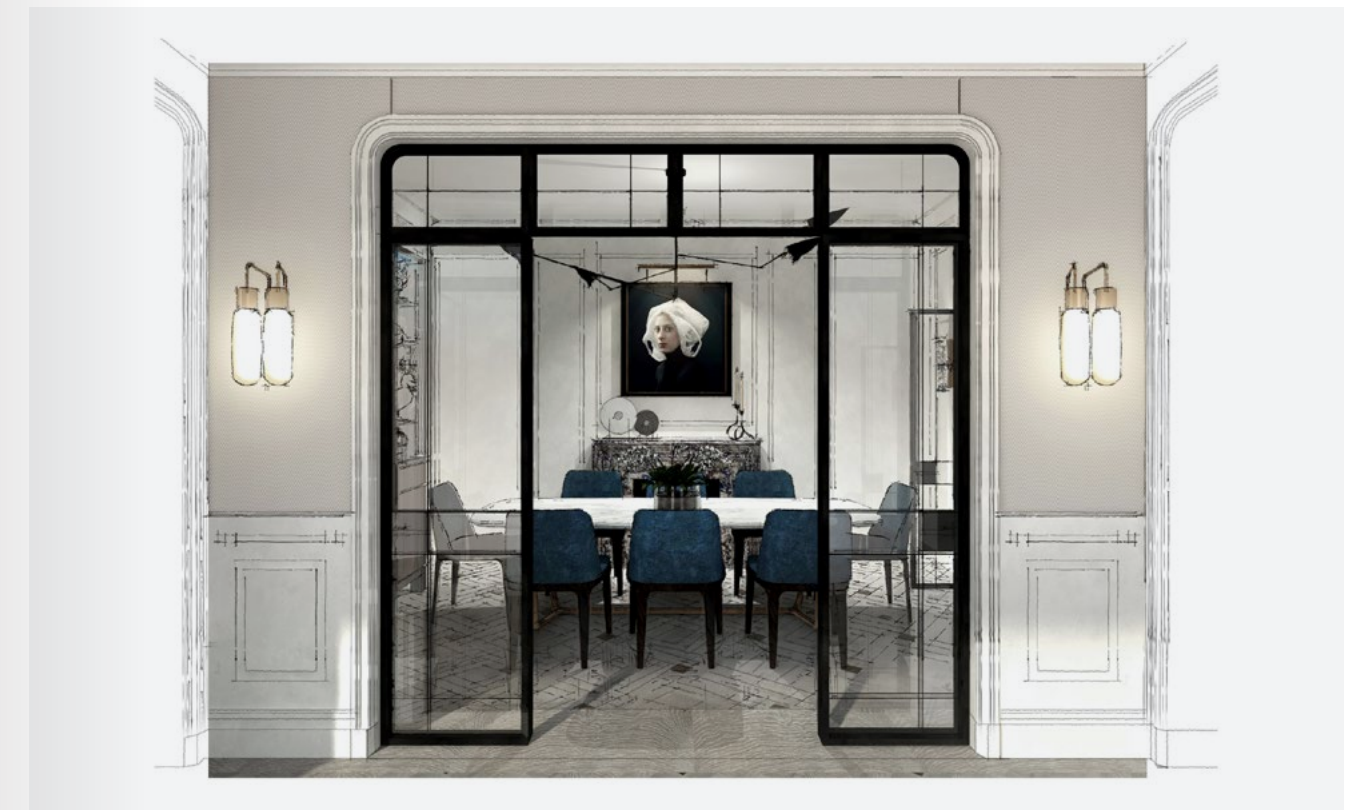
“Drawing inspiration from both the principles of revival and contextualism, the apartments have been designed as a collection; variations on a theme that thread together a story in creating beautiful spaces with a real sense of place and purpose.”

Nigel Reynolds, B3R Architects

The architect's sketchbook

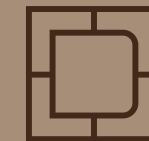


The interior designer's sketchbook



From The Draycott Penthouse
looking towards Battersea Park





IN THE MAKING

The Draycott is the coming
together of the finest artisans and
craftsmanship the UK has to offer.



The team travelled to the stone yards of Milan and Verona for a selection of warm, inviting and dramatic stone – all with a story to tell.

These metal and glass doors went on to become a feature of The Draycott show apartment, crafted from powder coated steel and a high quality glass selected for its clarity.



Here a piece of 'Spiderman' Roma Imperialle marble is being treated to go in the kitchen of the show apartment – a unique stone that's hardly seen in the UK, truly befitting the building's ethos.



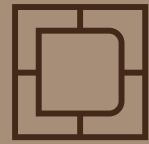
From the Cotswolds to Greenwich, traditional stone and joinery firms were selected for their highly specialised skills.

The Draycott show apartment centre
light is truly something to behold.



The composition of circles was designed and crafted by
the London-based Cameron Design Studio. Sculptural
and modern, it hangs above the dining room where it
appears to float weightlessly above the dining table.





THE SPIRIT OF COLLECTION

The concept to create a story around the collector, Hans Sloane, originates from the interior designers at I508 London. At The Draycott, the theme of collecting comes alive.

Interior photography by Andreas Von Einsiedel



Set on the piano nobile, this apartment is an embodiment of the spirit of The Draycott – it starts with a warm welcome in the entrance hall.

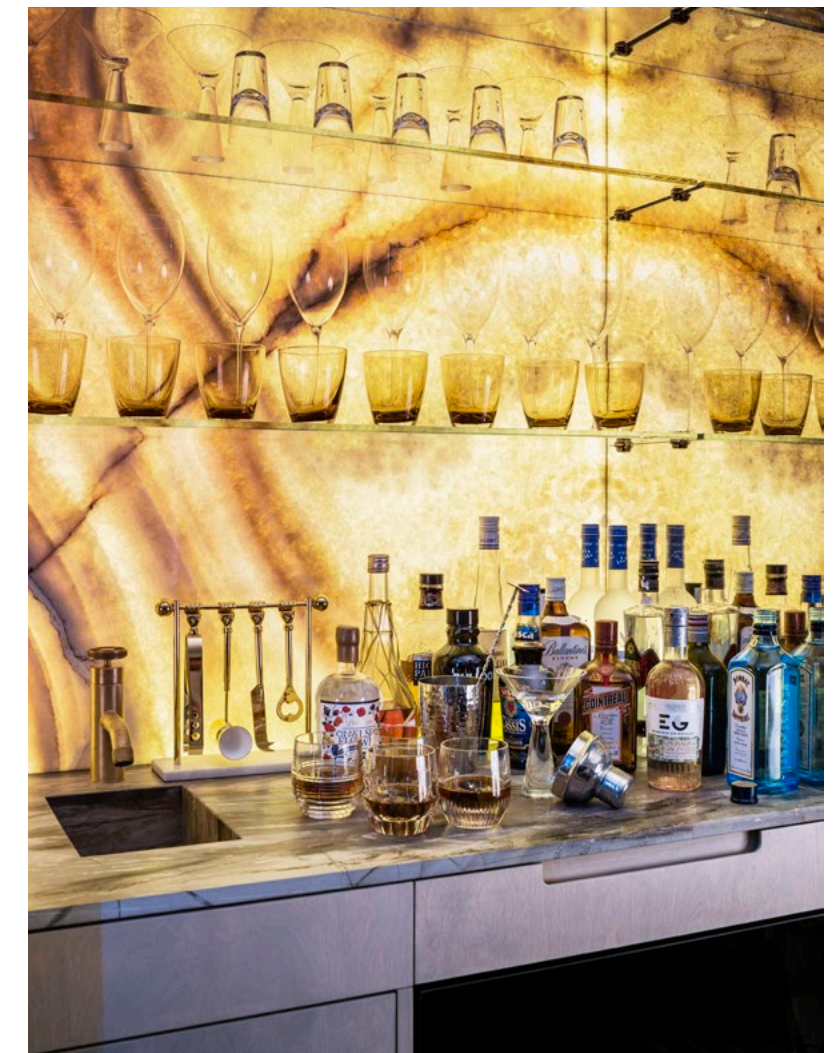


A sense of craftsmanship oozes from the seamless fabric upholstered walls and the bespoke stone floor; each piece of Italian and Turkish marble hand-laid on site.





As you walk through the apartment,
you may catch yourself looking twice
at the collections of objets d'art,
paintings and sculptures.



Hand-picked marbles from around the world,
fittings and finishes were each carefully selected
to create a sense of space and visual intrigue.





The kitchen is seen here on a cosy morning, ready for breakfast.



The 'Spiderman' Roma Imperiale marble — pictured earlier in the Stone Interiors workshop — treated and fitted for the kitchen surfaces.





The spirit of collection is embedded in the illustrious history of this neighbourhood.

Looking out, to where Hans Sloane and his contemporaries once roamed.





Birch veneer fitted joinery wardrobes, with birch and brushed brass bathroom fittings.



Beautiful Victorian details, such as bay windows, revive a sense of history.



A collection of butterflies, hand-picked in Paris for their colour and charm, are displayed in the master bedroom suite.

A bronze-trimmed wall frieze provides a heading for a curtain rail and conceals subtle LED cornice uplighting.



Each piece is more than what first meets the eye,
a playful mix of the contemporary and historic.



The rich texture of this apartment pairs beautifully
with personal touches.

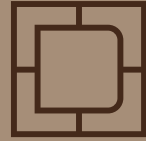


Double vanity hand basins, hand-crafted in a rare Breccia de Van Gogh marble with bronze bathroom fittings, make for a special blend of materials to finish the master bathroom.



At home The Draycott has
a real sense of belonging.





THE TEAM

The Draycott brings together a highly-acclaimed and skilled team of developers, designers, professional consultants and trade contractors, each with a passion for creating exciting, high-impact spaces in which to live.

CAL

**A development by
Chepstow Advisory Limited**

CAL was founded by Annabel Cochrane in 2016 as a property advisory business. CAL uses its extensive network of contacts to identify special opportunities, curates the design concepts and thereafter provides development management services for generating enhanced returns.

B3R

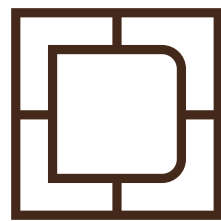
Architecture by B3R

B3R is an architectural practice dedicated to a design-led process, rather than process-led design. This is backed by the belief that both client and artefact are best served when the architect responsible for the initial design remains with the project for its duration; guiding the design from conception to completion.



Interior Design by 1508 London

1508 is a London-based design studio that creates exceptional residences and interior spaces. Their designs are not formulaic or style driven, but derived from measured principles and inspired by history, geography and the vernacular of the architecture – and therein lies their point of difference.



“Vivid and dazzling, the
illumination so great as to
obliterate the stars and make
the moon look dull”

Hans Sloane, observing a comet in 1682 to his
Royal Society colleague, Edmond Halley