33 Grosvenor Square, A Glamorous Three Bedroom Art-Deco Apartment

Rigby & Rigby has unveiled a glamorous 2,066 sq ft. three-bedroom, Art-Deco inspired apartment at 33 Grosvenor Square

Situated in the heart of Mayfair, luxury developer Rigby & Rigby have unveiled a glamorous 2,066 sq ft. three-bedroom, Art-Deco inspired apartment at 33 Grosvenor Square, overlooking the square's leafy gardens. The apartment at 33 Grosvenor Square has been beautifully renovated over the last 1.5 years, paying homage to its glamorous location.

Currently on sale through leading Mayfair estate agents Knight Frank & Wetherell, the apartment is the result of restoration and refurbishment providing new interiors by Rigby & Rigby’s award winning team, which skillfully combine contemporary and Art-Deco style specification, finishes and dressing inspired by the history of the location.

The entrance hallway at 33 Grosvenor Square

The apartment building at 33 Grosvenor Square was built in 1959; the site was previously occupied by a grand mansion, dating back to 1727 and remodelled in 1840. From 1897, it was the London home of South African mining tycoon Sir Lionel Phillips (1855-1936) and his glamorous art-loving wife Florence, Lady Phillips (1863-1946).

Between the 1890s and 1910, Art-Nouveau architecture and design, later Art-Deco (1920s) was at the height of fashion. It is believed that Florence’s interior designer Caryl Craven, dressed the mansion to reflect these fashionable design trends.
Living in London sparked Lady Florence’s passion for fine art, and she became determined to bring European art culture to her native Johannesburg. Lady Florence commissioned her close friend and British architect, Edwin Lutyens, to design the Johannesburg Art Gallery.

The founding collection for the Johannesburg Art Gallery was funded by Lady Florence by pawning her priceless azure diamond, which her husband had gifted her, in order to acquire several paintings by Philip Wilson Steer. This collection exhibited first at the V & A in London in 1910 and included works from Lord & Lady Phillips private collection including seven oil paintings and a Rodin sculpture. Critics deemed the debut a success and the artworks were shipped to the newly built Johannesburg Art Gallery; thus, Lady Phillips fulfilled her dream of launching a European collection in South Africa. Sir Lionel and Lady Philips left their home at 33 Grosvenor Square in 1924 to return to South Africa.

Now Rigby & Rigby have created a new Art-Nouveau and Art-Deco inspired apartment at 33 Grosvenor Square. The new apartment provides 2,066 square foot of lateral living space on the 4th floor of the building. Through skilful renovation, Rigby & Rigby have created a contemporary design, which also exudes the glamour of the 1900s-1920s.

Accessed through full-height double doors, the spacious entrance hall is finished in opulent marble; mahogany panelling with antiqued mirrors and inlaid bronze detailing, reflective of the height of the 1920’s. The marble flooring is checkered with bronze inlay to the borders.

The dual aspect reception room overlooks Grosvenor Square and is dressed to provide a study area, spacious reception and eight-seat dining table. The wood panelled walls have gold trim and the other features include Art-Deco drinks bar, parquet flooring, feature marble fireplace, wall lights and coffered ceiling.
Peter Wetherell, CEO of Wetherell commented, “Lady Florence Phillips would be delighted with the work that Rigby & Rigby have done in dressing this apartment, taking into account her heyday in the 1900’s and paying homage to nearby Scotts and 34 restaurants, which have similar styling. Influenced by Grosvenor Square Garden, the ceiling features a dramatic art installation formed by 850 ceramic and 24 carat gold leaves. I suspect this home will particularly attract art lovers and creative individuals, looking for inspiration in Mayfair.”

The separate kitchen is designed by Bulthaup, with integrated appliances by Gaggenau, and comes complete with book matched marble worktops and twin basin with polished gold mixer tap. The units come in an art-nouveau brushed metallic effect and there is temperature controlled wine fridge.

The master bedroom suite has a beautifully crafted, built-in bespoke headboard with opposing mirrors and lacquered panelling. There is also a walk-in wardrobe with backlit storage to highlight treasured hats or shoes and a vanity dressing table. The master is complete with en-suite bathroom featuring a stand-alone oval bath, heated mirrors and towel rails, power shower and basin.

The first guest bedroom has an entire wall devoted to a beautifully crafted headboard, with panelled cushioning and oriental style droplights. This bedroom also has a walk-in wardrobe with lacquered panelling and full-length mirror. Switching from day to night is simplified throughout the bedrooms with the automated curtains and blinds.
The apartment building offers 24-hour uniformed porterage as well as secure underground parking.

Positioned in the heart of Mayfair, the apartment provides easy access to the Royal parks, the shopping hubs of Bond Street and Mount Street. Part of the ground floor of the building is occupied by the Caprice Group owned restaurant ‘34’, one of the most fashionable celebrity restaurants in Mayfair.

33 Grosvenor Square – Where and how

The three-bedroom apartment at 33 Grosvenor Square is available for private sale, priced at £11,500,000. For further information contact Knight Frank Tel 020 7499 1012

www.knightfrank.co.uk Wetherell on Tel: 020 7529 5566 or visit: www.wetherell.co.uk