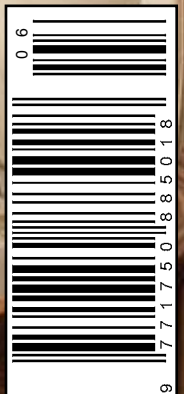


design et al

A BOLD STEP FORWARD

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Prestigious London Penthouse

Hyperion Penthouse by Seqoya





“The design was built on the principle that nothing within the penthouse should ultimately detract from the breathtaking views and the warm luxurious interiors should work to create a relaxing home that’s a joy to live in.”

With its prestigious St John’s Wood postcode and stunning views across London, the Hyperion penthouse is a home with a little more than just je ne sais quois. In order to maximise the endless potential for interior design which would deliver an impact, London based design firm Sequoya were approached to turn an apartment with prime-potential into a premier residence.

Seqoya is a privately owned property investment and development company, the portfolio of which continues to expand and includes some of the world’s most stylish abodes . Formed in 1999 the founders and team combined have in excess of 70 years experience in developing luxury properties. They have specialised in improving prime residential locations throughout the UK and have since advanced into the Caribbean market.

The unusual company name has particular significance in relation to the company’s ethos. The brand took inspiration from the endangered Sequoia tree; a protected red wood species and the largest of its kind in the world. This association is intended to reflect the company’s commitment to ethical and environmentally sensitive development as they rapidly become a leading provider of exceptional ecologically responsible luxury homes. The image of a tree is entirely symbolic of the company’s current position with the themes of expansion, growth and deep rooted philosophy perfectly surmising their approach to design.

Seqoya’s involvement with the Hyperion project was a typically articulate example of their finest work. The design was built on the principle that nothing within the penthouse should ultimately detract from the breathtaking views and the warm luxurious interiors should work to create a relaxing home that’s a joy to live in.

With Hyperion’s architectural aspect already being of the highest standard, Seqoya were of the understanding that their main aim was one of enhancement as opposed to an entire redrafting of the apartment itself. The open and liberating ambience of the penthouse was maximised with the installation of floor to ceiling glass which not only allowed natural light to become the spotlight but emphasised Hyperion’s generous 2.9m ceiling heights.

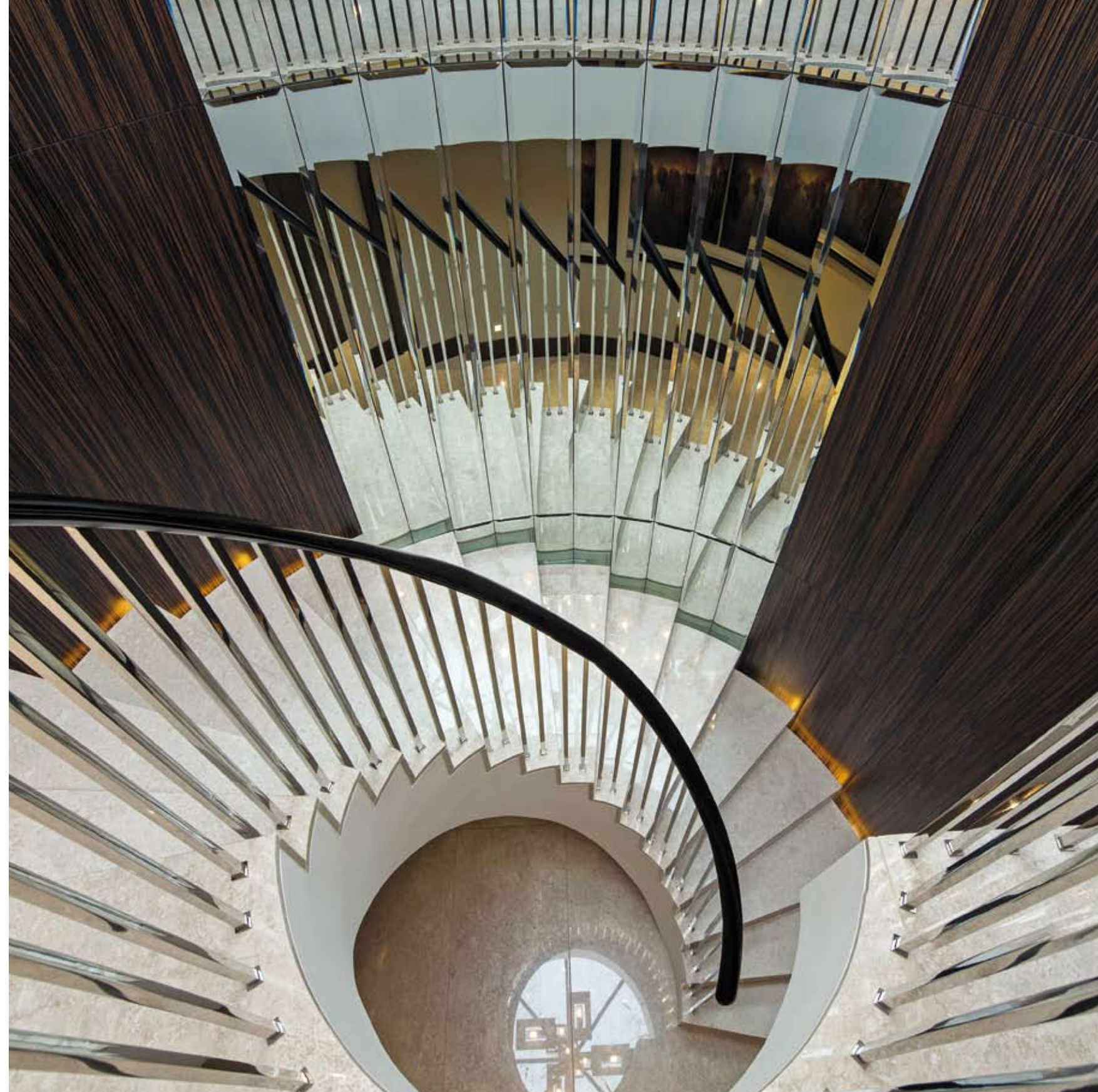
Whilst the solid and imposing nature of the glass focal point inevitably draws the eye, the heart of the Hyperion design is entirely

welcoming, warm and homely. The vast space within is without a sense of emptiness as the whole apartment is occupied with light and life. Seqoya’s designers expertly balanced masculine and feminine influences to achieve a measured sense of elegance throughout the penthouse. The double storey ebony Macassar and bevelled mirror wall cladding produced a dramatic effect around the perla beige marble clad elliptical staircase.

Neutral tones were used to supreme effect and dense fabrics softened with their placement near more tactile textures. The Ebony Macassar wall cladding was continued to the drawing room and a dark grey stained sycamore used for the joinery in the dining room which brought an equivocal sense of flow and natural synergy to the entire space. Natural stones were used throughout the design, having been hand selected by Seqoya’s team within their country of origin namely Greece, Italy, Oman and the UK; the concept of no stone being left unturned in the pursuit of perfection definitely applies here.

Whereas continuity and subtle symmetry was chosen to inform the apartment’s living quarters, the team desire to devise unique designs for each of the bedrooms and bathrooms, using smaller, delicate details and accessories to unify the overall motif. To achieve this, Seqoya utilised many different types of stone, wood and stain whilst ensuring the woods had a similar mood by taking time to match the colour and grain effects for each instillation. For Hyperion’s dramatic entrance the designers decided on a bold, impacting design which matched the tone of the building’s imposing exterior and affluent location. Almost to heighten the effect of this design, the remainder of the apartment was fitted in a muted, subtle palette of quiet elegance.

Luxurious but chic hard materials are expertly paired with calm and sophisticated soft furnishings which compliment, as opposed to overwhelm, the apartment’s main attraction; the stunning city views. Seqoya’s design team worked tirelessly to perfect the project and ensure it would be a stand out property for decades to come. Their efforts were rewarded in their being shortlisted for the 2014 International Design and Architecture Awards in the Residential £2.5-£5 Million category. Overall the balanced approach to the interior design, simple yet luxurious, was the key to the success of the project.



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