

An hour and a half from London, there's another world: a world in which children can play safely and parents can have someone cook for them while enjoying a glass of wine on their own balcony overlooking a freshwater lake.

Water world

LEAVING JADE WAS TOUGH. It wasn't just that the house – designed by Jade Jagger and named after her – was beautiful, which it was. But leaving any house unlocked and with the keys left in the door is counter-intuitive. It's just not what we do in Britain.

And that's the thing about The Lakes: it is unlike anywhere else in the UK.

For a start, it's a vast, security-patrolled, gated community in the Cotswolds just outside Letchlade. If you don't own a place at The Lakes or if you're not working there, you don't get in. It's as simple as that. It's closed.

And then there are the properties. Beautifully designed contemporary homes – second homes – for the moment, ranging in price from £850,000 to £2.5 million, nestling by freshwater lakes in which the water is so clear and clean you could probably drink it. You can certainly swim in it.

Altogether, the development – a joint venture by yoo Ltd and Anton Bilton's Knightsbridge-based Raven Group – covers 650 acres of lakes and woodland. The aim, Bilton says, was to create a Swallows and Amazons environment, an hour and a half from London, in which children could be left to their own devices, to sleep in teepees, sail, swim and make friends, while their parents relaxed in modern, designer homes by the water.

"I want my children to chase butterflies, get muddy in the woods, go camping and catch fish," says yoo Ltd founder John Hitchcox, "and I want them to have that freedom in a safe, natural environment. At The Lakes by yoo, you're living in an endless landscape, with a river and lakes, meadows and woods, that are all your own backyard."

Jade, the house, is stunning: a four-bedroom,

timber home with a double-height atrium and a vast terrace on the lakeside. There's an Aga in the kitchen, a ground floor den for the kids and music in every room. The bathrooms are glorious.

But you don't have to go with Jade. At The Lakes you can have a home designed by Phillippe Starck, who founded yoo with John Hitchcox. Or not. The point about The Lakes is that you get to decide. You buy the land and choose the house you want and contract with the builders – the Slovenian firm Riko, carefully chosen by the developers to deliver a particular style and quality of property – and then you occupy your home for up to 11 months a year.

In a fishing lodge on one of the seven lakes, Anton Bilton explains how it all works. He's an energetic man, so full of boyish enthusiasm for the project that he literally can't sit still. He jumps up and stretches his arms to explain how Raven and yoo worked hard to give every property an unspoilt view. He paces the room. Finally, he collapses on to a sofa. Then he gets up again and graciously offers me his place so that I can look out on to the lake. Less than ten feet away, a common tern – one of the stealth fighters of the bird world – is fishing, plummeting into the water and coming up with a beak full of bait, time and time again.

"The idea was, let's try and create a wonderful 650 acre private environment where there's all of the activities associated with a sort of Swallows and Amazons lifestyle," Bilton says, "where there's no fear of crime, where it's relaxed and very, very nature driven with all of the natural things that you can do. Rather than sitting in front of the TV all day playing space invaders, the kids are out playing with sticks and swimming in water and probably doing all the stuff



Top of page: getting away from it all at The Lakes.
Above: the living room at Jade.
Right: living on the water.



that you and I did."

That's great – but, better still, it's not all about the kids. There's a concierge service offering owners everything from massages and sailing instruction to cooking and cleaning. Bilton says many of his friends bought second homes in the country that became millstones: the mother cooked and cleaned all weekend, the father mowed the lawns, the kids got bored and they all went back to London exhausted. The concierge service at The Lakes – occupiers select what they want from a reasonably-priced menu – provides a new kind of freedom for second home owners.

It's a development that has required huge vision and a steady nerve: infrastructure works alone have cost £17 million.

So far, 35 properties have been constructed or are under construction and sold at The Lakes. This is not a speculative development. It's a bespoke development. Phase One has room for 48 properties from the four-bedroom Jade to the enormous yoo6 – a 6,600 sq ft house with a 6,500 sq ft terrace. And if you're struggling to make sense of those figures – a decent-sized suburban house might stretch to 2,500 sq ft.

In a later phase, apartments will be created in three-storey tree houses. They'll be reasonably priced from around £425,000. Bilton speculates on likely buyers: grandparents wanting somewhere to spend time with their grandchildren; divorcees bonding with their own kids; and couples who just want to get away from it all – 25ft up in the forest canopy.

"Whether you've got a £3 million pound house with all the extras, or a £425,000 apartment, the use of the 650 acres is the same," Bilton says.

The interview runs on. In fact, it runs over. Bilton looks at his watch and says, "It's quarter past eight ..." and then we're haring across fields in a tiny, low-slung Kawasaki Mule, searching for Bilton's co-director Glyn Hirsch and a gillie.

Bilton's team has recently restocked the beautiful River Colne with trout and Bilton wants to try his hand at fly-fishing before dinner. Fortunately, it's the summer solstice and light and warm in the deciduous woodland surrounding the river.

We fish until almost ten o'clock to the sound of chifchafs and wrens and then it's an hilarious, rip-roaring roller-coaster ride back to base in the Mule, laughing like teenagers, before grabbing one of the firm's Land Rovers and heading off to a local pub.

Erik Brown

For more information about The Lakes, contact, Giles Baker at The Raven Group, 21 Knightsbridge, London, SW1X 7LY. T 020 7234 0422
E gibaker@theravengroup.co.uk
www.thelakesbyyoo.com



Spain's finest estate unveiled

Situated amongst the undulating Gavarran mountains of Spain, Mas Mateu, a glorious estate nestled within 173 acres of lush forest, is set to be this summer's most sought after holiday destination, having just become available to rent.



Originally built as a grand estate over 300 years ago, Mas Mateu has been exquisitely restored to its former grandeur, blending centuries-old traditional features with a host of state of the art amenities.

Home to Southern Europe's leading equestrian facilities, which have played host to Spain's highly regarded national dressage team,

this is a paradise for riders who are spoilt for choice, with wonderfully scenic mountain trails surrounding the estate.

Those looking to re-charge their batteries can while away the days by the infinity pool adjacent to the splendid summer house. Housed in a beautifully restored ancient barn, guests can cool down in the airy lounge and

enjoy leisurely lunches in the summer kitchen.

The house sleeps twenty, with further staff quarters dotted around the estate, making it ideal for a private family getaway or an informal house party. Flanked by acre upon acre of verdant forest and gardens, Mas Mateu is fully hidden from view, ensuring complete privacy.

advertising feature

A hand-picked team of leading architects, interior designers and landscape planners have dedicated several months to restoring the property, establishing Mas Mateu as Spain's finest private estate.



Framed by graceful arched doorways, the inviting lounges boast magnificent views over the snow-capped Pyrenees, ideal for pre-dinner cocktails. Cool alabaster walls frame the grand salon's majestic fireplace, while the cinema is decked out in decadent burgundy velvets.

Each bedroom is uniquely decorated in delicate Catalan tones, complemented by locally sourced rugs, unique family heirlooms, and individual fireplaces.

Sink into a deliciously deep oval bath, surrounded by glass walls that open onto the surrounding forest, for the ultimate in tranquillity.

Dining is a truly Catalan experience at Mas Mateu. Enjoy a Spanish banquet, freshly prepared by the in-house chef, under the stars on one of the many open terraces or eat in the elegant dining room. On balmy evenings, light meals and gourmet barbeques are served

al fresco, in the estate's delightfully scented gardens.

For those rare moments one feels like venturing outside the estate, Mas Mateu is located close to some of Spain's most celebrated restaurants, including El Bulli and El Celler de Can Roca.

This summer, escape to your very own secluded estate, in one of Spain's most breathtaking regions, at Mas Mateu.



For further information, please visit www.masmateu.com or to book a private tour of the property call +34.629.47.94.41 or email info@masmateu.com





Luxury on ice

"In Ilulissat's bay, the Captain lowered the Marina's dive platform, and the hardier members of *The World's* expedition force went native; jumping, swimming, and frolicking in the freezing arctic water. About 15 minutes into the Polar Plunge, as if on cue, a gigantic iceberg drifted up and nudged the diving platform, like a dog sniffing a giant fence, before moving on and going about its business. All this while locals with boats circled and applauded our arctic swim team"

Greenland Expedition, September 2010



The World, the only residential community at sea allowing its residents and guests to travel the world without leaving the comforts of a private home, sets sail for Antarctica in December 2010 when the sea ice melts to permit coastal access to this incredible frozen wilderness.

The ice strengthened ship provides the perfect platform from which to view icebergs, whales, seals, penguins and birds that have adapted to the freezing conditions. The expedition will be led by a specialist onboard team, providing an incredible itinerary of fascinating lectures and breathtaking excursions.

Using Ushuaia, Argentina as a base an 8 day expedition will start on 25th December 2010. A second, more in depth, exploration will run from 3rd January 2011 for 20 days, to include the magnificent area of South Georgia.

The World sets sail on Christmas Day to cruise along the Drake Passage for two days, reaching the South Shetland Islands to cross the Polar Front. Icebergs become visible along with numerous penguin colonies, seas and seabirds along the coast of the South Shetlands.

Sailing through the Antarctic Sound ("Iceberg Alley") to Brown Bluff the Captain navigates his way through the small gap of Neptune's Bellows to Deception Island. Warmed by volcanic activity, the waters surrounding the island are perfect for an adventurous dip.

Explore the breathtakingly beautiful western side of the Antarctic Peninsula and its numerous islands and channels, cruising through the icebergs using Zodiac boats for less accessible areas.

No trip to Antarctica would be complete without the "rounding" of the maritime legend Cape Horn – the southernmost tip of The Americas.

Elsegul Bay teams with gentoo and king penguins and the best place to catch a glimpse of the stunning grey headed albatross. At the abandoned whaling station of Stromness, where Shackleton completed his epic crossing of the island, walk the final part of this heroic expedition to see hundreds of fur seal pups and grazing reindeer along the way.

The World continues its circumnavigation of the globe to explore Chile, Peru, Ecuador, Panama and Columbia. Further extensive expeditions to Madagascar and South Africa are planned for 2011.

With only 165 elegant residences, ranging from spacious studios to grand penthouses, there is never a lack of private space for those aboard *The World*. Soak up the scenery from the pool deck, dine in one of the four signature, gourmet quality restaurants or pamper yourself in the 7,000 square-foot Banyan Tree Spa.

To experience life onboard *The World* please visit www.aboardtheworld.com or call 020 7016 6740 for more information.

It's exactly one year since the 80-year-old May Fair Hotel on Stratton Street emerged from a £75 million refurbishment – here's your chance to meet the team who put May Fair back on the map



A star is reborn

Charles Oak, general manager

"What we've done is we've gone back to the May Fair's roots and tried to return the service ethic to what it was when the hotel was originally built in 1927," says general manager Charles Oak. "We try to provide luxury without all the pretension. Mayfair is going through a complete renaissance – it has gone from being rather stuffy and formal to becoming quite hip and I wanted us to tap in to that."

An award-winning hotelier, Charles is the face of the hotel and no stranger to celebrity. During his five years as general manager of Skibo Castle, he organised Madonna's wedding – and in the past year at the May Fair he has played host to Whitney Houston, Christina Aguilera, Cher and Shirley Bassey among others.

So what makes a good hotelier? "Being able to instinctively interact with your guests, giving them what they want before they even ask for it; providing a sense of occasion so that staying in the hotel becomes a treat; to be there but not to be seen."



Claudie Dussouillez, head concierge

Claudie Dussouillez started working as a concierge 11 years ago at the Millennium Gloucester Hotel. Since then she has worked her way up – via the Radisson Hampshire and The Bentley Kempinski – to become the only female head concierge in the UK.

Born in France, Claudie was attracted to the role of the concierge by the close contact with guests, the constant element of surprise and the general buzz.

Claudie compares the job to being a personal assistant for guests, with day-to-day requests ranging from restaurant recommendations and booking and travel arrangements to the rather more unique task of finding two witnesses to stand in at a guest's wedding.



Christian Onor, head chef Mayur Nagarale, second chef

Put together an Australian and an Indian chef and what do you get? Well, surprisingly, at the May Fair's Amba Bar and Grill you get a distinctly British menu.

Head chef at the Amba Grill is Christian Onor, 34. Born and trained in Sydney, his first job in London was with the Gordon Ramsay Group. Long stints at Mandarin Oriental and The Dorchester followed until he joined the May Fair as head chef in November 2006.

Mayur Nagarale (pictured) has been second chef at Amba for four years after being schooled in both India and London. Just 28 years old, he is being billed as one of the most promising young chefs in the West End.

"He quite honestly could be a superstar," says Christian. "His natural gift for cooking is incredible."

Between them they are creating food that is British in essence and in ingredients, but with a subtle twist. Scallops with a dab of salted yoghurt are one of Mayur's specialities, and the cooking duo are working on a modern take on the classic Parma ham with melon. Melon jelly and melon soup are just two possibilities.

It's still early days for the Amba Grill but expectations are high.

"Every chef wants to get some kind of stars and accolades under his belt," says Mayur. "With the team we've got here and the chef, by the middle to end of next year we should certainly have something that we are very proud of."



Patrick Katzenberg, conference and banqueting director

In 1978, the year Patrick Katzenberg was born, his parents opened a restaurant and cake shop in the pretty spa town of Bad Orb near Frankfurt – and that probably sealed his fate.

"I grew up in the business," he says. "Ever since I remember I was in the restaurant."

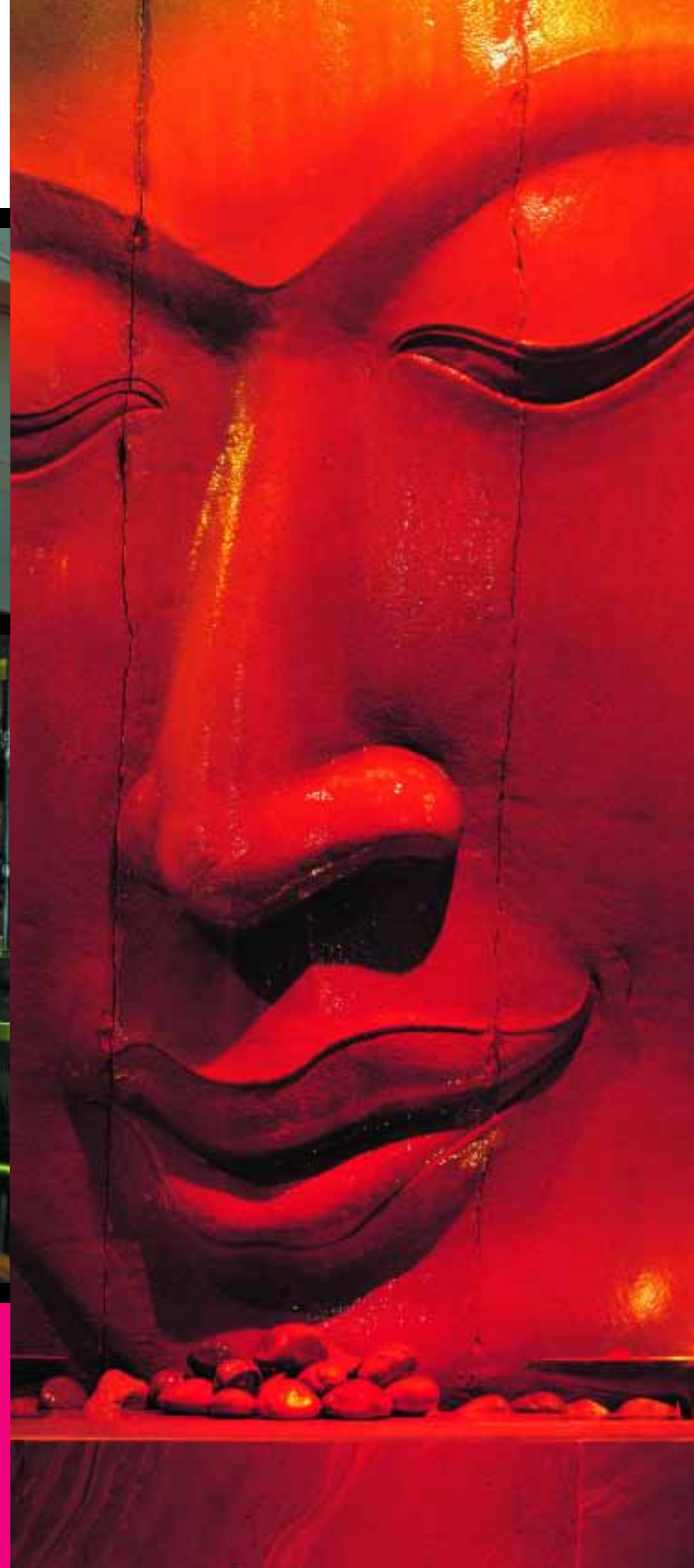
Patrick served his apprenticeship in Germany, completing a three-year course in just two-and-a-half years and picking up a national prize along the way.

His training took him to London: first to the Park Lane Hotel, then The Hilton on Park Lane, The Conrad in Chelsea Harbour and the Café Royal on Regent Street. Now he controls the 16 function rooms at The May Fair, including the Crystal Room, which holds 350.

He joined The May Fair as conference and banqueting director last November, just as the hotel was being relaunched after its £75 million refurbishment.

The best thing, he says, is to have put The May Fair back on the map as an events destination.

And it has one of the largest private screening theatres in London. As a result, the movie business has started to book the theatre for private showings and premieres.



- Last month, Whitney Houston stayed in the Azure Suite at the May Fair on her first visit to England in 10 years. One floor below, in the Opium Suite, Kate Moss, Naomi Campbell, Kelly Osborne and Stella McCartney partied the night away
- David Furnish threw a birthday party for his partner Elton John in the penthouse
- Enrique Iglesias filmed a series of interviews in the penthouse
- Pink stayed in the opulently pink Schiaparelli suite when she filmed her video *Nobody Knows*

- Christina Aguilera stayed in the penthouse and the furniture had to be moved so she could practise her dance routines
- Lady Victoria Hervey had a birthday party in the penthouse, attended by best friend Girls Aloud singer Sarah Harding
- Cher and Shirley Bassey both love the penthouse suite
- Emma Bunton held a press conference in the Amarillo suite
- Peaches Geldof did a photo shoot for the Pink Ribbon charity in Schiaparelli

THE MAY FAIR



Marios Elias, manager and head mixologist of The May Fair Bar

The May Fair Bar is that rarest of businesses – a hugely successful hotel bar. It turns over millions, more than many hotels, and is busy from eight in the morning when it opens for breakfast to one the following morning, when its last guests leave.

The secret of its success is twofold: first, it has its own entrance on Berkeley Street and, second, it has the brilliant Marios Elias as its bar manager and head mixologist.

A former chairman of the UK Bartenders' Guild (and one of the youngest ever – he's still only 34), Marios is an innovator. Among more than 40 cocktails served in The May Fair Bar you will find one of London's most expensive: the £250 May Fair Martini, made with Richard Hennessy cognac, vanilla-infused sugar, almond essence, black cherry essence and Moët & Chandon champagne.

His latest creation is the flight concept, due to launch this month. It's a trio of mini drinks matched with food and served on the kind

Eight things you probably didn't know about The May Fair Hotel

- 1 The May Fair Hotel was opened in 1927 by George V, with his wife Queen Mary in attendance.
- 2 In the 1950s, the hotel was owned by film moguls Edward J and Harry Lee Danziger. Pioneering TV producers of such classics as *Richard the Lionheart* and *The Man From Interpol*, they also made scores of low-budget films, like *The Devil Girl from Mars*.
- 3 The original theatre in The May Fair Hotel was the base for the iconic revue *Beyond the Fringe* in the early 1960s after it transferred from The Fortune Theatre in Russell Street. Starring Alan Bennett, Peter Cook, Dudley Moore and Jonathan Miller, the irreverent and at times surreal show is now considered to have been ahead of its time – and the inspiration for many subsequent shows including Monty Python.
- 4 The theatre was also used as a TV studio, and was where chat-show host Michael Parkinson famously interviewed Muhammad Ali. Parky's apparently innocuous question about Ali's religious beliefs led to a tirade that left the veteran journalist lost for words.
- 5 The refurbished theatre has been, quite literally, turned around so that it now faces the other way. It has 201 seats, which makes it one of the largest private screening rooms in London – on a par with BAFTA's cinema. An audience response system has been fitted, which enables the audience to vote. It is so reliable that it has been certified for shareholder meetings.
- 6 Among the many treatments on offer at the hotel's 10-room spa is the Cleopatra Mud Bath – for two people.
- 7 The hotel has 10 luxury suites, including a 2,000 sq ft penthouse capable of hosting a cocktail party for 100 guests. One of the other suites, the Azure, has its own private and unmarked entrance so celebrity guests can reach their rooms without going through the lobby.
- 8 Guests in the suites each have their own butler and concierge. They are also given private telephone numbers and voicemails, as well as in-house mobile phones so they don't miss a call if they are in the bar.



of tray used in aircraft – hence the name. Try the three vodka martinis: a fennel martini, served with a fennel salad; a licorice martini; and a martini with wild balsamic strawberries and chilli. Variants include whiskies paired with desserts and champagne.

"When we started here we wanted to infuse natural flavours with alcohol," Marios explains, "so we pulp everything from fresh fruit to juice so the drink is always fresh and in season." Small wonder, then, that The May Fair Bar was voted best hotel bar by readers of the *Evening Standard* and *London Lite* earlier this year.

The May Fair Bar has been so successful that some customers haven't realised that it is part of the hotel and have queried bills with the hotel's name on it: "But I've never been there," one customer said.

What's important about money to you?

“A RICH PERSON CAN BECOME A POOR PERSON IN AN AFTERNOON; HOWEVER A WEALTHY PERSON HAS THEIR AFFAIRS IN ORDER.”

Craig Tweedley



I am writing a series of articles which I trust will give you, the reader, value. The focus of these articles will be, in essence, regarding wealth management, or to put it another way – wealth preservation.

In order to gain a greater understanding of our clients' real needs

and values we asked them the above question – What's important about money to you?

The answers were varied, however, after collating the results we were left with the following 10 top answers.

Protection

To protect their wealth from people or depletion from outside of their circle of family, children and spouses.

Pass on-ability

They want to live very well, however, being able to transfer their wealth to whom they wish to simply and without fear of a post death challenge.

Security

To have enough money held in an environment that gives financial security for their family and themselves.

Risk

Being able to quantify what, if any risk there is to their wealth with investments clearly explained, so they understand those risks.

Tax Free

On asking further, the consensus was for their wealth, once it was created from their occupation or business, to be held with little or no tax.

Growth

To have their wealth structured to maximise the growth, so that the value is not diminished.

Control

To be the decision maker for their wealth and pass that control to whom they wish.

Freedom

Able to make the decision on how their money is spent, saved or invested. Enabling options and possibilities to be created and then explored with their money.

Enjoyment

Of their money now, in the future, at retirement, and by others they care about, including causes and charities dear to them.

Access

To allow them the ability to utilise their money easily when required, ensuring who they want to benefit can do so without complexity.

I assist those aspiring to become wealthy do so, by working in partnership with them, helping them to be in a much better financial and taxation position, after we have worked together structuring their wealth beneficially.



My aim is to build long term relationships with all my clients and I truly believe that by doing this, a strong enduring rapport is created. This doesn't just happen; it is not a simple session, it evolves with complex, sensitive and personal issues and this is strengthened by working together as a team.

When you become a client the planning involves your tax position, your financial achievements, your goals, your hopes, your dreams, your retirement and estate planning

and what you want to bequeath to your partner and your children.

Should you wish to know more about how I may help you with these areas, or to receive case studies that will provide you with details on how I have been able to assist existing clients, please do not hesitate to email me at craig.tweedley@sjpp.co.uk or contact me on 01924 363444

What does money mean to you?



ST. JAMES'S PLACE
WEALTH MANAGEMENT

Craig McMillan Tweedley Dip PFS
Partner of the St. James's Place Partnership



Indulge yourself in a Japanese GANKIN Massage

FOR A LIMITED TIME ONLY, SUQQU, the award-winning Japanese premium beauty brand loved by celebrities and beauty experts alike, is offering Mayfair Times readers a 90-minute treatment; an innovative GANKIN Massage, luxurious skincare including an intensive anti-ageing facial mask and a summer makeover, for just £30, redeemable against the purchase of any SUQQU products on the day.

The GANKIN Massage is a unique, facial massage that works directly on the muscles, relieving facial stiffness and stimulating sagging skin. This powerful anti-ageing massage boosts blood and lymph drainage, eases away tension and helps define and reshape the face without surgery. The treatment tones the 'GANKIN' (the Japanese word for facial muscles) and combats the signs of ageing. Visit the SUQQU counter to learn the technique and then practice at home.

Impressive results from the GANKIN Massage include the following:

- Improvement in sagging: around the eyes and cheeks by 40-50%*
- Tightening of pores
- Increase in blood and oxygen flow

*The result shows after performing a GANKIN Massage daily for four weeks.

How to Book

The GANKIN Massage retail price is usually £30 for 60 minutes, making this a not to be missed opportunity. This exciting offer runs from the 7th June to the 30th June 2010, exclusively at the SUQQU counter at Living Beauty, Selfridges Oxford Street. To book your treatment, call the SUQQU counter on 0207 318 3538 and quote Mayfair Times.

Terms and conditions

Numbers are subject to availability so please book early to avoid disappointment. Not to be used in conjunction with any other offer or voucher. Cancellation policy: 24 hours before your appointment otherwise the cost of the treatment will be charged to your credit card. Visa Electron cannot be accepted.



SUQQU Musculate Massage Cream 200g £60
This is a special massage cream for GANKIN Massage. It contains anti-oxidant Green Tea extract, and moisturising Hyaluronic Acid, Active Amino Acids and Young Bamboo extract which not only nourishes your skin but also firms and tones your face.



SUQQU Upsurge Essence 30ml £68
This is the SUQQU's bestselling essence which brings a new approach to anti-ageing. Infused with Eastern botanical extracts, it offers your skin an instant uplift, increased resilience, suppleness and hydration.



SUQQU Refined Flow Stretch Mask 6pcs £65
This is a 3-D intensive skin-tightening and anti-ageing treatment which tightens your skin and sharpens the face line, whilst improving dullness and discolouration. It enables you to achieve an exquisite skin with translucency and firmness, enhancing your overall facial contour.

www.suqqu.com

advertising feature

With a strong emphasis on hearty and seasonal fare, Corrigan's Mayfair delivers honest, no-nonsense food in luxurious surroundings to one of the city's most enviable postcodes.

Acclaimed Irish chef Richard Corrigan's latest addition to the Mayfair culinary scene offers a stylish cocktail bar, 70-seat restaurant and two private dining rooms.



The Lindsay Room

Seating up to 30 guests, the Lindsay Room is a private dining suite available any day of the week. From business meetings to family gatherings, this beautifully decorated room can be tailored to suit any event or occasion. With a 42" LCD screen, iPod docking system and full IT capability, the room can be adapted both visually and audibly to meet your specific requirements. The menu can be tailored to your requirements and wine matched by the expert sommelier from the extensive wine list, including many biodynamic and organic wines.

Corrigan's Mayfair redefines the concept of quintessential British cuisine

Corrigan's Mayfair

28 Upper Grosvenor Street, London, W1K 7EH
Tel: 020 7499 9943 Fax: 020 7499 9321
Email: reservations@corriganmayfair.com
Web: www.corriganmayfair.com

Winner of the Square Meal
Newcomer Award -
Spring 2009

Chef's Table

Dining in the exclusive Chef's Table offers the ultimate Corrigan's Mayfair experience. You and your guests will be escorted through the kitchen and introduced to Richard Corrigan's team prior to taking your seats at the Chef's Table, where the Head Chef will introduce your menu for the evening. The room is screened from the kitchen by a glass wall allowing you and your guests to sit back and watch the culinary magic unfold.

The Chef's Table accommodates up to 12 people.



"It's exactly
what we
want on our
plates but
don't know
how to ask."

AA GILL,
SUNDAYTIMES



The well-known Italian architect and interior designer Michela Auert, founder of the Mayfair based Italian Design Group, talks about her new project in Beverly Hills, Los Angeles.

room. There will also be a medical centre. In addition to this, the project includes a panic and a nuclear room in the basement, with bathroom. It will also offer a housekeeper area with two bedrooms, a kitchenette, and a bathroom. Parking for four cars is also in the basement. On the ground floor there will be a spacious reception room with bar. It will include two dining rooms, one that can host 6 people and a larger one for 16 people with a powder room. It will also have a double kitchen with breakfast area, a vault room for silverware, and a wine store. There will be a study, a media room that can also serve as a conference room, a cinema room, a library, and a billiard room. A grand bifurcated staircase will connect the ground floor to the first floor, along with a glass lift.

The first floor of the house will include a spectacular master bedroom overlooking the outdoor swimming pool and the landscaped garden with fountains. The master bedroom will come with two separate bathrooms, dressing rooms with a safe, plus a beauty salon. There will be six other double bedrooms, each with en suite bathroom and dressing room. On this floor we have designed a central family sitting area with a bar, along with a spacious exercise room. All the bedrooms come

with fireplaces, as do all the reception areas. On the whole there are going to be as many as 12 bathrooms in the main house.

As far as the two-floor guesthouse goes, aside from 3 bedrooms with en suite bathrooms, it will have a disco room, two separate changing rooms for the swimming pool, and a tennis store.

What about the project's outdoors?

It is Beverly Hills so there is obviously going to be a swimming pool, about 1,400 sq ft, that is going to be between the main house and the guesthouse. It will overlook a large fountain and the barbecue area. There will also be a tennis court next to the guesthouse.

Such a big property will certainly require a few parking spaces as well as a security system I suppose.

We have decided to create four parking spaces in the underground garage and four more outside. The driveway will allow two cars going in opposite directions to circulate easily and the guardhouse will provide 24-hour security of the property.

What do you have in mind for the landscaping of the property's garden?

We want the property to have a very eco friendly lighting system for its outdoor, and the landscape is going to have a Zen look with several fountains and relaxing corners in the gardens.

What are the interiors of the main house going to look like?

I am going to use granite for most floors and all the night areas will have light oak wood flooring. As far as the furniture goes, we have opted for light colours, soft fabrics and leathers and wall panelling in precious leather in some parts of the house. All bathrooms will be in precious stone and each will be unique in every single detail with luxurious sanitary ware. There will be soft indirect lighting mainly, along with decorative floor and table lamps. Some fabulous and elegant Murano glass chandeliers will be made for the property exclusively. Our design will include the craftsmanship of Ipe Cavalli products along with other companies' that we will choose according to our and our client's needs.

How does it feel to be responsible for such an important project?

Responsibility and professionalism are as important on a small project as they are on a bigger one. I built and designed many properties around the world and each has been a wonderful challenge. I must say though, Hollywood is kind of exciting!

In this case I am responsible for a property that will be worth £45 million.

Is your commissioner/client going to live in his Beverly Hills mansion?

He would be willing to sell the project if the right offer came up. However, we mean to start building as soon as possible for we already have the planning permission. Once the construction will have begun, its value will start to grow. I personally believe that despite the difficulty of the present moment there still is enough money around to build the house of one's dreams, or to build it for someone else.

Italian Design Group and a dream villa in Beverly Hills

You are currently working on a project in Beverly Hills. Can you tell us something about it?

One of my London-based clients owns a fabulous 46,000 sq ft plot on North Beverly Glen Blvd. We are about to build a very modern and environmental friendly mansion using ecological materials and solar energy.

Could you describe the project giving us a few more details?

We are designing a 16,000 sq ft, three-floor main house and a 2,400 sq ft, two-floor guesthouse. The use of glass is one of the construction's prerogatives and we are planning to use Klima panels for the external covering of both structures. All banisters will be made of glass and have stainless steel details. The facade of the main house will be covered in precious stone. It is going to be a very spacious and luminous property.

Tell us about the interiors of both buildings.

The main house has three floors. The basement has got an amazing activity area: we have designed a bowling alley, a squash court, a play area, a plunge pool with wave maker, Hamam, sauna and a spa area with massage



ITALIAN
DESIGN
GROUP

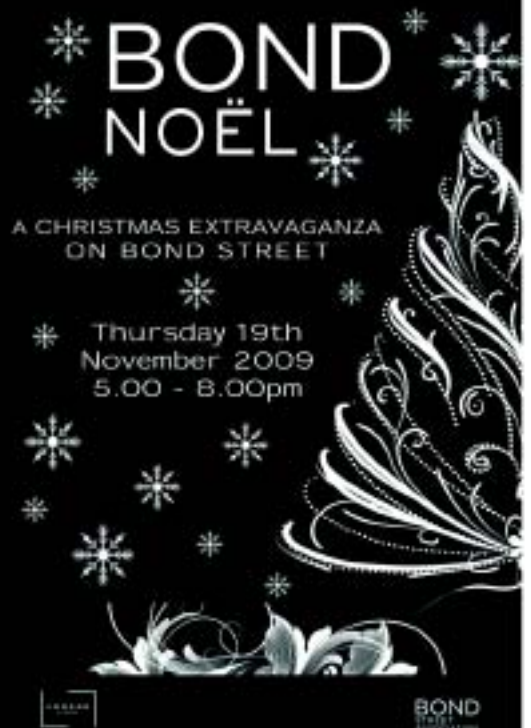


Italian Design Group
35 North Audley Street, Unit B
Mayfair, London W1K 6ZH

T 020 7493 7506
F 020 7183 9499
M 079 12 622 724
info@italiandesigngroup.com
www.italiandesigngroup.com



Bond Street's Christmas shopping extravaganza on Thursday 19th November is a night of wonderful entertainment and fabulous luxury shopping in aid of the Louis Dundas Centre for Palliative Care at Great Ormond Street Hospital.



Bond Noël: helping charity



*Sleek, black & gold python
Putty's by Bally.*

*The usifer diary and travel frame
from Smythson. This new Iris
collection with its stingray print
leather and subtle shimmer evoke a
1930's elegance.*



No other street in the world can sparkle and glisten like Bond Street, home to the world's most exquisite jewellers and watchmakers, the finest art and antique galleries and the most sought after designer fashion and accessories.

Bond Noël sees the famous street transformed into a magical winter scene with snow falling the entire length of the street, settling on clusters of fir trees watched by a group of

*Cocktail ring by
Chaumet.*





Kelly Brook sparkles at last year's Bond Noël.

Extravaganza on Bond Street

reindeer. Lightwalkers, carol singers, music and entertainers all add to the atmosphere, and of course, Santa Claus is on hand to greet the children.

Rickshaw sleighs whisk visitors to their favourite luxury stores, many of which are offering Christmas hospitality, complimentary gift-wrapping service and gift with purchase on the night.

There is also a chance to win a host of fabulous Bond Street prizes including watches, pens, silk scarves and even a five star hotel break in the Luxury Tombola.

With over 100 designer stores on Bond Street there are 1000's of unique festive gifts to choose from, with expert staff on hand to help you shop. We have selected a handful of our favourites to whet your appetite.

There is also a chance to bid for the ultimate VIP experience on Bond Street and raise money for The Louis Dundas Centre for Children's Palliative Care at www.gosh.org/bond



The Asprey Cracker - a classic feature of the traditional British Christmas.



Traditional yet sleek the exquisite Rickshaw Bag by Ralph Lauren.



BOND NOËL
A CHRISTMAS EXTRAVAGANZA ON BOND STREET
Thursday 19th November 2009
5.00 - 8.00pm

LONDON
BOND STREET ASSOCIATION

Love is in the air at Mulberry with this love keyring and necklace.
Mulberry 41 - 42 New Bond Street,
T: 020 7491 3900.

You will find your invitation to Bond Noël enclosed in this issue of Mayfair Times, for further invitations and details go to www.bondstreet.co.uk

BOND NOËL PARTICIPANTS

There will be a host of hospitality, music and entertainment in the stores, hotels and galleries in Bond Street and Albemarle Street.

Please see the news section on the Bond Street website at www.bondstreet.co.uk for further details.

(Bond Street - east side from Oxford Street to Piccadilly including neighbouring streets).

- Leonidas 75 New Bond Street
- Swiss Smile 10 Brook Street
- Fenwick 63 New Bond Street
- D & G 53-55 New Bond Street
- F. Pinet 47-48 New Bond Street
- Mulberry 41-42 New Bond Street
- Smythson of Bond Street 40 New Bond Street
- Ermenelegildo Zegna 37-38 New Bond Street
- Longchamp 28 New Bond Street
- Russell & Bromley 24-25 New Bond Street
- Donna Karan 46 Conduit Street
- Sketch 9 Conduit Street
- Burberry 21-23 New Bond Street
- Watches of Switzerland 16 New Bond Street
- Georg Jensen 15 New Bond Street
- Chopard 12 New Bond Street
- Ralph Lauren No 1 New Bond Street
- MaxMara 19-21 Old Bond Street
- Prada 16-18 Old Bond Street
- Etro 14 Old Bond Street
- Montblanc 13 Old Bond Street
- DAKS 10 Old Bond Street
- Jaeger-LeCoultre 1A Old Bond Street
- Mappin & Webb 1 Old Bond Street

(Bond Street - west side from Piccadilly to Oxford Street including neighbouring streets).

- De Beers 50 Old Bond Street
- Marina Rinaldi 39 Old Bond Street
- Rolax Boutique 29 Old Bond Street
- Camper 28 Old Bond Street
- DKNY 27 Old Bond Street
- CHANEL 26 Old Bond Street
- TIFFANY & CO. 25 Old Bond Street
- Boodles 178 New Bond Street
- Cartier 175-176 New Bond Street
- CHALIMET 174 New Bond Street
- CHANEL Fine Jewellery 173 New Bond Street
- Harry Winston 171 New Bond Street
- Garrard & Co 24 Albemarle Street
- Buccellati 33 Albemarle Street
- Brown's Hotel Albemarle Street
- Thai Airways International 41 Albemarle Street
- Barbara Tipple 1 Albemarle Street
- Bvlgari 168-169 New Bond Street
- Nicole Farhi 158 New Bond Street
- Loro Piana 153 New Bond Street
- Juicy Couture 27 Bruton Street
- Ralph Lauren Children's Store 143 New Bond Street
- Diesel 130 New Bond Street
- HSBC 129 New Bond Street
- DKNY Jeans 124 New Bond Street
- Hush 8 Lancashire Court
- Miu Miu 123 New Bond Street
- CANALI 121-122 New Bond Street
- Bally 116 New Bond Street
- Armani Casa 113 New Bond Street
- Pringle of Scotland 112 New Bond Street
- Russell & Bromley 109-110 New Bond Street
- Raj Mirpuri Bespoke Clothiers 1st Floor, 110 New Bond Street
- Silver Pearl Beauty Clinic 108 New Bond Street
- Victorinox 95-96 New Bond Street