

PrimeResi

FEATURE 06 Jun, 2023

By PrimeResi Editor

Buyer sought for 7,700 sq ft 'jewel in the crown' at reworked Whitehall landmark.

This week sees the big reveal of one of the capital's most valuable and prestigious apartments, The OWO Penthouse in Whitehall.

The Grade II* listed former Old War Office building opposite Horse Guards has been undergoing an epic restoration since being acquired by the Hinduja Group in 2014. The top-end tour de force is on the verge of delivering the capital's first Raffles hotel and 85 private branded residences, along with nine restaurants, three bars and a Guerlain spa.

A buyer is now being sought for the 7,700 sq ft mega-lateral crowning the 760,000 sq ft landmark, newly fashioned into a "one-of-a-kind" residence by Winch Design.



The mansion-in-the-sky houses five bedroom suites, a private gym and sauna, cinema and games room, staff quarters – and comes with around 4,000 sq ft of terraces with jaw-dropping views of St James's Park and the London Eye. An incoming purchaser will also have the bonus of over 30,000 sq ft of residents' amenities, including a landscaped courtyard garden, private dining room and lounges, a gym, wellness suite, cinema, games room, and use of the hotel's pool and spa.



London-based Winch, founded in 1986, has significant form in designing superyachts and private jets – where precision properly counts – and the end result is described as “unsurpassable”.

Working with the “pared back” interior architecture, the choices are refreshingly bold, with inspiration drawn from a wide range of eras and sources including Savile Row tailoring, multicultural creativity, traditional craftsmanship and the London skyline. It’s also surprisingly homely.



The interiors team, led by Selina McCabe, collaborated with over forty award-winning suppliers to create the “timeless and joyful” scheme.

Highlights include bespoke embroidery and fabrics by heritage tailor Holland & Sherry, furniture by British maker Robert Langford; one-off collectors’ pieces from Modernity in Stockholm; statement lighting by Gabriel Scott; handmade gym equipment commissioned by Paragon Studios; and sculptural works by QEST scholars, including self-taught woodturning sculptor Max Bainbridge and stone-carving sculptor Tom Merrett, who also worked on the building’s exterior restoration. A custom-made chair in cream bouclé fabric from Pierre Frey – called The OWO – was specially created by Winch’s in-house team and brought into being by Fabrili.



Reports of a £100mn price tag have been dismissed as speculation, but this is rarefied territory so anything is possible; the development has already proved itself to be a record-breaker: one of the “turret” residences achieved a remarkable £11k per sq ft in 2021

(<https://primeresi.com/spectacular-turret-residence-at-the-owo-sells-for-a-record-breaking-11000-per-square-foot/>). We hear a third of the apartments have been sold to date.

The 1906 Portland stone building was originally designed by the British architect William Young, and has been closed off to the public for over a century.





Charlie Walsh

Charlie Walsh, Director of Sales at The OWO Residences by Raffles:
“Unveiling the penthouse represents a major milestone in the transformational, seven-year restoration of The OWO, formerly Britain’s Old War Office. This is an extraordinary opportunity to own one of the capital’s finest residences and a piece of British history. The luxuriously appointed interiors connect seamlessly with the spacious terraces that have far-reaching views of St James’s Park, Buckingham Palace, The London Eye and The Houses of Parliament. The penthouse residents and their guests can also enjoy the unparalleled services and amenities on offer via the building’s soon-to-open hotel, Raffles London, as well as the collection of destination restaurants opening within The OWO.

“The interiors of The OWO Penthouse by Winch Design perfectly capture the inspiring history of the building and its exciting future, whilst celebrating London’s creative flair as a centre of art, culture and design. It has been incredible to see Winch apply their expertise in designing the world’s best superyachts and private jets to a residential setting; the attention to detail, quality of finishes and the specification of the materials used take their interiors to an unsurpassable level.”

Selina McCabe, Senior Partner, Head of Interiors at Winch Design:
“The OWO has so many individual elements that inspired us as designers and allowed us to create a multi-layered, bespoke and carefully curated interior. We want anyone walking into the penthouse to feel at home – interested and inspired by the space, surprised by the detail and finishing touches. Every carefully selected and crafted piece in the penthouse has its own story to tell, whilst sitting harmoniously within the context of the overall space.”







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Image credit: Winch Photography