



# FROM LONDON *to Newcastle*

Design-focused property developer Londonnewcastle's collaboration with design duo Felder Felder at The Henson in Camden showcases a winning combination of leather, metal and stone textures with a rich earthy colour palette

Londonnewcastle's developments often involve buildings full of character and historical interest, which have a strong focus on innovative design. Responsible for the award-winning Arundel Square in Islington, as well as top properties Embassy Court in St John's Wood and The Henson in Camden, the company's partnership with experts from different creative fields – be it interior design, lighting design, fashion or architecture – has achieved some truly original looks across their portfolio.

The Henson in Camden, a landmark warehouse conversion right on The Regent's Canal, features at its heart a stunning loft-style apartment by German-born fashion design duo Daniela and Annette Felder.

As the focal point of the apartment, the living room space features a Felder Felder-designed couch, upholstered in the fire print featured in Felder Felder's SS10 show collection, alongside a metal coffee table and a signature Felder Felder studded metal wall, providing a dramatic backdrop. The communal space also includes an original lighting feature – a Victorian fabric roll holder with a leather stud detail has been transformed into a

standing lamp. The distinctive colour palette of distressed charcoals runs throughout the design, further adding to the ambient energy.

In contrast to the industrial feel of the living room, the bedroom exudes an altogether more sensual and intimate feel. Classic Bordeaux colours permeate with a light installation of individual hanging bulbs, embellished curtains, cushions and mirrors designed by the duo. As art is central to the design of Londonnewcastle and Felder Felder, the entrance room has been completely covered in artwork by David Packard, inspired by Felder Felder fashion images.

The rich history and legacy of The Henson building proved an inextricable source of inspiration to Felder Felder. With the rich punk heritage of Camden, and the more sophisticated and refined qualities of Primrose Hill, the location demanded homage to contrasts and playfulness. The result is a modern and sexy apartment, which is distinctly urban and has a clear Felder Felder imprint and aesthetic. ●

[www.londonnewcastle.co.uk](http://www.londonnewcastle.co.uk)



“The dynamism of Felder Felder and their own willingness to experiment is a wonderful example of fashion fusing with interiors.”

ROBERT SONING  
Director  
Londonecastle



