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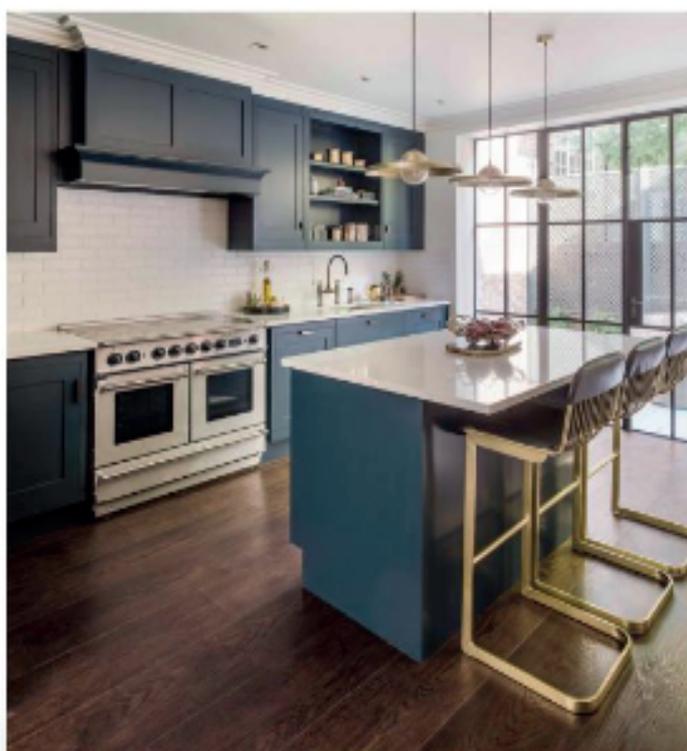
hen British designer Elnaz Namaki partnered with HvB Development founder Hugo van Bilderbeek on a residential property in London the result was nothing short of remarkable.

This project, now sold, is testament to the visionary design talents of this partnership which transformed a tired art nouveau style property to an exquisite Georgian-style residence, all the while keeping the Art Deco interior architecture alive and well.

As is evident from the photography of the finished product, this project was huge, and planning issues were many. For example, there was very little natural light due to the 60-year-old windows, which greatly affected the dark interior. These windows were enlarged but maintained the Georgian-style look. Further enhancing the lighting and airiness, a basement was added, featuring lightwell with walk-on glass and an extra feature of providing access to the garden above.

Together, the London-based luxury design-and-build construction company with creative direction from design house Elnaz Namaki Studio provided an intelligent and bespoke passion for developing this outstanding townhouse.





One of the defining features of this unique partnership was the extremely high attention to detail. This private townhouse, which was carefully modernised, has managed to keep its history with features such as the original Art Deco fireplaces and Art Deco staircase. The staircase became the central core of the house.

Mid-century design was a great inspiration during the interior decoration and each room reflects this; also each room is connected in theme by sumptuous and harmonious dark wood floors.

Elnaz's vision for the interior was to keep period design features but blend them with modern mid-century design, always enhancing and inspiring. Hugo, on the other hand, used his carefully refined skills, having delivered over 50 prime developments in central London from 2003 to 2014.

A happy ending for all in the duo's first project, the unique approach to designing and building became proof positive of a fully integrated and collaborative partnership which we will no doubt see time and time again.

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