

St James's Hotel and Club London

THIS FORMER GENTLEMAN'S CLUB IS PACKED WITH PERSONALITY – JUST WHAT THE DESIGNER INTENDED FOR ITS NEW LOOK

INTERIOR DESIGN: ANNE MARIA JAGDFELD,
AMJ DESIGN, BERLIN
RESTAURANT: TULLY FILMER
ROOF TERRACE DESIGN: PHILIP NIXON

No elegance without personality – that's the mantra of German interior designer Anne Maria Jagdfeld, responsible for the new look St James's Hotel and Club in London.

The hotel's Victorian architecture and its past as a gentleman's club was the starting point for the refurbishment, and there's certainly no shortage of elegance or personality in her ambitious scheme, completed as part of the property's extensive two-year renovation and redesign programme.

Located in a quiet cul de sac near Mayfair, the 19th-century townhouse cuts a crisp contrast to its more modern neighbours. Inside, the 60-room hotel, operated by the Althoff Collection, boasts sleek, stylish and elegant interiors complemented by outstanding artwork from the Rosenstein Collection of portraiture, which includes paintings from the Impressionist, Expressionist and Cubist movements. They hang in both the hotel's public areas and guest rooms.

Jagdfeld's interiors play to the St James's history as a private club (it was founded in 1857 as a

London base for travelling diplomats) with the addition of wood panelling, leather-clad walls and an impressive fireplace. But it also embraces its new urban, sophisticated identity with a subtle colour palette of neutrals such as taupe, olive, cream, black and chrome. Flashes of gold, copper and aquamarine add dramatic depth.

Materials such as marble, velvet, silk, and leather add a sensuousness to the colour scheme. Walls are lined in a luxurious flourish with Loro Piana cashmere, and hand-crafted lamps made from chrome and leather further enhance the ambience of traditional elegance.

All the guest rooms are exclusively finished with handmade silk wallpaper. Black lacquered furniture was sourced alongside antique pieces, while hand-crafted Murano glass chandeliers and chrome and glass fittings in the bathrooms add a touch of grandeur.

Tony Filmer of hotel interiors specialist Tully Filmer was commissioned to develop a concept for the hotel restaurant, Seven Park Place, in keeping with Jagdfeld's design.

He worked to maintain the look of elegance and sophistication established in the hotel while introducing a dramatic range of colours, contrasting textures and vibrant pattern. This includes a deep aubergine-coloured sculptured carpet by Tim Page and hand-made crystal lighting by Vaughan.

Soft furnishings by William Yeoward, Osborne & Little and Designers Guild were selected along with a glamorous prints for the walls by Neisha Crosland. **X2**

