

# AD

HOME TOURS

## Step Inside a \$58 Million Belgravia Townhouse With an Extraordinary Art and Design Collection

With vintage finds, contemporary masterpieces and bespoke creations, designer Brigitta Spinocchia Freund has curated a central London cocoon featuring a rare work that would take many a lifetime to acquire

By Jessica Doyle

Photography by Felix Speller

December 11, 2024

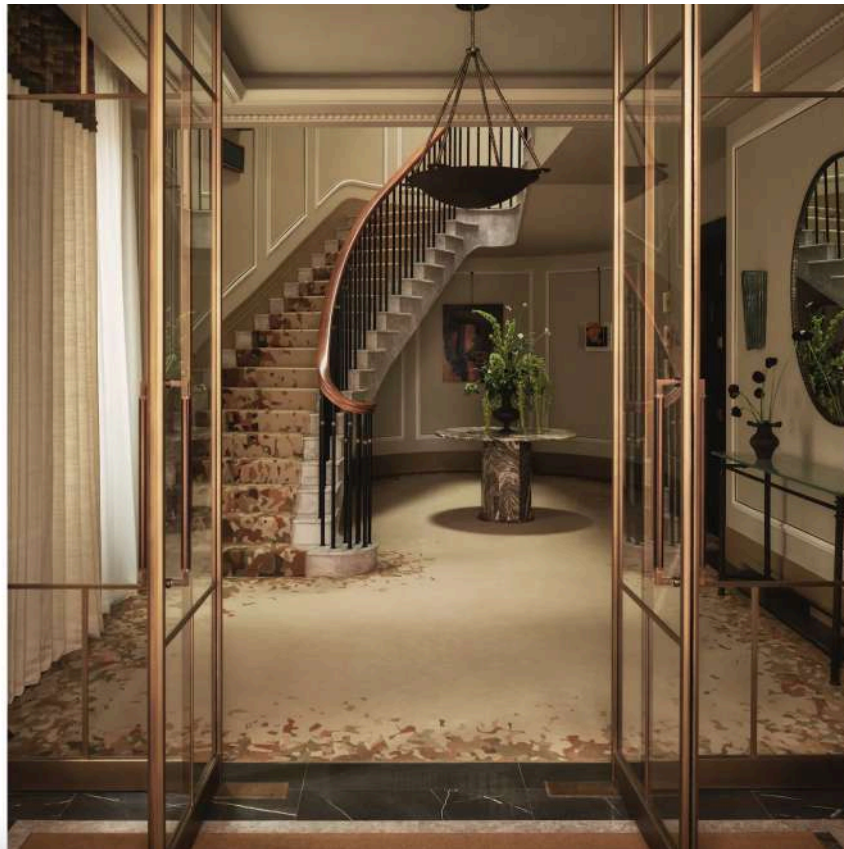


Reimagining a Georgian townhouse for contemporary living, Brigitta Spinocchia Freund has filled it with rare art and design from around the world.

**A collector's dream home, this Belgravia townhouse boasts a rich and layered collection of art and design by both established names and and emerging talents.**

Belgravia is one of London's most storied areas, known for its Georgian architecture, upscale design shops and restaurants, and affluent, creative residents. Actors, musicians and writers have long been drawn to its tranquil streets and elegant garden squares; and the prestigious neighbourhood of Chelsea Barracks is its new focal point, offers further appeal with a collection of apartments and townhouses, restaurants, shops, green spaces and a state-of-the-art health club and spa.

One of the jewels of the development is the recently completed 1 Whistler Square, a five-storey, Georgian-style townhouse with its own spa and cinema room, which blends classical architecture with atmospheric interior design and a rich and varied collection of vintage furniture and art.



With a sweeping staircase and a bespoke rug in a nature-inspired design, 1 Whistler Square makes a handsome impression the minute you step foot inside.

The task for its interior designer, Brigitta Spinocchia Freund, was to create an inspiring interior for a cultured and well-travelled client with a multi-generational family (cue an elevator, as well as a speakeasy) ; a task that involved careful and conscientious sourcing. “It wasn’t just about filling a space with beautiful things; it was about creating an interesting narrative, as each piece has its own journey of discovery,” she says.

Using her network of dealers, antique specialists and auction houses built up over 20 years in the business, she meticulously hunted down a collection of rare and unique design pieces, including a set of 12 Pierre Jeanneret dining chairs, a 30s cabinet by André Arbus, leather easy chairs by Jacques Adnet, a Charlotte Perriand coffee table and an original 50s Noguchi lamp. “These aren’t just objects; they bring something to the table,” she says. “They each have their own history, and they set the tone. This wasn’t about collecting for the sake of it. It’s about carefully curating items that cohabit together and add a sensory fit to the space.”



Interior designer, Brigitta Spinocchia Freund worked with antique specialists from around the world to select rare design objects for the project. For art, she turned to the likes of Sarabande Foundation (founded by the late Alexander McQueen) and Incubator Art (created by Angelica Jopling), alongside a raft of top-notch London galleries.

When it came to choosing a colour palette for the Chelsea Barracks property, Freund took her cues from the Georgian-inspired bones of the townhouse, the pieces she had collected for it, and a very personal connection.

“It might sound a bit obscure, but the palette was selected in line with a song I love that reminds me of my winters in London: Nat King Cole’s *Autumn Leaves*,” she says. “The warm tones of the song, rich with jazz, seemed to echo my vision for cosy, warm nights filled with music. That’s honestly how the palette began to take shape.”

The deep red leather of the Jacques Adnet chairs, and the greens and browns of the tapestries, are examples of this sophisticated, earthy vision that just happens to be *au courant*. “But it wasn’t just about the colours themselves – it was about the feeling,” says Freund. To achieve this, she used custom colours from paint brand Coat: Roman Earth, a rich brown, and deep green Aegean Olive. “The colours came together in a way that felt like they belonged, reflecting both the townhouse’s elegant essence and the atmosphere I wanted to create,” she says. “They played a huge part in setting the tone and making sure the rooms felt both inviting and grounded.”

This rich background is what anchors the diverse collection of pieces within, creating a cohesive and connected space. As Freund puts it, “Each piece is allowed to speak for itself while still feeling like part of a whole.” For her, creating such a scheme is not about simply matching colours and textures, but “layering things in a way that tells a story”.



For the formal dining room, artist Robert Cooper created an abstract mural on the ceiling – inspired by the frescoes of Villa Farnesina in Rome. The design also adorns a pair of antique wrought-iron chairs that were reupholstered in a fabric featuring the same style.

In the formal dining room, for example, the embroidery fabric by Hand & Lock that was used to reupholster the antique wrought-iron chairs echoes the abstract ceiling mural in that room (inspired by the frescoes of Villa Farnesina in Rome), by artist Robert Cooper, creating a connection between past and present; while in the formal reception area, Joe Armitage's sculptural light installations add an avant-garde touch.

When it came to selecting the art for this Belgravia townhouse, Freund applied the same philosophy – combing work by established masters and emerging creatives – to fashion a portfolio that ranges from Antrea Tzourovits' tactile pieces that complement the grace and scale of the central staircase, to a piece by Manray, the pioneering American photographer and painter, and a Arthur Poujois work that conceals the TV in the family room.



In the family reception room, a work by the London-based artist Arthur Poujois was installed on a channel concealed within the wall unit. It slides to reveal the TV.

Such thoughtfulness characterises the *mise-en-scène* in every room of the house; but for Freund, it is the speakeasy that really encapsulates the house's unique vibe. With a secret entrance cleverly concealed by a large painting, the room, which has a chequered floor, fabric-panelled walls, vintage leather armchairs and a carefully curated record collection, is a particularly characterful spot: "intimate, but full of energy," says Freund. "Whether you're having a quiet moment or a more energetic conversation, that space has a pulse to it. It's the kind of room where you're never quite sure what's going to happen next. There's something about it that just clicks – the crackle of vinyl spinning in the background, setting the tone for everything else."

Like the rest of the townhouse, it makes a fitting home for someone who loves to entertain, and appreciates art, music and conversation; an apt new residence that resonates with the artistic legacy of this cultured neighbourhood. [spinocchiafreund.com](http://spinocchiafreund.com)



In the entrance foyer, Freund used the stairwell – elegantly framed with panels – as a gallery space, decorated with a diverse collection of art. Featured in this picture, on the left, a tactile work (on wood) by Antrea Tzourovits. The rug is a bespoke design.



2/14

The formal reception room is a fine example of how the designer interpreted the codes of Georgian townhouses – think majestic fireplaces and elegant crown mouldings – in a modern, way. In the foreground: A pair of Jacques Adnet 1950s armchairs (on the right). Near the fireplace is the Cansado coffee table by Charlotte Perriand (also from the 1950s).



3/14

For the formal dining room, Freund wanted Pierre Jeanneret Chandigarh chairs; given that twelve chairs would be required to furnish the room, it took finding two batches of near-identical pieces to deliver the 12-seat space. The dining table is a new creation by the emerging designer Max McLintock who was supplied with a Chandigarh chair to help match the grain and colouring of the table.



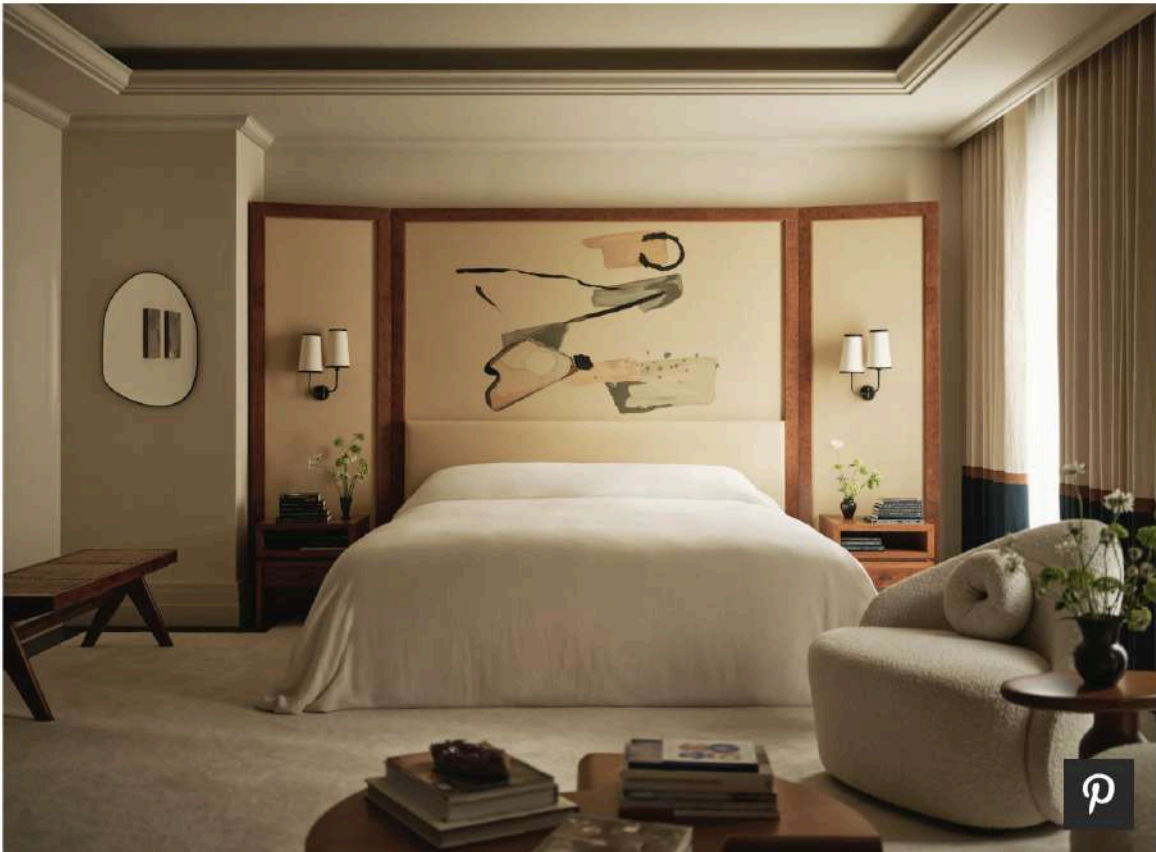
The cinema room in shades of burgundy, with a carpet in a bespoke design that echoes the sinuous shape of the sofa.



5/14

A large painting conceals the secret entrance to the speakeasy where a chequered floor sets the scene for a selection of vintage pieces, such as the Boris Tabacoff leather armchairs (pictured here) and sculptural chairs by Silvio Coppola that are paired with a custom banquette and a carefully curated record collection.





6/14

In the principal bedroom, the bespoke headboard in a Hand & Lock fabric featuring an embroidery based on the abstract ceiling mural by Robert Cooper in the formal dining room.



7/14

The marble clad principal ensuite.



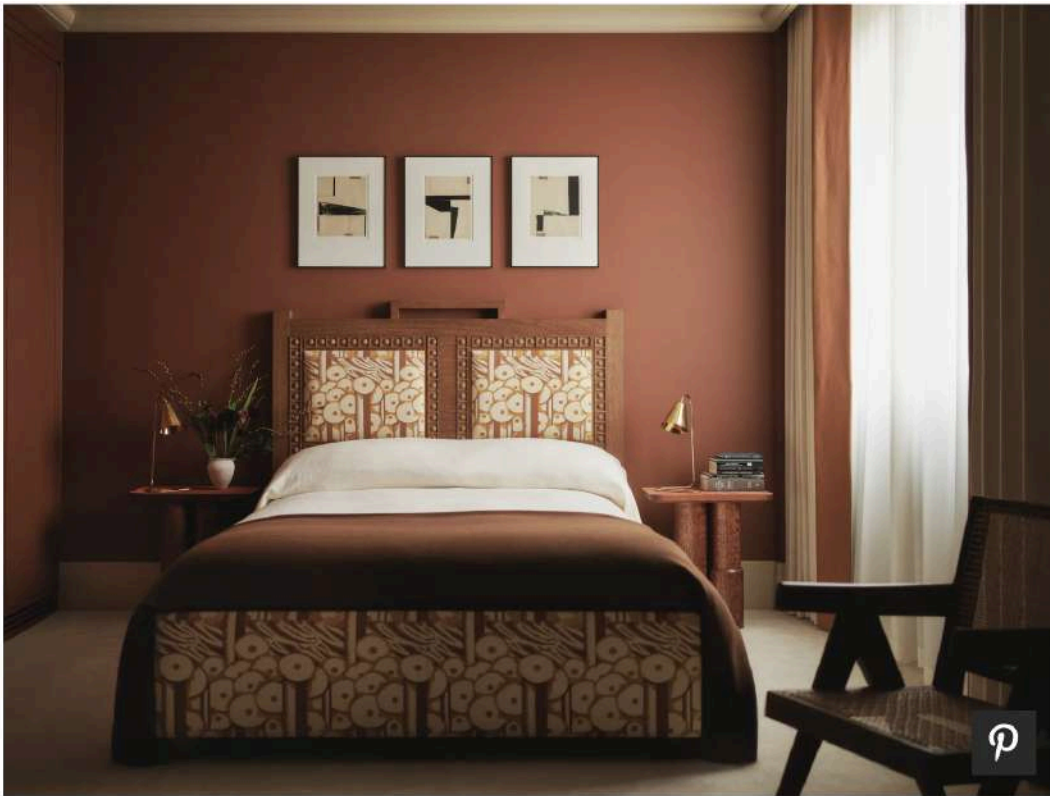
8/14

Paintings by Henry Wade in one of the other bedrooms.



9/14

A scalloped headboard takes pride of place in another bedroom.



10/14

A sculptural series by artist Hannah Ludnow complements the terracotta-hued guest bedroom.



In the family dining room, Africa wooden chairs by Afra & Tobia Scarpa from the 1970s, paired with a banquette upholstered in Pierre Frey Verdure fabric and Hannah Ludnow's Connection series on the wall.



12/14

The family dining area (with an open-kitchen and a marble-clad island) opens onto the terrace.



This artfully curated townhouse in Belgravia also features an indoor swimming pool, a spa, a home gym and a yoga room.



14/14

A 1960s cabinet by Andre Arbus became the starting point for Freund's concept for this collector's home. In the study, she paired it with wood and leather chairs by Terence Harold Robsjohn-Gibbings and a writing desk of her own design. The Tulip chair holds its own without taking away from the space.