

DE LASZLO HOUSE
LONDON NW3

FROM 1921 TO 1937
HERE LIVED AND IN HIS
ADJOINING STUDIO WORKED
PHILIP A. DE LASZLO M.V.O.
PORTRAIT PAINTER
PRESIDENT OF THE R.B.A.
BORN 1869, DIED 1937

DE LASZLO HOUSE

A MASTERPIECE OF ARTFUL DESIGN

It is the perfect expression of Arts & Crafts architecture combined with dynamic open living spaces and a stylish specification of the highest quality.

It is de Laszlo House, named after Philip de László, one of the most celebrated Royal portrait artists of the 20th century, who lived here from 1921 to 1937.

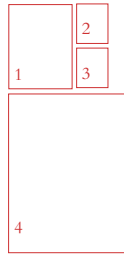
And it is situated on tree-lined Fitzjohn's Avenue, in Hampstead.

De Laszlo House provides just 18 magnificent two, three and four bedroom residences, set in beautiful and extensive landscaped gardens. De Laszlo House offers you the unique opportunity to live in harmonious, light-filled and spacious surroundings, suffused by the creativity of superb interior design, beautifully crafted construction and a heritage derived from the brilliance of a portraiture genius.

This is de Laszlo House. And this is your invitation to enjoy all the artful riches that it offers.

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- 1 Lucy de László, the artist's wife, by Philip de László, 1928, oil on canvas, private collection © de Laszlo Foundation
- 2 Alfred Lys Baldry, by Philip de László, 1918, oil on canvas, private collection © de Laszlo Foundation
- 3 Queen Marie of Roumania, by Philip de László, 1936, oil on canvas, private collection © de Laszlo Foundation
- 4 Princess Marina of Greece, by Philip de László, 1934, oil on board, private collection © de Laszlo Foundation



A DISTINGUISHED & DELIGHTFUL HERITAGE

The new residences at de Laszlo House are located behind the façade of three former Victorian villas at Nos. 3, 5 & 7 Fitzjohn's Avenue, all built in the 1880s in the style of the Arts & Crafts Movement. The villas' history includes use as a girls' school run by a Catholic religious order and, more recently, as a hotel - but the most significant historical feature of de Laszlo House is the occupation of villa No.3 between 1921 and 1937, by the celebrated Royal portrait painter Philip Alexius de László.

Born in Budapest in 1869, he studied in Munich and Paris, proving to be a brilliant portrait artist, and acquiring commissions from world leaders, members of the nobility and business tycoons. In 1900 he married Lucy Guinness, granddaughter of Robert Rundell Guinness (1789-1857) founder of the Guinness family bank. They had five sons. He moved to England in 1907. In his career he painted over 5,000 portraits - many at his residence whose site now forms part of the new de Laszlo House.

Visitors to de László house and grounds included HRH The Duchess of York (HLM Queen Elizabeth, The Queen Mother); HRH Princess Elizabeth (HM The Queen); Queen Marie of Roumania; HH Prince Chichibu of Japan; the Maharajah of Jaipur; and many other distinguished personages.

The de László family greatly enjoyed life in Hampstead, part of which had originally been a manorial estate owned by the wealthy Maryon-Wilson family. They gifted part of their estate to the nation (now Hampstead Heath) whilst the remainder was developed into magnificent housing around a grand tree-lined boulevard, named Fitzjohn's Avenue after one of the family's country homes. Inspired by Parisian Boulevards, it was lined with 70 elegant villas and chestnut trees, and in 1883 Harper's Magazine called Fitzjohn's Avenue 'one of the noblest streets in the world' - a reputation it continues to maintain with pride and passion.

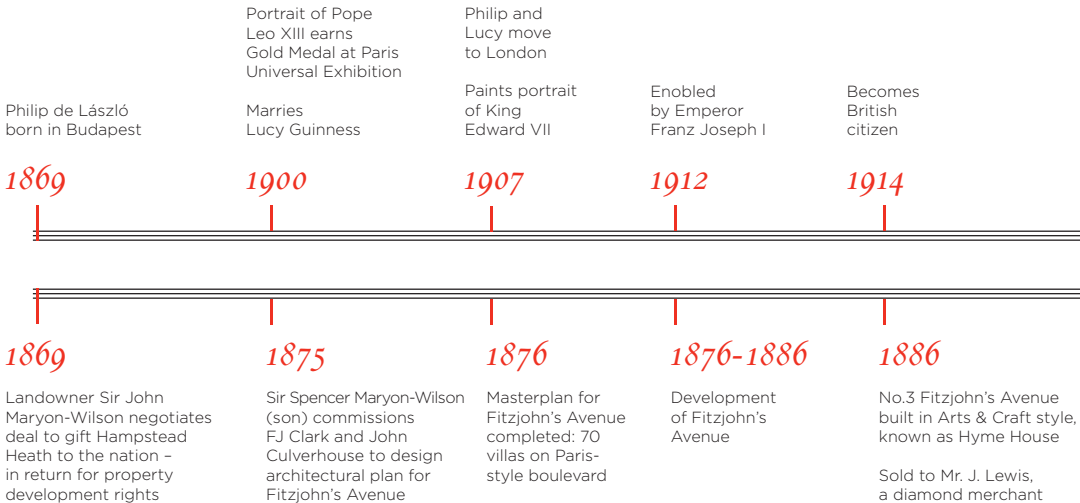


AN HISTORICAL TIMELINE



Philip de László in his studio, 1937
© de Laszlo Foundation

Philip de László



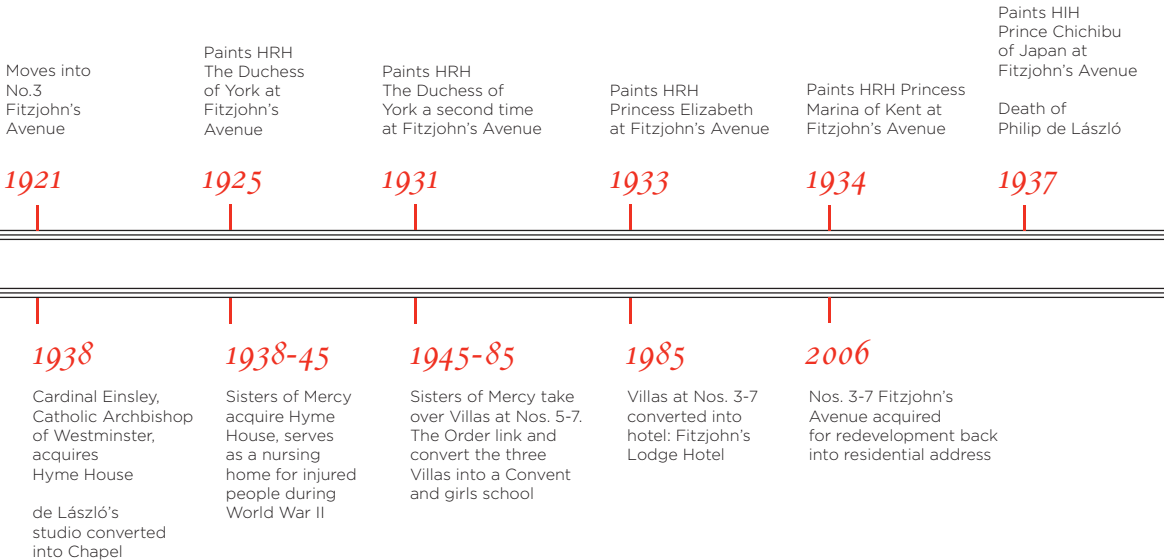
History of Fitzjohn's Avenue



Philip and Lucy de László with their son
Henry outside No. 3 Fitzjohn's Avenue, 1920's
© de Laszlo Foundation



Princess Marina of Greece, leaving the studio on
Maresfield Gardens with the artist, September 1934
© de Laszlo Foundation



Philip de László in his studio, 1930's
© de Laszlo Foundation



IDEAL FOR CENTRAL LONDON, HAMPSTEAD VILLAGE & THE HEATH

Hampstead has always been considered to be one of London’s most desirable boroughs, thanks to its elegant streets and houses, excellent schools and nurseries, its proximity to the hilly open spaces of Hampstead Heath, and its closeness to all the amenities of central London.

Situated in the Fitzjohn’s Conservation Area, on the borders of Belsize Park and St John’s Wood, Fitzjohn’s Avenue is within short walking distance of two underground stations, Finchley Road on the Metropolitan and Jubilee Lines and Swiss Cottage on the Jubilee Line, giving de Laszlo House residents easy and rapid access to the West End, City of London and Canary Wharf.

Thameslink rail services are at West Hampstead and main line railway stations are a short distance away at Paddington, Euston and King’s Cross St Pancras - the latter offering Eurostar train connections to Europe.

Sought after for its superb schools, the Fitzjohn’s Conservation Area benefits from local convenience shops and cafés on the adjacent Finchley Road, which include a flagship Waitrose food store.

The green open spaces of Regent’s Park, Hampstead Heath and Primrose Hill are all within a short distance.

Nearby Hampstead Village, Belsize Park and Primrose Hill are ideal places for cafés, shopping, socialising, wining and dining. Warmly protective of its welcoming village atmosphere and strong neighbourhood community, Hampstead Village has a wide range of independently owned shops, from bakeries and greengrocers to fashion retailers and art galleries - plus it has an extraordinarily diverse range of café-bars, restaurants and traditional pubs.

Neighbouring Hampstead Heath is a glorious place for relaxing, walking and running at any time of year, and affords magnificent views over the whole of London. The Heath embraces ponds, ancient woodlands, several open-air swimming pools, and Kenwood House, which is open to the public and stages spectacular summer concerts.







IMPRESSIVE SPECIFICATION & ATTENTION TO DETAIL

The exterior architecture of de Laszlo House captures all that is best in the 19th century Arts & Crafts movement; the elegant brick, tile-hung and terracotta façade includes large bay windows and balconies; ornate pediments and decorative brickwork; carved brackets and terracotta gabling; feature chimneys and hand-crafted entrance porticos.

The apartments benefit from an on-site porter/concierge service, lift access, impressive communal entrance foyers and secure underground parking.

The specification of the apartment interiors include spacious garden-facing reception rooms with large windows, generous ceiling heights and panelled Tulip wood doors. Natural light brings a generous glow to satin-white walls and white oiled solid wood Oak flooring.

Illumination is provided by wall-mounted lighting including vertical 'light pillars' that are flush to the wall surfaces. These can be controlled by wall-mounted iPad panels that also control heating and air-conditioning, communications and security, entertainment and music. Flat-screen TVs and built-in


speaker systems are situated strategically throughout each property, with all cabling discreetly hidden from view.

Residences at garden, raised ground and first floor level have ceiling heights up to 3.6 metres, and their bespoke specification includes rose motif corning with egg and dart detailing, panelled Tulip wood doors, tall skirting, plus architraves around doors and windows. The upper-floor residences have a highly contemporary and minimalist-style finish with ultra-clean lines, sleek doors and sliding wall panels. The spectacular penthouses feature light pillars, sliding mirror panels, pitched roofs with skylights and ceilings up to 4.2 metres in height when opened up to the ridge height.

The centrepiece of each penthouse is a glass walled indoor garden with a retractable roof light, creating a space which can be open to the outside, ideal for relaxation and entertaining.

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EXCEPTIONAL SPACE OUTSTANDING ILLUMINATION & ATMOSPHERE

Each of the 18 residences at de Laszlo House is entirely unique - yet all are unified by a style signature perfectly created by Dandi Living, an award-winning architecture, design and development company specialising in premium-quality homes of distinction.

With a portfolio of two, three and four bedroom properties to choose from, the newly built apartments are located behind the façade of what were originally three grand Victorian villas at Nos. 3, 5 & 7 Fitzjohn's Avenue, now unified within a single seamless development that enjoys its own private and beautiful landscaped gardens to the rear.

Properties are large, bright and airy, ranging from 1,054 sq ft to 3,060 sq ft, with abundant space further enhanced by open-plan layouts and large windows.

Each apartment is defined by the extraordinary play of natural light and artfully placed, controllable interior illumination that can change the atmosphere with infinite subtlety. Kitchens retain the simplest yet stylish of layouts, with appliances hidden out of view behind easily moved walls and dividers until needed.

Bathrooms and bedrooms are also deceptively simple yet entirely opulent, and extensive discreet storage space in bedrooms and other areas allows for minimal domestic clutter and maximum unfettered space - making these apartments ideal for both intimate entertaining and grand parties.

IMPRESSIVE SHARED FEATURES

Each residence at de Laszlo House is unique in terms of room layouts, proportions and window styles. Some have private gardens, others private ornamental balconies or terraces. The raised ground floor residences also have their own private entrances with wide outside steps leading up to canopied entrance porches.

As well as the large rear gardens, common to all properties are communal entrances featuring solid noise-reducing outside doors with access to spacious foyers. These incorporate mosaic flooring, light pillars, art-glass sculptural radiators and high ceilings with coving, providing a stunning first impression for visitors. Accessed from the ground floor lobbies, custom-designed lifts serve spacious lift lobbies on all floors. The dramatic contemporary-style stairwells that sweep up through the building have limestone treads and a forward-looking punctured-acoustic design to minimise sound.

Concierge, parking and storage provision serve all apartments, and a permanent on-site porter/concierge provides security and reception services, as well as acting as a porter, guide and assistant for any queries. There is an office suite for the porter/concierge, as well as CCTV cameras throughout the apartment building and grounds. There is a special luggage and sports storage room for large luggage and sports equipment, as well as additional storage bays in the underground parking complex. This is designed with large bays to accommodate both tall cars such as Range Rovers and large vehicles such as Bentleys.



FOUR SEASONS LANDSCAPED GARDEN

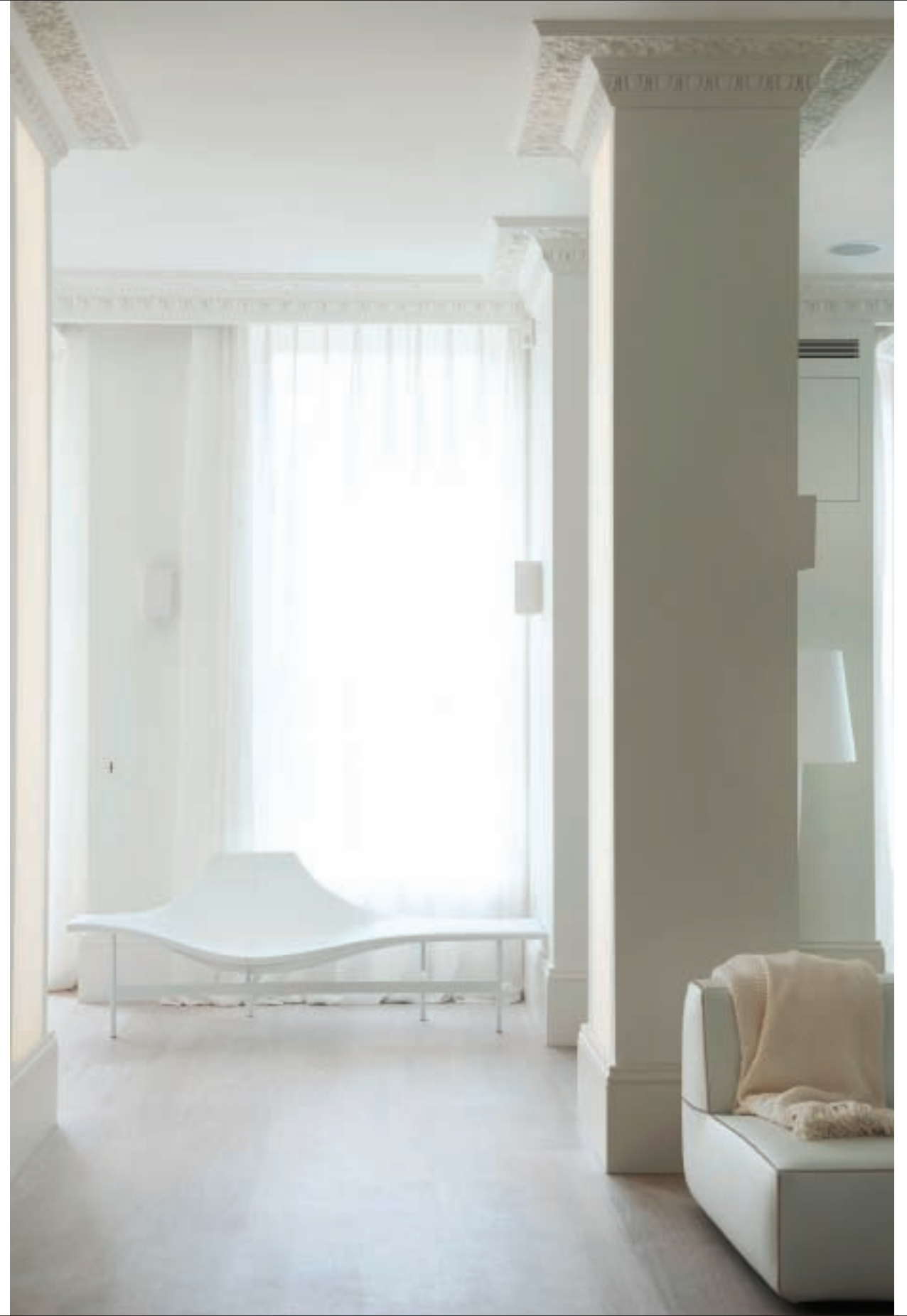
The exquisite gardens at de Laszlo House have been created by Applied Landscape Design (ALD), a leading international practice whose projects embrace the UK, Abu Dhabi and Qatar.

Philip de László used the sumptuous rear gardens of his home as a backdrop for a number

of celebrated garden parties and the newly designed gardens at de Laszlo House have been designed to complement this illustrious history. Incorporating a seasonal design that features different flowers and plants during changing seasons, the gardens are designed around a sweeping formal lawn and sun terrace, which adjoins a wildflower meadow. Flower borders and landscaping feature mature planting, trees and hedges, interspersed with seating areas, stepping stones and footpaths.

The extensive rear gardens also incorporate a reflection pool with aquatic planting, an ornamental bridge and watershoots. To the south-western border of the grounds is a charming woodland walkway with a path that weaves through the Amelanchier, Silver Birch, Plain and Syringas trees, providing a place for peaceful contemplation. To the front of de Laszlo House there is a 1.8 metre high privet hedge, mature plants, landscaped areas and borders with Geraniums, Iris, Daffodils, Bluebells and Snowdrops to provide rich seasonal colour.





SIGNATURE STYLE FROM DANDI LIVING

The residences at de Laszlo House showcase the Dandi Living brand's refined and elegant signature style, creating properties with dynamic open plan spaces where art and functionality blend with subtle perfection. de Laszlo House is a perfect exemplar of the Dandi signature design which embraces:

- **Light as an integral element of interior design.** Interior open spaces are flooded with natural light thanks to generously sized windows and elegantly simple décor. Additional illumination is provided by advanced halogen florescent, wash and LED wall lighting, as well as unique 'light pillars'. These dramatic floor-to-ceiling light sources are formed by columns inset with LED-lit strips finished with a frosted acrylic cover. Light pillars are used to form dramatic entranceways, delineate different living areas and add glamour to reception rooms.

- **Designer kitchens as artful social spaces.** The sculptural fitted kitchens are artistic statements as well as functional and social spaces. Corian worktops are complemented by bespoke white storage units with bi-folding pocket doors that can entirely conceal the kitchen or open to reveal appliances and work surfaces. Dark plinths create an optical illusion, making the kitchen units appear to be floating above the flooring.
- **Integral works of art created in mosaic.** Kitchens, bathrooms and communal entrance foyers feature bespoke designed handmade mosaics made from the finest Thassos and Crema marble. Designed and installed by individually commissioned artisans and craftsmen, these unique works of art add a flourish entirely at home with the inherent artistry of each apartment and de Laszlo House.



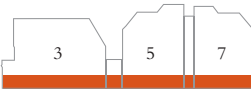


LG

LOWER GROUND FLOOR

APARTMENT 1 HOUSE 3

| | |
|----------------|-----------------------|
| 4 BEDROOMS | |
| TOTAL NET AREA | 288 Sq M / 3100 Sq Ft |



4 BEDROOM
3 BEDROOM



APARTMENT 9 HOUSE 5 APARTMENT 15 HOUSE 7

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 233 Sq M / 2509 Sq Ft |

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 189 Sq M / 2036 Sq Ft |



G

GROUND FLOOR



3 BEDROOM
2 BEDROOM



APARTMENT 2

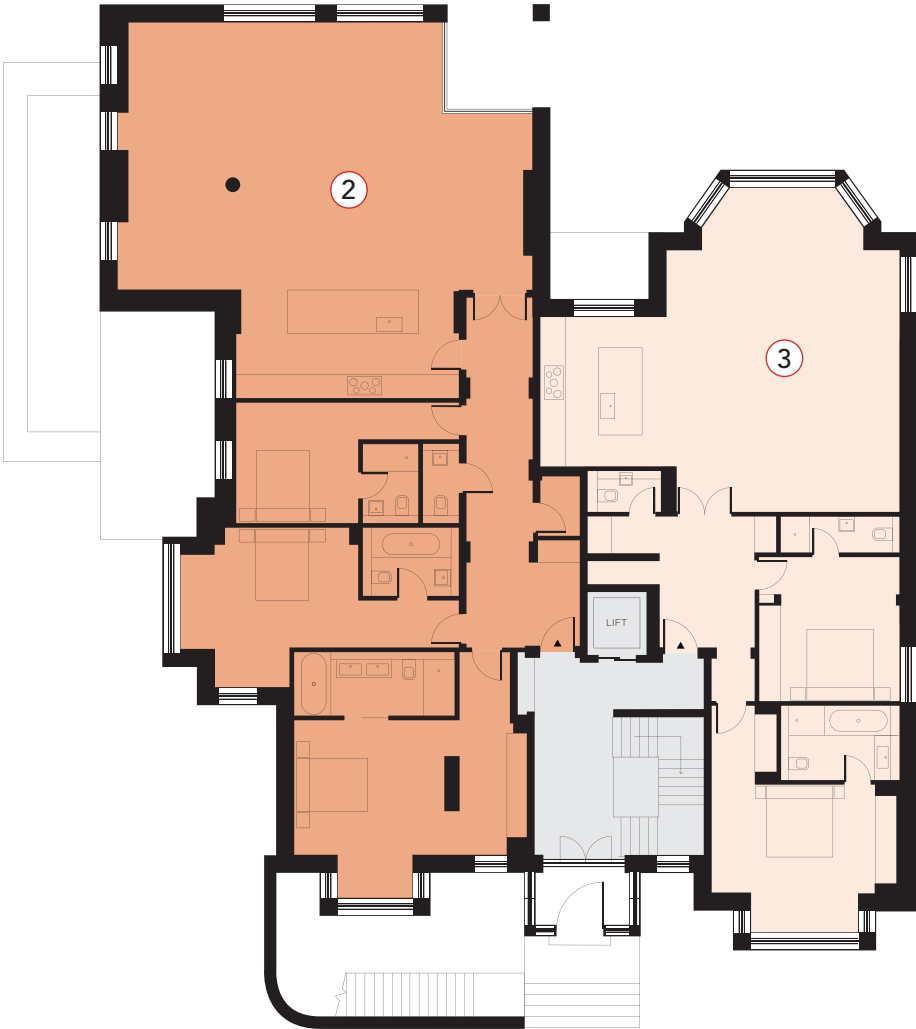
HOUSE 3

APARTMENT 3

HOUSE 3

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 211 Sq M / 2265 Sq Ft |

| | |
|----------------|-----------------------|
| 2 BEDROOMS | |
| TOTAL NET AREA | 138 Sq M / 1484 Sq Ft |



APARTMENT 10

HOUSE 5

APARTMENT 16

HOUSE 7

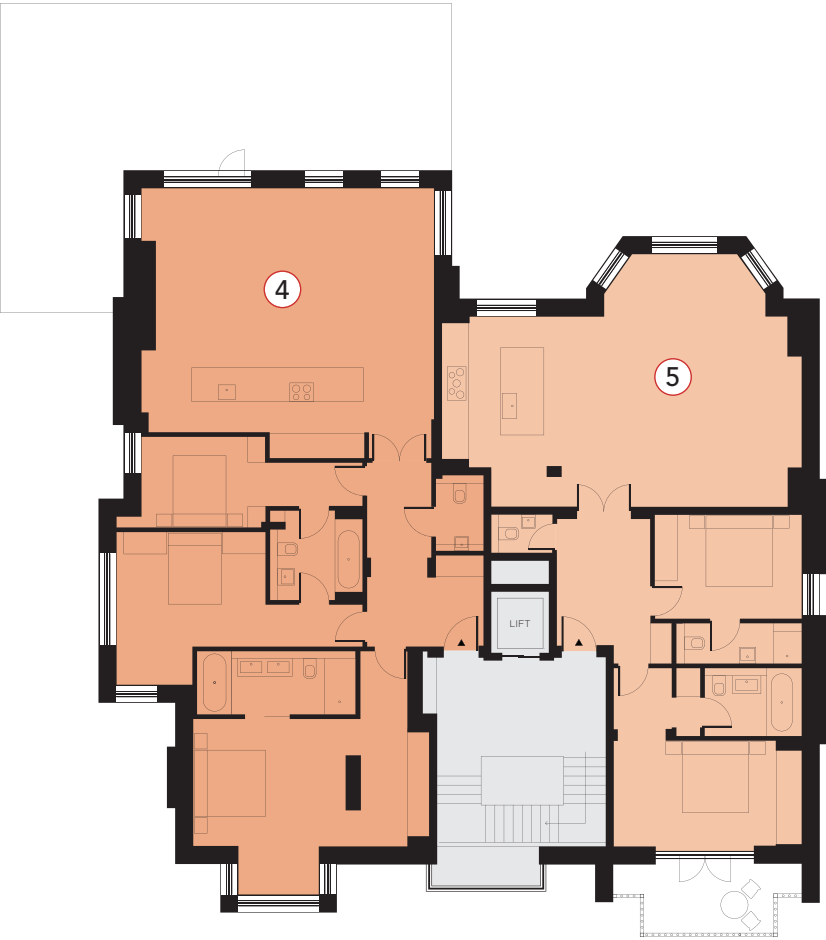
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|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 220 Sq M / 2376 Sq Ft |

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 176 Sq M / 1895 Sq Ft |





3 BEDROOM
2 BEDROOM



APARTMENT 4

HOUSE 3

APARTMENT 5

HOUSE 3

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 153 Sq M / 1647 Sq Ft |

| | |
|----------------|----------------------|
| 2 BEDROOMS | |
| TOTAL NET AREA | 115 Sq M / 1238Sq Ft |

APARTMENT 11

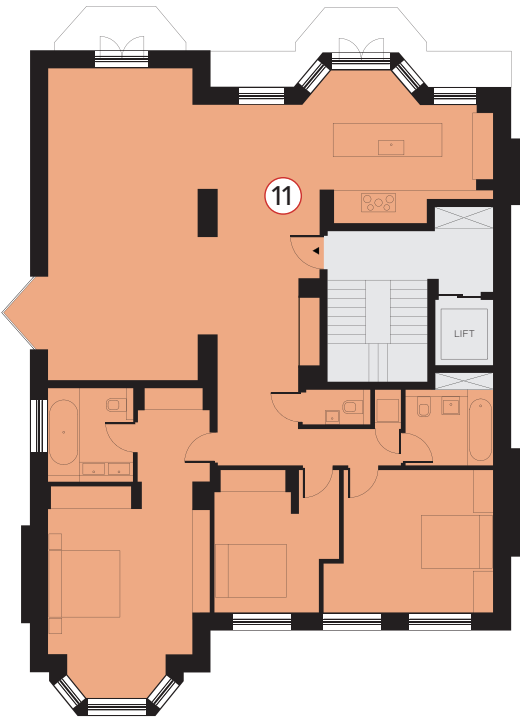
HOUSE 5

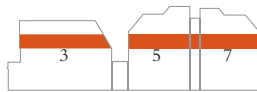
APARTMENT 17

HOUSE 7

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 166 Sq M / 1781 Sq Ft |

| | |
|----------------|-----------------------|
| 3 BEDROOMS | |
| TOTAL NET AREA | 159 Sq M / 1712 Sq Ft |





3 BEDROOM
2 BEDROOM



APARTMENT 6

HOUSE 3

APARTMENT 7
LOWER FLOOR

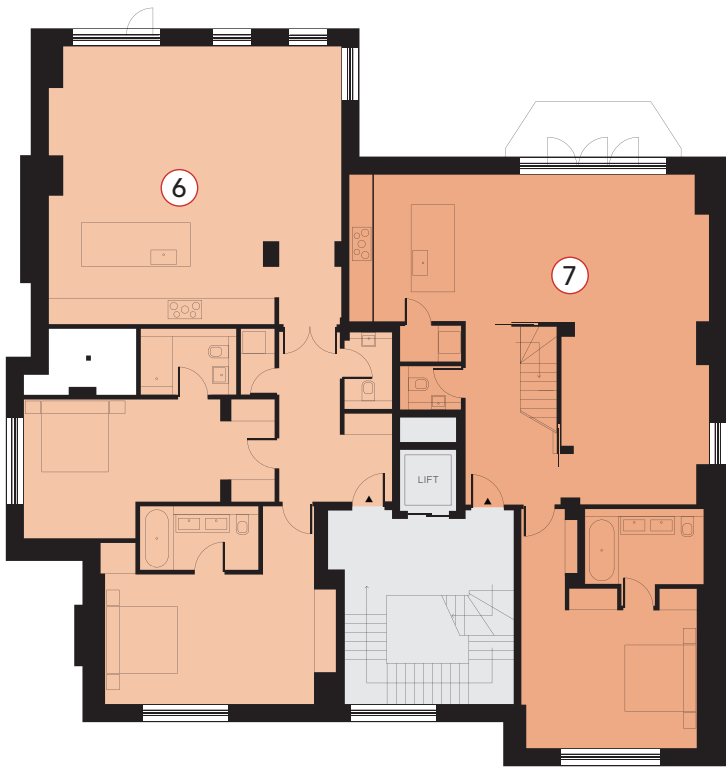
HOUSE 3

2 BEDROOMS

TOTAL NET AREA 145 Sq M / 1560 Sq Ft

3 BEDROOMS

TOTAL NET AREA OF BOTH FLOORS 175 Sq M / 1886 Sq Ft



APARTMENT 12

HOUSE 5

APARTMENT 18

HOUSE 7

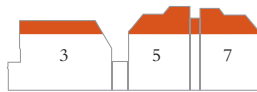
3 BEDROOMS

TOTAL NET AREA 157 Sq M / 1692 Sq Ft

3 BEDROOMS

TOTAL NET AREA 151 Sq M / 1630 Sq Ft





3 BEDROOM
2 BEDROOM



APARTMENT 8

HOUSE 3

APARTMENT 7
UPPER FLOOR

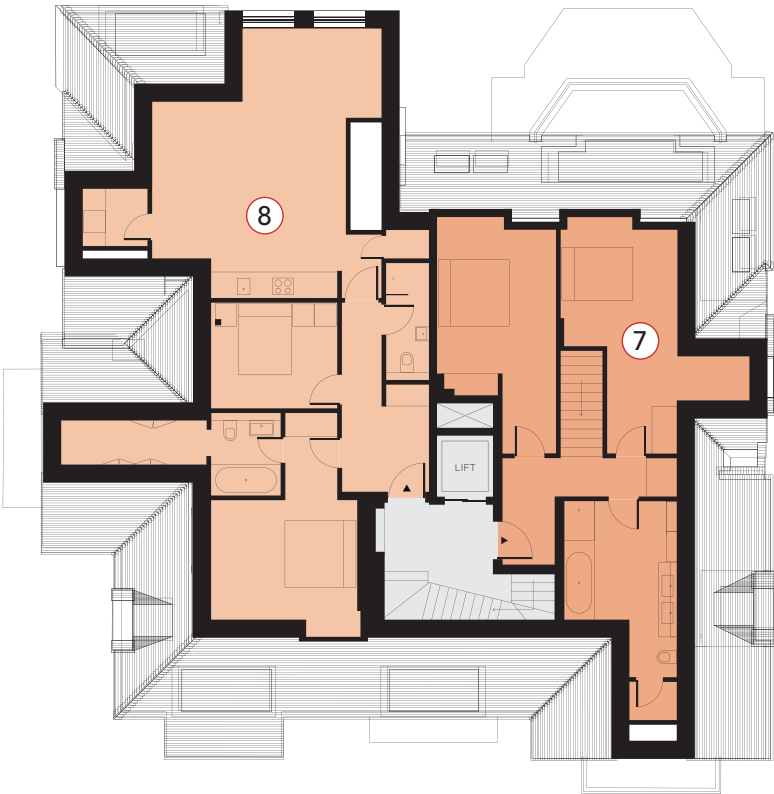
HOUSE 3

2 BEDROOMS

TOTAL NET AREA 96 Sq M / 10.5 Sq Ft

3 BEDROOMS

TOTAL NET AREA OF BOTH FLOORS 175 Sq M / 1886 Sq Ft



APARTMENT 14

HOUSE 5

APARTMENT 19

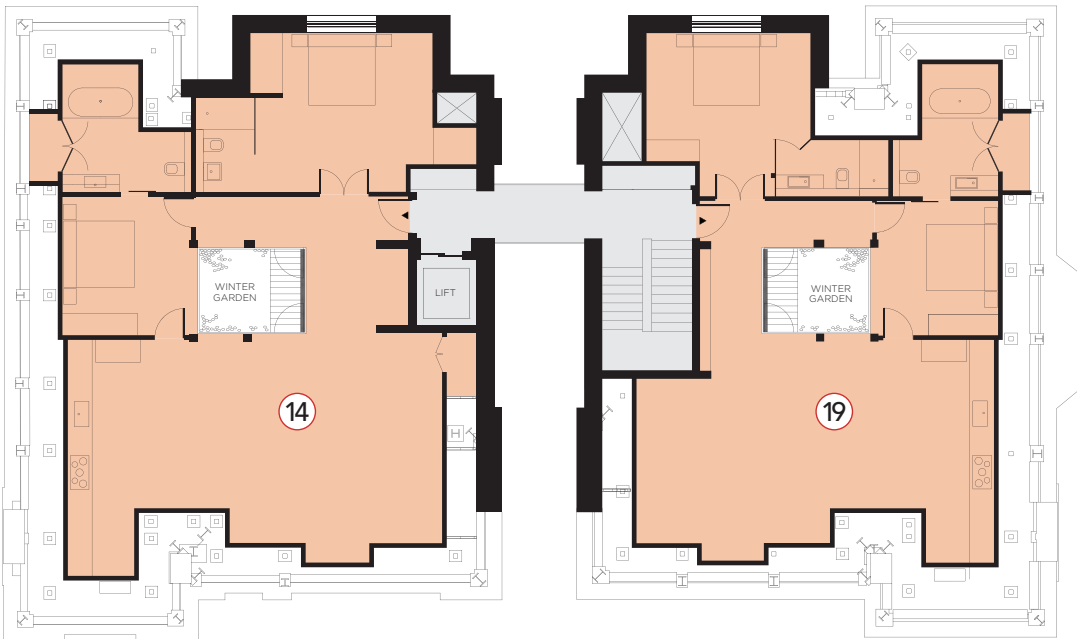
HOUSE 7

2 BEDROOMS

TOTAL NET AREA 133 Sq M / 1440 Sq Ft

2 BEDROOMS

TOTAL NET AREA 118 Sq M / 1272 Sq Ft



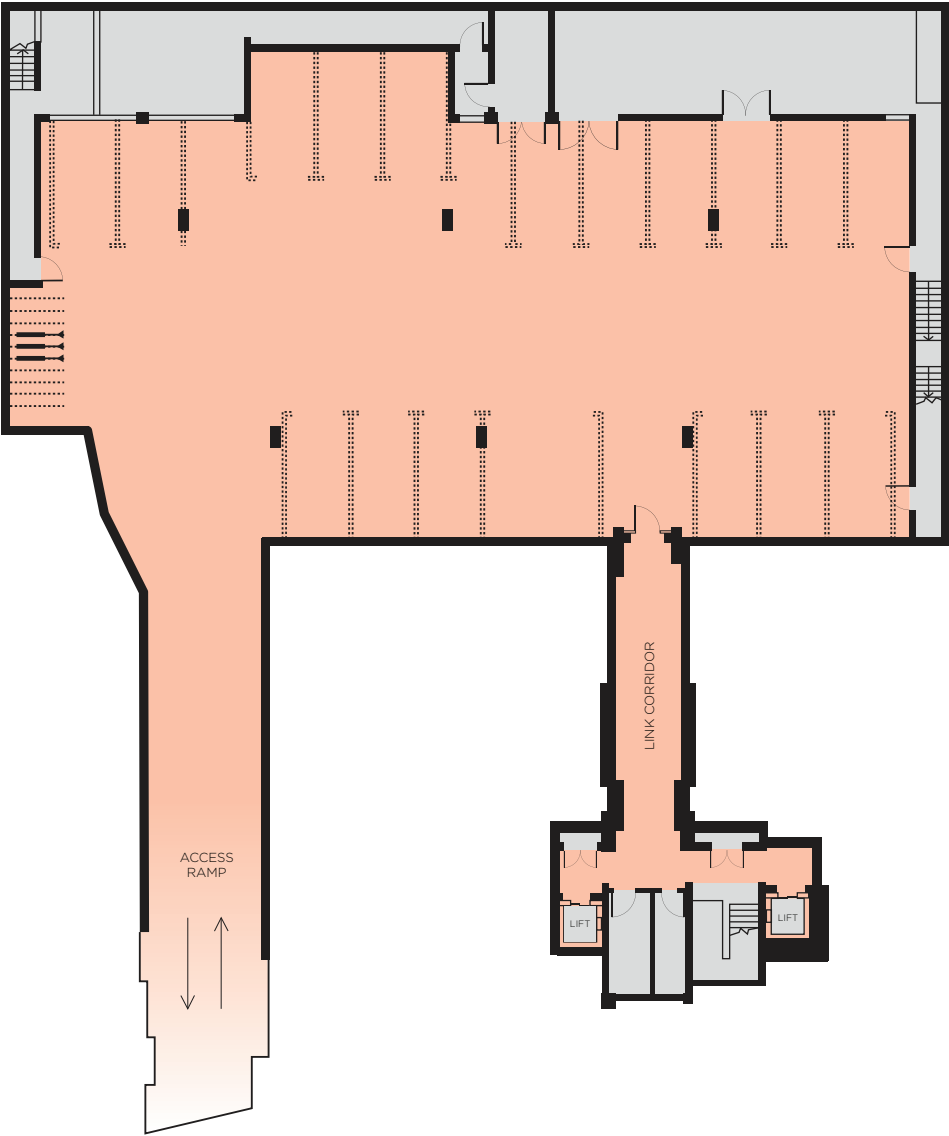


LANDSCAPED GARDEN



FITZJOHN'S AVENUE

GARAGE



FITZJOHN'S AVENUE





SPECIFICATION

GENERAL

- Living rooms overlook private communal rear gardens
- Engineered Oak wood floorboards with white oil finish throughout living areas, hallways and bedrooms
- Underfloor heating throughout
- Air cooling in all bedrooms and living space/kitchens
- Lift and stairwell access in each apartment building

Residences at garden, raised ground and first floor level have:

- Ceiling heights up to 3.6 metres
- Rose motif cornicing with egg and dart detailing
- Panelled Tulip wood doors with white satin finish
- Skirting and architraves around doors and windows

Residences on upper floors and penthouses have:

- Contemporary finish
- Shadow and gap detailing
- Sliding wall panels

KITCHENS

- Fully fitted kitchen units and appliances
- White corian worktops
- Frosted glass LED back lit splash backs
- Kitchen joinery finishes: high gloss white Ash veneer with contrasting dark stained ash inner carcass
- Kuppertsbusch integrated appliances including:
 - Built-in gas-on-ceramic glass hobs
 - Okotherm-fan multi-function oven
 - Microwave
 - Dishwasher
 - Extractor
 - Integrated fridge and freezer
 - Washing machine and dryer

- Bi-folding white Ash wood pocket doors: can conceal kitchen or be opened to create culinary space
- Bespoke-design mosaic rug created from hand cut mosaics made from pure white Thassos marble with soft contrast of light Crema marble
- Selected kitchens have kitchen islands with white corian worktops and white storage units
- Separate utility room with engineered Oak wood white oiled flooring with panelled doors with white Satinwood finish

MASTER BEDROOM

- Bedroom lined with wardrobes
- Bespoke wardrobes with high gloss, white Ash doors with dark stained Ash wood interiors with handmade drawers, shelves and hanging rails
- Master bedrooms are generously sized and can accommodate a king-sized bed
- All master suites have an ensuite bathroom

SECONDARY BEDROOMS

- Suite lined with wardrobes
- Bespoke wardrobes with high gloss, white Ash doors with dark stained Ash wood interiors with handmade drawers, shelves and hanging rails
- Secondary bedrooms are generously sized and can comfortably accommodate a king-sized bed
- Suites have an ensuite bathroom

BATHROOMS

- Under heated flooring topped with bespoke-design mosaic
- Hand cut mosaics made from pure white Thassos with soft contrast of light Crema marble

- Cantilevered sanitary ware from Deca with white Quart tops
- Tap and shower fittings from Vado
- Bespoke high gloss, white Ash wood vanity units with dark stained Ash wood interiors
- Walls finished with light pillars and bespoke fitted mirrors
- Bespoke showers with full height glass screens and handcrafted mosaic flooring
- Mosaics made from hand cut Thassos and Crema marble
- Master bathrooms have white baths carved from Quartz Silestone

PENTHOUSES

- Pitched roofs with skylights and ceilings up to 4.2 metres in height, opened up to the ridge height
- Entertaining spaces have pitched roofs and skylights
- Glass walled winter garden with a retractable roof light
- Principal bedroom suite has pitched roof with automated windows
- Selected bedrooms have privacy glass walls, which can become clear or opaque at the touch of a button
- Selected bathrooms have sliding pocket doors

SHARED FEATURES

- Newly-built residences behind restored and new build Arts & Crafts style façade
- Brick, tile hung and terracotta elevations
- Architectural features include bay windows, balconies, pediments, decorative brickwork, carved brackets, terracotta gabbling, feature chimneys and hand-crafted entrance porticos
- Solid noise reducing outside doors
- Communal entrance foyers with

- mosaic flooring crafted from hand cut Thassos and Crema marble, light pillars, art-glass sculptural radiators and ceilings with feature coving
- Raised ground floor residences with own private entrances
- Communal staircases have Moleanos limestone treads and a punctured-acoustic ceiling design to minimise sound
- Custom-designed lifts engineered to carry people in smooth, gentle silence

CONSTRUCTION FEATURES

- Designed to Sustainability Code Level 3
- Residences benefit from a centralised combined heat and power, underfloor heating and ventilation system
- Ferrous-concrete floors
- Soundproofed floors and solid-block walls
- Special acoustic layer under the floorboards to minimise noise

ADDITIONAL STORAGE ROOMS

- Luggage and Sports Storage room for large luggage and sports equipment within the scheme
- Further private storage bays in the underground parking complex

CONCIERGE

- On-site porter/concierge
- Dedicated office/suite for the porter/concierge

LANDSCAPING

- Garden level residences have their own private patio gardens
- All residents have exclusive use of the private front and rear communal gardens

- Landscaping designed by multi-award winning international landscape design practice Applied Landscape Design
- Gardens have a seasonal design that enables different flowers and plants to be featured during the changing seasons

REAR GARDENS

- Designed around formal lawn and sun terrace
- Wildflower meadow
- Flower borders
- Feature landscaping with mature planting, trees and hedges
- Seating areas, stepping stones and footpaths
- Reflection pool with aquatic planting, feature bridge and watershoots

FRONT GARDENS

- 1.8 metre privit hedge
- Mature plants
- Landscaped areas and borders

PARKING

- Secure underground parking complex CCTV security
- Large bays designed to accommodate both tall cars and large vehicles

TECHNICAL SPECIFICATION

LIGHTING SYSTEM

- Fluorescent, LED wall lighting, provision for chandeliers

SECURITY

- On-site concierge/porter security presence
- Internal and external CCTV cameras throughout apartment building and grounds

- Each property has a high specification intruder alarm system that accords with NACOSS/NSI standards

COMMUNICATIONS AND HOME ENTERTAINMENT

- Speakers, TV and communication points to all principal rooms
- Technology allows for fully automated blinds and curtains
- Each residence has its own data centre, controlled by central recessed iPad panel in each living room
- iPad remote access and control of security, heating and entertainment systems
- Mood lighting/dimming
- Individual room temperature control

HEATING, COOLING AND VENTILATION

- Independent control of heating or cooling in each room
- Bathrooms and cloakrooms have under floor electric heating
- Used air extracted from cloakrooms and bathrooms

ELECTRICAL

- New electrical services distribution systems with local distribution boards serving small power, lighting and electrical equipment
- Fire detection and alarm system covering all areas



DANDI LIVING

EXPRESSING EXCEPTIONAL ARTISTIC ABILITIES

With a heritage of success as an award-winning architecture, design and development management company, Dandi Living has created a masterpiece of expression at de Laszlo House, calling on its impressive experience in creating innovative architectural, interior specification and design schemes, with particular emphasis on maximising space through space-saving designs and innovations, together with the skilful use of natural and electrical illumination and traditional artisan skills in stone, wood and other materials.

Dandi Living takes its name from the late 18th century term 'Dandy': one who places importance on refined and sophisticated appearance, language, creativity and the arts - all of which are expressed in Dandi Living's architectural designs. The company operates worldwide, with recent residential and commercial projects in London, Cyprus, Moscow and St. Petersburg.

Dandi Living provides the perfect blend of functionality and creative design, with living spaces designed to the highest standards of authenticity and quality. The end results are exceptionally impressive properties with classic interiors that exude timeless quality and luxury.





CONTACT



Prices for the residences at de Laszlo House start from £2.45 million on 999 year lease.

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