

Hospitality, Private

The Whiteley – London

Timeless textiles for an iconic building.



Starting Point

The former Whiteley department store in London's Bayswater has been transformed into a unique mixed-use project spanning an entire city block. The Whiteley combines 139 exclusive apartments and townhouses, London's first Six Senses hotel with 109 rooms, 19 boutiques, a multiplex cinema and a state-of-the-art gym.

The historic building, originally constructed as a department store in 1911, has been reinterpreted by Foster + Partners. The project combines global design influences with neoclassical elements, creating a harmonious symbiosis of tradition and contemporary architecture.

Solution

The interior design of the Designer Collection Apartments features textiles whose timeless elegance underscores the calm and exclusive aesthetic of the project.

The curved shapes of the living area are emphasised by NARCIS curtains, while the lightweight, linen-like NOLIN curtains on the opposite side elegantly highlight the original window shapes. The textile solutions create a harmonious interplay of light, space and texture, giving the apartment a subtle, luxurious character that combines both functionality and aesthetic appeal.

Object

The Whiteley, London, UK

Concept

Foster + Partners

Photos

Veerie Evens, Nick Rochowski



Textiles Used



NARCIS

Article-Number: 0101800

Use: Transparent/semi-transparent curtain fabric

Number of colors: 16

Material: 97% Flame retardant (Trevira CS) / 3% Wool

Fabric width: 310 cm/122 inch/3.39 yard

Weight: 177 g/m²

Light fastness: 5



NOLIN

Article-Number: 0102220

Use: Transparent/semi-transparent curtain fabric

Number of colors: 16

Material: 100% Flame retardant (Trevira CS Eco)

Fabric width: 320 cm/126 inch/3.50 yard

Weight: 153 g/m²

Light fastness: 4-5