

POWERHOUSE

C H E L S E A W A T E R F R O N T

POWERHOUSE

CHELSEA
LIVING
100 YEARS
IN THE
MAKING.



Computer generated image is indicative only

A new living experience, created within the historic walls of one the capital's last great industrial icons, tells a story 100 years in the making.

On the riverfront, in one of the most refined corners of London, a twin-turreted power station that once powered the Underground is re-energised and reimagined to offer a 21st century living experience like no other.

A Chelsea original, located in an intimate enclave at the heart of London's most distinguished and elegant Royal Borough, takes on a revolutionary new form, marking the biggest change for the borough in living memory. A story that began more than 100 years ago reaches its natural conclusion.

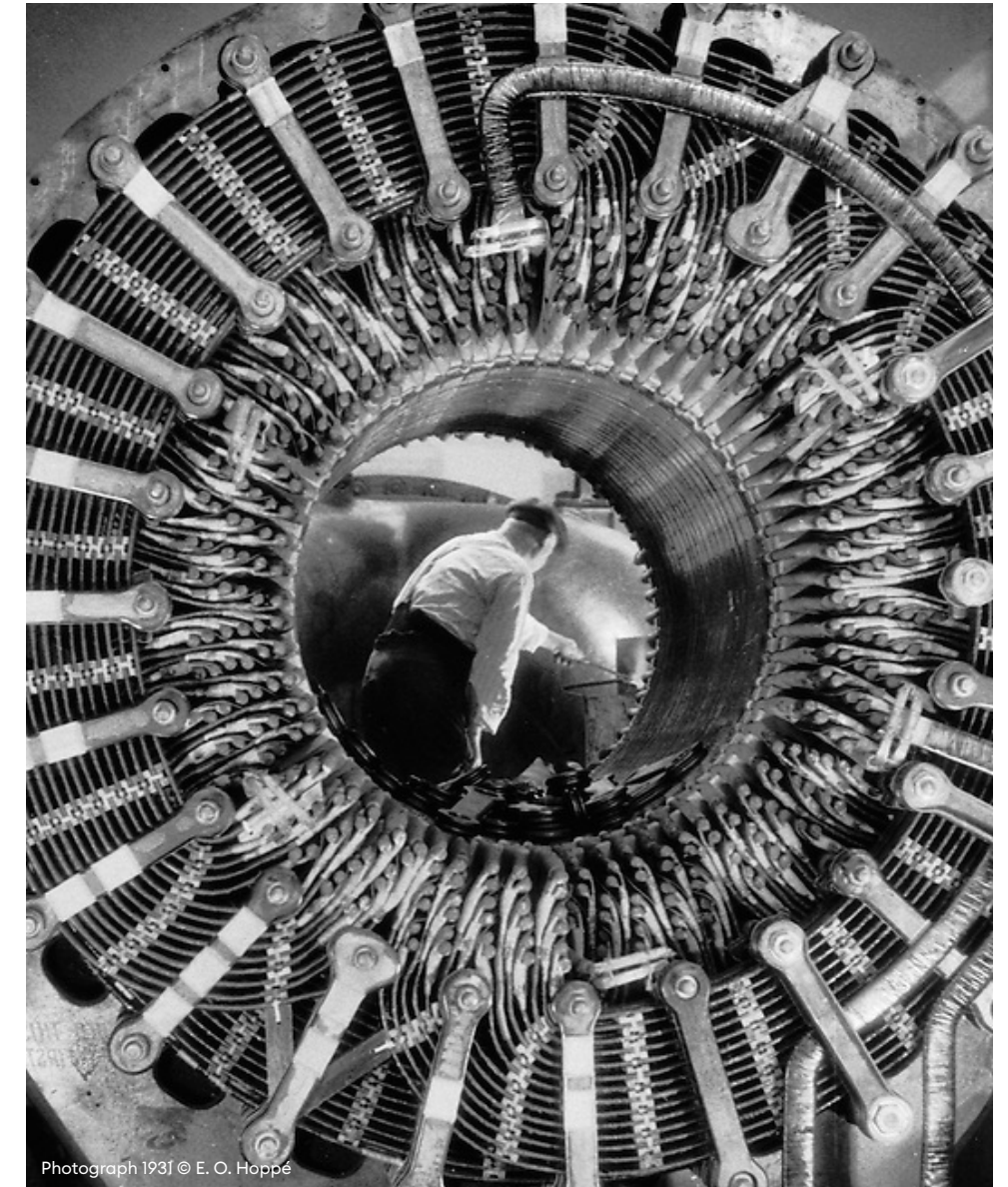
Welcome to the Powerhouse, an exceptionally rare and special collection of 260 luxury apartments embraced by history and glittering with future potential.

CATHEDRAL OF INDUSTRY

A triumph of engineering, built on a scale never before seen, *Lots Road Power Station* was a cathedral of the industrial age, distinguished by its muscle and imposing architectural form.

One of the most historic and iconic London landmarks, and the last of the city's three power stations to be redeveloped, Lots Road Power Station was born of a noble purpose to power the movement of a growing population. An extraordinary place, once alive with industry and buzzing with invention, now stirs back into life, realising its destiny as an even more extraordinary place to live – an exclusive residential address with a proud historic past.

When *completed
in 1905*, it was the
largest ever built.



Photograph 1931 © E. O. Hoppe

Left
The Turbine Hall.

Above
Worker and Generator.

Designed by American engineer James Russell Chapman, Lots Road Power Station was a 20th-century architectural star. Its two halls were clad in rich red brick and framed by four towering chimneys – the tallest in Europe when built, soaring 275 feet over the river Thames below.

The building's brick elevations were punctured by vast, elegant arched windows, allowing natural light to penetrate into the cavernous depths of the huge structure.

A band of raised circles ran along the building, just under the roof line – a final architectural flourish, on what is now celebrated as a proto-modernist masterpiece.

Often described as the “design grandfather” of Battersea Power Station, Lots Road Power Station was one of the first steel-frame buildings in the British Isles, wrought from nearly 6,000 tonnes of steel. The station consumed a staggering 700 tonnes of coal each day, ferried by river barges.

THE BUILDING THAT *MOVED* LONDON

Lots Road Power Station wasn't just a Chelsea landmark, *it was the driving force behind the rapid expansion of modern London.*

Above
London Underground
passengers, May 1956.

Right
Powering the London
Underground poster.



For almost a century, Lots Road Power Station generated electricity to power London's Underground network, keeping the capital moving even during the Blitz of the second world war. It provided the essential fuel for the city to grow into the thriving metropolis it is today, fanning new networks of connections between people and places.

London Transport posters attest to the extraordinary role Lots Road Power Station has played in energising and uplifting the capital. One describes the station as "the moving spirit of London", while another likens its formidable switchboard – which controlled 450,000 units of current each day – to "the modern Jupiter, hurling his lightning".

Edward McKnight Kauffer, 1931
© London Transport Museum

POWER



UNDERGROUND

RIVERFRONT REBORN

Chelsea's riverfront can now be enjoyed for the first time in 100 years.

Powerhouse is part of Chelsea Waterfront, a well-established exclusive development featuring two glass residential towers of 37 and 25 storeys, and three riverside buildings arranged around beautiful landscaped gardens. The buildings are all connected by contemporary bridges that span the creek, bringing residents and visitors into the heart of the residences.

Powerhouse is the latest addition to this world-class development with its extraordinary vista of the Thames.



Computer generated image is indicative only



Designed by world-renowned landscape architects Randle Siddeley, the landscaped gardens match the horticultural prestige of the Chelsea Flower Show.

Sheltered by beautiful trees and flowers, the gardens provide a perfect escape from city life. Secluded seating areas, overlooking soothing water features and vibrant blooms, make for an informal, relaxed setting and the paths that gently curve around the river are ideal for taking in the views.





THE ART OF MAKING AN ENTRANCE

POWERHOUSE



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WELCOME HOME

Powerhouse offers a range of amenities to complement the lifestyle of its residents.

The 24-hour concierge ensures a lifestyle of ease from the moment you arrive, delivered with the utmost care and attention to detail.

The solid granite desk is inspired by the coal that was once the building's primary power-generating source.

Computer generated image is indicative only



POWERHOUSE

STEP INTO THE LIGHT

Powerhouse's impressive entrance opens onto the majestic, light-filled Atrium, designed by award-winning luxury interior architect, Fiona Barratt-Campbell. The beautiful and contrasting spaces of the Atrium and Concierge combine modern and natural elements with unique points of historical interest.

Full-height, natural, evergreen trees have been purposefully placed where the building's turbines used to stand. Flowing water troughs echo the creation of steam and two industrial chimneys (which you can walk into the base area to appreciate their full height) anchor either end of the space. And, overhead, a spectacular 'electric current' lighting installation represents the fundamental purpose of the building: the generation of power.

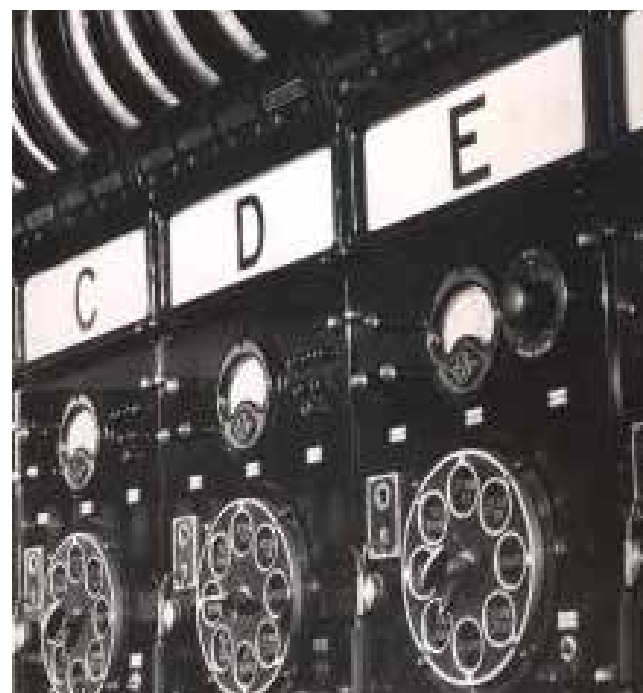
Image is indicative only



Interiors at Powerhouse play an equally important role in preserving the building's history and architecture.

Left
Fiona Barratt-Campbell.

Below
The Powerstation control room.



"I was honoured to have been involved with the design of such an iconic building. Having lived and worked nearby for so many years it is such a pleasure to watch it come back to life! We were very conscious of incorporating into the design existing architectural and historical features and references, and combining these to give a feel of luxury through materiality and integrity of design."

Fiona Barratt-Campbell, interior architect.

PERSONAL SPACE

Interior design, architecture and history combine to create modern, light-filled, luxurious living spaces.

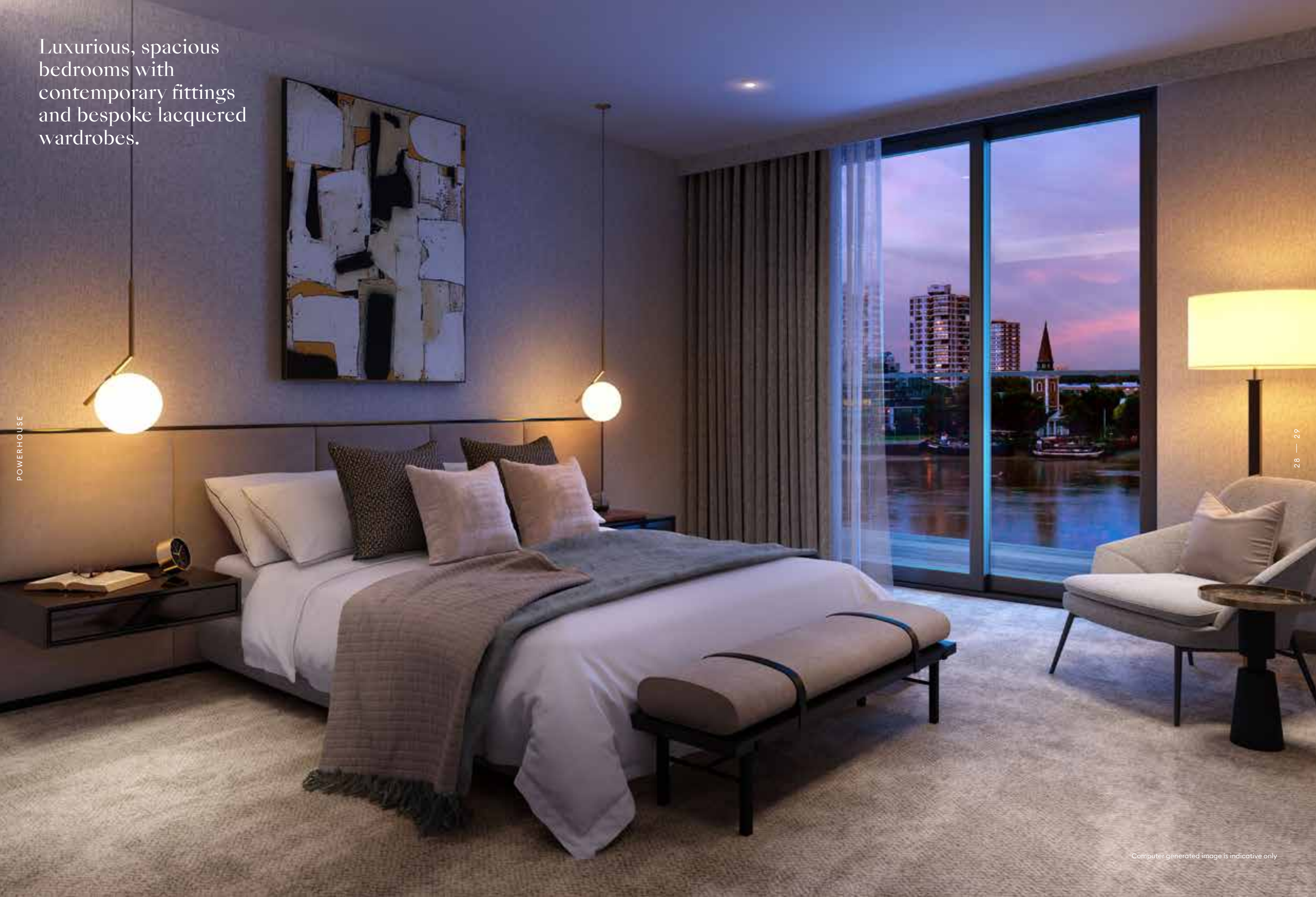
Expansive, beautifully
designed living and
dining spaces with views
across the River Thames.



Designed for easy living,
featuring top of the range
fully-integrated appliances
and a high-quality finish.

Luxurious, spacious
bedrooms with
contemporary fittings
and bespoke lacquered
wardrobes.

POWERHOUSE



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Bathroom cool with stone floors, hand-made tiles, and stylish wall-mounted mirror cabinets. Family bathrooms feature bath and shower.





POWER UP+WIND DOWN

A state-of-the-art health and fitness centre delivers the most sought-after asset to modern living: holistic wellbeing.

Computer generated image is indicative only



The spacious, *fully-equipped gym* features Kinesis equipment and progressive, functional training stations designed around the body and movement.

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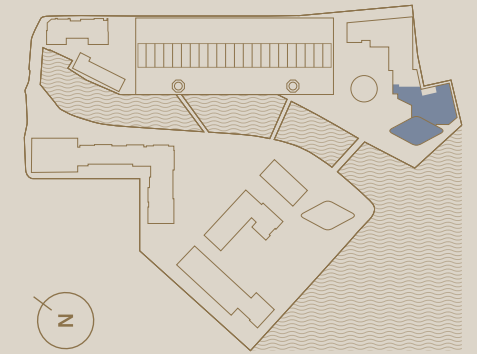
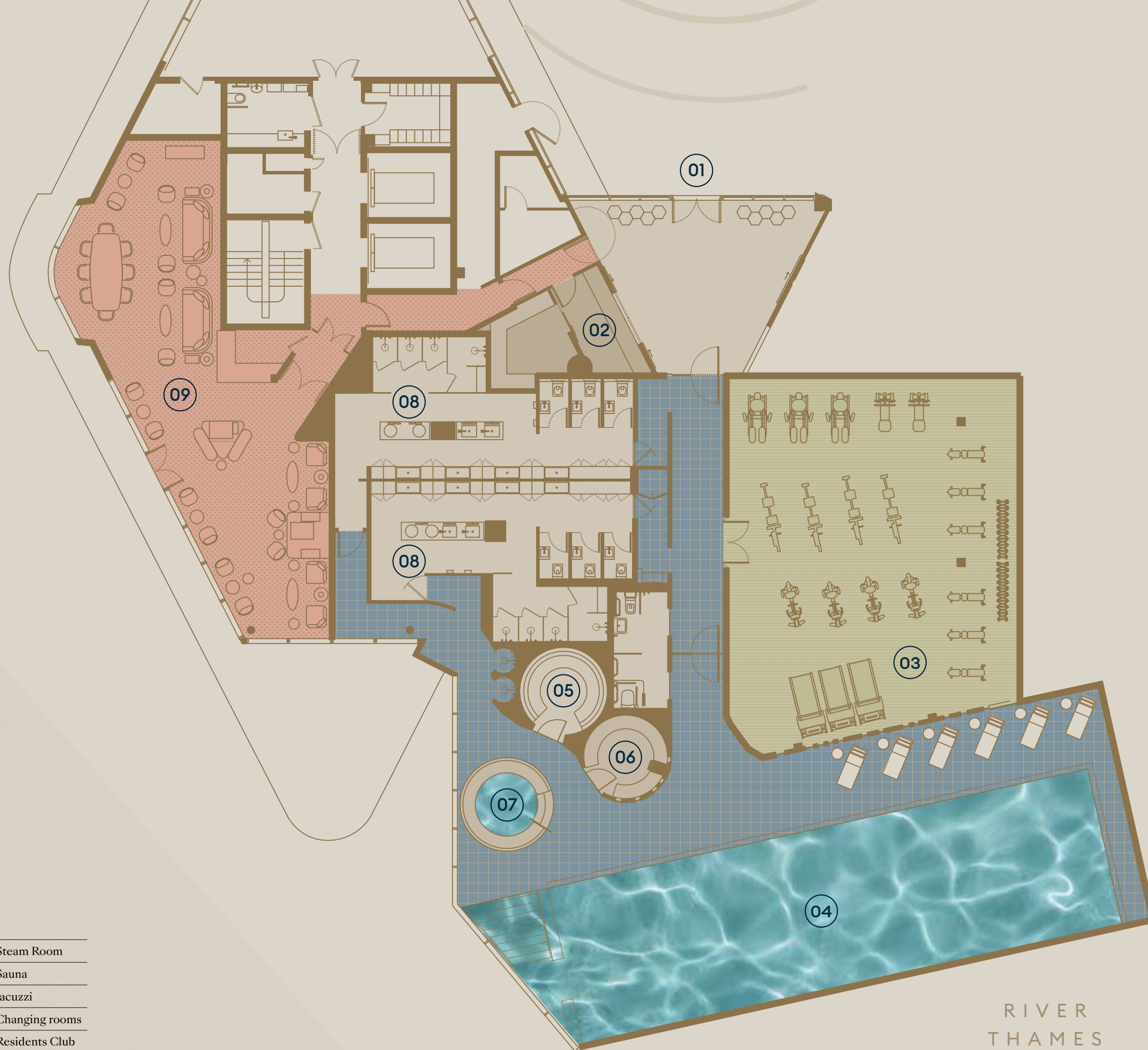


Light-filled, comfortable, *Residents' Club Lounge*, ideal for working, meeting people, socialising or just to take some quiet time to enjoy the river views.

Facilities

- 01 Spa and fitness suite entrance
- 02 Reception and juice bar
- 03 Gym
- 04 Pool

- 05 Steam Room
- 06 Sauna
- 07 Jacuzzi
- 08 Changing rooms
- 09 Residents Club Lounge
- * Subject to planning /lease



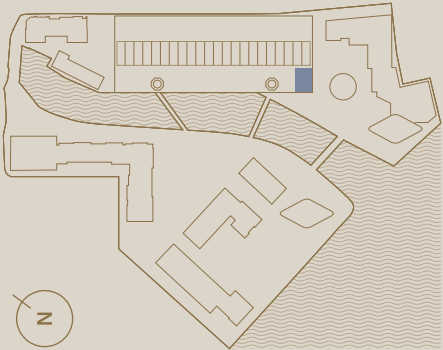
Relax and unwind in an *oasis of urban calm*, designed to reinvigorate the body and mind.

The luxuriously appointed wellness facilities at Chelsea Waterfront will set a new benchmark in relaxation and tranquillity.

The 20-metre swimming pool is as peaceful and serene a destination as you can find. Columns of light reflect in the water, casting an ethereal glow around the monochrome loungers, jacuzzi and shimmering, geometric tiling. Floor-to-ceiling windows reveal a panorama of nearby Battersea and St Mary's Church, where the poet William Blake was married. The sauna and steam room provide a sanctuary for relaxation and total escapism.

DINING AT ITS FINEST

The riverfront restaurant caters for the highest needs and demands, providing ample opportunity for al fresco dining and socialising by the water.



It is impossible to
overstate the impact
Lots Road Power Station
has had on London's
meteoric growth.

POWERHOUSE

Photograph 1952 © London Transport Museum

100 YEARS OF CHELSEA.

London's most *sophisticated and
celebrated borough* has always been
a cradle of the avant-garde.



1918

Previous page
Jane Arden and
Christine Wells, the wool
trend, 1967.

Left
Tennis at The
Queen's Club, 1918.

Below
Model wearing Dior,
Vogue 1955.

Right
Twiggy on the corner
of Portobello Road and
Westbourne Grove, 1966.

1954



Thomas Arne is said to have composed '*Rule Britannia*' at 215 King's Road. Ever since, the surrounding area has become emblematic of British cool.

During the 19th century, Chelsea earned a reputation as London's bohemian quarter, the haunt of artists, radicals, painters and poets. It was the home of JMW Turner and Dante Gabriel Rossetti – one of the leaders of the Pre-Raphaelite movement, through which Britain changed the world in terms of visual art.

In the 1920s and 30s, dance teacher Serafina Astafieva taught prima ballerinas Alicia Markova and Dame Margot Fonteyn, from her studio inside the historic Georgian building The Pheasantry, where the muse for the Rolls Royce mascot once lived.



1966

1973



1989

The Swinging Sixties saw Chelsea become a launch pad of fashion and creativity, led by Mary Quant – the designer credited with giving the miniskirt mass appeal and igniting the spirit of female liberation. Sex, the King's Road boutique opened in 1974 by Vivienne Westwood and Malcolm McLaren, ushered in an era of punk, confronting social taboos and changing the course of music, fashion and design.

Chelsea's history is one of constant reinvention, channelling subcultures as diverse as dandies, dolly birds and mods. It's always served a vibrant slice of culture and remained at the forefront of fashion's new wave. And there's every reason to believe that this unique corner of London will continue to rewrite the rules for years to come.

Chelsea represents a tapestry of designers on the *cutting edge of chic*, from Mary Quant to Vivienne Westwood.

2017



Left
Models on King's Road,
Chelsea, 1973.

Above
Malcolm McLaren on set
of 'Something Jumping
In Your Shirt', 1989.

Right
Vivienne Westwood,
London Fashion
Week, 2017.



POWERHOUSE



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CHELSEA LIVING

A compelling hub for
fashion, food and the arts,
Chelsea offers a lifestyle
unmatched in London.



Saatchi Gallery

Contemporary art gallery showcasing exciting new works of emerging artists.
Duke of York's HQ, Kings Road, SW3



Victoria & Albert Museum

The world's leading museum with eclectic and permanent collections of design and decorative arts.
Cromwell Road, SW7

Royal Court Theatre

Opened in the 1950s, the Royal Court remains a leading force in the theatre by supporting the work of established and new writers.
Sloane Square, SW3



CULTURE +EVENTS

If you're in the mood to visit an art gallery or museum, see a ground-breaking play, listen to music or explore beautiful gardens, *Chelsea has it all.*

The RHS Chelsea Flower Show

The world-famous annual flower and landscape garden show has been a part of London's social season for over 100 years.
Royal Hospital Road, SW3



SHOPPING + DINING

Chelsea is a place to enjoy the very best that London has to offer, in shopping, dining and culture. Around its meandering side streets and picturesque squares are a plethora of influential boutiques, luxury concept stores and pop-ups spotlighting up-and-coming designers, highly rated by those in the know.

Home to no fewer than seven Michelin-starred restaurants – including Gordon Ramsey's eponymous flagship restaurant on Royal Hospital Road – Chelsea is a gastronomic hotspot that brings together everything from Parisian-style bars and tucked-away terraces, to innovative Bahraini flavours and exhilarating Chinese food.

Manicomio

A conservatory, garden and heated terrace make this modern Italian restaurant one of the best al fresco dining locations in town.
83-85 Duke of York Square, SW3



Bluebird Chelsea

A local neighbourhood restaurant on a grand scale in the heart of Chelsea, Bluebird is a popular restaurant and bar with outside terraces and lounge.
350 King's Road, London SW3



Harrods

THERE IS ONLY
ONE MENSWEAR SALE
SATURDAY 27TH JUNE TO SUNDAY 28TH JUNE



Harrods
Dior
Sloane Place



Dior



Open spaces and green parks
on the doorstep for play,
 exercise, or to explore.

Battersea Park
 200 acres of green
 space with tree-lined
 walkways, picnic spots,
 dedicated nature
 reserve, sports facilities
 and a children's Zoo.

Riverside walks

Stroll along the
 riverside paths on
 the south-side of the
 Thames, opposite
 Chelsea.

Battersea Park

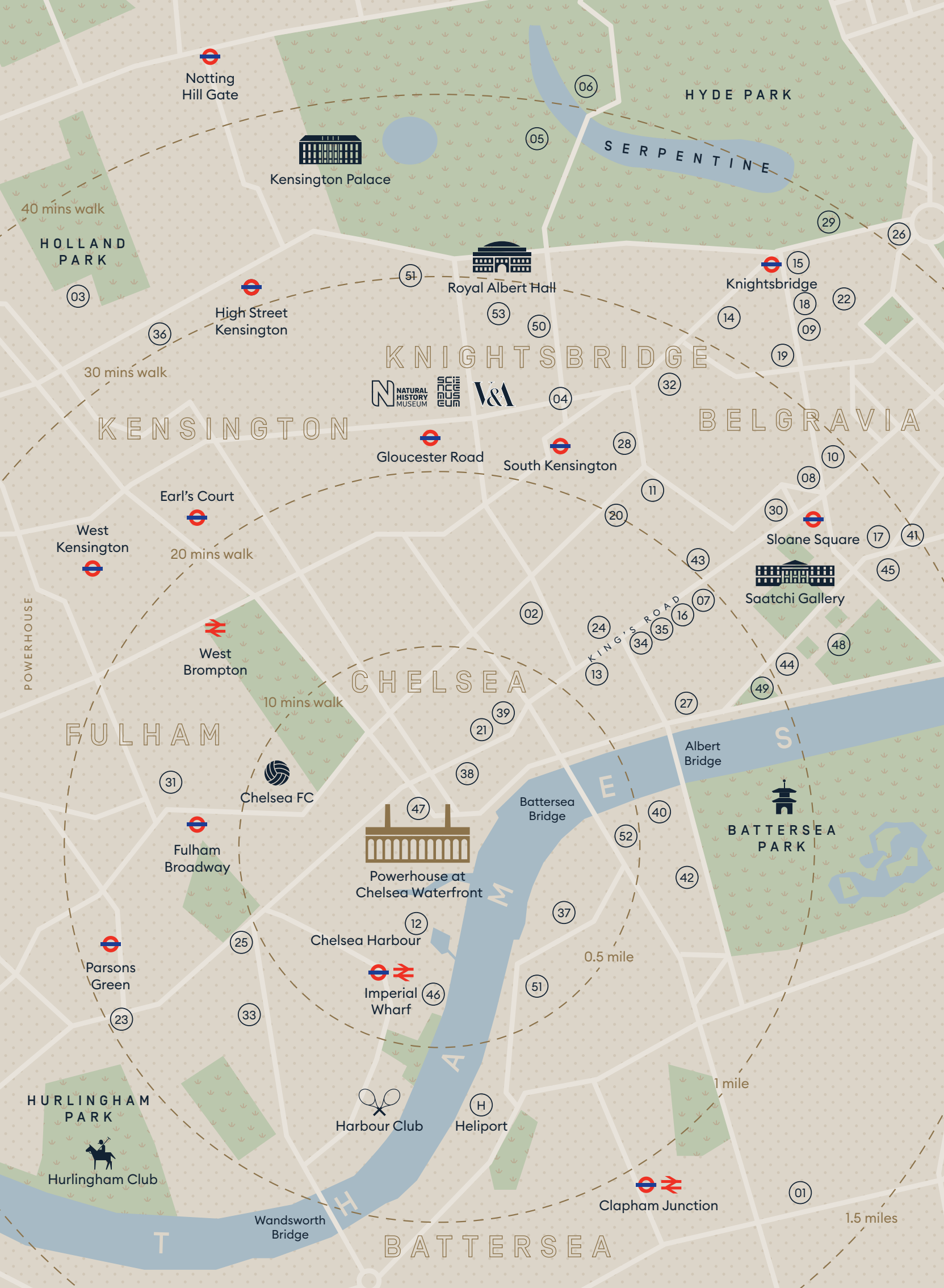
OPEN SPACES



Peace Pagoda

Presented to the people of
 London in 1984, the gilt-bronze
 statues representing the stages
 of Buddha's life, is a popular
 destination and meeting point.

Battersea Park



Chelsea is a place to enjoy the very best that London has to offer, *in shopping, dining and culture.*

Culture

- 01 Battersea Arts Centre
- 02 Chelsea Arts Club
- 03 Design Museum
- 04 Natural History / Science Museum / V&A
- 05 Serpentine Gallery
- 06 Serpentine Sackler

Retail

- 07 Anthropologie
- 08 Cartier
- 09 Chanel
- 10 Chloe
- 11 Conran Shop
- 12 Design Centre
- 13 Designers Guild
- 14 Harrods
- 15 Harvey Nichols
- 16 Jaeger
- 17 Linley
- 18 Louis Vuitton
- 19 Prada
- 20 Ralph Lauren
- 21 Vivienne Westwood

Restaurants

- 22 Amaya Grill*
- 23 Aragon House
- 24 Bluebird
- 25 Brook House
- 26 Céleste*
- 27 Cheyne Brasserie
- 28 Claude Bosi at Bibendum*
- 29 Dinner by Heston Blumenthal*
- 30 Five Fields*
- 31 Harwood Arms*
- 32 Hawksmoor
- 33 Joes Brasserie
- 34 Ivy Asia Chelsea
- 35 Ivy Chelsea Garden
- 36 Kitchen W8*
- 37 London House Gordon Ramsay
- 38 Maze grill Gordon Ramsay
- 39 Medlar
- 40 Nutbourne
- 41 Poule Au Pot
- 42 Prince Albert
- 43 Rabbit
- 44 Restaurant Gordon Ramsay*
- 45 The Orange
- 46 Waterside
- 47 606 Jazz Club

*Michelin Starred restaurant

Gardens

- 48 Chelsea Flower Show
- 49 Chelsea Physic Garden

Education

- 50 Imperial College London
- 51 Royal Academy of Dance
- 52 Royal College of Art
- 53 Royal College of Music

Travel

- Victoria 18 mins
- Paddington 21 mins
- Kings Cross St Pancras 34 mins
- Heathrow Airport 44 mins
- Gatwick Airport 44 mins
- Times from Imperial Wharf Station

Travel times from tfl.gov.uk/plan-a-journey and google.co.uk/maps. Maps are not to scale and show approximate locations only.



Albert Bridge.



Sloane Square fountain.

WORLD CLASS WATERFRONTS



Albion Riverside SW11



Convoys Wharf SE8



Chelsea Waterfront SW10

Powerhouse is being brought to life by CK Asset Holdings, world leading experts in creating waterfront places to live. One of the largest developers in Hong Kong, it is responsible for many waterfront buildings not just in Hong Kong, but mainland China, Canada and the Bahamas. In London, the company has created a series of inspiring and imaginative buildings to grace the riverfront of this capital city - from Albion Riverside to Montevetro.

POWERHOUSE

A T C H E L S E A W A T E R F R O N T

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powerhousechelsea.com



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