



Chateau Denmark

LONDON

CAW Ventures enlists Taylor Howes to revive a set of historic townhouses on Denmark Street, honouring the hedonistic musical heritage of the Sixties with punkish attitude.

Words: Matt Turner • Photography: © Mel Yates

Denmark Street was the epicentre of London's rock'n'roll scene throughout the Sixties. Over the preceding decades it had established a reputation as Britain's equivalent to Tin Pan Alley in New York City, thanks to the numerous music publishers that called it home. As guitar shops and studios gradually colonised the street, many of the most famous pop stars of the era rehearsed and recorded in its townhouses.

Now, a new project is hoping to put the location back at the heart of the music and entertainment world, with the launch of the Outernet London – a multi-media development combining The Now Building, wrapped in four-storey 8K LED screens; an as-yet-unnamed 2,000-capacity subterranean music venue; and Chateau Denmark, a new hotel concept split across the upper floors of the historic buildings along the street, as well as newbuild elements constructed as part of the wider development. Other elements of the Outernet include a free-to-use recording studio, created

in collaboration with the British Phonographic Society; a relaunched 12 Bar club venue; licensed busking points; and Tattu – the first of several new restaurants planned for the site.

Consolidated Developments have worked with London-based architects Orms to transform the St Giles Circus district, which greets travellers departing Tottenham Court Road tube station from the newly constructed exit for the Elizabeth Line. The firms had to work with great precision and considerable difficulty around the transport infrastructure, much of it still under construction as Outernet took shape.

To walk along Denmark Street today, still dotted with many music stores, is to take a tour along a living, breathing rock'n'roll hall of fame. Number 4? That would be where the Rolling Stones recorded their debut album at Regent Sound Studio. Number 9 – home to the La Giaconda café, where David Bowie and Jimi Hendrix often hung out. The Sex Pistols even lived above Number 6 in the Seventies, recording their early demos in the basement.



Each apartment fuses dramatic design features, from black leather flooring to dark, Gothic furniture and a Skull Damask wallpaper by Timorous Beasties

Chateau Denmark sees the upper floors of these notable addresses converted to hotel apartments, with other rooms housed in the Now Building. In total there are 55 Session rooms and apartments across 16 buildings, all exuding distinct design features inspired by the history of the Soho location. Interior designers Taylor Howes have mined the rich seam of British pop culture through the decades, describing the overall narrative as one “where punk rock and vintage gothic meet modern psychedelia with a timeless grandeur”.

It’s obvious upon arrival that this is no ordinary hotel. Guests are greeted in the street by BTLRs, a reimagined take on the traditional butler dressed in unmissable customised couture uniforms by Studio 104. There’s no lobby or reception area as such, though a lounge bar will open at Number 13 later this year, and rooms are accessed via discreet doorways along the streetfront rather than the usual corridors.

The apartments occupy a collection of Grade-II listed townhouses, a mews house

and mansion buildings. Design details include lighting by Chelsom and Northern Lights, as well as evocative wallpapers by Timorous Beasties, House of Hackney and Pierre Frey. Original timber beams combined with dark panelling add to the Gothic feel, while bespoke rolltop baths by Hurlingham are deep red or gold, and a sculpted fireplace atop a marble plinth is embellished with twisting serpent motifs.

Working its way around the complex layouts and heritage status of the historic building, Taylor Howes has created surprises at every turn. In the smaller rooms, hidden doorways lead to compact powder rooms. Maxi-bars reflect the more-is-more approach, with an array of artisanal spirits and bar-kit that would put many full-scale cocktail establishments to shame. Beds range from gold-trimmed to graffitied, while bold colours and rounded furnishings complement the aesthetic. And a deliberately provocative art collection curated by Artiq features a range of artists and creators, including Magnus Gjoen and Radek Husak.





The larger apartments by contrast have open-plan layouts, and a punkish attitude evident in their black leather flooring, spiky furniture – made by Andy Thornton to a bespoke design for Taylor Howes – and tartan blinds referencing the skirts that became a signature element of the punk look. Antique chairs and headboards by maximalist furniture designers Jimmie Martin are emblazoned with graffiti-style slogans.

The duplex mews house situated behind Number 6 Denmark Street meanwhile has been designed in tribute to its former residents the Sex Pistols, with the Murphy bed against the wall and a DJ-friendly sound system suggesting this is as much a party pad as a place for a quiet night's sleep. A Vivienne Westwood rug directly references the hedonism of the era, while in true punk spirit, the apartment has been turned upside down with the living space now located upstairs, featuring Johnny Rotten's storied caricatures of his fellow bandmates.

Coming soon to the development in something of an encore moment will be a series of dining

experiences dotted along Flitcroft Street, which takes its name from British architect Henry Flitcroft. Located just off Denmark Street, the short but storied avenue – itself a haunt for recording studios and music shops, many of which remain operational to this day – overlooks the St Giles-in-the-Fields Church, with its revival set to celebrate the Palladian masterpiece and its weathered, Gothic stonework.

Chateau Denmark has been led by CAW Ventures, a new hospitality company established by well-known industry figure Carrie Wicks – latterly of Firmdale Hotels and Annabel's private members club in London – and hospitality consultant Alan Petrie. With a black book to envy, no doubt Wicks will plug the project into the capital's entertainment industry, so that it becomes a go-to for press junkets and album launches as well as overnight stays. Inspired by “the street where nothing is done by half measures”, this is a hotel that fully delivers the anarchic energy and “rare hustle” that put its location on the map of musical history.



EXPRESS CHECK-OUT

Owner / Developer:

Consolidated Developments

Operator: CAW Ventures

Architecture: Ian Chalk Architects

Interior Design: Taylor Howes

Lighting Design: Light IQ

Art Consultant: Artiq

Main Contractor: Cord, Skanska, 8 Build

Project Manager: Gardiner & Theobald

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