

24 Savile Row Mayfair

This building is a piece of art; it is a tribute to Savile Row's tailoring heritage, clad in 10,000 hand glazed ceramic tiles and positioned on a decorative sand-cast bronze plinth. The word bespoke was invented in Savile Row, where suits were 'to be spoken for' by a specific client. We knew that the building had to be formed of a simple 'cut' using the finest materials to echo that tradition.

Art is integrated into the fabric of the building using a bespoke glazed ceramic tile on the main elevations, a collaboration with renowned ceramic artist Kate Malone. The crystalline glazes on the tile are three-dimensional and come in four varying textures: three white and one black with blue crystals. The tiles reflect and refract daylight, capturing differing moods and subtly changing the appearance and tone of the building, depending on the weather and time of day.

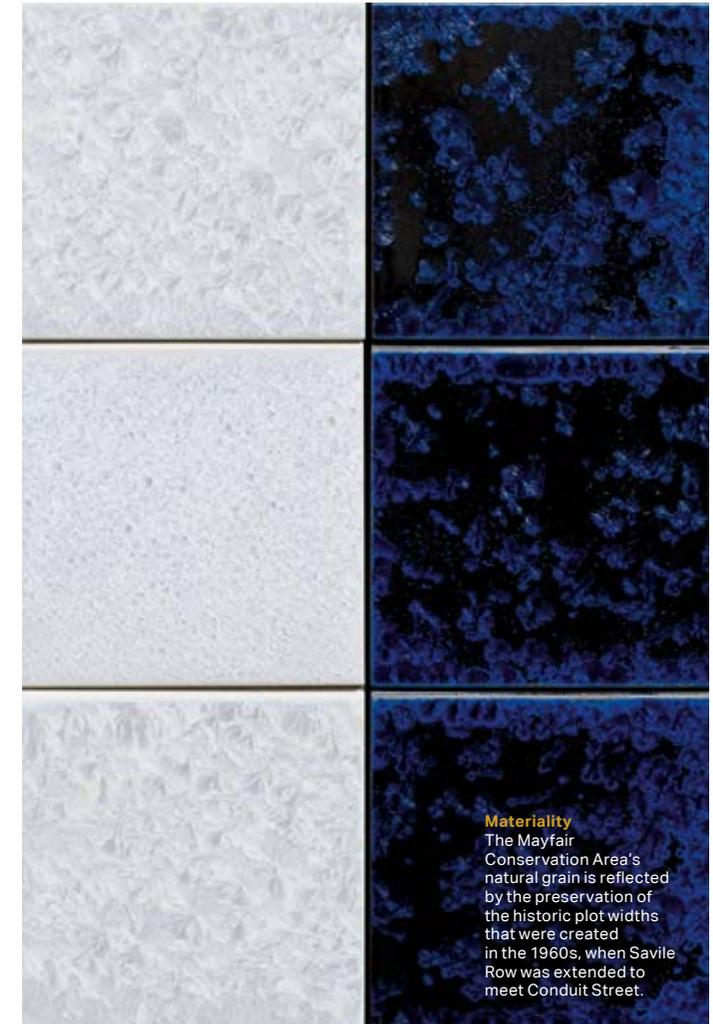
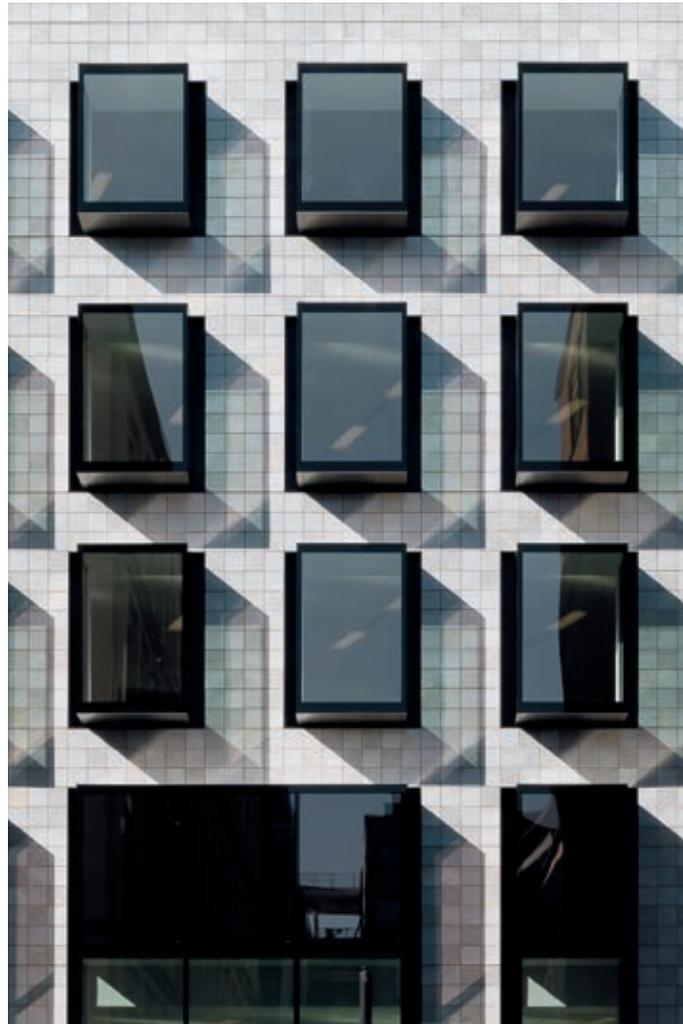
Client
Aerium /
Terrance Hill Group

Services
Architecture

Size
GIA 2,906m²

Awards
2015 WAN Façade Award;
2015 Surface Design
Awards, Retail Exterior
Surface Award; 2015 UK
Property Awards, Office
Architecture, Highly
Commended; 2015
London Design Awards,
Architecture-Commercial-
Constructed (Gold winner)

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Materiality
The Mayfair
Conservation Area's
natural grain is reflected
by the preservation of
the historic plot widths
that were created
in the 1960s, when Savile
Row was extended to
meet Conduit Street.



Elegant
This 7-storey landmark building includes high quality workplace above prime retail. The use of projecting and recessed window treatments addressing Savile Row and Conduit Street is complemented with dark recessed reveals, providing depth to the façade and enhancing the unique hand glazed elevation.



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Sustainability
Contemporary sustainability features resulted in a BREEAM Excellent rating. It is one of the first buildings in London to be entirely LED-lit, uses more than 100m² of photovoltaics, a highly efficient VRV cooling system and boasts green/brown roofs complete with terraces.

