



# THE AURIA

NOTTING HILL

Guide to  
Notting Hill  
Living



# A

## THE AURIA

NOTTING HILL

### Where city living meets village life

*Introducing The Auria, the next exciting phase in the journey at Portobello Square, the prestigious multi-award-winning development in Notting Hill.*

*Notting Hill is one of London's most famous and desirable residential neighbourhoods. An area with a strong sense of community, a vibrant cosmopolitan charm, and a truly village-like feel that sets it apart from any other place in London.*

*Enjoy stylish living at The Auria. The 1 and 2 bedroom apartments and duplexes are set within two architecturally distinctive mansion blocks revealing living spaces filled with natural light. Athlone Mansions overlooks the large public park at the development's heart. A collection of luxury 3 bedroom mews houses is also available reflecting the picturesque street style synonymous with Notting Hill.*

Portobello  
Square

# A rich history 06



↑ From Carnival to the Portobello Road Market, explore the layers of history that make this area so enduringly fascinating.



Why you'll love Notting Hill

↑ Discover the secrets behind Notting Hill's captivating charm and why it remains one of London's most desirable residential addresses.



## Lose yourself in this wonderland

← Explore all the best places to shop and hang out from well-known prestigious brands to independent hidden gems.

## Connections



↑ A zone 2 location and great choice of transport options makes The Auria the perfect location to explore wider London and beyond.

## Exploring west London



↑ West is best for so many reasons – the stately parks, world-renowned museums and unbeatable shopping destinations are just a few.

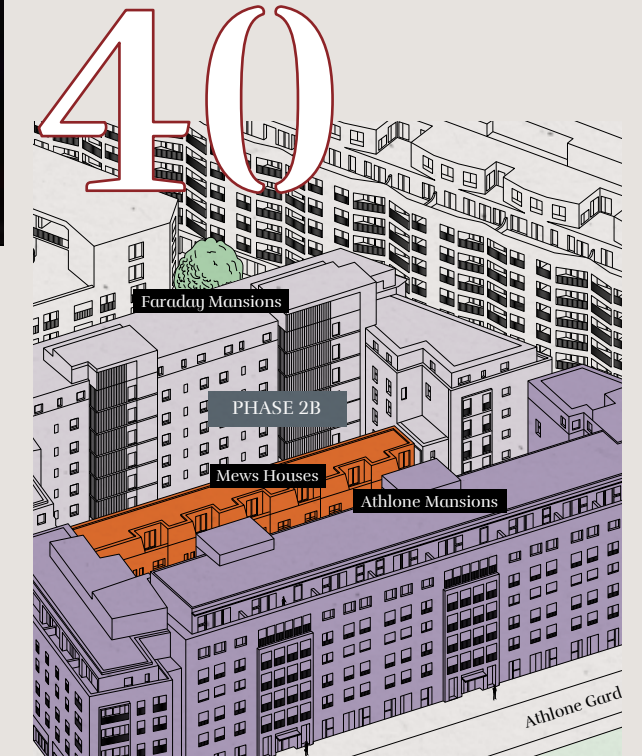


## Green spaces & healthy living

↑ Delight in the many green spaces nearby from pretty secret garden squares to majestic Royal Parks.

## Masterplan

↓ Explore the past, present and future phases of this award-winning development.



↓ Perfectly placed for many of west London's top-performing schools and the City's world-class universities.

## Learning





← Aerial masterplan view of the entire development showing past, present and future phases with Athlone Gardens at the heart.



The Royal Borough of Kensington  
and Chelsea  
**PORTOBELLO  
ROAD, W.11**



## A rich history

*In a little under 150 years the local area has transformed from lush farmland to a thriving and diverse neighbourhood, shaped by the different communities who have settled here over the years.*

Notting Hill is home to Europe's largest carnival attracting more than 2 million partygoers every August bank holiday weekend. Carnival began life in the 1960s bringing together Afro-Caribbean communities in a celebration of Caribbean culture. This spectacular event sees the streets come alive with live music, colourful costumes, dazzling parades and traditional Caribbean food.

CARNIVAL



THE MARKET

The Portobello Road Market has been instrumental in defining the character of Notting Hill and has long been a place for trendsetters to see and be seen. It has transformed over the decades from a humble London fruit and veg market into a world-famous shopping destination. On a Saturday when the market is in full swing, stalls selling an eclectic mix of vintage fashion, antiques, food and homeware line the full stretch of Portobello Road and spill into surrounding streets.



ON THE BIG SCREEN

Over the years Notting Hill has been immortalised in film; its pretty garden squares, iconic candy-coloured buildings and village-like setting providing the perfect backdrop for film and TV. *Notting Hill*, starring Julia Roberts and Hugh Grant, was filmed here, its on-screen book store taking inspiration from The Notting Hill Bookshop in Blenheim Crescent, and the blue door, now a famous landmark in its own right, can be found at 280 Westbourne Park Road. Scenes from *Paddington* and *Paddington 2* were shot along the Portobello Road with Alice's Antiques masquerading as Mr Gruber's shop.



← DJ Norman Jay  
→ Joe Strummer from The Clash



MUSIC

Alongside the music extravaganza that is the Notting Hill Carnival, the local area has a rich musical heritage particularly around the northern end of Portobello Road and Ladbroke Grove. Many famous songs and albums were recorded at Island Recording Studios in Basing Street including Bob Marley's *Catch a Fire*, and numerous renowned bands and artists lived and hung out in the area, from The Clash and The Rolling Stones to legendary British DJ, Norman Jay.

STREET ART



Home to London's first-ever street art gallery, Notting Hill has a long-standing reputation for its exciting street art scene. Over the years, streets and buildings have doubled-up as a canvas for an ever-changing display of wall paintings and graffiti adding to the area's rich cultural heritage. *The Painter* by enigmatic street artist Banksy is one of the oldest intact Banksy murals and can be found on the corner of Acklam Road and Portobello Road.

← Samuel Beckett mural by Alex Martinez (also known as SHINE) once featured in Blenheim Crescent  
→ *The Painter* by Banksy  
↑ Street art along Portobello Road

where  
village



meets  
city

# Why you'll love NOTTING HILL

*Famous internationally and cherished locally, Notting Hill is a captivating London village neighbourhood with a personality all of its own.*

Renowned for its independent, free spirited and creative approach to life, Notting Hill is a constantly evolving neighbourhood; one where the culture and cuisine has been shaped by the broad mix of people who live here.

Discover Moroccan cafés and Portuguese patisseries sitting alongside Michelin-starred restaurants, and luxury designer boutiques rubbing shoulders with vintage fashion shops. The eclectic array of places to shop, drink and dine is impressive and all are set against the backdrop of the iconic Portobello Road.





# Meet Rosanna Bossom

Local Resident and Interior Designer

*Born and bred in Notting Hill, Rosie runs her own design practice near Portobello Road, Rosanna Bossom Interiors Ltd. Her projects span commercial and residential properties for private clients across London and beyond, including the design and installation of the top two floors at 5 Hertford Street, working alongside the world renowned Rifat Ozbek.*

## What's your signature style?

People often ask me that, and the honest truth is, I don't have a set signature style! There's actually a huge element of psychology to my role; you have to approach each project individually and really get to know the client – tailoring interiors to their taste and personality exactly. However, history and storytelling are undoubtedly threads through all of my work – I build spaces around remarkable artworks, intriguing antiques and bold fabrics – all with a story to tell.

## How are you inspired by Notting Hill?

That sense of history definitely comes from living in Notting Hill all my life – the area has such a rich past, and yet it changes every day.

The furniture shops on Golborne Road are a major source of inspiration for me. On Saturdays, I love how the road comes alive, as incredible collections of antique furniture spill out onto the street. There are some truly one-of-a-kind finds – I've been known to buy pieces straight off the truck, as they are delivered to the store!

## Describe your perfect weekday in Portobello

It would start off with a walk in one of the nearby open spaces – that could be a stroll in Holland Park, or a meander down the canal towards Maida Vale. I'll grab a coffee from one of the independent cafés in the area, and pick up some fresh-cut flowers from the market – perfect inspiration for

my design work when I head back to my desk. Popping out to grab lunch, I'm spoilt for choice with lunch spots, a particular favourite is Golborne Deli. After a busy day, for a well-deserved evening out, the Electric Cinema is a must – nothing beats a gripping film with a Picante!

## Who makes this area their home?

It's really eclectic – Notting Hill is definitely a place everyone wants to live, and all are welcome. Creatives like myself tend to be drawn to the area, and in the last few years, I've noticed more growing families moving here. There is a big international community here too – which makes it a melting pot for cultures. The area really has something for everyone.

**THE AURIA**  
NOTTING HILL

**FIND QUIRKY SHOPS AND MORE**  
PAGES 26 TO 27



**GOLBORNE ROAD**

**NOTTING HILL**

**DISCOVER LUXURY BRANDS**  
PAGES 18 TO 21

**EXPLORE THIS ICONIC DESTINATION**  
PAGES 22 TO 25

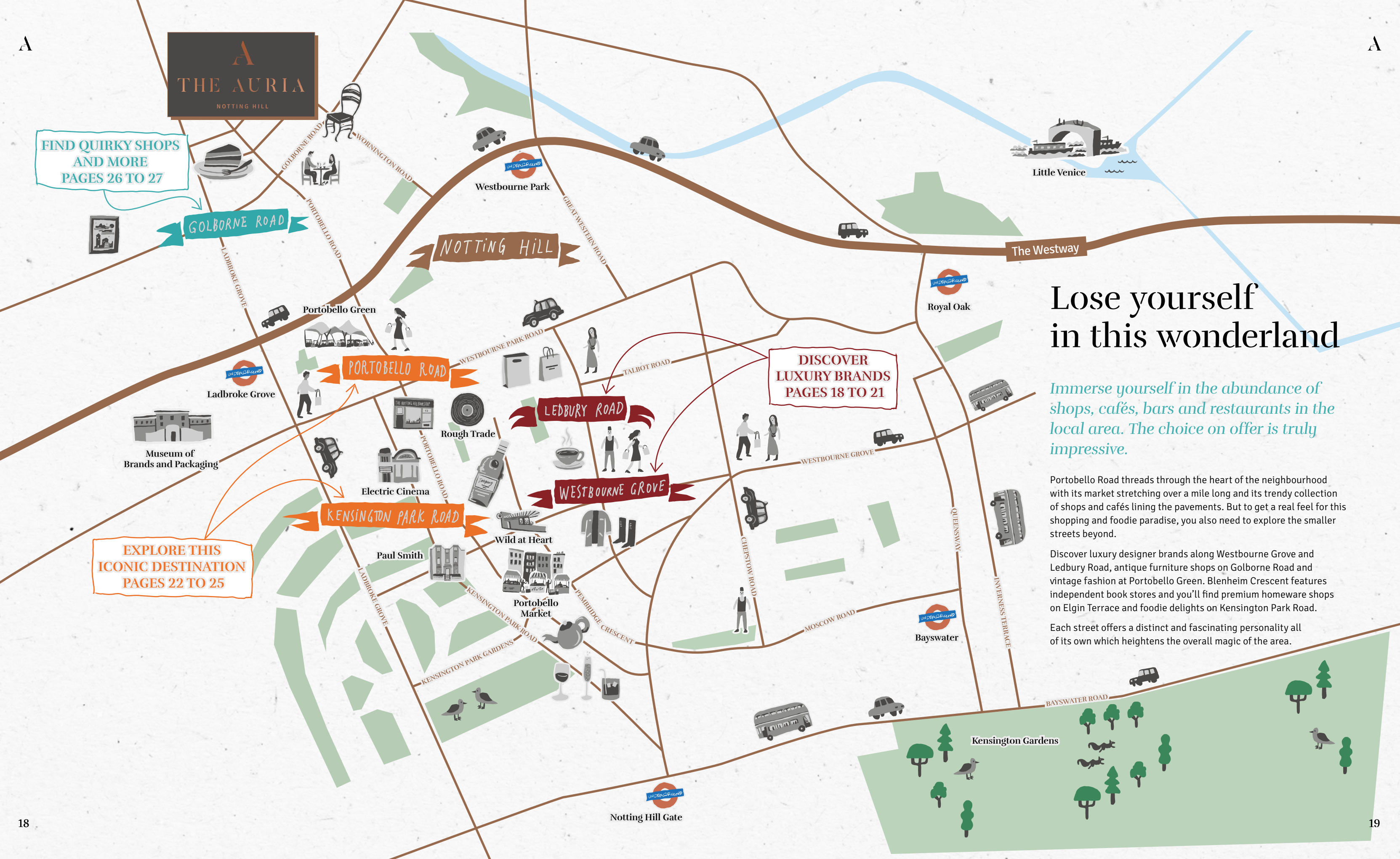
# Lose yourself in this wonderland

*Immerse yourself in the abundance of shops, cafés, bars and restaurants in the local area. The choice on offer is truly impressive.*

Portobello Road threads through the heart of the neighbourhood with its market stretching over a mile long and its trendy collection of shops and cafés lining the pavements. But to get a real feel for this shopping and foodie paradise, you also need to explore the smaller streets beyond.

Discover luxury designer brands along Westbourne Grove and Ledbury Road, antique furniture shops on Golborne Road and vintage fashion at Portobello Green. Blenheim Crescent features independent book stores and you'll find premium homeware shops on Elgin Terrace and foodie delights on Kensington Park Road.

Each street offers a distinct and fascinating personality all of its own which heightens the overall magic of the area.

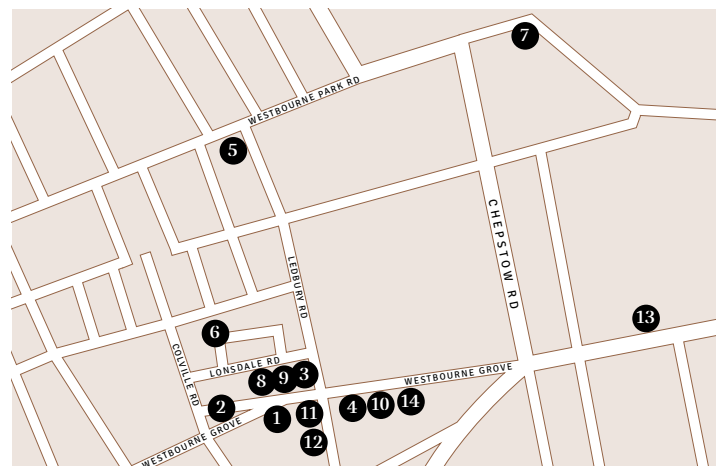


## FOCUS ON Westbourne Grove & Ledbury Road

*Westbourne Grove and Ledbury Road are the go-to streets for designer fashion, luxury brands and premium delis.*

Set in a largely residential area, this prestigious shopping enclave offers a sophisticated and relaxed vibe. Here you'll find quintessential British brands from luxury stationers, Smythson; men's swimwear designer, Orlebar Brown; and elegant shoes from Emma Hope, nestled alongside international favourites such as French womenswear brand, Sézane; and Australian skincare specialists, Aesop.

For food lovers, Daylesford Farm Shop and Café, is the place to go for grocery essentials and foodie treats, and to enjoy a coffee in the sunshine. The renowned Ottolenghi is on Ledbury Road showcasing displays of artisan cakes, colourful meringues and deli delights for takeaway.



## Top Picks

- 1. Aesop**  
227A Westbourne Grove  
[aesop.com](http://aesop.com)
- 2. Wild at Heart**  
222 Westbourne Grove  
[wildatheart.com](http://wildatheart.com)
- 3. Anya Hindmarch**  
63A Ledbury Road  
[anyahindmarch.com](http://anyahindmarch.com)
- 4. Pippa Small**  
201 Westbourne Grove  
[pippasmall.com](http://pippasmall.com)
- 5. Caractère**  
209 Westbourne Park Road  
[caractererestaurant.com](http://caractererestaurant.com)
- 6. Cloud Twelve**  
2-5 Colville Mews  
[cloudtwelve.co.uk](http://cloudtwelve.co.uk)
- 7. The Cow**  
89 Westbourne Park Road  
[thecowlondon.com](http://thecowlondon.com)
- 8. Daylesford Farm Shop and Café**  
208-212 Westbourne Grove  
[daylesford.com](http://daylesford.com)
- 9. Dinny Hall**  
200 Westbourne Grove  
[dinnyhall.com](http://dinnyhall.com)
- 10. Diptyque**  
195 Westbourne Grove  
[diptyqueparis.com](http://diptyqueparis.com)
- 11. Emma Hope**  
207 Westbourne Grove  
[emmahope.com](http://emmahope.com)
- 12. FaceGym**  
57 Ledbury Road  
[facegym.com](http://facegym.com)
- 13. Farmacy**  
74-76 Westbourne Grove  
[farmacylondon.com](http://farmacylondon.com)
- 14. Granger & Co**  
175 Westbourne Grove  
[grangerandco.com](http://grangerandco.com)



### Good to know

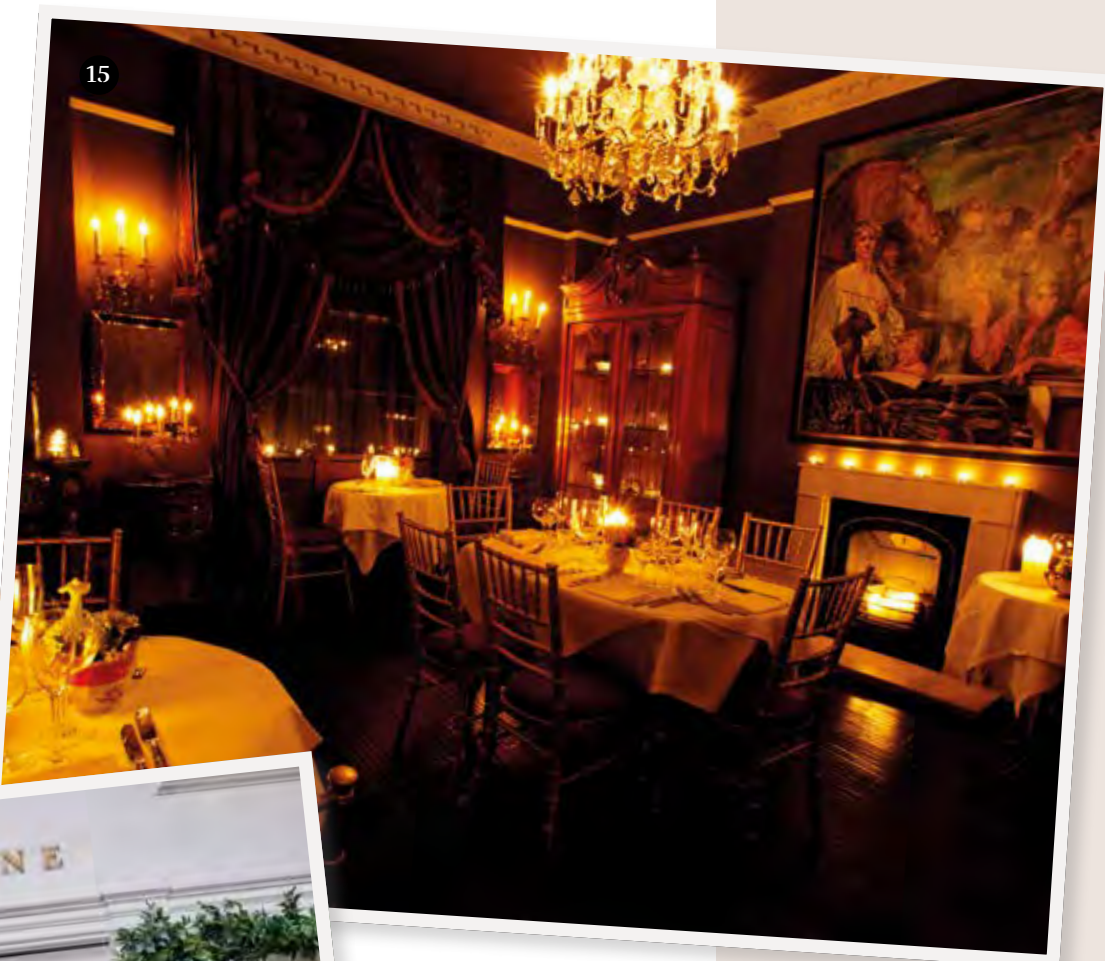
Turquoise Island with its distinctive triangular design is both an award-winning building and a well-loved local landmark. Completed in 1993, it is home to premium florist, Wild at Heart.



### FOCUS ON Westbourne Grove & Ledbury Road

Further along Westbourne Grove is Granger & Co, famous for its antipodean-inspired brunches.

For pampering treats there is the internationally renowned, Margaret Dabbs London clinic at Space NK offering luxury foot and hand treatments, and discover Cloud Twelve, the indulgent spa and wellness centre, tucked away in nearby Colville Mews.



**15. Beach Blanket Babylon**  
45 Ledbury Road  
beachblanket.co.uk

**16. Space NK**  
127-131 Westbourne Grove  
spacenk.com

**17. Melt**  
59 Ledbury Road  
meltchocolates.com

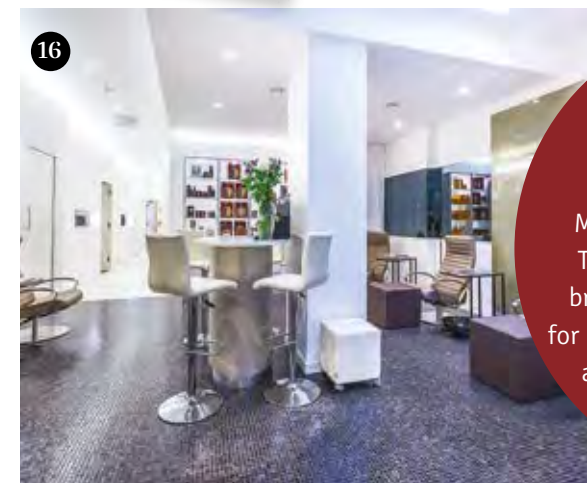
**18. Notting Hill Fish Shop**  
287-289 Westbourne Grove  
nottinghillfishshop.co.uk

**19. Orlebar Brown**  
206 Westbourne Grove  
orlebarbrown.com

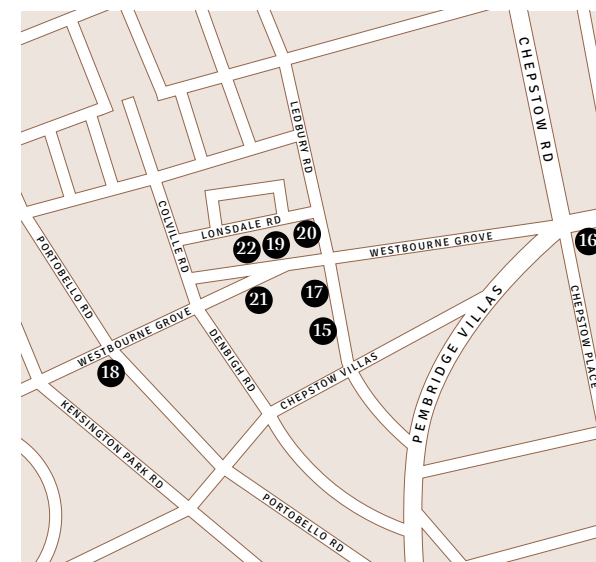
**20. Ottolenghi**  
63 Ledbury Road  
ottolenghi.co.uk

**21. Sézane L'Appartement**  
233 Westbourne Grove  
sezane.com

**22. Smythson**  
214 Westbourne Grove  
smythson.com



**Good to know**  
Space NK features a Margaret Dabbs London clinic. This internationally renowned brand is the number one choice for luxury treatments for the hands and feet for men and women.





### Good to know

The chef at the helm of Core by Clare Smyth is the first and only female chef to run a restaurant with three Michelin stars in the UK. It was rated London's number 1 best fine dining restaurant by Tripadvisor in 2021.

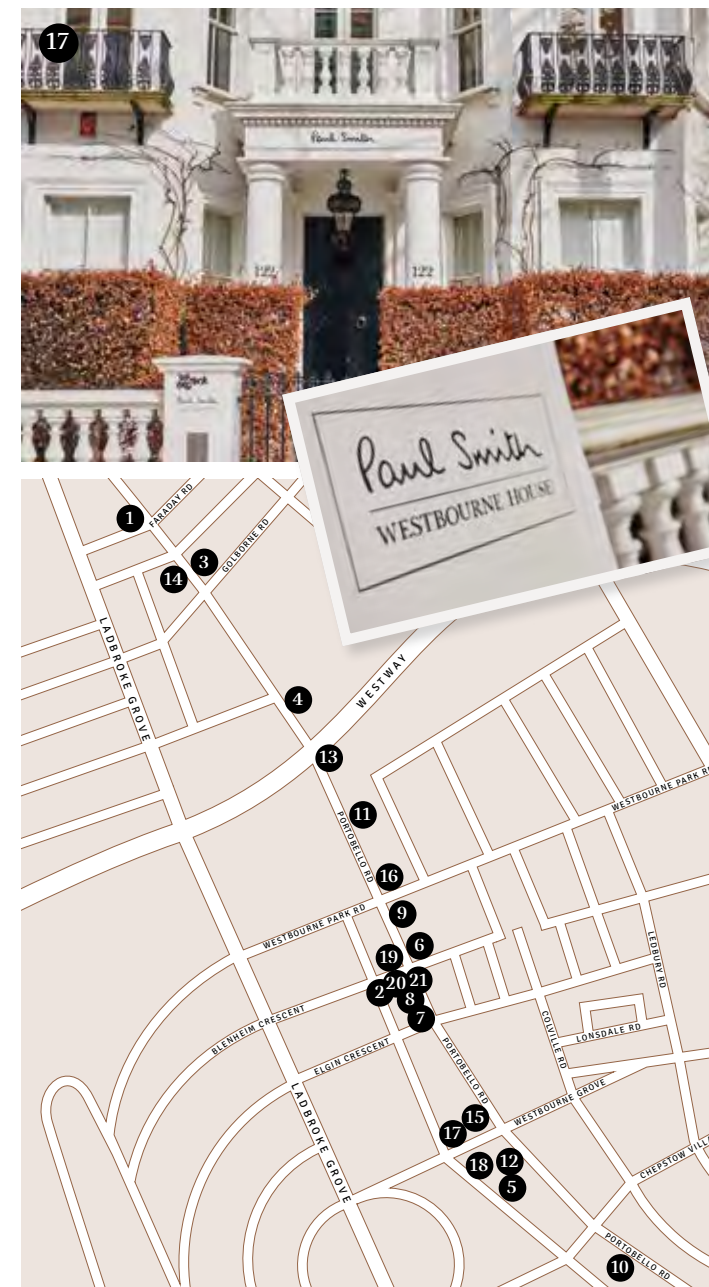
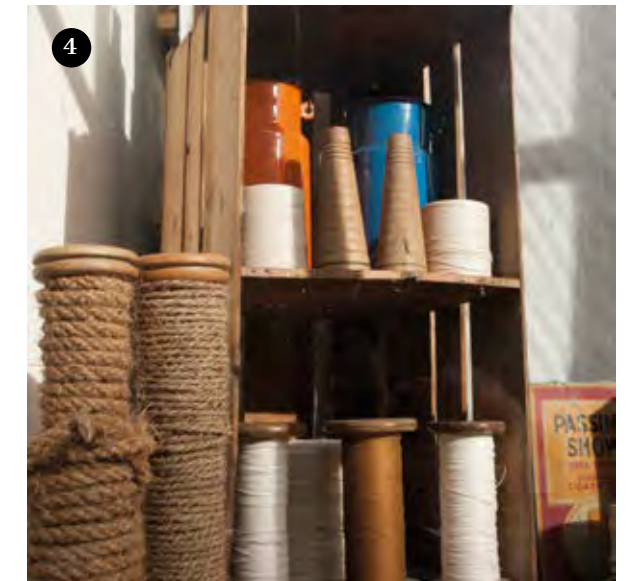
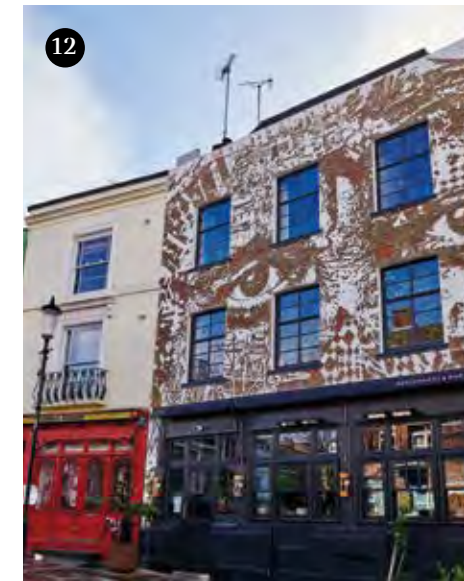


## NEXT STOP Portobello Road & Kensington Park Road

Take a stroll down the bustling Portobello Road and immerse yourself in the intoxicating variety and eclectic selection of shops, stalls and eateries on display.

Portobello Road is home to the exclusive members-only club Electric House. Owned by prestigious Soho House, this was the second London House in their portfolio. Directly next door, and also part of Soho House, is the Electric Cinema, London's oldest active cinema and an enduring part of the cultural heritage of Notting Hill.

Alongside the celebrated market with its stalls laden with antiques, curiosities, food and treats and vintage fashion, discover trendy cafés and award-winning restaurants and bars.



### Top Picks

- 1. Absolute**  
363 Portobello Road
- 2. Biscuiteers**  
194 Kensington Park Road  
biscuiteers.com
- 3. Bluebelles**  
320 Portobello Road  
bluebellesofportobello.com
- 4. The Cloth Shop**  
290 Portobello Road  
theclothshop.net
- 5. Core by Clare Smyth**  
92 Kensington Park Road  
corebyclaresmyth.com
- 6. The Distillery**  
186 Portobello Road  
the-distillery.london
- 7. Eggslut**  
185 Portobello Road  
eggslut.uk
- 8. Electric House, Diner & Cinema**  
191 Portobello Road  
sohohouse.com
- 9. Fabrique**  
212 Portobello Road  
fabrique.co.uk
- 10. Farm Girl**  
59a Portobello Road  
thefarmgirl.co.uk
- 11. Garcias Food & Wine**  
248-250 Portobello Road  
rgarciaandsons.com
- 12. Gold**  
95-97 Portobello Road  
goldnottinghill.com
- 13. Portobello Green Designers**  
281 Portobello Road  
portobellofashionmarket.co.uk
- 14. Lowry & Baker**  
339 Portobello Road  
lowryandbaker.co.uk
- 15. SoulCycle**  
115a Portobello Road  
soul-cycle.com
- 16. Ukai**  
240 Portobello Road  
ukai.co.uk
- 17. Paul Smith**  
122 Kensington Park Road  
paulsmith.com
- 18. Native & Co**  
116 Kensington Park Road  
nativeandco.com
- 19. Books for Cooks**  
4 Blenheim Crescent  
booksforcooks.com
- 20. The Notting Hill Bookshop**  
13 Blenheim Crescent  
thenottinghillbookshop.co.uk
- 21. The Spice Shop**  
1 Blenheim Crescent  
thespiceshop.co.uk

## NEXT STOP

### Portobello Road & Kensington Park Road

Farm Girl is a local favourite, a café with a focus on healthy living, The Distillery is the home of Portobello Road Gin, and the acclaimed Gold restaurant and bar is a popular hang-out. Blenheim Crescent, just off Portobello Road, features well-established specialist shops: The Notting Hill Bookshop, Books for Cooks and The Spice Shop.

Kensington Park Road runs parallel to Portobello Road, this residential street has a more laid-back feel but reveals some great shopping and dining options. This is where quintessential British designer, Paul Smith's shop-inside-a-house resides, and the area's three Michelin star restaurant Core by Clare Smyth. Other treats include baked goodies from Biscuiteers and pan-Asian flavours at E&O restaurant.



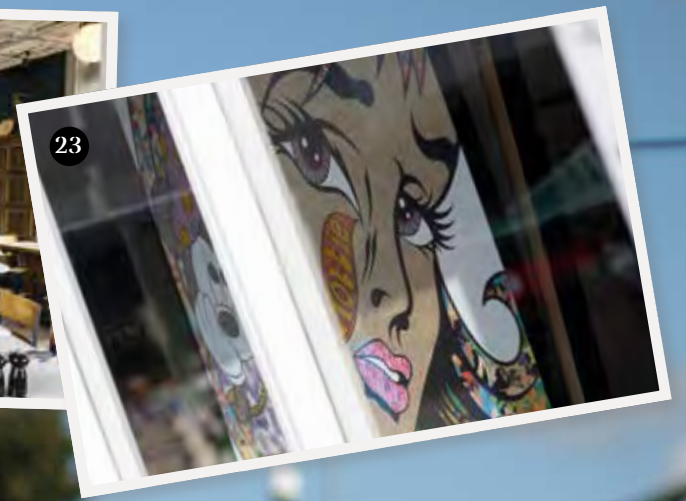
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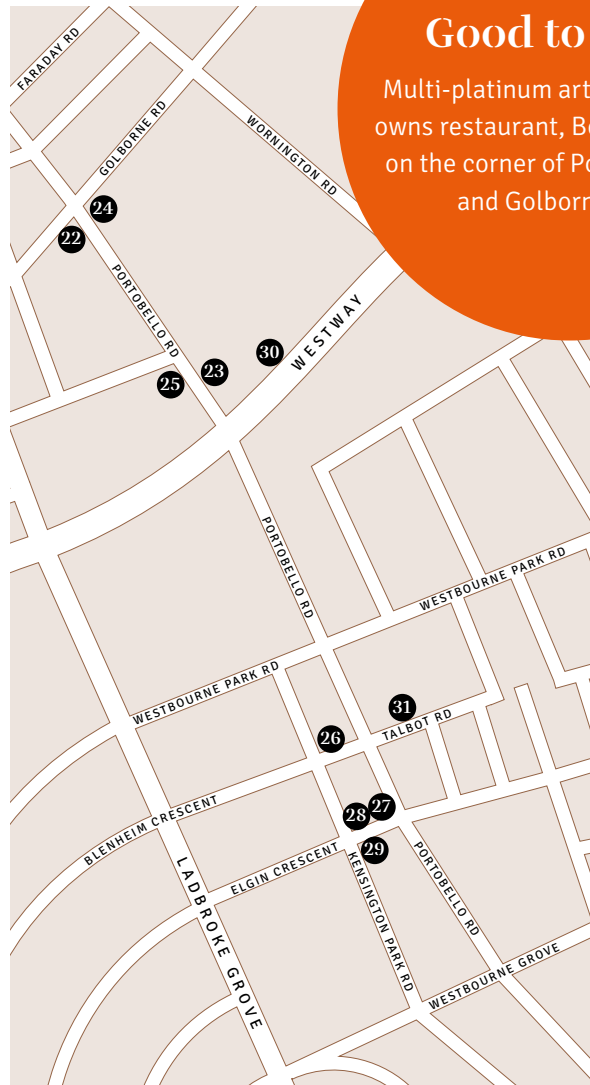
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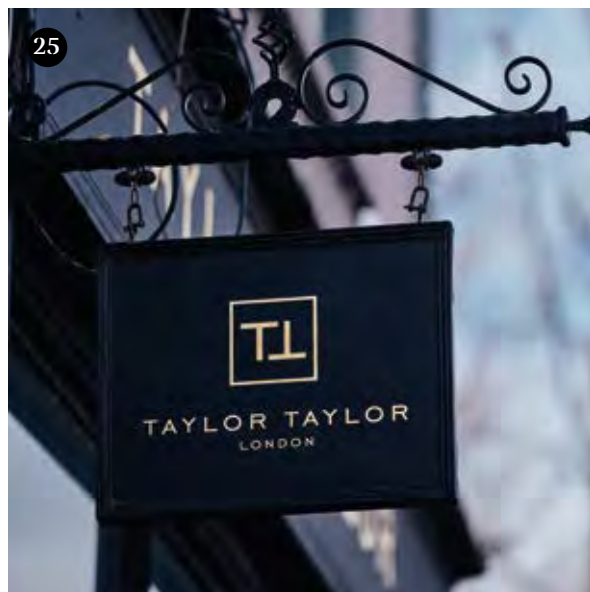
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### Good to know

Multi-platinum artist Ed Sheeran owns restaurant, Bertie Blossoms, on the corner of Portobello Road and Golborne Road.



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**22. Bertie Blossoms**  
323 Portobello Road  
[bertieblossoms.co.uk](http://bertieblossoms.co.uk)

**23. Graffik Gallery**  
284 Portobello Road  
[graffikgallery.com](http://graffikgallery.com)

**24. Pizza East**  
310 Portobello Road  
[pizzaeast.com](http://pizzaeast.com)

**25. Taylor Taylor**  
309 Portobello Road  
[taylorlondon.com](http://taylorlondon.com)

**26. E&O**  
14 Blenheim Crescent  
[eandolondon.com](http://eandolondon.com)

**27. Graham & Green**  
4 Elgin Crescent  
[grahamandgreen.co.uk](http://grahamandgreen.co.uk)

**28. The Grocer on Elgin**  
6 Elgin Crescent  
[thegroceron.com](http://thegroceron.com)

**29. Harper & Toms**  
Elgin Crescent  
[harperandtoms.co.uk](http://harperandtoms.co.uk)

**30. Acklam Village Market**  
Acklam Road  
[acklamvillage.com](http://acklamvillage.com)

**31. Rough Trade West**  
130 Talbot Road  
[roughtrade.com](http://roughtrade.com)

# A WALK ALONG

## Golborne Road & other places of interest

Head to Portobello Road's northern tip where it meets Golborne Road, the area's distinctly quirky shopping destination for specialist antique and homeware shops.



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Explore the treasure trove of fascinating antique, vintage and retro furniture and decorative items in this collection of specialist shops. This is the street to find extraordinary unique pieces for the home, with each shop presenting its own intriguing offering.

Dotted amongst the antique shops are other great finds such as Of The Bea, a lifestyle boutique selling one-off designs and carefully curated artisan pieces, and luxury eyewear brand Taylor Morris. There is also a good choice of friendly neighbourhood cafés and independent coffee shops here.



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### Good to know

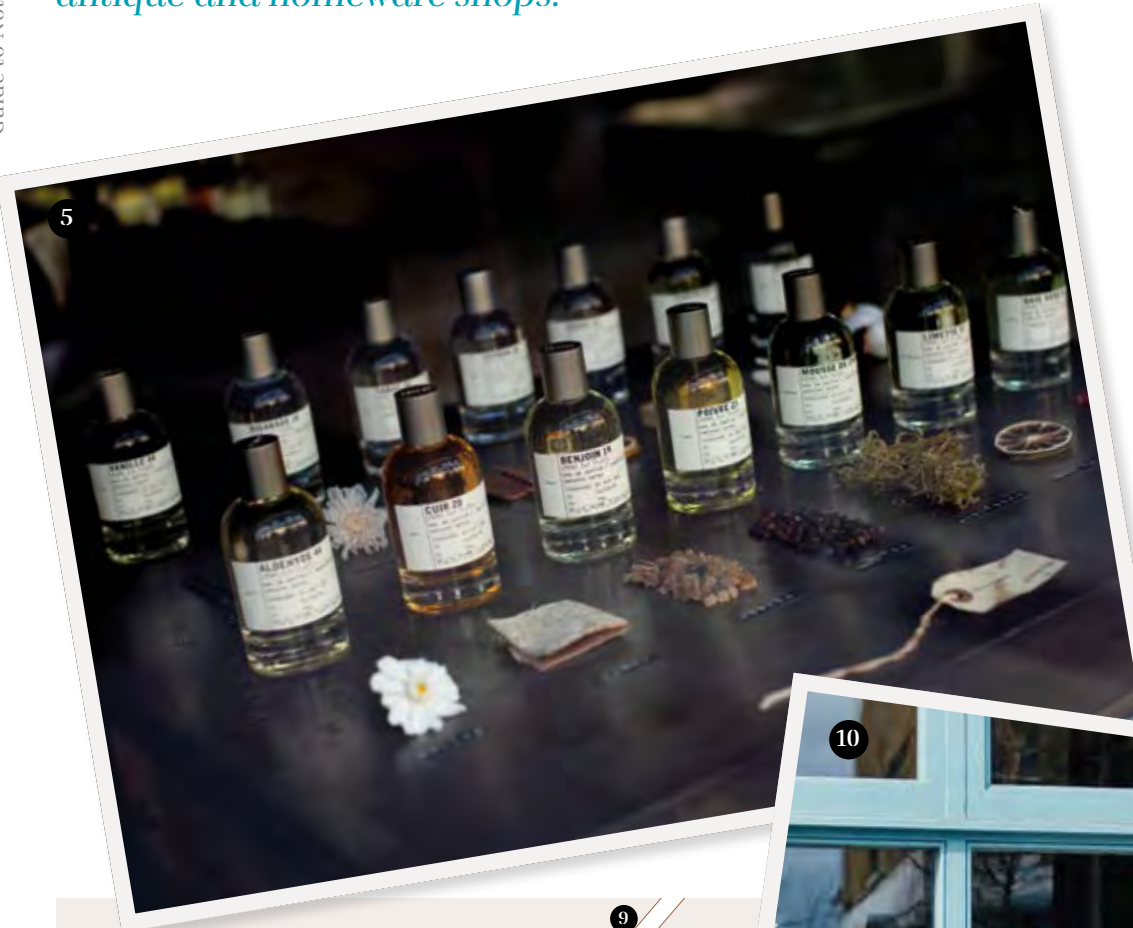
Lisboa Patisserie is a neighbourhood favourite – a long-running Portuguese café and bakery famous for its pastéis de nata cakes.



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5



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## Top Picks

- Arbon Interiors**  
80 Golborne Road  
[arbon-interiors.mysupadupa.com](http://arbon-interiors.mysupadupa.com)
- Bazaar Antiques**  
82 Golborne Road
- Golborne Deli**  
100-102 Golborne Road  
[golbornefinewinedeli.com](http://golbornefinewinedeli.com)
- Golborne Fisheries**  
75-77 Golborne Road
- Le Labo**  
96a Golborne Road  
[lelabofragrances.com](http://lelabofragrances.com)
- Les Couilles du Chien**  
65 Golborne Road  
[lescouillesduchien.com](http://lescouillesduchien.com)
- Lisboa Patisserie**  
57 Golborne Road
- Of The Bea**  
72 Golborne Road  
[ofthebea.com](http://ofthebea.com)
- Rellik**  
8 Golborne Road  
[relliklondon.co.uk](http://relliklondon.co.uk)
- Taylor Morris**  
74 Golborne Road  
[taylormorriseyewear.com](http://taylormorriseyewear.com)
- Universal Providers**  
86 Golborne Road  
[universal-providers.com](http://universal-providers.com)

Other places of interest outside of shown map

- Maggie & Rose Kensington Family Club and Nursery**  
58-60 Pembroke Road  
[maggieandrose.com](http://maggieandrose.com)
- Julie's Restaurant**  
135 Portland Road  
[julierestaurant.com](http://julierestaurant.com)
- Uli**  
5 Ladbroke Road  
[ulilondon.com](http://ulilondon.com)
- Assaggi**  
First Floor, 39 Chepstow Place  
[assaggi.co.uk](http://assaggi.co.uk)
- Portobello House**  
225 Ladbroke Grove  
[portobellohouse.com](http://portobellohouse.com)
- Notting Hill Arts Club**  
21 Notting Hill Gate  
[nottinghillartsclub.com](http://nottinghillartsclub.com)
- The Little Yellow Door**  
6-8 All Saints Road  
[thelittleyellowdoor.com](http://thelittleyellowdoor.com)



in conversation with  
**Laura Nixey**  
 Designer, Seller, and Portobello Market Stallholder

*Laura Nixey is an independent artisan leather goods and jewellery designer with a regular spot in the world-famous Portobello Market. Her brand, NIXEY, draws inspiration from the ancient histories that Britain & Ireland are built upon, covering Celtic mythology to Highland Warriors, which is channelled into her hand-crafted products.*



**What's your favourite thing about selling at Portobello Market?**

I can't say I love the early mornings, getting up at the crack of dawn, or what feels like the middle of night in the winter months, but when I've got my pitch, set up my stall, and with my first cup of coffee in hand, there's an enlivening moment when I feel really proud to be part of Portobello Market and its community.

**What attracted you to Portobello Market?**

I've had an online business designing and selling bags for over four years now, and Portobello was top of my list when I considered bringing my bags, quite literally, to the market. As well as being iconic, there's such a vibrant mix of people, influences and love of art around here. I love seeing what fellow makers are producing; beautifully made products, such as Antoinette's colourful cushions, or Andrew's Moroccan-made rugs, it's a joy to see the quality that's on offer.

**Where can visitors find you?**

On a day I'm lucky enough to get a 'priority' pitch spot, you'll find me near the junction with Westbourne Park Road. It's a great location with tasty food options like Fabrique or Portobello Health Foods nearby. If I fancy the stroll up to Golborne Road there's always Lisboa and Cockney's Pie & Mash shop, two Notting Hill institutions. It's far too easy to find you've had three lunches when pack-up time rolls around.

**What do you love most about Portobello?**

What I really love about Portobello life is the amount of people I've met from spending time here, be it other stallholders, local business owners or residents. So many people have been interested in what I'm creating and want to chat and find out more. The quiet back streets, the gorgeous houses, the market life, all makes Portobello a place to soak-up and enjoy. It will always be a special place for me, in fact, it's even the name of my latest design!

Find out more about NIXEY: [nixeyonline.com](http://nixeyonline.com)



# West End World

*Notting Hill occupies a prime location to enjoy the best of west London living including unbeatable shopping opportunities, beautiful Royal Parks and a thriving restaurant and bar scene.*

The Auria is just a 9-minute cycle ride to White City, an area currently undergoing a multi-million-pound regeneration. The premium shopping and leisure destination Westfield London is here with over 200 shops featuring designer fashion, luxury brands and high street retailers as well as a cinema and an excellent choice of restaurants and eateries. The prestigious White City House club is based at Television Centre featuring a rooftop pool and bar alongside its other exclusive member benefits.

Other west London highlights nearby include shopping at Harrods, Selfridges and Bond Street; London's world-renowned museum quarter in South Kensington featuring The V&A and the Natural History and Science Museums.


For green spaces you can't beat the magnificent Royal Parks of Kensington Gardens and Hyde Park, and a little further north, Regent's Park, home of London Zoo.










# Connections

*The Auria's prime Zone 2 location offers excellent connections to the rest of London and beyond.*









There are two tube stations within walking distance: Ladbroke Grove and Westbourne Park (both on the Circle and Hammersmith & City lines) and a good choice of buses swiftly link The Auria to wider London. Heathrow Airport is easily accessible by road or from Paddington using the Elizabeth Line or the Heathrow Express. The Elizabeth Line also offers a high-speed 3-minute journey to the designer boutiques at Bond Street and beyond.



CLOSE CONNECTIONS

 <b>Ladbroke Grove</b> 7 mins walk	 <b>Westbourne Park</b> 13 mins walk	 <b>Notting Hill Gate</b> 23 mins walk	 <b>Holland Park</b> 24 mins walk	 <b>Royal Oak</b> 25 mins walk	 <b>Kensal Green</b> 27 mins walk	 <b>Paddington</b> 39 mins walk
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**Key**

 Hammersmith & City	 Bakerloo	 Elizabeth Line
 Circle	 District	 Great Western Railway
 Central	 Overground	

## WALKING

Notting Hill's central location means many of west London's highlights are accessible on foot.

## CYCLE

There are numerous cycle hire docking stations nearby, locations include: Bevington Road, St Mark's Road, Ladbroke Grove Central, All Saints Road, Blenheim Crescent, Westbourne Park Road and Turquoise Island.

## LONDON UNDERGROUND

Ladbroke Grove and Westbourne Park are on the Circle and Hammersmith & City lines. Notting Hill Gate is on the Central, Circle and District lines.

## BUSES

The following buses stop in or near Portobello Road Market: 7, 12, 23, 27, 28, 31, 52, 70, 94, 328 and 452.

## RAIL

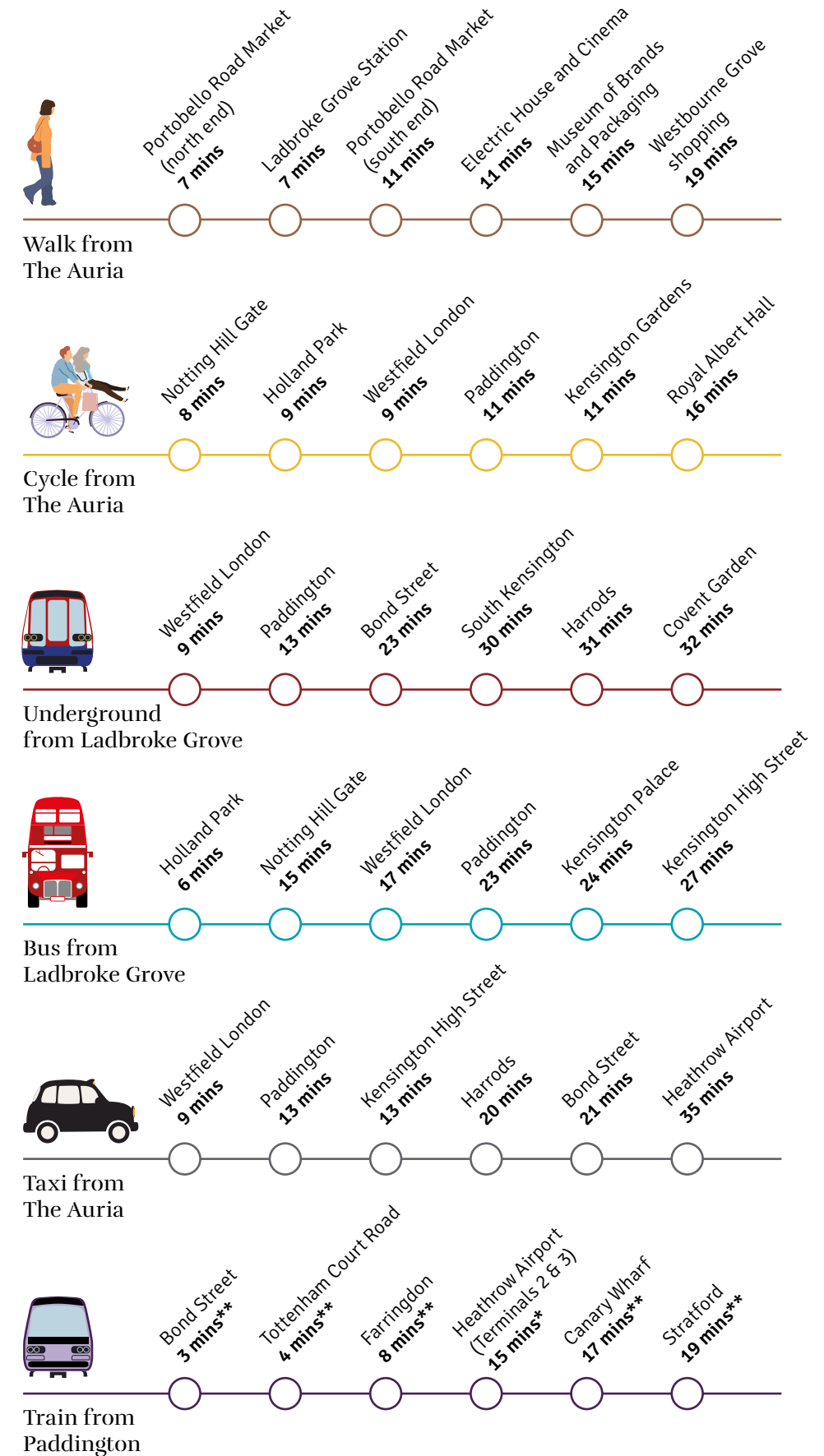
Paddington Station is only a couple of miles up the road offering National Rail connections, the Elizabeth Line and the Heathrow Express with fast 15-minute journeys to Terminals 2 and 3.

## THE ELIZABETH LINE

The Elizabeth Line is the new high-frequency commuter line crossing the capital from east to west. It offers much shorter journey times between popular London destinations. From nearby Paddington Station trains call at Bond Street in 3 minutes and Canary Wharf in 17 minutes.

## AIRPORT

Heathrow Airport is easily accessible via road, London Underground, the Heathrow Express and the Elizabeth Line from Paddington.



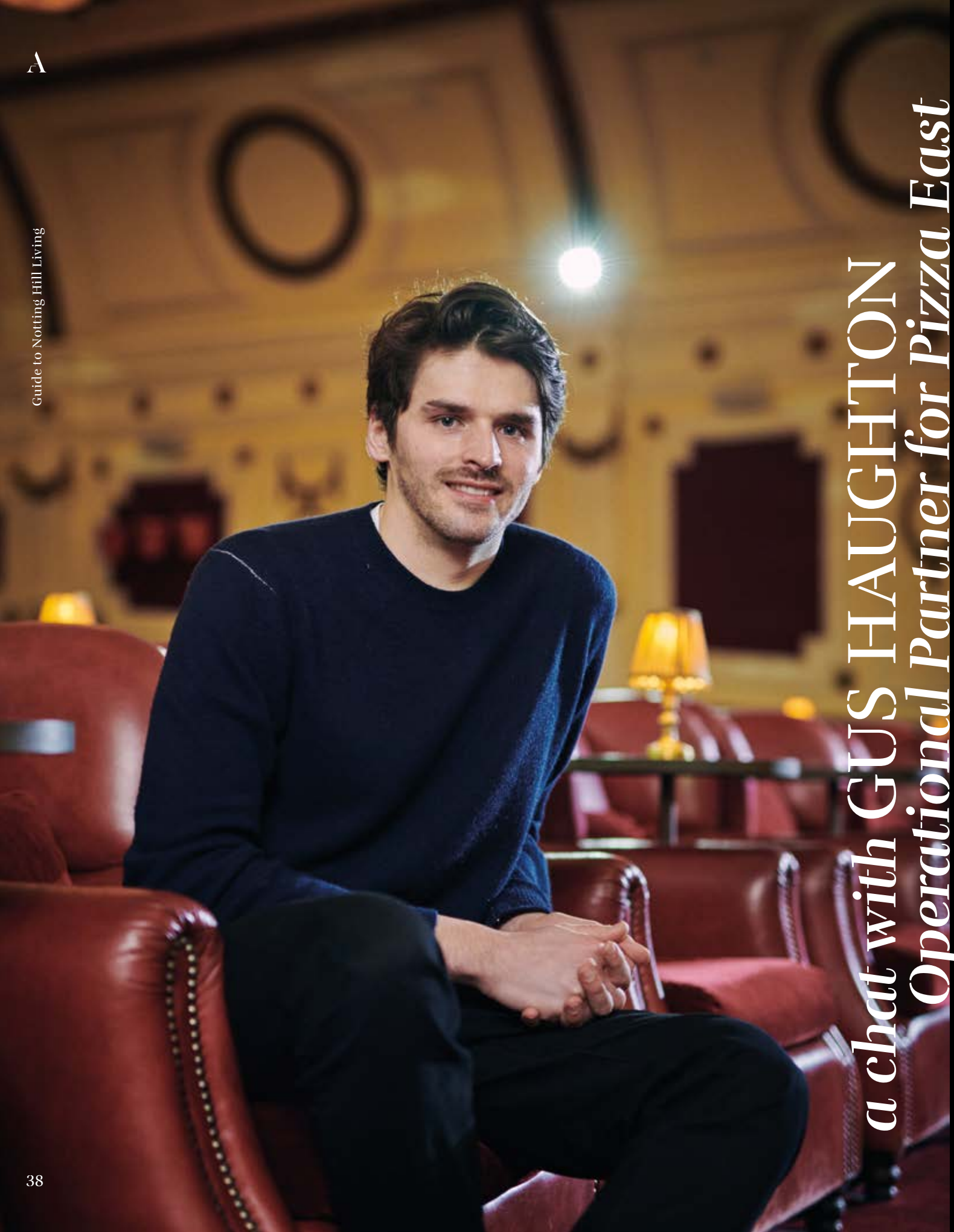
Journey times are approximate and taken from tfl.gov.uk, Google Maps and Walkit. Journey times may vary depending on the time of travel.  
\* Heathrow Express \*\*Elizabeth Line

# Exploring west London

- 1. Harrods**  
Renowned as the world's leading luxury department store
- 2. Selfridges**  
Voted best department store in the world, Selfridges offers a contemporary shopping experience
- 3. Chelsea Football Club**  
Stamford Bridge stadium, commonly known as 'The Bridge', is home to Premier League football team Chelsea FC
- 4. White City House**  
Exclusive members club and hotel owned by Soho House
- 5. Theatreland**  
London's legendary West End theatre district featuring approximately 40 venues
- 6. The Royal Albert Hall**  
A distinguished concert hall in one of London's finest buildings
- 7. Westfield London**  
Premium shopping and leisure destination with over 200 shops
- 8. Science Museum**  
One of London's major attractions, championing incredible scientific achievement
- 9. Natural History Museum**  
A world-class attraction with a collection of more than 80 million species spanning billions of years
- 10. The V&A**  
The world's leading museum of art and design
- 11. Bond Street**  
The home of luxury designer shopping in London



← The Alexander McQueen exhibition at The V&A.



a chat with GUS HAUGHTON  
Operational Partner for Pizza East

*Pizza East is a restaurant which is part of Soho House, the members' club with Houses across London and the globe, including Electric House in Portobello. Gus manages Pizza East on Portobello Road, Soho House's Italian pizza restaurant with a Californian influence, just around the corner from The Auria.*



**Where did Pizza East start from?**

Pizza East was born out of a desire to bring the LA pizza scene to London. Our first restaurant was in Shoreditch, and soon became a busy site. We then came across this former pub on Portobello Road in 2013 – it was a great fit, and we've been here ever since.

**What makes Pizza East so unique?**

Pizza East is really a restaurant for all – it serves its local community as a place to eat, meet and have fun. Our focus is on seasonal dishes with brilliant produce – we aim to feature just three or four ingredients and the menu largely stays the same, so customers can always order their favourites such as the Spicy Salami pizza or Butter Lettuce & Avocado salad.

**How does Pizza East sit within the rest of Soho House?**

Pizza East Portobello is under the same operations at Soho House – Soho House have recently launched Soho Friends membership – Soho Friends gives access to Soho House bedrooms, studio spaces and events. Plus, benefits at our spas, restaurants and cinemas. The Electric is an institution now, comprising the members-only house alongside the Electric Diner and Electric Cinema – one of the oldest working cinemas in the UK. We know the neighbourhood and its community really well.

**What do you love most about Portobello?**

Portobello has an energy and a vibrancy that's unrivalled across London – its streets have such a history and legacy, creating a character that cannot be easily replicated. There's of course the weekly market, but as a local, the real treats are the restaurants, delis and bars, which are at the heart of Portobello living.

- Electric Diner, Portobello Road
- Pizza East, Portobello Road
- Gus Haughton at Electric Cinema, Portobello Road

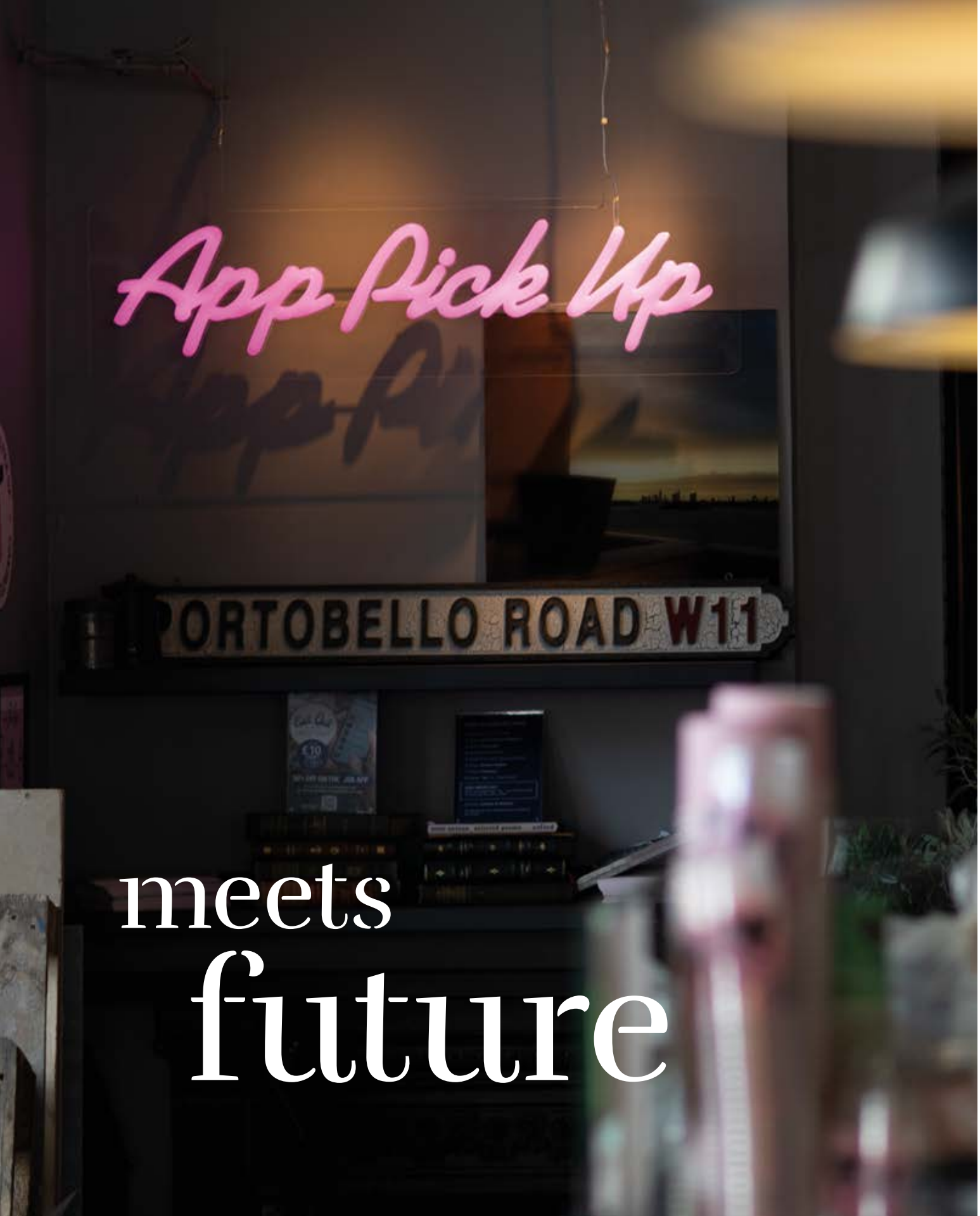
where  
past

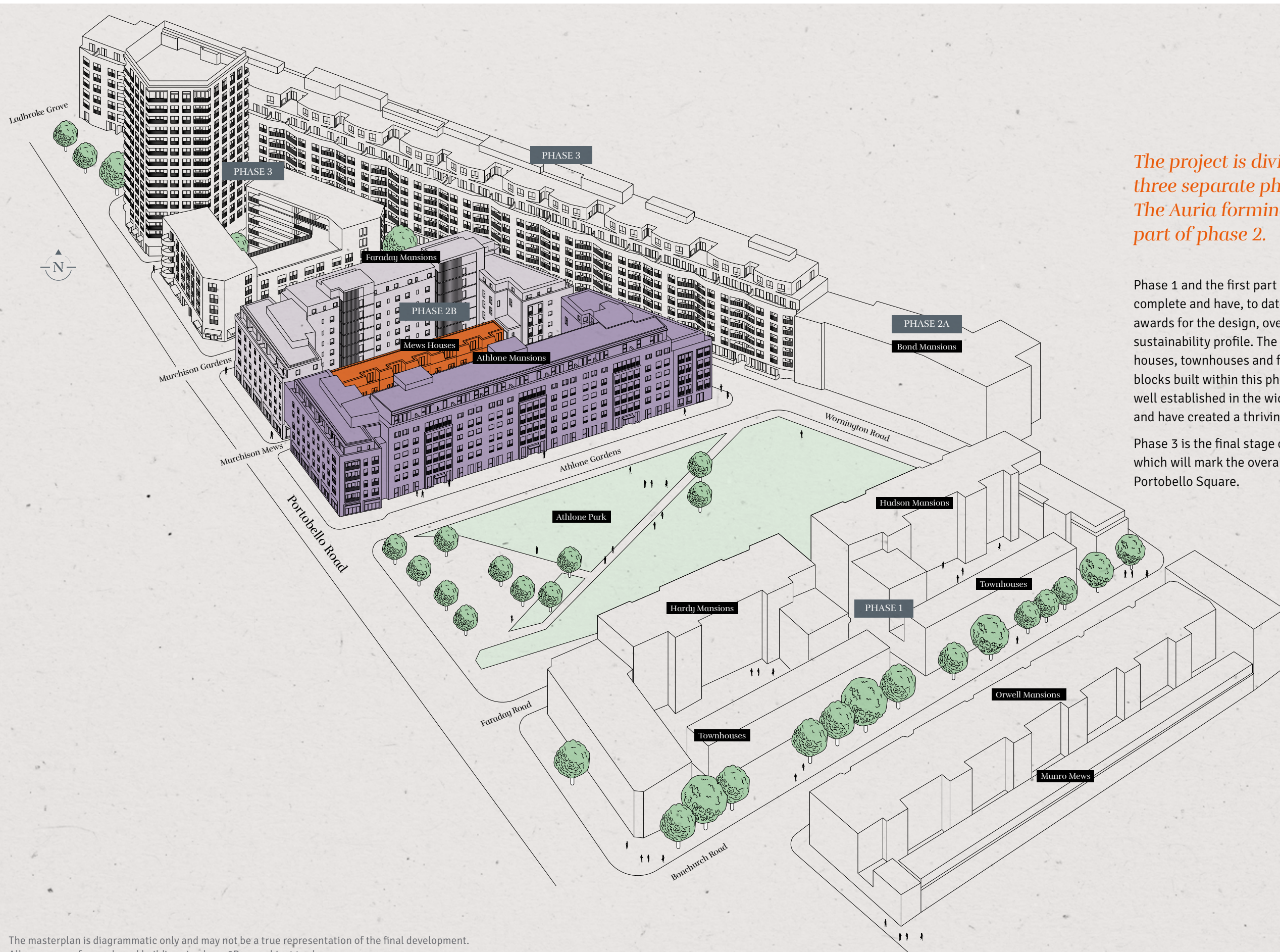


*App Pick Up*

PORTOBELLO ROAD W11

meets  
future





*The project is divided into three separate phases with The Auria forming the second part of phase 2.*

Phase 1 and the first part of phase 2 are now complete and have, to date, received many awards for the design, overall vision and sustainability profile. The collection of mews houses, townhouses and four mansion blocks built within this phase are already well established in the wider neighbourhood and have created a thriving place to live.

Phase 3 is the final stage of the development, which will mark the overall completion of Portobello Square.

# Masterplan



← View of Athlone Mansions on the corner of Portobello Road and Athlone Gardens showing apartments overlooking the park.

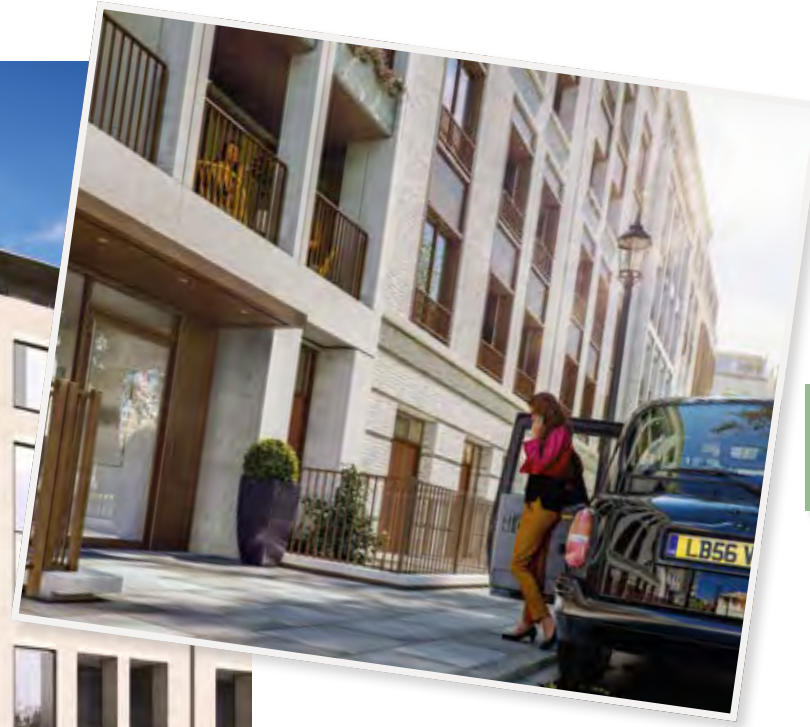
# ESTABLISHED & AWARD-WINNING A 10-year heritage



*The Auria at Portobello Square is the next phase in an already established and highly successful regeneration project that first launched in 2011.*

Portobello Square is a multi-award-winning urban renewal project that embodies the best in housing, large-scale urban design and placemaking.

The success of Portobello Square is far reaching – it has transformed this part of Portobello Road creating stylish new homes, spaces for new shops, cafés and restaurants and a more integrated neighbourhood allowing the development to fit seamlessly within what is already a creative and lively area.



*We are marrying the best of modern design with the history of this famous area of the city to create an outstanding new neighbourhood.*



**WINNER**

**Best Urban  
Regeneration Project**  
First Time Buyer  
Awards 2020



**WINNER**

**Regeneration  
Project of the Year**  
RICS  
Awards 2019



**WINNER**

**Sustainable New Build  
Project of the Year**  
SHIFT Sustainability  
Awards 2018



**WINNER**

**Best Regeneration  
Project**  
London Evening Standard  
New Homes Awards 2016



**WINNER**

**Best Brownfield  
Development**  
What House?  
Awards 2015



**WINNER**

**Mayor's  
Design Award**  
Housing Design  
Awards 2015



**WINNER**

**Best Apartment  
Scheme**  
What House?  
Awards 2014



**WINNER**

**Best Public Sector  
and Regeneration**  
Property Marketing  
Awards 2013



**WINNER**

**Project Winner**  
Housing Design  
Awards 2011





← Athlone Mansions (foreground) and Faraday Mansions provide space for shops, cafés and restaurants along Portobello Road.

# Homes to impress

The Auria presents exceptional light-filled homes; expertly designed for modern living. The flexible interior spaces and neutral décor provide the blank canvas to apply your own style to create your perfect home.



## Going green

Green living features prominently at The Auria with a strong and impressive sustainability ethos at its heart. All homes boast water and energy saving features and methods to reduce waste and pollution are engaged across the wider development. The importance of private outside space is also reflected in all homes featuring either a balcony, terrace or garden.



## Dine in style

The sophisticated and streamlined kitchens feature designer units from the Symphony range with cupboard doors and drawers displaying a gentle chamfered top edge for a contemporary look. Available in a choice of three muted palettes. Quality appliances are from the Neff range and include oven, induction hob, fridge freezer, microwave, dishwasher and washer/dryer. Sleek silestone worktops and chrome taps complete the look.



## Indulgent spaces

Bathrooms and en suites offer beautifully designed and feel-good settings. The exceptional finish includes floor and wall tiles in a choice of two calming shades and white sanitaryware with fitted glass shower screens to baths and sliding versions to walk-in showers. Add to this premium chrome taps and fittings by Hansgrohe and heated towel rails for an overall indulgent feel.

# TOP PICKS

# 1

**Pop up worktop sockets**  
Stylish plug sockets offer great space-saving solutions.

# 2

**Aico Protect smart alarm system**  
Feel safe at home with this technologically advanced smoke and heat detectors.

# 3

**Audio/video receiver**  
Advanced door entry system with video added for extra security.

# 4

**Built-in wardrobes**  
Beautiful solid wood sliding door wardrobes are finished with a mirrored infill.

Details of the internal specification and finish are subject to change and this is provided as a guide only. Computer Generated Images (CGIs) are indicative only.



← The row of 11 stylish houses is located on Murchison Mews.

## A space away from it all in the Mews Houses

*The mews collection at The Auria presents 11 stylish houses in a charming street setting.*

Each home features three spacious bedrooms, flexible open-plan kitchen and living space and an elegantly finished bathroom and en suite. A pretty courtyard garden provides highly-valued private outdoor space.

Mews homes are a picturesque style of housing and street setting for which the Notting Hill area is famous. This is the second collection of mews houses created at the development reflecting this popular local architectural tradition.

# Victoria Whenray

## Partner at Conran and Partners

*Victoria Whenray is a partner at Conran and Partners, the internationally acclaimed architectural and interior design firm behind The Auria, as well as future phases at Portobello Square. Founded by Sir Terence Conran, Conran and Partners has studios in the UK and Hong Kong, with a portfolio of projects that extends around the world.*

### **What makes Conran and Partners such a unique architectural and interior design firm?**

We have an extraordinary international reach which spans many different sectors, from residential to commercial projects, one-off restaurants to entire hotels. Each and every project is a reflection of these influences. Tying all our work together is our people-people philosophy – architecture is about how people experience a building, whether they are cycling past, walking up a staircase or looking out from a balcony.

### **What was your inspiration for The Auria?**

It was essential that Portobello Square felt in keeping with the local area, so our first port of call was to research the residential typology of London's Royal Borough of Kensington & Chelsea, home to Portobello Square. We took the notion of the London garden square and its surrounding impressive architecture, and applied this to The Auria.

Inspired by the grandeur of the mansion block, such as Albert Hall Mansions which circle Kensington's Royal Albert Hall, the apartments create a contemporary design of classic proportions with a feeling of calm splendour and a strong sense of arrival.

In contrast, we sought a more informal design for the mews house, inspired by some of Notting Hill's most attractive streets, like nearby St Luke's Mews. These homes create a setting which will encourage future owners to bring their own personality and identity to the homes, helping to foster a real sense of community.

### **How does The Auria fit within the wider Portobello Square masterplan?**

Establishing much of the context and character for the new garden square, The Auria is a real anchor for the rest of Portobello Square. This phase also features a significant frontage onto Portobello Road itself, and includes an element of distinctive and vibrant retail activity, which really contributes to what Portobello Road is known and loved for.

### **What do you love most about the neighbourhood?**

Through countless visits to Portobello Square, I have discovered the fascinating journey along Portobello Road, and how it changes as you walk from north to south. Golborne Road is an absolute treasure trove of shops, restaurants and cafés – my personal favourite is Lisboa Patisserie, a Portuguese bakery and café.

On one visit I went for a dive through some of the antique shops and actually found a kitchen table for myself – I love having this piece of Portobello in my own home.





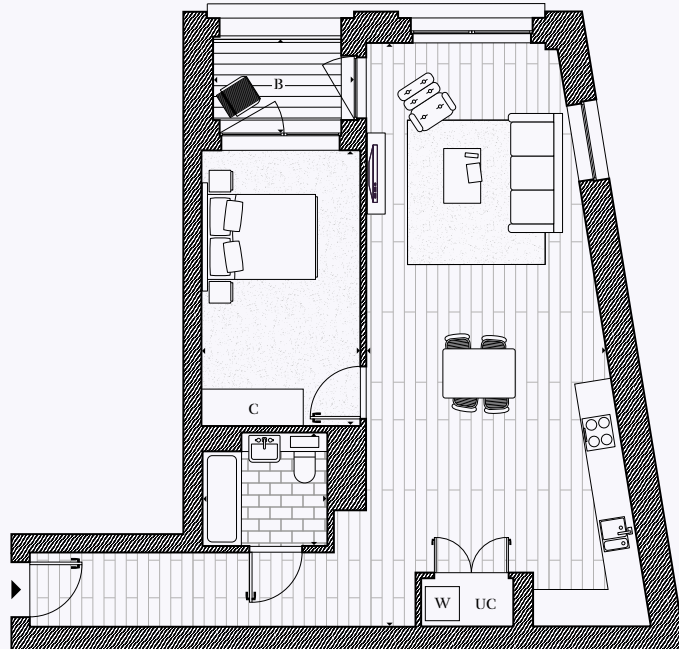
← The spacious light-filled kitchen/dining/lounge area leads onto a balcony further extending your living space.



← The contemporary designed balcony features great cityscape views, perfect for alfresco dining.

# Sample floorplans

## The Lonsdale 1 BEDROOM APARTMENT



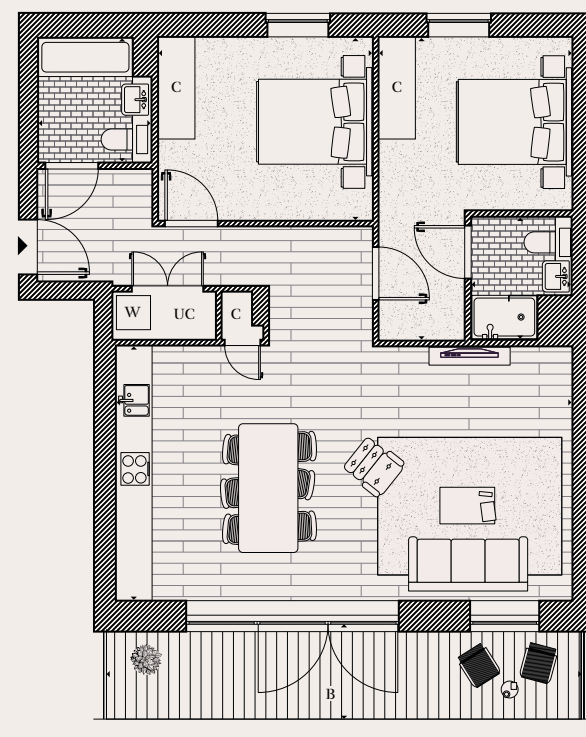
### DIMENSIONS

Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge/Diner	10.29 x 4.23m	33'9" x 13'11"
Bedroom	4.86 x 2.80m	15'11" x 9'2"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
<b>Total area</b>	<b>71.7 sq m</b>	<b>772.0 sq ft</b>
Balcony	2.49 x 1.71m	8'2" x 5'7"

### KEY

<b>C</b> Cupboard	<b>UC</b> Utility cupboard
<b>B</b> Balcony	<b>W</b> Washing machine

## The Oxford 2 BEDROOM APARTMENT



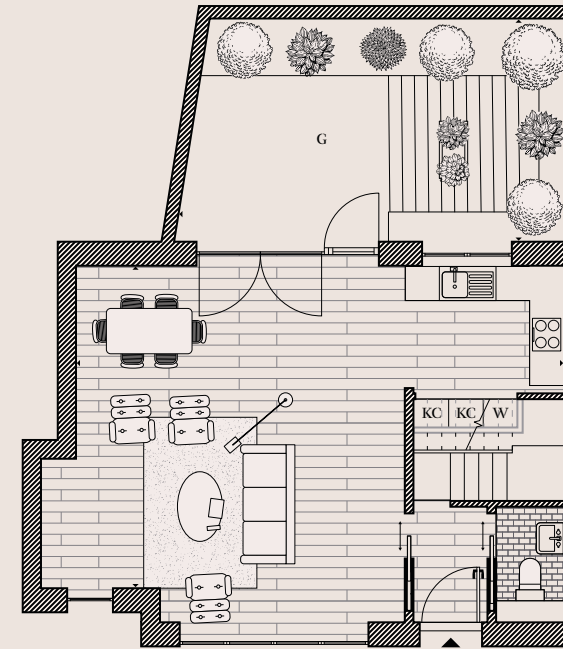
### DIMENSIONS

Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge/Diner	8.05 x 4.50m	26'5" x 14'9"
Master Bedroom	5.36 x 3.42m	17'7" x 11'3"
En suite	2.17 x 1.77m	7'1" x 5'10"
Bedroom 2	3.79 x 3.24m	12'5" x 10'8"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
<b>Total area</b>	<b>86.3 sq m</b>	<b>929.0 sq ft</b>
Balcony	8.37 x 1.67m	27'5" x 5'6"

### KEY

<b>C</b> Cupboard	<b>UC</b> Utility cupboard
<b>T</b> Terrace	<b>W</b> Washing machine

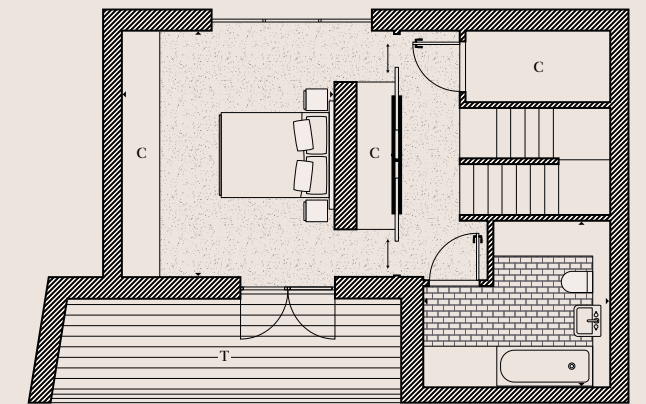
## The Princedale 3 BEDROOM MEWS HOUSE



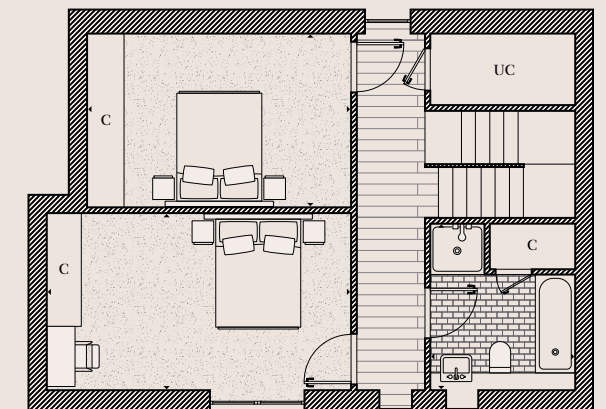
### Ground Floor

### DIMENSIONS

Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge	8.60 x 5.69m	28'2" x 18'8"
Master Bedroom	4.35 x 3.76m	14'3" x 12'4"
En suite	2.80 x 3.20m	9'2" x 10'5"
Bedroom 2	5.36 x 3.12m	17'7" x 10'2"
Bedroom 3	4.65 x 3.07m	15'3" x 10'0"
Bathroom	2.90 x 2.50m	9'6" x 8'2"
<b>Total area</b>	<b>158.7 sq m</b>	<b>1708.2 sq ft</b>
Garden	6.95 x 3.92m	22'9" x 12'10"
Terrace	6.11 x 1.58m	20'0" x 5'2"



### Second Floor



### First Floor

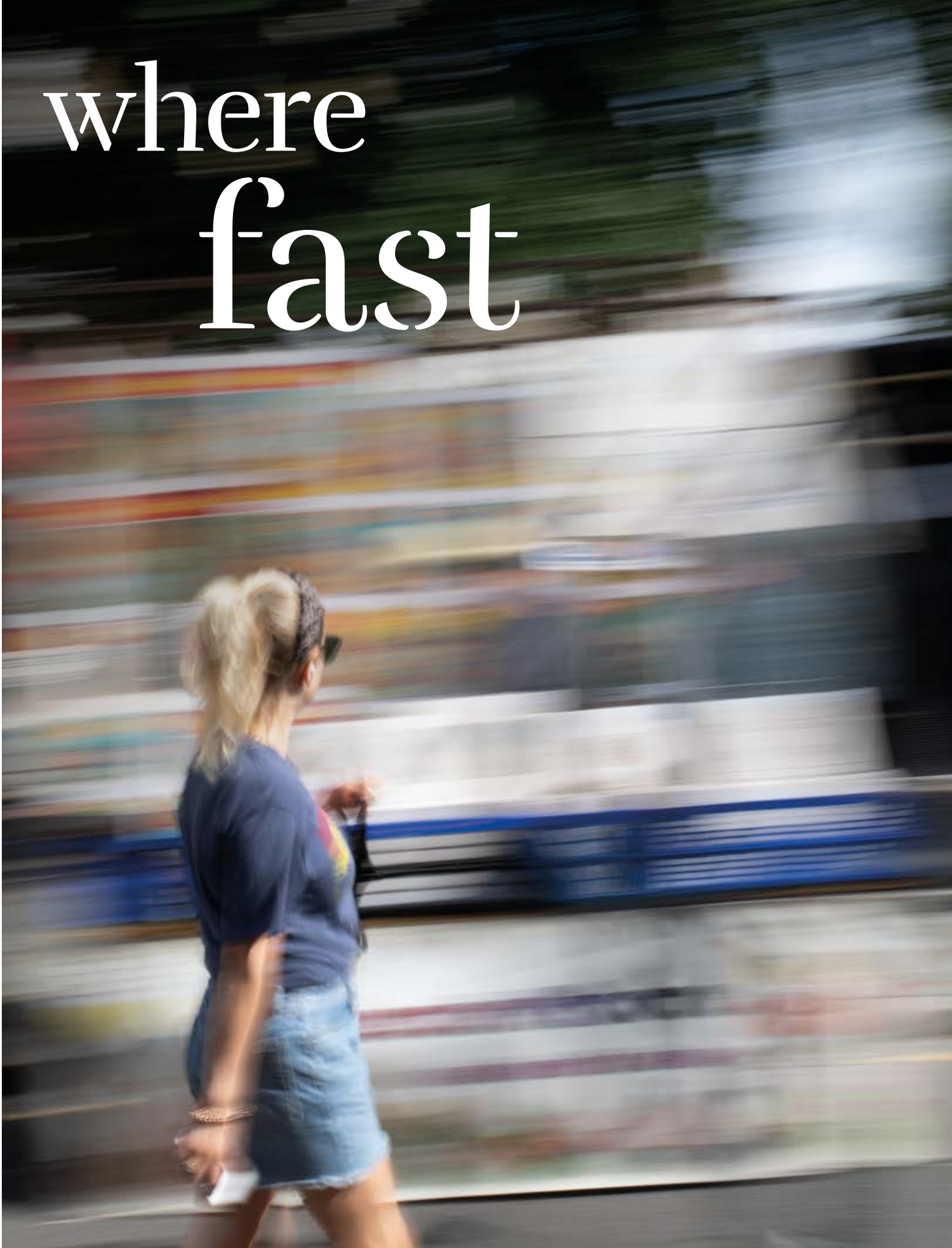
### KEY

<b>KC</b> Recessed kitchen cupboard	<b>C</b> Cupboard
<b>W</b> Washing machine	<b>G</b> Garden
<b>UC</b> Utility cupboard	<b>T</b> Terrace

### Disclaimer

Areas, measurements and distances given are approximate only. Bathroom and kitchen layouts are indicative only and are subject to change. Apartment and house layout sizes may vary slightly from one another depending on the floor level. Whilst the plans have been prepared with all due care for the convenience of the intending purchaser, the information contained herein is a preliminary guide only.

where  
fast



meets  
slow



# Green spaces & healthy living

From charming secret London squares to small residential parks there are an abundance of green spaces in Notting Hill.



**Good to know**  
The Japanese garden at Holland Park was donated by the Chamber of Commerce of Kyoto in 1991 to celebrate the long friendship between Japan and Great Britain.



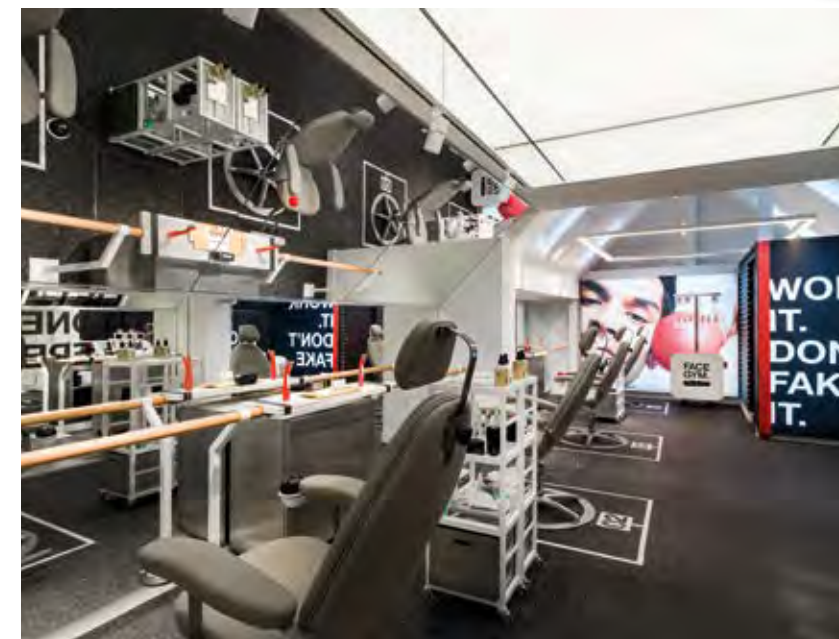
The local area boasts Holland Park, the Royal Borough's largest park. Set over 22.5 hectares Holland Park is not your typical park. As well as its ornamental flower gardens and semi-wild woodland it also features the beautiful Japanese Kyoto Garden, an open-air opera theatre and wild-roaming peacocks. Close by are the majestic Royal Parks: Kensington Gardens, home to Kensington Palace, and Hyde Park with its boating on the Serpentine and ever-popular Diana Memorial Fountain.



- The Albert Memorial, Kensington Gardens
- Kyoto Garden, Holland Park
- Kensington Palace, Kensington Gardens
- The Serpentine, Hyde Park



Notting Hill has an abundance of premium clubs and studios to promote health, fitness and wellbeing. Cloud Twelve is a one-of-a-kind lifestyle centre featuring a luxury spa, salon and holistic wellness clinic. Alternatively, try a cutting-edge facial workout at FaceGym, a high-intensity fitness class at Barry's or a cycle session in a darkened candle-lit room to high-energy music at SoulCycle.



- Cloud Twelve, Colville Mews
- SoulCycle, Portobello Road
- Barry's London West, Queensway
- FaceGym, Ledbury Road

# Learning

*London is a destination of choice for learning and education.*

Notting Hill is close to many prestigious universities including: University of Westminster, UCL, Royal College of Art, and Imperial College London – the latter two having recently opened up campuses at nearby White City.

For younger families, Notting Hill has a high concentration of OFSTED rated 'outstanding' nursery, primary and secondary schools as well as top-performing independent private and prep schools, such as Wetherby School, which Princes William and Harry attended.

- Maggie & Rose Family Club & Nursery
- ➔ Holland Park School

## NURSERY SCHOOLS

**Colville Community Nursery**  
leyf.org.uk/colvi-le-nursery  
12 minute walk (0.6 miles)

**Maxilla Nursery School**  
maxillachildrenscentre.com  
13 minute walk (0.6 miles)

**Strawberry Fields Nursery School**  
strawberryfields.london  
13 minute walk (0.6 miles)

**Reception and Little Wetherby**  
wetherbyschool.co.uk  
22 minute walk (1.1 miles)

## PRIMARY SCHOOLS

**Ark Brunel Primary Academy**  
arkbrunelprimary.org  
10 minute walk (0.5 miles)

**Barlby Primary School**  
barlby.rbkc.sch.uk  
7 minute walk (0.3 miles)

**Bevington Primary School**  
bevington.rbkc.sch.uk  
4 minute walk (0.2 miles)

**Colville Primary School**  
colvi-le.rbkc.sch.uk  
14 minute walk (0.7 miles)

**Fox Primary School**  
fox.rbkc.sch.uk  
28 minute walk (1.4 miles)

**Thomas Jones Primary School**  
thomasjonesschool.org  
13 minute walk (0.6 miles)

## PREP SCHOOLS

**Bassett House School**  
bassetths.org.uk  
11 minute walk (0.5 miles)

**Chepstow House School**  
chepstowhouseschool.co.uk  
10 minute walk (0.5 miles)

**Norland Place School**  
norlandplace.com  
29 minute walk (1.4 miles)

**Notting Hill Prep School**  
nottinghillprep.com  
10 minute walk (0.5 miles)

**Wetherby School**  
Years 1, 2 and 3  
wetherbyschool.co.uk  
23 minute walk (1.2 miles)

*All featured schools and nurseries are rated 'outstanding'.*

## SECONDARY SCHOOLS

**Cardinal Vaughan Memorial School**  
cvms.co.uk  
33 minute walk (1.6 miles)

**Holland Park School**  
hollandparkschool.co.uk  
31 minute walk (1.5 miles)

**Kensington Aldridge Academy**  
kaa.org.uk  
15 minute walk (0.7 miles)

**Good to know**  
Notting Hill is one of the London locations of Maggie & Rose Family Club & Nursery  
maggieandrose.com



## UNIVERSITIES

**Imperial College London**  
White City Campus  
imperial.ac.uk  
(1.3 miles)

**Royal College of Art**  
RCA White City  
rca.ac.uk  
(1.6 miles)

**UCL**  
ucl.ac.uk  
(3.6 miles)

**University of the Arts London**  
arts.ac.uk  
Various colleges across London

**King's College London**  
kcl.ac.uk  
(4.8 miles)

**University of Westminster**  
westminster.ac.uk  
(3.5 miles)

**London South Bank University**  
lsbu.ac.uk  
(5.8 miles)

➤ RCA, White City  
(Photography: Richard Haughton)  
➔ Imperial College London  
➤ LSE

**London Metropolitan University**  
londonmet.ac.uk  
(5.5 miles)

**LSE**  
lse.ac.uk  
(4.8 miles)

**SOAS University of London**  
soas.ac.uk  
(4 miles)

**Queen Mary University of London**  
qmul.ac.uk  
(8.1 miles)

**University of Greenwich**  
gre.ac.uk  
(10.6 miles)

**City, University of London**  
city.ac.uk  
(5.4 miles)

**University of West London**  
uwl.ac.uk  
(5.4 miles)

Journey times and distances are approximate and taken from tfl.gov.uk, Google Maps and Walkit.



where  
sweet



meets  
treat



*A Peabody building is more than just a place to live.  
It's a sanctuary, a haven. It's a home.*



#### **BUILDING HISTORY**

Formed 160 years ago by the American financier and philanthropist George Peabody, Peabody is one of the UK's oldest and largest housing associations. Together with Catalyst Housing who joined the Group in 2022, we are responsible for more than 104,000 homes across London and the Home Counties.



#### **STRONG GROWTH**

With a growing pipeline, Peabody continues to invest in building quality new homes with high design standards. We create homes in great locations which are safe, easy to maintain and long-lasting. Peabody delivers long-term returns on investment. With an asset base of £8.3bn, Peabody is well placed to build thousands more top quality, well-maintained homes each year.



#### **CUSTOMER FOCUS**

Over 90% of customers said they would recommend Peabody. Our customers' feedback helps shape the design of our homes and community services based on the needs of each neighbourhood. We value our customers and listen to what they have to tell us. Peabody are proud to have achieved 'Gold' in the independent customer satisfaction awards three times in a row and strive for excellence in all that we do.



#### **QUALITY DESIGN & SUSTAINABILITY**

Peabody's reputation is one of the most respected in the housing industry, renowned for high quality, innovative design. We work with industry experts and continually monitor quality throughout the design, procurement and development process. We aim to make a positive impact on climate change for our residents, communities and the environment, with an ambition to achieve net zero carbon in our new and existing homes by 2050.



#### **SOCIAL IMPACT**

In line with our social purpose, Peabody re-invests its surplus to provide more homes and services. We deliver services to 220,000 residents, supporting customers and the wider communities in which we work. We focus on those who need our help the most, working with people and communities to build resilience and promote wellbeing. We invest around £11m each year through our Community Foundation, to support people to be healthier, wealthier and happier.



#### **AWARD WINNING**

In recent years, Peabody has been recognised and awarded more than 60 prestigious awards, including the Sunday Times 'Homebuilder of the Year' and the Grand Prix award at the Evening Standard New Homes Awards. We also work with award winning partners who share our values, high design standards and focus on great customer experience.

*theauria.london*  
020 3131 6495

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