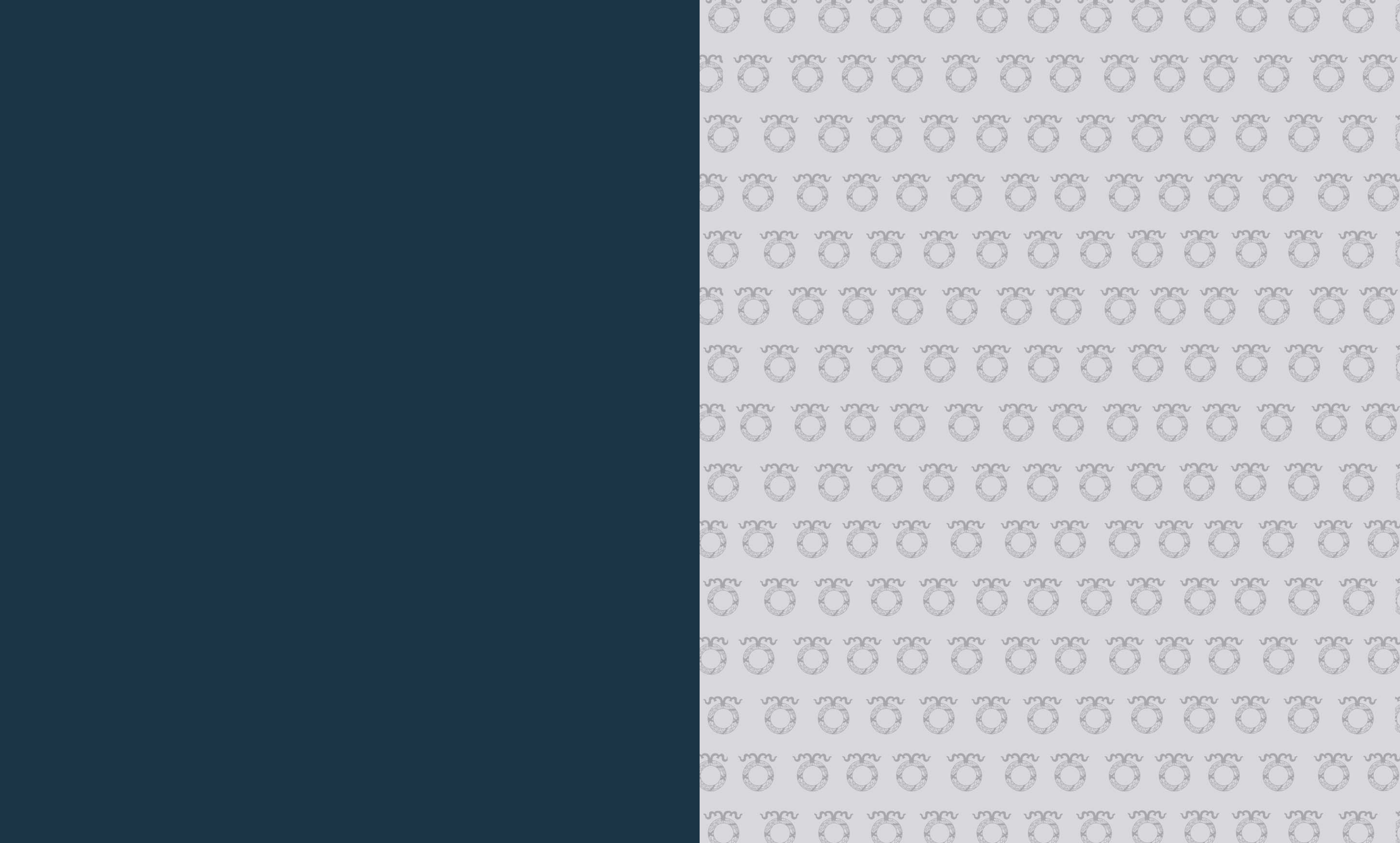
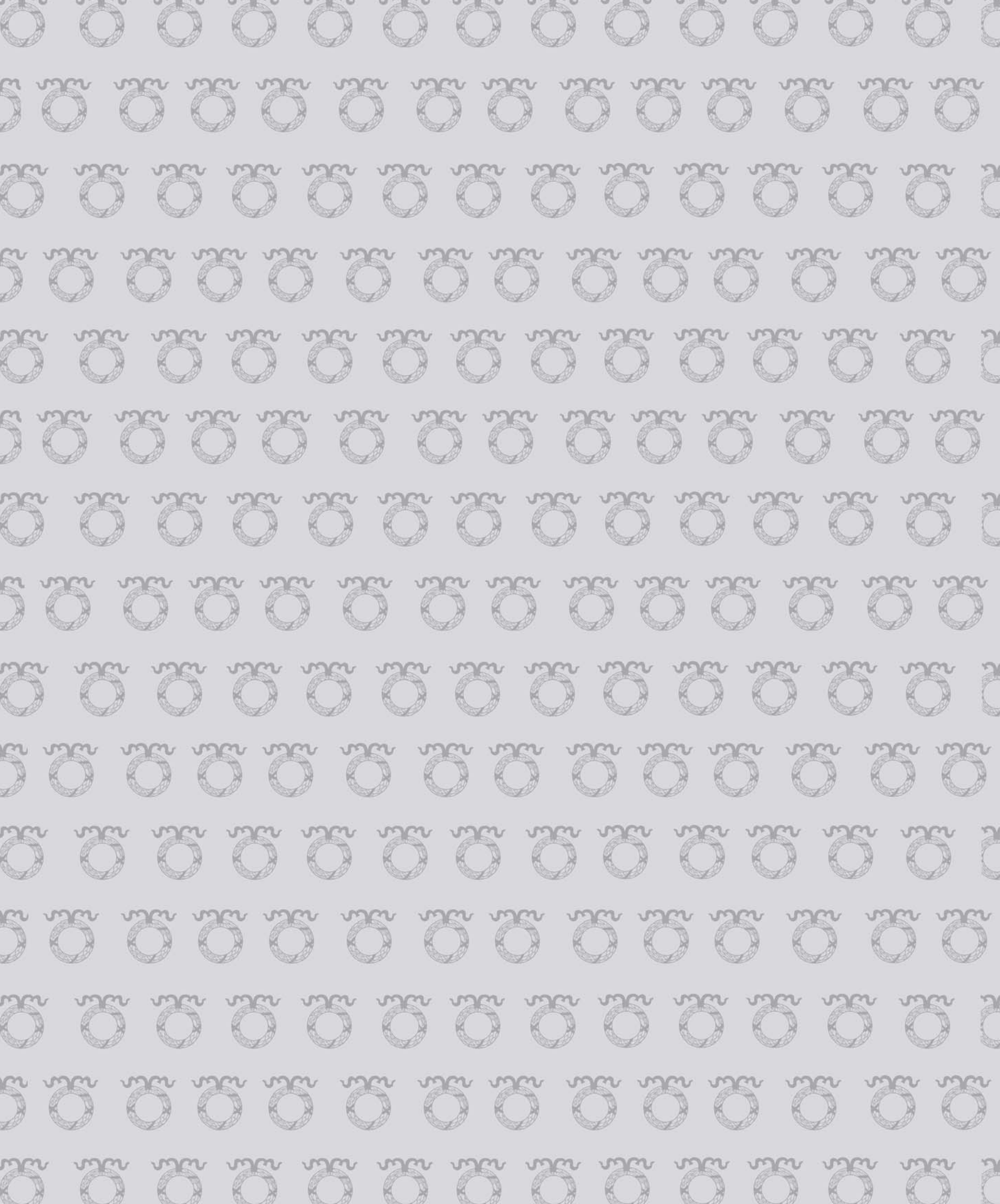




OCEANIC HOUSE

A collection of seven luxury residences located in St James's, London





Oceanic House presents the rare opportunity to purchase a substantial apartment at the heart of London's West End, in an exclusive new development steeped in history.

The imposing former White Star Line headquarters – the booking office of the glamorous Titanic ocean liner – has been sensitively redeveloped to provide six apartments and one two-storey penthouse for private sale, the properties ranging in size from 1,679 square foot (156 square metres) to 5,447 square foot (506 square metres).

The restored exterior and brand new interior echo the luxury that will be forever associated with the age of transatlantic ocean travel.

Impeccably high standards in the specification ensure an uncompromising regard to comfort and security, and an extensive range of modern appliances by internationally renowned brands.





Kensington

Hyde Park

Belgravia

Knightsbridge

Buckingham Palace

The Ritz

Mayfair

Green Park

St. James's Palace

Royal Academy of Arts

St. James's Square

St. James's Park



Trafalgar Square

*Exterior*

The Development

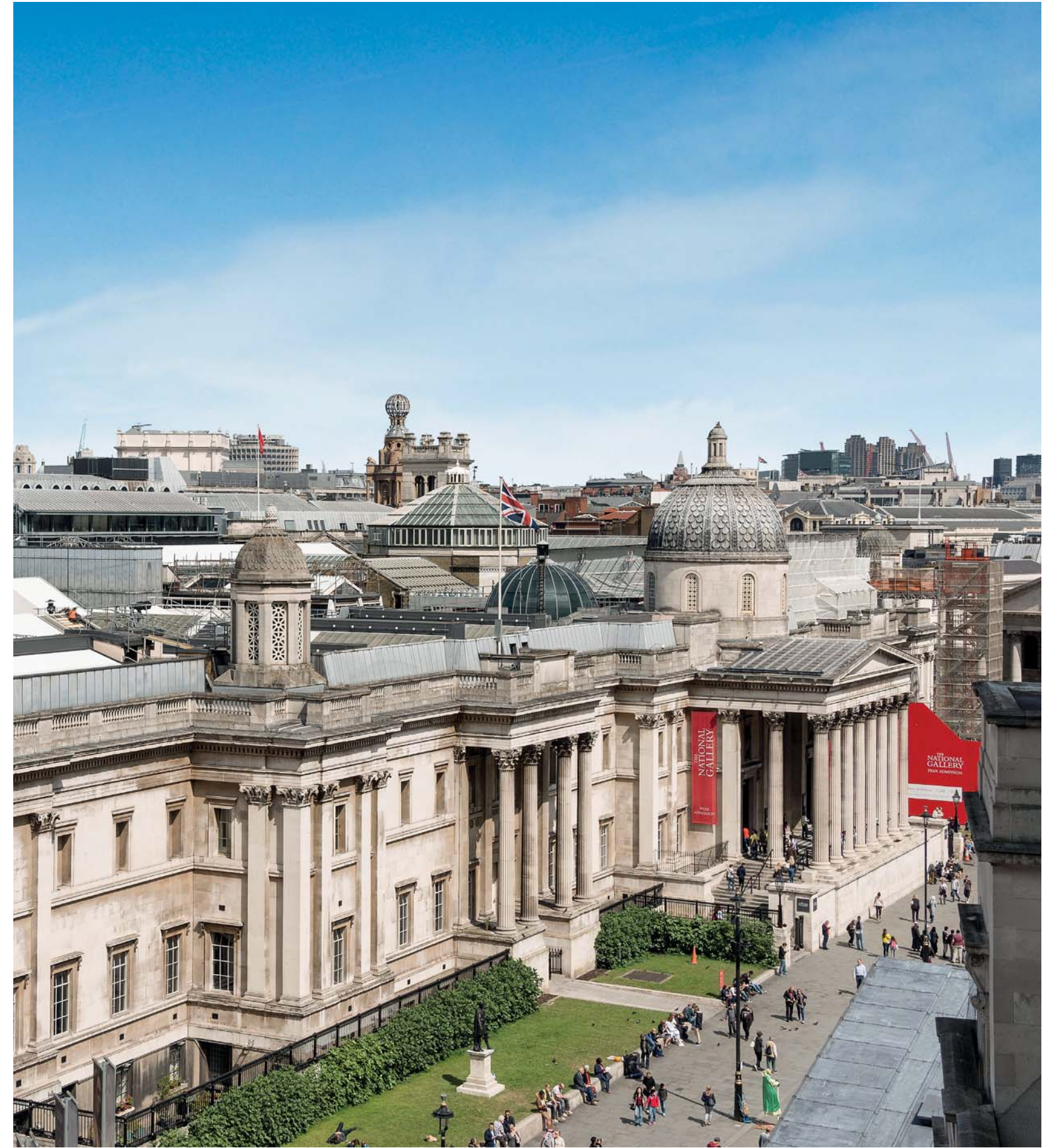
While the Grade II listed exterior of Oceanic House is preserved, its interior has been substantially remodelled to provide two three-bedroom apartments, four two-bedroom apartments, and a four bedroom penthouse which extends across the two top floors.

With 24 hour security, underfloor heating and en suites to every bedroom, Oceanic House combines its rich historical association with the most desirable of modern features.

To invest in Oceanic House is to invest in a unique building, a unique location and a unique lifestyle.



Front
Exterior CGI



View from
Penthouse



The Welcome

Visitors to Oceanic House will be struck immediately by the distinctive design of the entrance, which evokes the heady glamour of the early twentieth century.

Two original, renovated European oak doors mark the transition from the restored exterior to the sumptuous new interior, which, with its 13 foot (4 metre) high ceilings is as dramatic and exquisite as the former booking office. The grand entrance hall features parquet flooring with stone borders, full height panelling and details such as profiled timber pilasters and dado rails, all of which are inspired by the original design, though the newly refurbished interior is lighter and brighter through its use of complementary shades of white and grey.

Today's entrance hall accommodates a 24 hour concierge to provide a warm welcome and a lifestyle management service, as well as an area of seating where residents can meet visitors, relax and enjoy the unique surroundings.



*Entrance to
Apartments*



The History

Following Nash’s visionary redesign of the West End, No. 1 Cockspur Street became home to the Pall Mall restaurant where, in January 1871, the Rugby Football Union was founded. Although the building does not remain, the location is still recognised today as the birthplace of Rugby Union.

During the boom years of Edwardian England, Cockspur Street became the centre of the highly fashionable travel industry. Ocean liners epitomised glamour, innovation and excitement and at Cockspur Street the journey of a lifetime could be arranged. Thomas Ismay had acquired the flag of the White Star Line in 1867, reorganising it as the Oceanic Steam Navigation Company Limited. Oceanic House was built between 1903 and 1906 as its London headquarters, with a booking office to rival the likes of Cunard and the Hamburg American line in its style and sophistication. Among the company’s elegant ships was the illustrious RMS Olympic and the romantic yet tragically ill-fated RMS Titanic which sank during its maiden voyage across the Atlantic on 15 April 1912.

No. 1 Cockspur Street remained the Oceanic Steam Navigation Company’s headquarters until 1929, and was then occupied by a bank and later as offices to the Ministry of Defence.

The rich and fascinating history of Oceanic House has played a major role in inspiring the design of its recent transformation.

Henry Tanner Junior,
Original Architect of
Oceanic House







The Location

Cockspur Street lies at the intersection of Pall Mall, and Haymarket, thus linking stately St James's to the West End.

Oceanic House is situated at No. 1 Cockspur Street, on an unusual triangular site at the north-west corner of Trafalgar Square which is shared with the Canadian Embassy. The street layout is part of a masterplan conceived by John Nash in 1820 and has remained largely unchanged for two centuries. Looking west along Pall Mall, Oceanic House faces the epicentre of Royal St James's, St James's Palace.

St James's is a traditional, established neighbourhood, home to the National Gallery, National Portrait Gallery and many renowned boutique shops, private members' clubs and hotels.

The area continues to attract investment: an imminent change which will further increase values is St James's Market. Situated in Haymarket, this 261,000 square foot (24,247 square metre) development led by the Crown Estate provides office accommodation for global business, world-class dining and flagship retail. Similarly nearby Admiralty Arch is undergoing a grand transformation into a five star hotel.

For those residents making frequent trips overseas, Oceanic House is well located, only 15 miles from Heathrow and within easy reach of all London airports. The London Heliport is just four miles away and the development is in close proximity to many other transport facilities.



View from
Penthouse Terrace





The Lifestyle

Oceanic House provides a wealth of lifestyle options on its very doorstep.

To the west, the Royal St James’s embodies refinement. Sophisticated and elegant, St James’s is quintessentially British. The area is characterised by royal residences and parks, Europe’s leading auction houses, tailors and specialist food shops including Fortnum and Mason, the grocers to the Queen. Private galleries which display both original masterpieces and cutting-edge modern art are located alongside London’s most prestigious private members’ clubs. The Athenaeum and The Reform among others are located on Pall Mall, as is the RAC Club. Haymarket, home to the Theatre Royal and Her Majesty’s Theatre, also includes several hotels and the newly rejuvenated St James’s Market. Sofitel London St James’s Hotel, a 5 star hotel with a spa, restaurants and facilities for meetings and events, is within very close proximity.

Oceanic House is only minutes’ from, the National Gallery and the National Portrait Gallery – both located on the north side of Trafalgar Square, home to Nelson’s Column and the ‘Landseer Lions’.

The West End is renowned for its varied international gastronomy and some of London’s finest dining is a short walk away; as is Theatreland, the globally acknowledged theatre capital of the world. The River Thames is easily accessible and its historic banks host an eclectic mix of arts, entertainment, restaurants, shopping, and businesses.

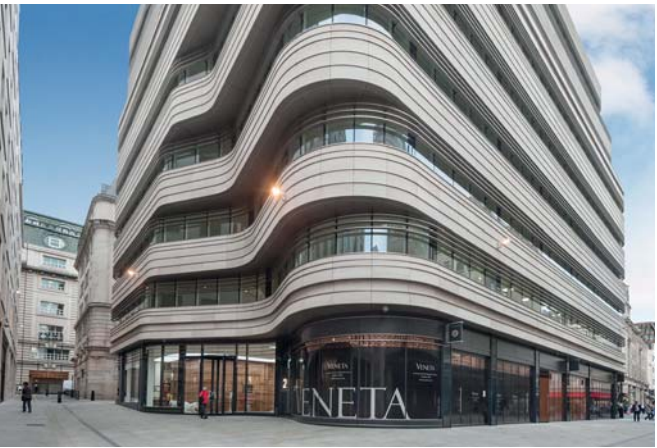
Oceanic House’s concierge draws on the diversity and high quality of local businesses to provide a variety of services directly to residents. From organising deliveries from local suppliers to making bookings for theatres, travel and restaurants; and from design detail to the sheer size and scale of the residencies, Oceanic House provides the very best in both lifestyle and accommodation.



Theatre Royal Haymarket



Sofitel Hotel, St James’s



St James’s Market



Third Floor
Drawing Room



Third Floor
Dining Room



Third Floor
Bedroom



Third Floor
Bathroom



Third Floor
Dressing Room

The Penthouse

OCEANIC HOUSE



Penthouse
Reception Room





Penthouse
Bedroom



Third Floor
Bedroom





The Designer

Building on a 25 year heritage, Morpheus London is widely recognised as one of the leading interior design houses in the UK renowned for creating exceptional interior spaces. Morpheus was founded by Andrew Murray and is led by Design Director Rickesh Patel, who joined in 2014 from ReardonSmith Architects. The design team is a multi-talented collective who bring a wealth of skills and experience across the traditional disciplines of interior architecture and design, as well as bespoke furniture design, soft furnishings, decorative schemes and lighting design.

Morpheus’ core focus continues to be the creation of exceptional homes for private clients and high end developers both in London and internationally. Recently completed projects include the design and build of a highly acclaimed contemporary home in Chelsea, the interior of a chalet in Courchevel 1850 and the signature furniture collections at show apartments in Nova SW1, Riverwalk, Oceanic House and Centre Point.

The artistry of the Morpheus team lies in their tailored, service driven approach to designing for their clients and the bespoke nature of the designs we produce. Morpheus works with our clients to realise the full potential of their dreams.



The Architecture

The prestigious Grade II listed Oceanic House, which lies within the Trafalgar Square Conservation Area, was designed by Henry Tanner Junior. In keeping with the finest buildings of St James's, it was constructed of Portland stone. A fine example of Edwardian architecture, the building draws on the classical style which is especially prominent in its monumental central doorway, flanked by a dramatic three-storey engaged column portico. It also features elements of the Baroque, in its extensive and extremely expressive decoration of sea scenes.

110 years after the original creation, a newly restored pedimented arch and balustrade crown the building's main entrance. Today's interior architecture, by globally renowned architects BLDA, recalls the spirit of abundant luxury which was synonymous with transatlantic ocean liners. The qualities which gave such wide acclaim to the original design, from the sheer scale of each space to the materials used, remain strong characteristics of the building today.

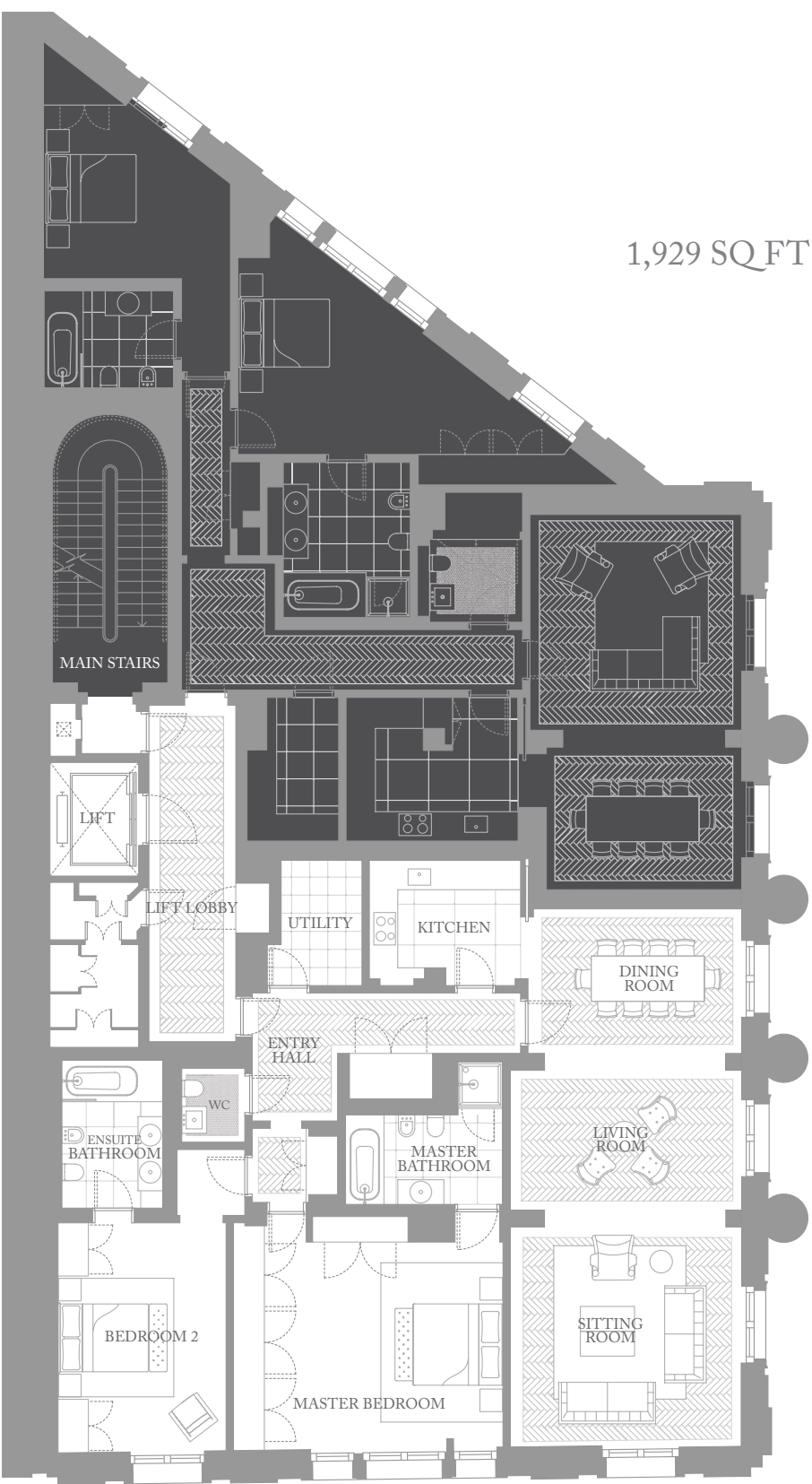
Apartment One

OCEANIC HOUSE



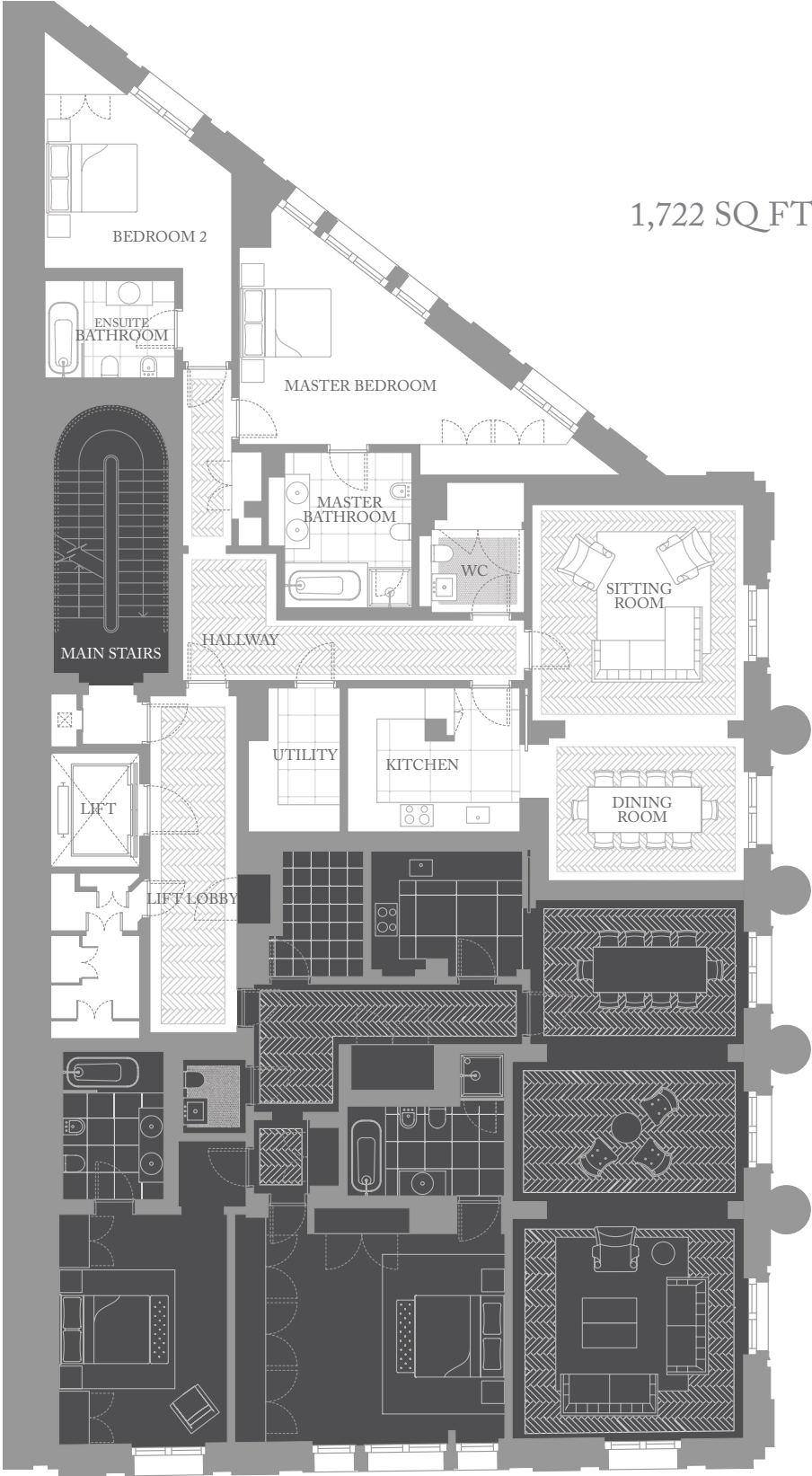
Apartment Two

OCEANIC HOUSE



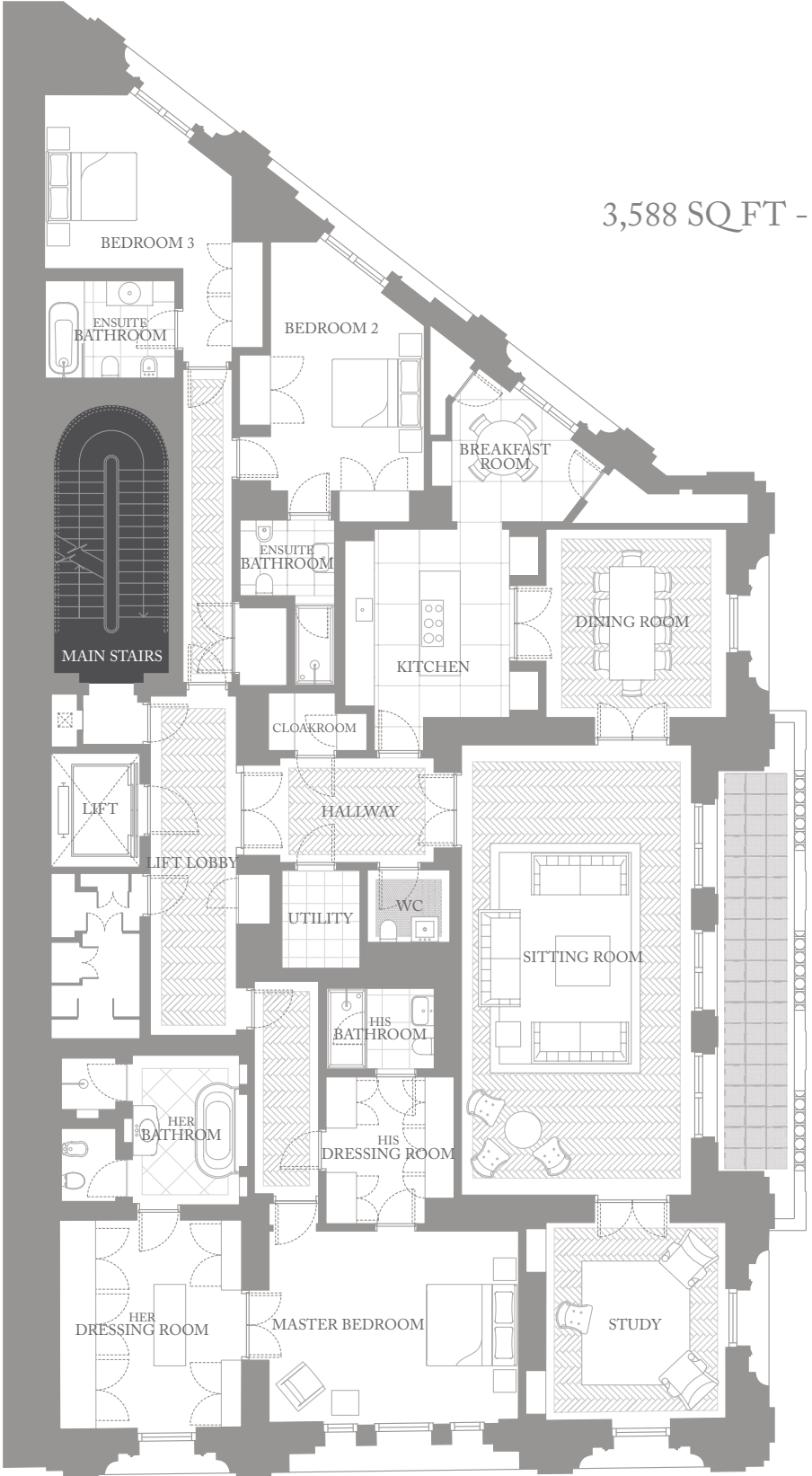
Apartment Three

OCEANIC HOUSE



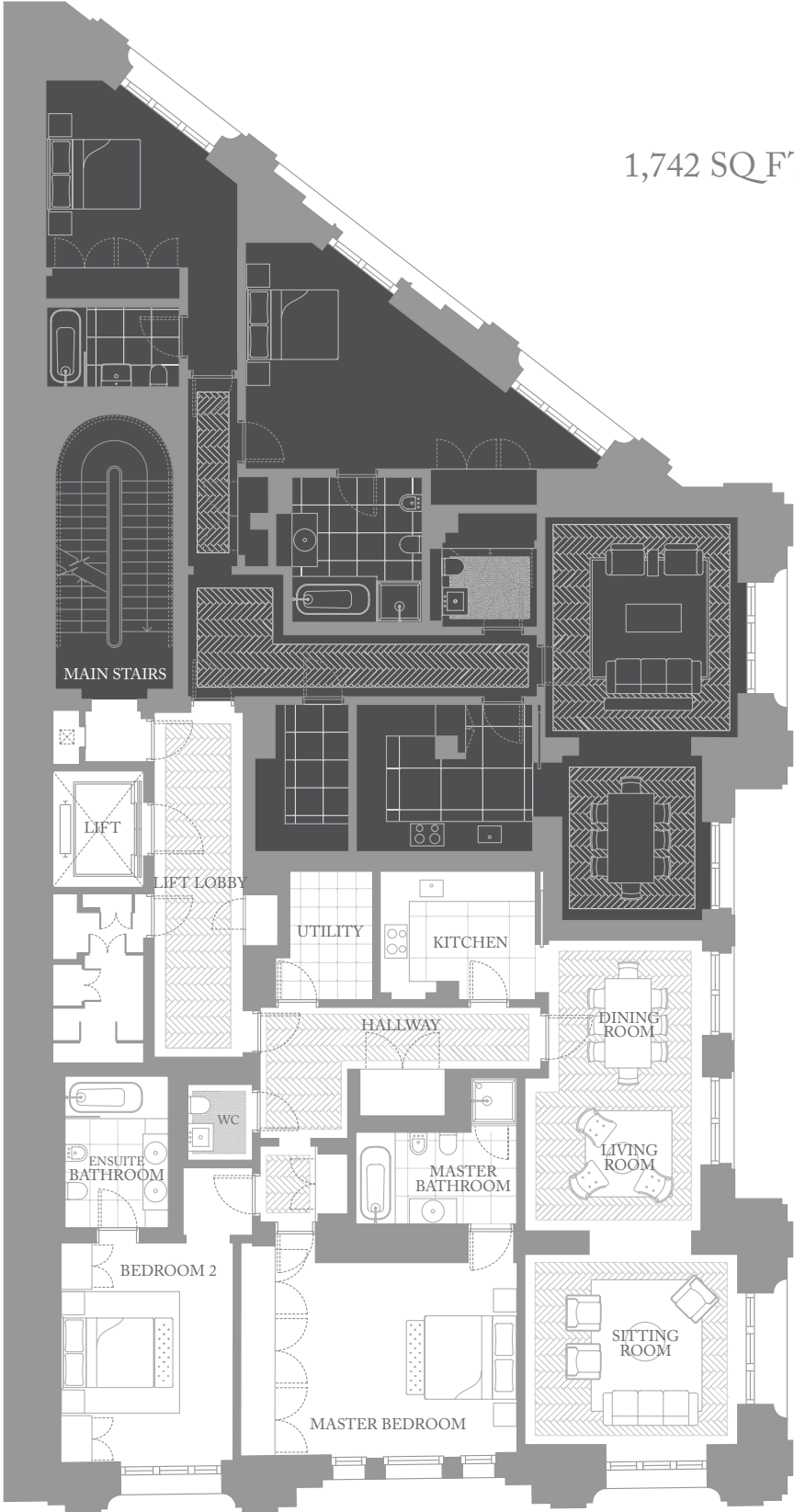
Apartment Four

OCEANIC HOUSE



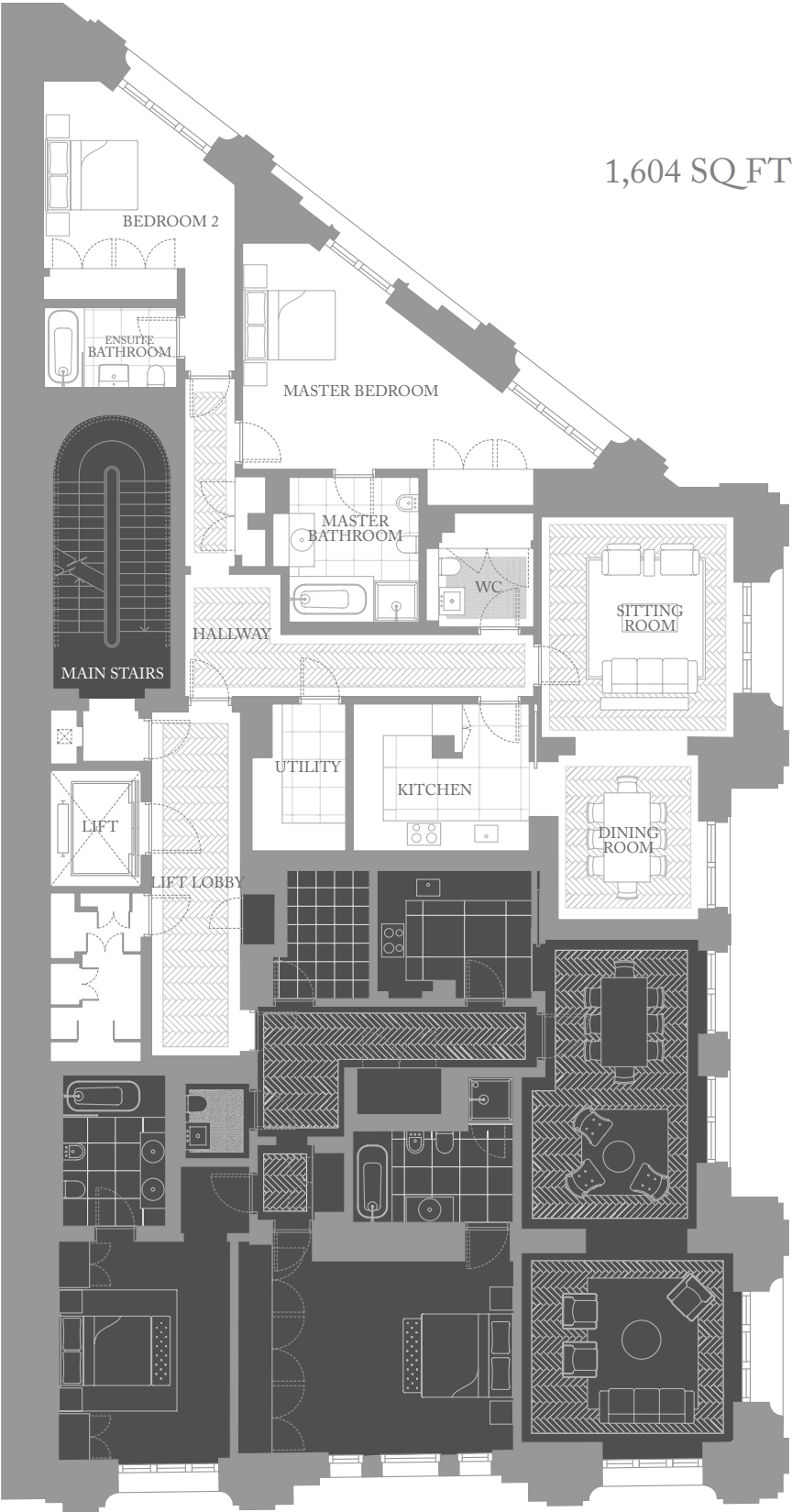
Apartment Five

OCEANIC HOUSE

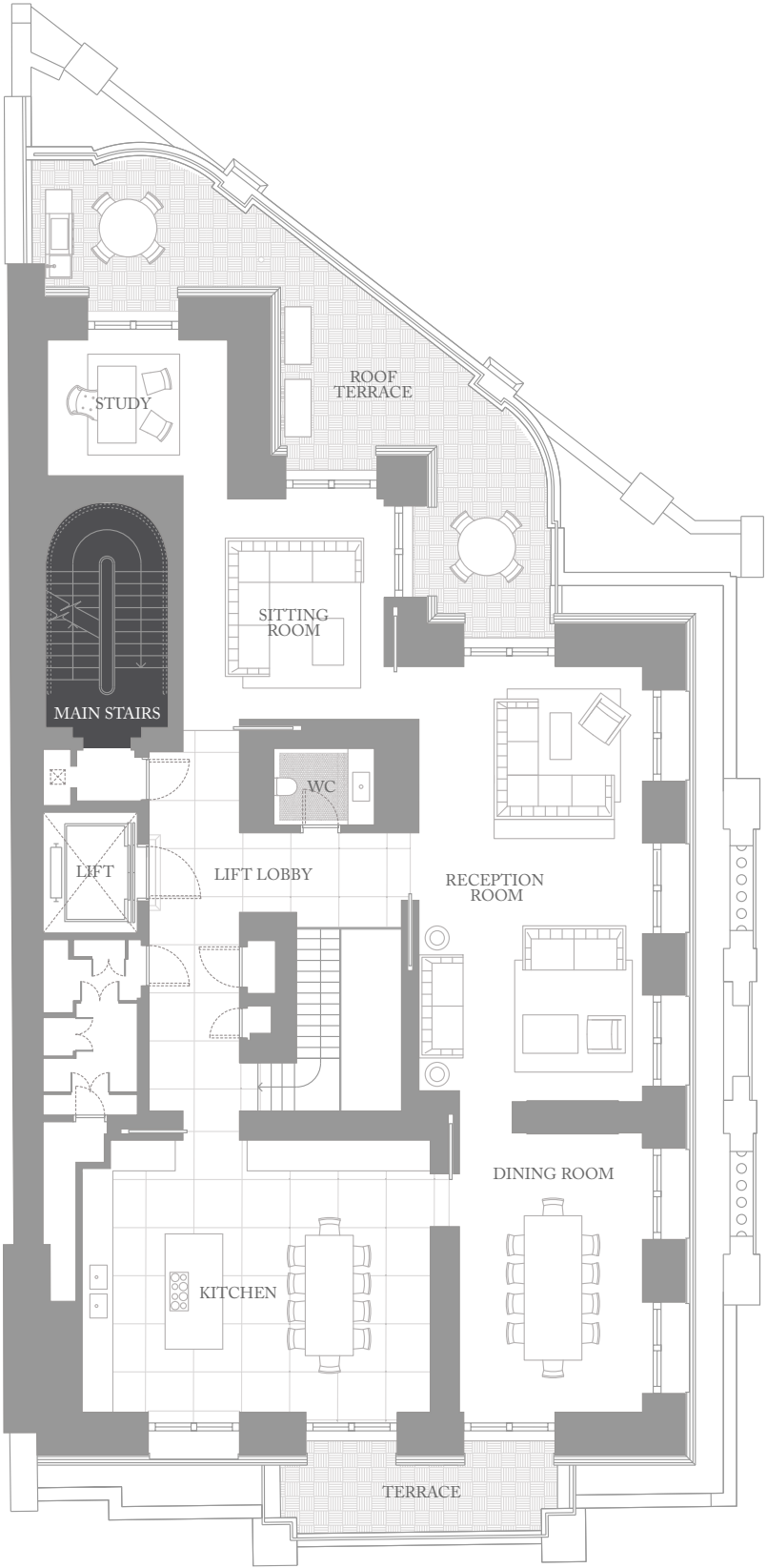
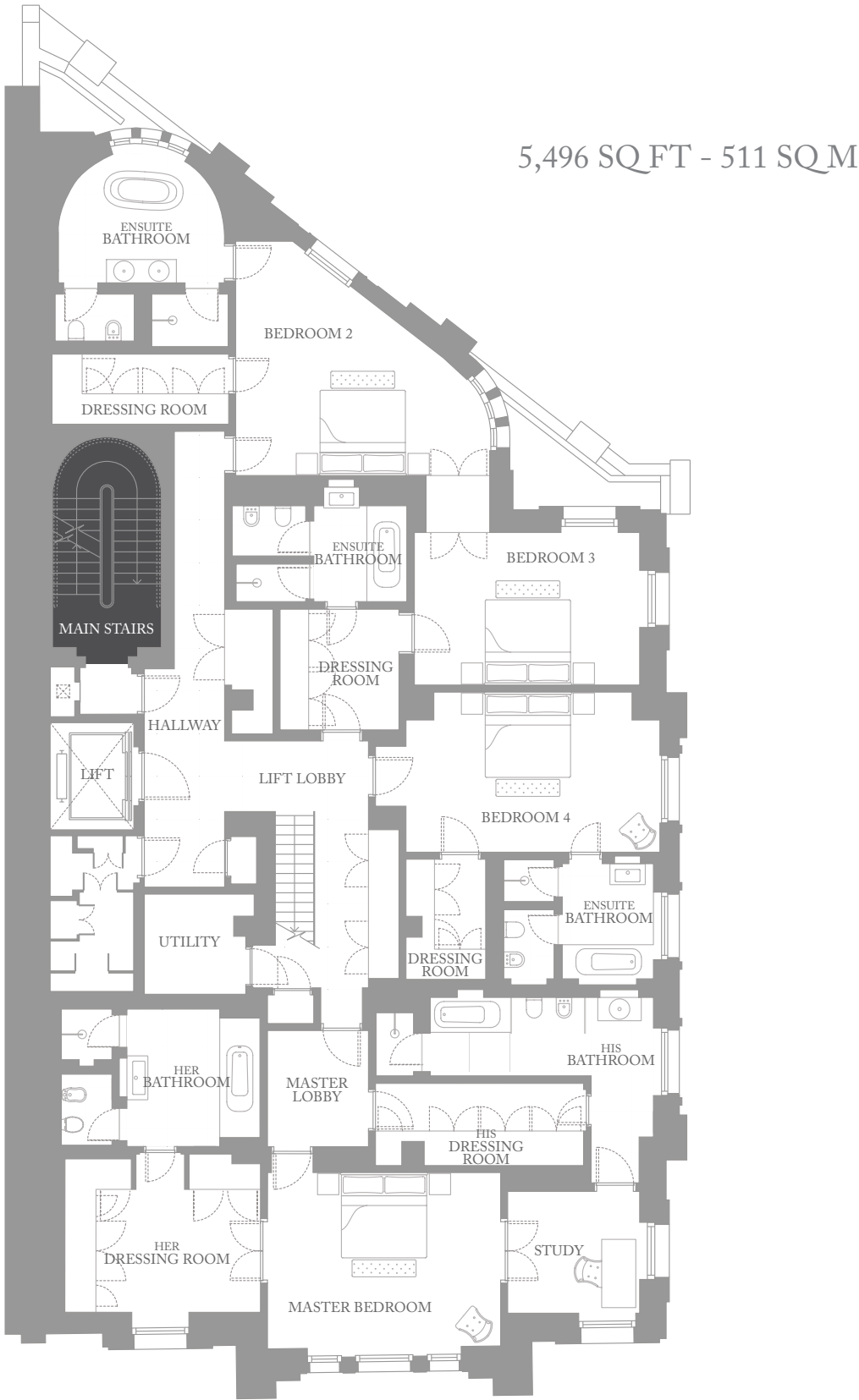


Apartment Six

OCEANIC HOUSE



Penthouse Apartment



The Specification



ALL APARTMENTS

INTERNAL WALLS AND PARTITIONS

All internal walls will comprise a metal stud partition system with sound block board fixed through plywood to stud work, with matt paint finish to skim coat of plaster.

SUSPENDED CEILING SYSTEM

All ceilings will comprise sound block board, with matt paint finish to skim coat.

UNDERFLOOR HEATING ON NEW FLOOR SLABS

Underfloor heating will be provided on new composite concrete slabs set into metal decking.

THE LATERAL APARTMENTS AT 1ST AND 3RD FLOORS

FLOOR FINISHES

- To studies, reception rooms, bedrooms, cloakrooms, hallways, adjacent cupboards and lift lobbies: oak herringbone engineered wood flooring.
- To kitchens and breakfast rooms: porcelain ceramic tiles.
- To utility rooms: porcelain ceramic tiles by Domus - Stontech range.
- To bathrooms 2 and 3: porcelain ceramic tiles by Domus - Industrial Natural range. (Note: bath tops in Siles/one)
- To His and Her bathrooms: natural Carrara marble floor tiling.
- To WC: white hexagonal tiles in a black border.

WALL AND WINDOW FINISHES

- To Her dressing rooms, bedrooms, studies, sitting rooms, dining rooms, breakfast rooms and hallways:
- Eggshell painted profiled timber Dado height panelling, picture rails and skirting on plasterboard.

TO ALL WINDOWS:

- Eggshell painted profiled architraves.
- To sitting room pilasters.
- Eggshell painted profiled timber.

INTERNAL DOORS

Generally eggshell painted panelled doors and architraves at room entrances, except for the following:

- To leaves of pairs of doors between studies, sitting rooms, dining rooms and kitchens: panelled European oak with eggshell painted architraves.
- To leaves of pairs of doors between the central hallways, lift lobbies and sitting rooms: panelled European oak with eggshell painted architraves.
- To front doors at lift shaft and four no single doors facing central hallway lacquered and panelled European oak with eggshell painted architraves.

Built-in joinery, cupboards and cabinetry

- To dressing rooms and wardrobes as noted on the drawings: bespoke built-in eggshell painted wardrobes with eggshell painted and panelled MDF doors and frames. Lacquered cedar wood veneers and lipplngs to cupboard linings.
- Shoe racks and drawer packs in lacquered cedar veneered MDF, all with internal strip lighting.
- To studies: bespoke built-in bookcases with painted panelled MDF cupboards and shelving.

+IRONMONGERY:

- Generally, all ironmongery in antique bronze, except bathrooms, which are in polished nickel (master bathrooms) or chrome (secondary bathrooms).

KITCHENS:

- Poggenpohl furniture in matt lacquer pebble grey and terra brown with Siltstone worktop and toughened glass splashbacks. Miele appliances including coffee machine, fridge freezer, self-clean oven, combi microwave, integrated dishwasher, induction hob, wine cooler. Fusion mixerf boiling tap. Wolf recirculating extractor. Franke under-mounted steel sinks.

THE TWO BEDROOM APARTMENTS AT 2ND AND 4TH FLOORS

TO INTERNAL WALLS AND PARTITIONS:

All internal walls will comprise a metal stud partition system with sound block board fixed through plywood to studwork, with matt paint finish to skim coat of plaster.

SUSPENDED CEILING SYSTEM

All ceilings will comprise sound block board, with matt paint finish to skim coat of plaster.

UNDERFLOOR HEATING ON NEW FLOOR SLABS

Underfloor heating will be provided on new composite concrete slab set into metal decking.

FLOOR FINISHES:

- To kitchens: porcelain ceramic tiles.
- To bathrooms - porcelain ceramic tiles. (Note: Bath tops in Siles/one)
- To WC: white hexagonal tiles in a black border.

WALL AND WINDOW FINISHES:

- To sitting rooms, dining rooms, bedrooms, kitchens and utility rooms: eggshell painted profiled skirtings.
- To all windows: eggshell painted profiled architraves.
- To bathrooms: porcelain ceramic tiles by.
- To WCs: eggshell painted full height panelling and skirting.

INTERNAL DOORS:

Generally eggshell painted wood panelled doors and architraves at room entrances, except for the following:

- Apartment front doors and doors facing living/dining rooms: panelled European oak with eggshell painted architraves.

BUILT IN JOINERY, CUPBOARDS AND CABINETRY

- To dressing rooms and wardrobes as noted on the drawings: bespoke built-in eggshell painted wardrobes with eggshell painted and panelled MDF doors and frames. Lacquered cedar wood veneers and lippings to cupboard linings.
- Shoe racks and drawer packs in lacquered cedar veneered MDF. All with internal strip lighting.

IRONMONGERY:

- Generally, all ironmongery in antique bronze, except bathrooms, which are in polished nickel (master bathrooms) or chrome (secondary bathrooms).

KITCHENS:

- Poggenpohl furniture in matt lacquer pebble grey and terra brown with Merope Silestone worktop and toughened glass splashbacks. Miele appliances including coffee machine, fridge freezer, self-clean oven, combi microwave, integrated dishwasher and induction hob.
- Fusion mixer/boiling tap. Wolf recirculating extractor. Franke under-mounted steel sinks.

THE PENTHOUSE

INTERNAL WALLS AND PARTITIONS

All internal walls will comprise a metal stud partition system with sound block board fixed through plywood to studwork, with matt paint finish to skim coat of plaster.

SUSPENDED CEILING SYSTEM

All ceilings will comprise sound block board, with matt paint finish to skim coat.



UNDERFLOOR HEATING ON NEW FLOOR SLABS

Underfloor heating will be provided on new thick composite concrete slabs set into metal decking.

FLOOR FINISHES

- To studies, reception rooms, bedrooms, cloakrooms, hallways, adjacent cupboards and lift lobbies: oak herringbone engineered wood flooring.
- To kitchens: porcelain ceramic tiles.
- To bathrooms - porcelain ceramic tiles.
(Note: Bath tops in Siles/one)
- To WC: white hexagonal tiles in a black border

WALL AND WINDOW FINISHES

- To her dressing room, master bedroom, his study, and bedrooms 2, 3 and 4: Eggshell painted timber dado height panelling and skirting on plasterboard.
- To fifth floor windows: eggshell painted profiled architraves.
- To her bathroom: Corinthian Beige limestone slabs.
- To his bathroom: Eramosa marble slabs.
- To bathrooms 3 and 4: Mohanos Creme limestone slabs.
- To bathroom 2 WC and shower enclosures and skirtings; Molianos Creme limestone stabs.

TO STAIR HALL:

Eggshell painted recessed timber skirtings, elsewhere matt painted plaster and specialist plaster finish to stair hub.

- To kitchen, dining room, reception room, sitting room, study, WC and lift lobby: Nero oak recessed timber skirtings, elsewhere matt painted plaster and specialist finish to lire place hub.

TO SIXTH FLOOR SLIDING WINDOWS AND DOORS

Triple glazed windows and doors in dark bronze powder coated aluminium with architraves and linings in Nero oak.

INTERNAL DOORS

TO FIFTH FLOOR

Eggshell painted wood panelled doors and architraves at room entrances and lift entrance.

TO SIXTH FLOOR

Eggshell painted sliding doors. Elsewhere eggshell painted panelled front door and architrave at lift entrance, with painted jib doors to cupboards and WC. Glazed sliding door between stair hall and main reception room.

BUILT-IN JOINERY, CUPBOARD AND CABINETRY

- To dressing rooms and wardrobes as noted on the drawings: bespoke built-in eggshell painted wardrobes with eggshell painted and panelled MDF doors and frames. Lacquered cedar wood veneers and lippings to cupboard linings.
- Shoe racks and draw packs in lacquered cedar veneered MDF, all with internal strip lighting.

IRONMONGERY

- Generally, all ironmongery in antique bronze, except bathrooms, which are in polished nickel.

KITCHEN

- Poggenpohl furniture in matt lacquer pebble grey and terra brown with Silestone worktop and toughened glass splashbacks. Miele appliances including coffee machine, fridge freezer, self-clean oven, combi microwave, integrated dishwasher and induction hob. Fusion mixer/boiling tap. Wolf recirculating extractor. Franke under-mounted steel sinks.

EXTERNAL PAVING

To terraces at north balcony and south terrace: dark oak grid paviours on pedestals.

STAIRCASE AT STAIRWELL

Cantilevered Nero oak finish staircase on concealed steel support structure with toughened glass balustrade with bronzed brass handrail.

OUTLINE SPECIFICATION FOR ENTRANCE HALL AND GROUND FLOOR LIFT LOBBY

FLOOR FINISHES

To entrance hall and lift lobby: oak herringbone engineered wood flooring with Portland stone whitbed margins.

WALL FINISHES

Eggshell painted full height panelling, panelled doors and skirtings, with profiled timber pilasters at perimeter of entrance hall.

CEILING FINISHES

Matt painted coffered fibrous plaster cornices and false work coffering with suspended plasterboard panels at entrance hall. Barrel-vaulted plasterboard ceiling and fibrous plaster cornices at lift lobby with matt paint finish to skim coat.

ENTRANCE LOBBY

To wall and soffit: full height wall and soffit panelling, comprising solid quarter sawn timber stiles, rails (including dado rails and skirtings), muntins and panels. Refurbished existing front doors and new pair of panelled European oak doors with clear single glazing and brass window comes. Coir matting in brass framed matwells with Portland stone whitbed surround.

STAIRCASE AND COMMUNAL LIFT LOBBIES ABOVE GROUND FLOOR

TO MAIN ESCAPE STAIRCASE AND LANDINGS:

Galvanised mild steel welded fabrication with channel and plate section treads, risers and landings with a specialist metallic finish application paint finish to exposed steelwork. Plasterboard soffits. toughened glass balustrading with tubular handrail and Domus Stontech range tile inserts.

COMMUNAL LIFT LOBBIES ABOVE GROUND FLOOR

- To floor: oak herringbone engineered wood flooring.
- To wall: eggshell painted full height panelling and panelled doors and skirtings.
- To ceilings: matt painted plasterboard ceilings with matt paint finish to skim coat and fibrous plaster cornices.

Local Directory



ANTIQUES

ALBERT AMOR

37 Bury Street, London SW1Y 6AU
020 7930 2444
www.albertamor.co.uk

PETER FINER

38/39 Duke Street, St James's, London SW1Y 6DF
020 7839 5666
www.peterfiner.com

ART GALLERIES

HAZLITT, GOODEN & FOX

38 Bury Street, London SW1Y 6BB
020 7930 6422
www.hazlittgoodenandfox.com

INSTITUTE OF CONTEMPORARY ARTS

The Mall, London SW1Y 5AH
020 7930 3647
www.ica.org.uk

LA GALLERIA PALL MALL

5b, Royal Opera Arcade, 30 Pall Mall, London SW1Y 4UY
020 7930 8069
www.lagalleria.org

MACCONNAL-MASON GALLERY

14 Duke Street St James's, London SW1Y 6DB
020 7839 7693
www.macconnal-mason.com

PHILIP MOULD & COMPANY

18-19 Pall Mall, London SW1Y 5LU
020 7499 6818
www.philipmould.com/gallery

STERN PISSARRO GALLERY

66 St James's Place, London SW1A 1NE
020 7629 6662
www.pissarro.net

THE NATIONAL GALLERY

Trafalgar Square, London WC2N 5DN
020 7747 2885
www.nationalgallery.org.uk

THE NATIONAL PORTRAIT GALLERY

St Martin's Place, London WC2H 0HE
020 7306 0055
www.npg.org.uk

BOOKSELLERS

DANIEL CROUCH RARE BOOKS

4 Bury Street, London SW1Y 6AB
020 7042 0240
www.crouchrarebooks.com

WATERSTONES

The Grand Building, Trafalgar Square, London WC2N 5EJ
020 7839 4411
www.waterstones.com

CIGAR SHOPS

JAMES J FOX

19 St James's Street, London SW1A 1ES
020 7930 3787
www.jjfoxpipes.co.uk

CLUBS

ATHENAEUM

107 Pall Mall, London SW1Y 5ER
020 7930 4843
www.athenaeumclub.co.uk

BOODLES

28 St James's Street, London SW1A 1HJ
020 7930 7166
www.boodles.org

BROOK'S

St James's Street, London SW1A 1LN
020 7493 4411
www.brooksclub.org

THE CARLTON

69 St James's Street, London SW1A 1PJ
020 7493 1164
www.carltonclub.co.uk

THE REFORM

104 Pall Mall, London SW1Y 5EW
020 7930 9374
www.reformclub.com

THE ROYAL AUTOMOBILE CLUB

89 Pall Mall, London SW1Y 5HS
020 7930 2345
www.royalautomobileclub.co.uk

THE TRAVELLERS

106 Pall Mall, London SW1Y 5EP
020 7930 8688
www.thetravellersclub.org.uk

WHITE'S

37 St James's Street, London SW1A 1JG
020 7493 6671

GUN SHOPS

WILLIAM EVANS

67A St. James's Street, London SW1A 1PH
020 7493 0415
www.willamevans.com

HOTELS

THE CAVENDISH

81 Jermyn Street, London SW1Y 6JF
020 7930 2111
www.thecavendish-london.co.uk

CORINTHIA HOTEL LONDON

Whitehall Place, London SW1A 2BD
020 7930 8181
www.corinthia.com

DUKES HOTEL

35 St James's Place, London SW1A 1NY
020 7491 4840
www.dukeshotel.com

THE RITZ

150 Piccadilly, London W1J 9BR
020 7493 8181
www.theritzlondon.com

SOFITEL LONDON ST. JAMES

6 Waterloo Place, London SW1Y 4AN
020 7747 2200
www.sofitel.com

THE STAFFORD

16-18 St James's Place, London SW1A 1NJ
020 7493 0111
www.thestaffordlondon.com

RESTAURANTS

CHUTNEY MARY

73 St James's Street, London SW1A 1PH
020 7629 6688
www.chutneymary.com

THE IVY

1-5 West Street, London WC2H 9NQ
020 7836 4751
www.the-ivy.co.uk

MURANO

33 St James's Street, London SW1A 1HD
020 3371 5559
www.cafemurano.co.uk

SAKE NO HANA

23 St James's Street, London SW1A 1HA
020 7925 8988
www.sakenohana.com

WILTONS

55 Jermyn Street, London SW1Y 6LX
020 7629 9955
www.wiltons.co.uk

THE WOLSELEY

160 Piccadilly, London W1J 9EB
020 7499 6996
www.thewolseley.com

WINE MERCHANTS

BERRY BROS. & RUDD

3 St James's Street, London SW1A 1EG
0800 280 2440
www.bbr.com

JUSTERINI & BROOKS

61 St James's Street, London SW1A 1LZ
020 7484 6400
www.justerinis.com

INTERIOR DESIGN & DECORATION

WOOLF

Interior Architecture & Design
020 8960 6858
www.woolfinterior.com

ART CONSULTANCY

The Artroom Ltd
07905 481 685
www.artroomlondon.co.uk

OCEANIC HOUSE



Contact

A development by Oceanic Property Holdings Ltd & Misland Capital Ltd.

For further information:



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ESTATES**

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E: paul@beauchamp.com



13 Hill Street,
London, W1J 5LQ
T: 44 (0) 20 7318 4677
E: simon.fernandes@struttandparker.com

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