

Beyond exclusive

There's more to private members' clubs than high style and status. Rupa Sudra visits three of London's finest to investigate how each of them has been carefully designed for work, rest and play



Home House

19-21 Portman Square, London, W1H 6LW

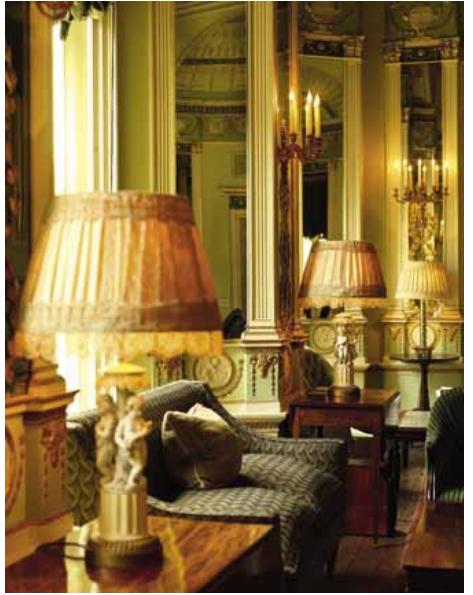
Home House is known for its bold architectural statements. Founded in 2004, this exclusive private members' club has drawn together three Georgian houses (19-21 Portman Square) and cleverly fused the old with the new.

The grand cantilever staircase at number 20 was designed by Robert Adam, one of the most celebrated architects of the 18th century, while the House Bar at number 21 was designed by Zaha Hadid, one of the

world's most eminent architects today.

"Zaha wanted to create something that would dominate the room – and she notoriously doesn't like edges," explains managing director Andrew Richardson. "It makes for a lot of fun when you need a flat surface to put a glass on!"

Both design styles complement their breadth of membership, Richardson says. "It's a perfect community. Several generations come here, and all from different professions." 



"It's the perfect community at Home House – several generations come here, and all from different professions"

Boundary

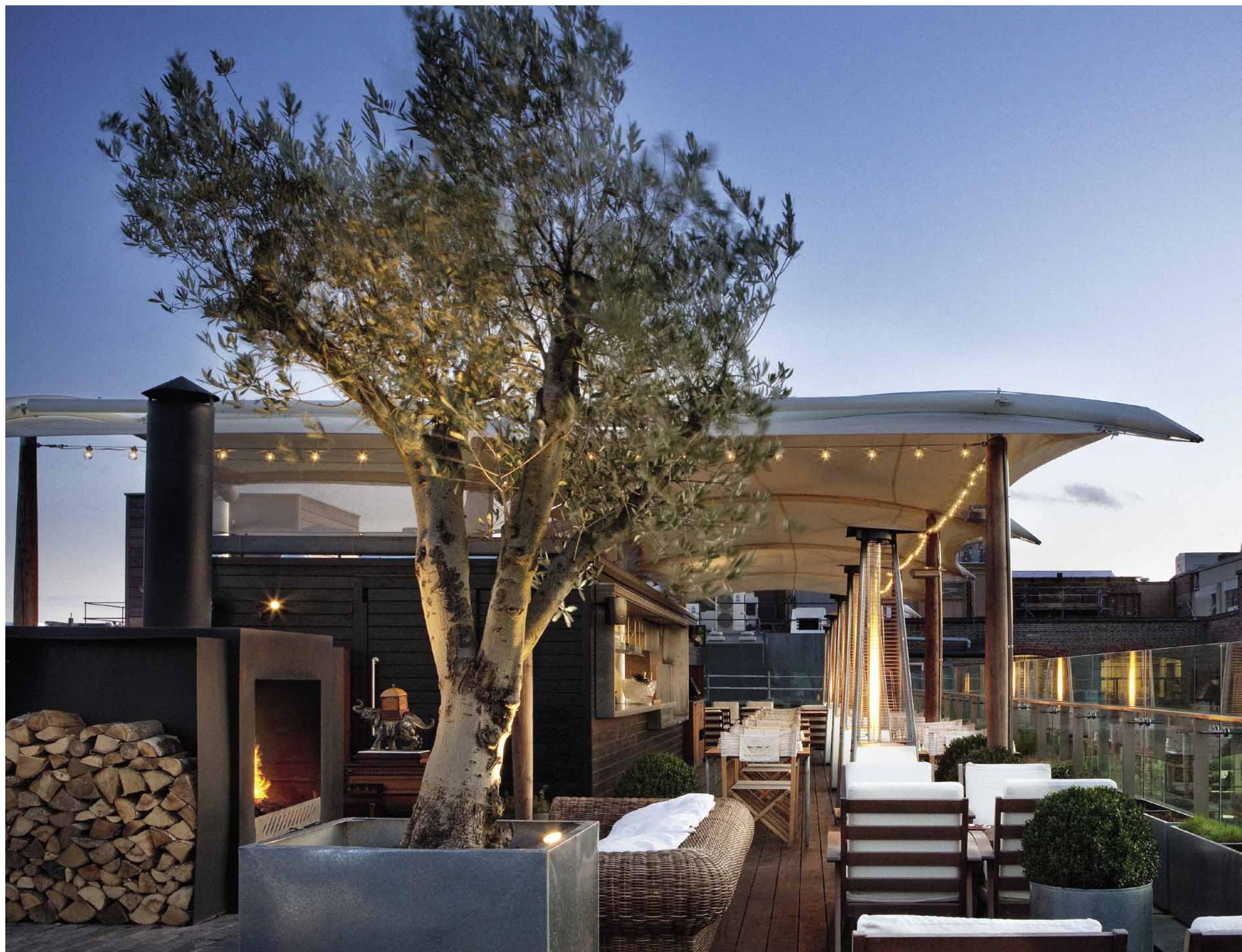
2-4 Boundary Street, Shoreditch, London, E2 7DD

Sir Terence Conran's foray into London's East End has seen him transform a Victorian warehouse into three restaurants and bars, 12 bedrooms, five suites, a bakery and a food store.

Not an easy feat, considering the building's Grade II listed status, but since opening on New Year's Eve 2008, Boundary has received rave reviews.

Its five suites, designed by Sir Terence Conran, Lady Conran, Priscilla Carluccio, Polly Dickens and Sir David Tang, are each unique in design. The 12 bedrooms were influenced by design greats, such as Andrée Putman, as well as international and historical design movements.

"The choice of bedroom styles makes us exciting," says joint owner and managing director, Peter Prescott. "Our regular customers always find a favourite room."



Crazy Bear

17 Mercer Street, Covent Garden, London, WC2H 9QJ

Meeting rooms don't have to be staid, corporate affairs – and they certainly are not at Crazy Bear, says membership director Vedran Milosevic.

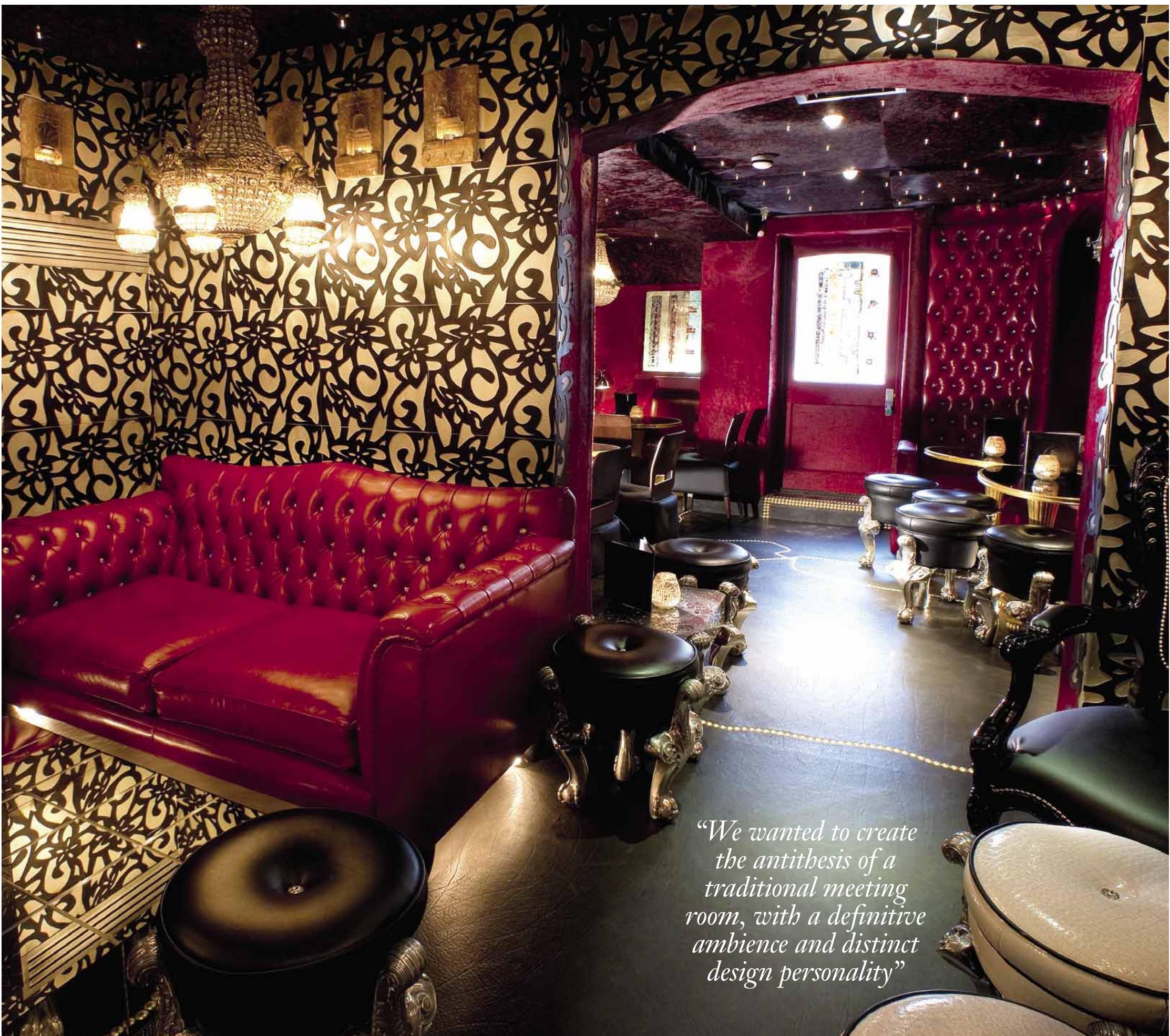
Featuring leather and suede walls studded with Swarovski crystals, bespoke leather furniture and a variety of chandeliers, this private members' club is more boutique in its design. This reflects Crazy Bear's eclectic mix of around 2,000 members,

who hail from the media and fashion worlds. Informal meetings take place in the cocktail bar, dining room and lounge, and a few select private rooms.

For these, Milosevic says: "We wanted to create the antithesis of a traditional meeting room. They have a definitive ambience and distinctive design personality, and have since been used for everything from creative brainstorming to launches and presentations."



From the cocktail bar to the informal lounge, the luxurious interiors at Crazy Bear make meetings seem a far less corporate affair



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