



Case Study Clarges

Division: Residential
Location: London
Project Duration: 16 months
Residential Director: Clive Mosby

Project Features

- 34 Luxury Apartments
- Crestron Lighting, Sound, Heating and Home Automation Solutions
- Fingertip Control
- Amina Invisible speakers
- Aquavision Bathroom TVs
- 4K Digital Media distribution

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Mayfair Elegance, Cutting Edge Tech

Clarges Mayfair is a super-prime development of 34 luxury residences by developers British Land. Situated in the heart of Mayfair with panoramic views over Green Park and Buckingham Palace, Clarges Mayfair comprises one to five bedroom apartments over ten storeys. Award-winning international architect Squire & Partners designed the development with bespoke interiors by award-winning Martin Kemp Design.

Clarges Mayfair benefits from a gated mews with secure drop-off, basement parking, a private wellness spa including a 25m swimming pool and fully equipped gymnasium, sauna, steam and treatment rooms, private cinema and a 24 hour concierge team.

British Land came to Smartcomm for the Audio Visual, lighting and IT installation. It wanted the full convenience of smart home functionality for their residents with a sophisticated, customised look. Smartcomm were able to produce a feature rich, high quality solution.





Intuitively Easy

It was important that residents, their families and staff, would be able to manage the controls and technology in each apartment easily. To achieve a high degree of intuitive use, Smartcomm installed the Crestron control system with flush mounted Crestron touch screen interfaces. These are designed to streamline and simplify all the apartment technology, from the AV and lighting to HVAC and curtains.

Rack Advantage

Smartcomm installed a central Audio Visual rack in each apartment, in discreet units. These central racks house remote sources, saving space in the living areas and making maintenance and upgrading easier.

Customised Chic

The flush mounted faceplates were custom finished to subtly enhance and meld with the exquisite interior design.

Waterproof Luxury

Aquavision TVs in the Bathroom with waterproof handheld remotes provide that extra taste of luxury and convenience.

Maximised Audio

Depending on the room, the acoustic requirements and the structural options available, invisible ceiling speakers and/or invisible wall speakers were installed. These deliver ambient music that emanates throughout the space with no visual footprint.

Audio Visual Adds Value

Generous rack space and pre-wiring with high quality HDMI 2.2 cabling allow for easy upgrading and the enhancement of the Audio Visual equipment in the apartments to full

4K ultra high HDMI video system. It also provides the capability to distribute Sky, Blu Ray and other sources throughout the apartments as required.

Although the standard installation is high quality, by offering an upgrade path, Smartcomm have been able to customise the solution for the new owners of these luxury dwellings. From curtain and blind automation to surround sound or simply new programmed iPads, the technology transforms the living space into a welcoming and much loved home.

For the apartments that are investment properties, upgrading the Audio Visual and home automation options not only adds wow factor but also helps distinguish the apartments from the standard configuration, increasing their value and making them easier to lease.

