



DISTINCTIVELY
London

FIVE DEFINING COMPONENTS FOR ULTIMATE LIVING
THE SETTING | THE PLACE | THE RIVER | THE INSPIRATION | THE DEVELOPMENT



DISTINCTIVELY
London

Chelsea Waterfront - the new dynamic Chelsea

A spectacular new development on London's River Thames - the first of its type on the north bank in Chelsea in over a hundred years and the only one that is literally in touch with the river.

It offers unrivalled views over London, exquisite apartments on the river's edge, incomparable restaurants, bars, shops and health & fitness facilities.



THE SETTING

SUPREME *Capital*

London is a city apart, the heart of a nation, the hub of its power, a jewel of a city with many facets. All the world is here, people, places, styles, races, art, architecture.





PRIME *Capital*

London, the major financial core for international business and commerce, one of three senior “command centres” for the global economy with every major bank in the city. This is further supported by over 50 Michelin-starred restaurants and over 50 five-star hotels. International fashion is in its DNA with shows, events and flagship stores for every major fashion brand.





CULTURAL *Capital*

Countless outlets for jazz, rock and comedy. Superb green spaces like Hyde Park, Green Park, Battersea Park and Kensington Gardens. International sights like Big Ben, Tower Bridge and Trafalgar Square. Major museums like the British Museum, the V&A, Tate Modern and the Science Museum. World Heritage Sites like the Tower of London, St Paul's Cathedral, Greenwich Royal Observatory and boasting numerous world class universities including Imperial College, UCL, LSE and King's College.

London - dynamic, imaginative, international

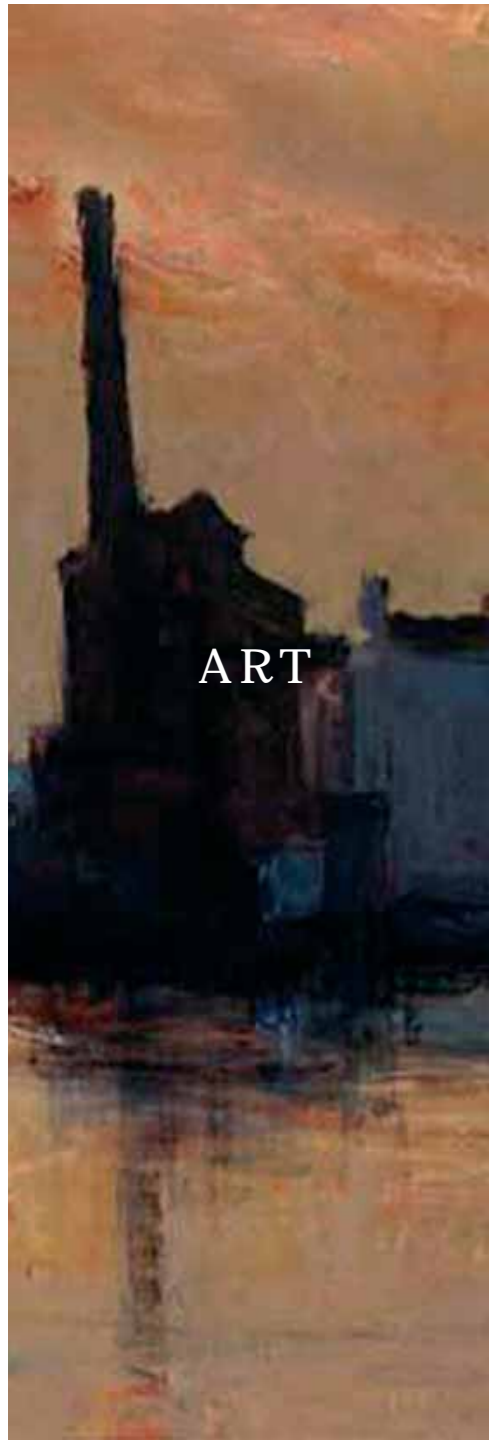


THE PLACE

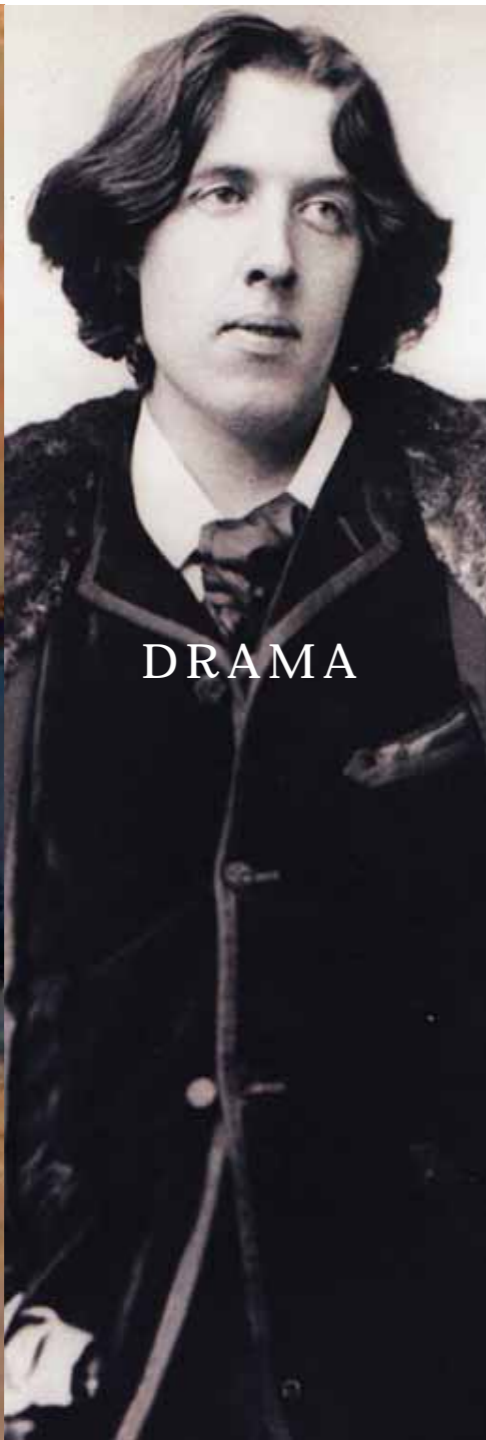
ESSENTIAL *Chelsea*

Today, Chelsea is London's natural artistic centre: the 'patron place' of art and fashion. Here, in the Royal Borough of Kensington and Chelsea you can have a place in the nation's history. Here you can rub shoulders with the capital's best - because you have discovered one of the finest addresses on the globe.

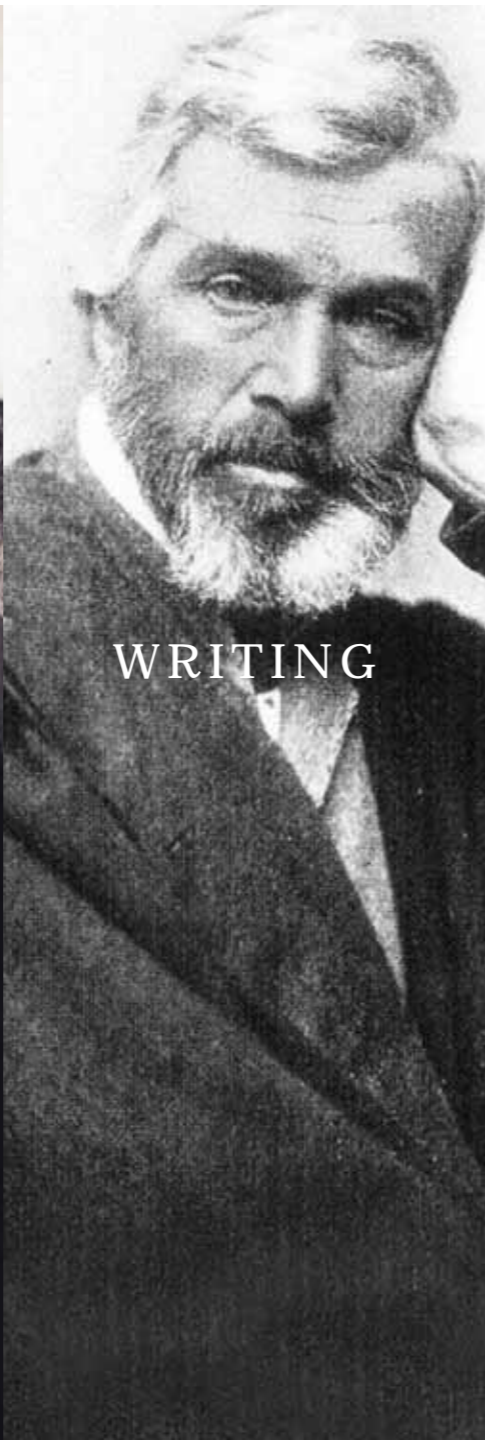




ART



DRAMA



WRITING



FASHION



MUSIC



STYLE



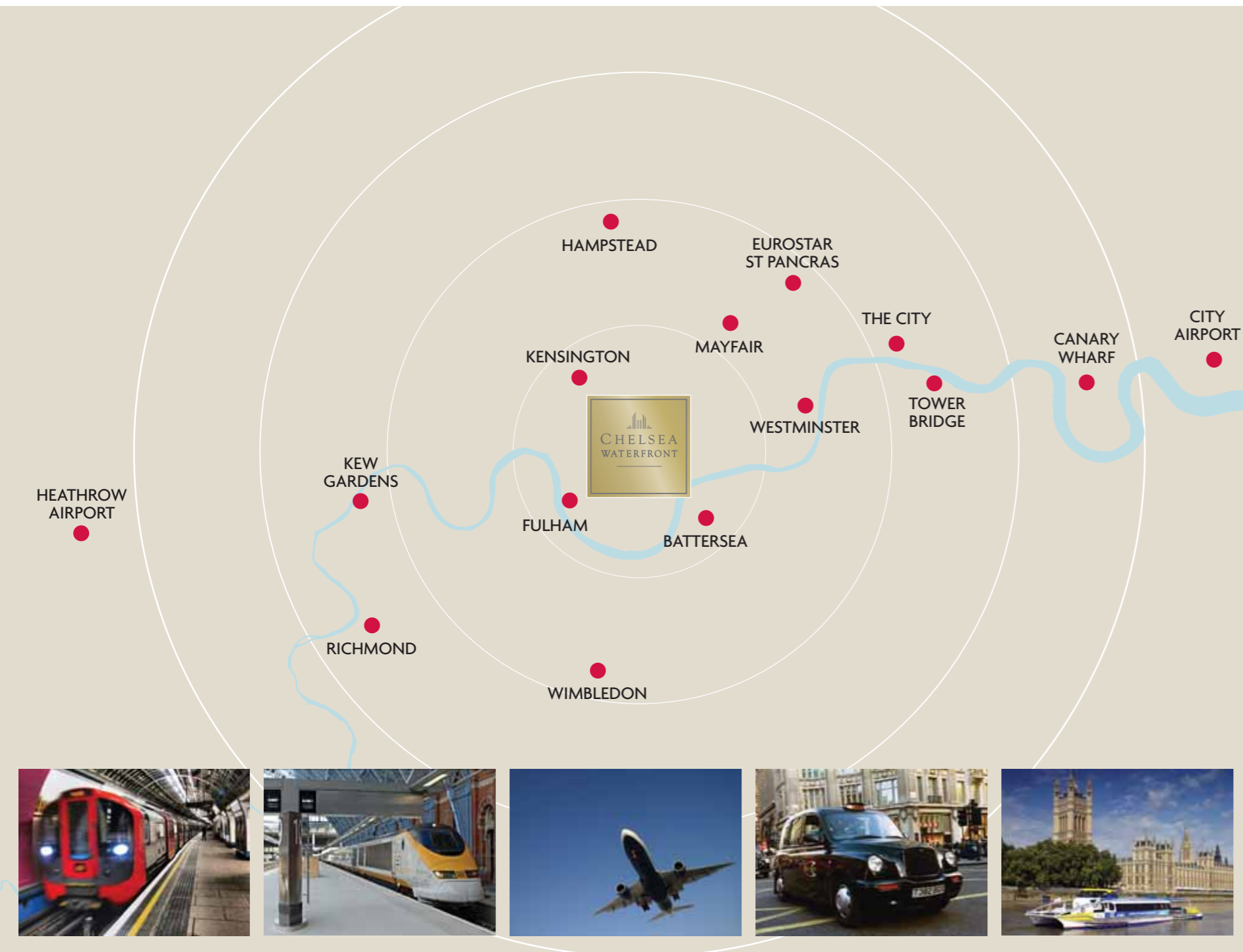
DESIGN

Chelsea has developed as London's natural artistic quarter

Many great historical figures have flourished and been nourished here: painters, poets, writers, playwrights, dancers, actors, architects, designers, engineers, politicians and explorers from Thomas More to Scott of the Antarctic, William Turner to James Whistler, TS Eliot to AA Milne, Agatha Christie to Oscar Wilde.

Chelsea is home to:
The Royal Court Theatre of Osborne, Wesker and Arden.
The Chelsea College of Arts – Nash, Kapoor and Hockney.
The Cadogan Hall of the Royal Philharmonic Orchestra.

CREATIVE *Chelsea*



UNDERGROUND*

KENSINGTON	12 mins
OXFORD CIRCUS	17 mins
BANK	36 mins
CANARY WHARF	40 mins

MAINLINE STATIONS*

VICTORIA	18 mins
PADDINGTON	21 mins
ST PANCRAS	34 mins
LIVERPOOL STREET	45 mins

AIRPORTS*

HEATHROW	44 mins
GATWICK	47 mins
CITY	56 mins
STANSTED	95 mins

TAXI

SLOANE SQUARE	8 mins
PARK LANE	11 mins
HIGH ST KENSINGTON	15 mins
OXFORD STREET	21 mins

RIVERBOAT SERVICES

PUTNEY	20 mins
EMBANKMENT	25 mins
BLACKFRIARS	35 mins

* Times from Imperial Wharf Station

CONNECTED *Chelsea*



World leader in fashion, avant-garde in style, it is often said the '60s started here on the King's Road.

The King's Road is Chelsea's celebrated High Street and one of London's most fashionable shopping locations. The area abounds with international designer boutiques and names like Chanel, Quant, Westwood, Jimmy Choo, Calvin Klein, Armani, Stella McCartney, Manolo Blahnik, Tiffany and Joseph.

Here in Chelsea are some of the finest restaurants in London, including Gordon Ramsay, Bluebird, Bibendum, Tom Aikens, Launceston Place and Medlar, many of which have been awarded Michelin stars.

DYNAMIC *Chelsea*

THE RIVER

ETERNAL *Thames*

London, one of the world's finest cities. The Thames, one of the world's most celebrated rivers. London and the Thames, one of the world's greatest partnerships.





To view the great river from the heights of Chelsea Waterfront's towers offers a unique chance to grasp its majesty, the rural romantic and the rugged.

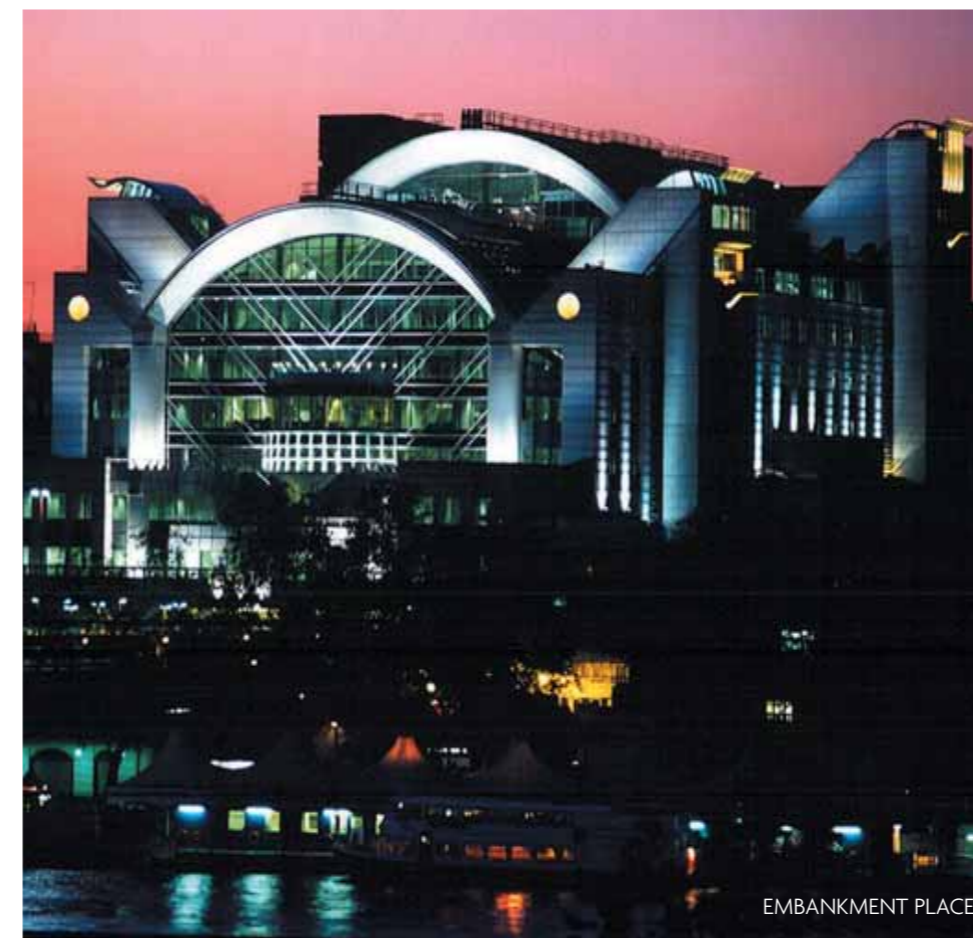
They were building ships here before the Romans arrived. Ships of war took shape during mediaeval times. Docks, wharfs and quays emerged during the 17th and 18th centuries, and by the 19th merchant ships were trading with the furthest corners of the world.

The glistening glass towers of Chelsea Waterfront are superbly placed to salute the Thames arriving from the rural west and to see it on its way to the east.

THE INSPIRATION



MI6 BUILDING



EMBANKMENT PLACE



EASTERN NEW TOWN VILLAGE, NINGBO, CHINA



PEAK TOWER, HONG KONG



REGENT'S PLACE



THE POINT



Z15 TOWER, BEIJING

WORLD *Renowned*

Breathing new life into an older part of Chelsea took inspiration, ingenuity, enterprise and ambition. And something else: dedication to the principles and practices of regeneration. Sir Terry Farrell is one of the world's most pre-eminent Post-Modernist architects and one of the world's distinguished masters in urban planning. Above all, he has mastered the art of regeneration, and at Chelsea Waterfront created a thing of beauty, through reinvention and restoration.

Sir Terry's list of regeneration projects include Beijing South Railway Station - largest in Asia, Guangzhou Station - largest in the world, Thames Gateway - Europe's largest regeneration project, Earls Court Masterplan... and many more.





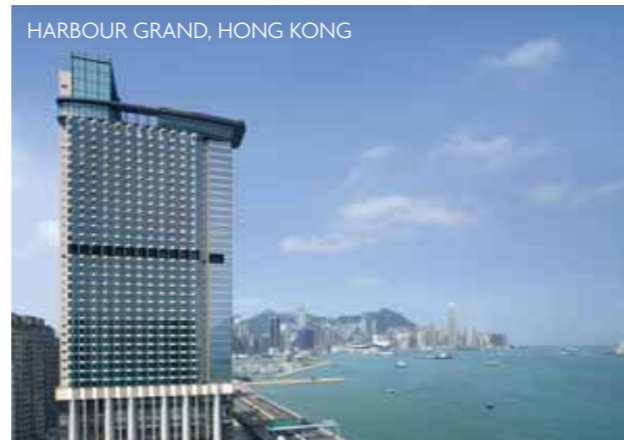
CHEUNG KONG CENTER, HONG KONG



1881 HERITAGE, HONG KONG



ORIENTAL PLAZA, BEIJING



HARBOUR GRAND, HONG KONG



GRAND LUCAYAN, GRAND BAHAMA ISLAND,
THE BAHAMAS



THE CENTER, HONG KONG

UNIVERSAL *Vision*

Every outstanding architect depends on the support of experienced management and powerful resources - artists of all kinds have always needed their patrons.

As a fully-integrated, multi-disciplinary property developer, Cheung Kong Property has a diverse range of capabilities. Its principal activities encompass residential, commercial and industrial property development and investment; hotel and serviced suite operation; and property and project management.



ALBION RIVERSIDE, LONDON



MONTEVETRO, LONDON



CONVOYS WHARF, LONDON



28 BARKER ROAD, HONG KONG



THE RIVERSIDE, GUANGZHOU, CHINA

GLOBAL *Enterprise*

Cheung Kong Property has more than 40 years experience in Hong Kong, where it has developed one in seven private residences.

As one of the world's leading international property developers, Cheung Kong Property creates large-scale developments throughout the world with offices in Hong Kong, Singapore, the Bahamas, London and 21 cities across mainland China.

THE DEVELOPMENT

SPECTACULAR *Architecture*

Two glass towers of 37 and 25 storeys; The Metropolitan Building converted from the iconic Power Station into residential apartments; low rise apartments on the River's edge set around landscaped water gardens, all connected by three new interlinking bridges across the creek.





INGENIOUS *Design*

600 metres of unique waterfront living set in exquisite gardens and squares. Each separate architectural mix and infrastructure is devised to meet the needs of a particular time.

Incomparable restaurants, bars, shops, health & fitness facilities: a spectacular new development literally in touch with the River.

KEY TO BUILDINGS

- | | |
|--------------------|--------------------------|
| 1. CLAYDON HOUSE | 5. WEST TOWER |
| 2. CHARTWELL HOUSE | 6. METROPOLITAN BUILDING |
| 3. COMPTON HOUSE | 7. THE ROTUNDA |
| 4. EAST TOWER | |





TRANQUIL *Ambience*

A family of exclusive residential buildings, Claydon House, Chartwell House and Compton House set amid serene landscaped gardens by the edge of the Thames.





EXCEPTIONAL *Elegance*

The sleek glass Towers offer unrivalled views over London and the Thames and are unique in being the only residential towers in Chelsea by the river.

The daring and adventurous composition of the Towers rises imperiously from the old historic Power Station.





ULTIMATE *Transformation*

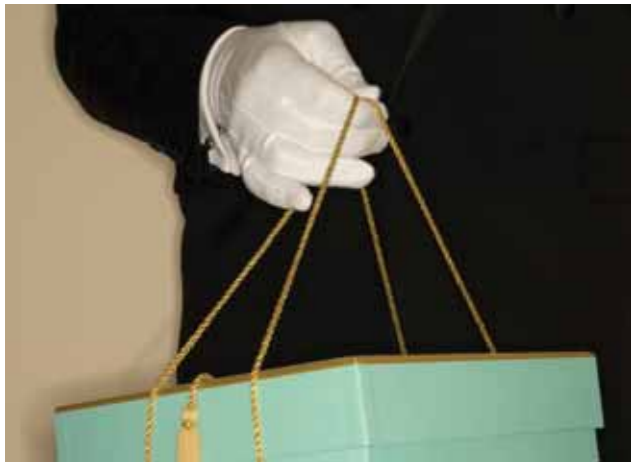
Originally built to power London's underground transport system, the largest ever built at its time, the Power Station made a massive contribution to London's development during the industrial age: in short, a monument to Victorian enterprise and achievement which endured for a century.

Now it has been transformed, equally imaginatively, to the highest quality luxury loft-style apartments together with high class restaurants, bar, cafes, boutique shops and a health & fitness club.

The ultimate transformation into the ultimate in luxury living.


CHELSEA
WATERFRONT

**METROPOLITAN
BUILDING**



EXCLUSIVE *Luxury*

Chelsea Waterfront, a study in sheer opulence, spectacular architecture, pure design. And supreme service, it is refined, modern, comprehensive and sophisticated. A highly trained 24-hour dedicated concierge team provides a wealth of services from house management to bespoke requirements.

Whether at home or abroad, residents at Chelsea Waterfront will rest assured that their apartments and the total environment in which they are set will receive the highest standard of care and attention.





EXQUISITE *Interiors*

Chelsea Waterfront, interior design to the most exacting standards:
nothing compromised, nothing conceded, nothing chanced.

Where quality is unconditional:
from the polished granite of work surfaces, to the warmth and
colours of natural materials,
from the refined metalwork of stainless steel appliances, to the
impeccable joinery of kitchen cabinets,
from walls, floors, vanity units of pure hand-selected materials to
ceramic basins, chrome fittings, with lighting to enhance the tones,
and colours to suit the mood.

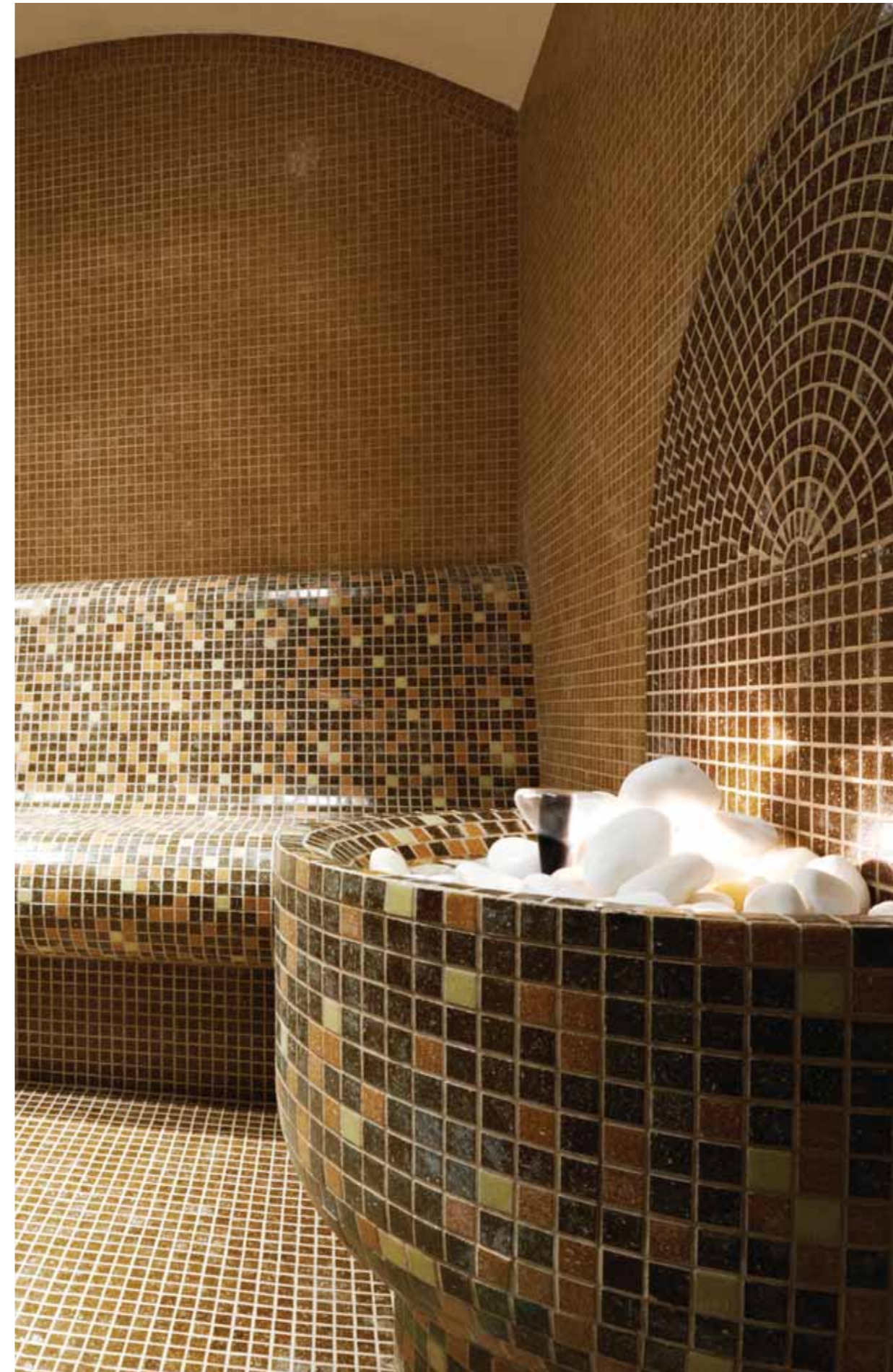




HEALTHY *Living*

Today's hectic lifestyle means there is a greater demand for relaxation and regeneration.

At Chelsea Waterfront residents will have the opportunity to relax and unwind in the luxuriously appointed, state of the art leisure facility which will include a fully equipped gymnasium with the latest cardio and kinetic equipment, swimming pool, jacuzzi, sauna and steam room.





FINE *Dining*

In its restaurants, its cafes, its bars, its styles and its attitudes Chelsea Waterfront is quite simply a statement in unashamed elegance.

You dine here, you drink here, you talk here, you relax here, you enjoy here and quite simply you live here in a manner and style that is frankly superb, distinct and unmatched, anywhere.



Chelsea Waterfront

It took an artist to visualise this dream.
Who wouldn't want to live it?





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A DEVELOPMENT BY



SALES AGENTS



Member of Cheung Kong Property Group



長江實業地產成員
Member of Cheung Kong Property Group



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