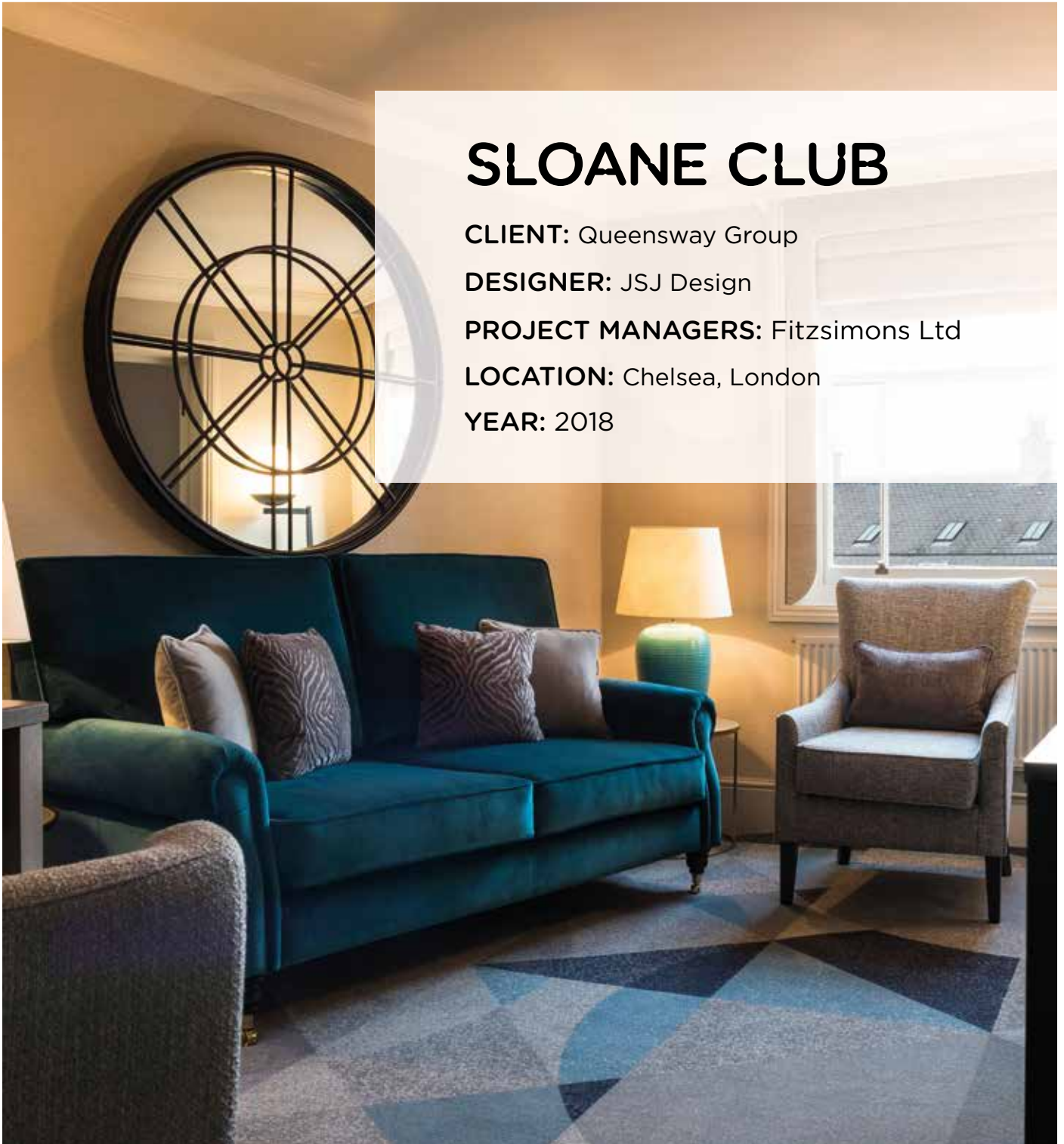


NOVA

YOUR SPACE: INFINITE POSSIBILITIES



SLOANE CLUB

CLIENT: Queensway Group

DESIGNER: JSJ Design

PROJECT MANAGERS: Fitzsimons Ltd

LOCATION: Chelsea, London

YEAR: 2018

THE PROJECT

Queensway group, a family owned operator of hotels, restaurants and coffee houses recently acquired The Sloane Club, a private members club offering luxurious serviced apartments, accommodation, fine dining, events space and spa treatments. Queensway's transformation of The Sloane Club apartments represents the 1st phase of a project to rejuvenate the venue, bringing together its quintessentially British history and the unique perspective on hospitality of its new owners.

THE FURNITURE

The brief for the design scheme at The Sloane Club apartments focused on capturing the luxury of the brand. To achieve this, JSJ Design utilised Nova Interiors' product design service and expertise to develop a bespoke range of desk chairs. The Talbot Sofa, Garden House Armchair and Hogarth armchair were carefully selected from Nova Interiors standard product range.



BESPOKE PRODUCTION

Furniture designer, Ian Jones who managed the project, worked alongside JSJ Design to bring their concept to life. The bespoke 'Sloane Desk Chair' is a contemporary compact desk chair with a loose seat cushion and tubular metal base with brass effect finish.



TALBOT SOFA



SLOANE DESK CHAIR

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