

THE OWO

Your development guide to **The OWO**



Look anew upon these stone façades,
What is it that you see?
A palace fortress built on Whitehall,
Crowned with history.

Within its walls, a world extends,
And tempts us yet to wander.
And hence we drift on silent feet,
Our minds now primed to ponder.

The grand entrance of The OWO on Whitehall, with hotel rooms and heritage suites of Raffles London facing towards St James's Park.





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TEAM

N°07



VISION

“The OWO will be my greatest legacy to London for future generations to enjoy”

**GOPICHAND
PARMANAND
HINDUJA**

**CO-CHAIRMAN,
THE HINDUJA GROUP**

An aerial photograph of London, England, showing the River Thames, the Palace of Westminster, St James's Park, and Theatreland. The text 'THE OWO' is overlaid in white, with a vertical line pointing to a specific building in the Theatreland area.

THE
OWO

A short stroll from The OWO takes you to the Thames riverside, the Palace of Westminster, the green spaces of St James's Park and Theatreland.

Destiny was set
within these walls

CHAPTER 1

HISTORY

The Old War Office played a pivotal role at key moments in the 20th century, when legendary figures such as Winston Churchill and Lawrence of Arabia walked these corridors of power - and steered the world's course.

Legends planned, plotted and toiled in these rooms



SIR WINSTON CHURCHILL

As Secretary of State for War from 1919-1921, Sir Winston Churchill occupied the grand suite of offices in the War Office on Whitehall.

For much of the 20th century these offices and corridors teemed with activity. Messengers delivered telegrams and deciphered signals. Clerks typed away day and night during times of international crisis. And whether soldiers, politicians or spies, many of the era's most legendary figures worked here.



T.E. LAWRENCE

“The marble stairs are only for Field Marshals and charwomen,” quipped young Lt. Lawrence in 1914, just before he found fame as Lawrence of Arabia.



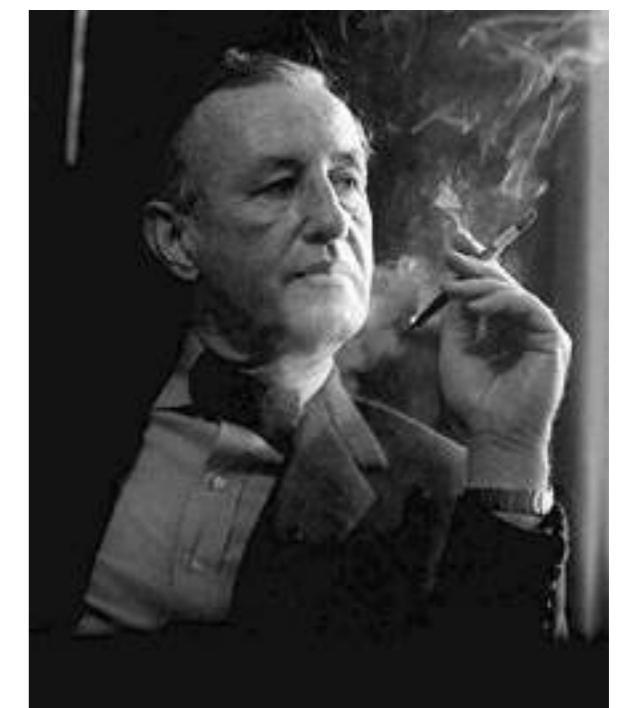
JOHN PROFUMO

Scandal came to the War Office in 1963 when it was revealed that John Profumo, Secretary of State for War, shared a mistress, Christine Keeler, with a KGB spy.



SIR MANSFIELD CUMMING

A British naval officer and the first head of the War Office's Secret Intelligence Service, Cumming lived and worked in Whitehall between 1909 and 1922.



SIR IAN FLEMING

As a young intelligence officer, Fleming found inspiration at the War Office for 007 and the James Bond character that would become a cinematic legend.

The sculptures 'Victory & Fame' perched on the Horse Guards Avenue façade.



**HIGH ABOVE WHITEHALL THE
DRURY SCULPTURES SIT QUIETLY
AND PENSIVELY**



Four pairs of imposing allegorical statues, standing 13 feet tall, high up on the façade of The OWO, were carved by Alfred Drury, one of the most prominent architectural sculptors of his era. "Each of the figures signified something that is nobly imagined and finely thought out," declared The Studio Magazine when the building opened in 1906.

A building reborn
for a new age

CHAPTER 2

TRANSFORMATION

The Old War Office is remade, with Raffles' first London hotel, a collection of landmark dining concepts and The OWO Residences by Raffles. A monumental project of aesthetic ambition, technical ingenuity and fine craftsmanship.

Architectural treasures, cherished and restored



The architectural and design teams have retained much of the original fabric of the Grade II*-listed building, with its handsome proportions, exquisite detailing and fine materials. Remarkable architectural features such as the grand marbled central staircase and the intricate domed ceiling plasterwork have become awe-inspiring showstoppers in the new design.



The Horse Guards Avenue arches lead into the majestic Quadrangle Courtyard within The OWO. Here, residents' valet parking is on hand at the dedicated residents' entrance.



The OWO viewed from the royal St James's Park and the arches of Horse Guards Parade.



The OWO Residences by Raffles are located in the quiet side streets on either side of the building towards the River Thames. Shown here is one of the two residences featuring a private three-storey turret.



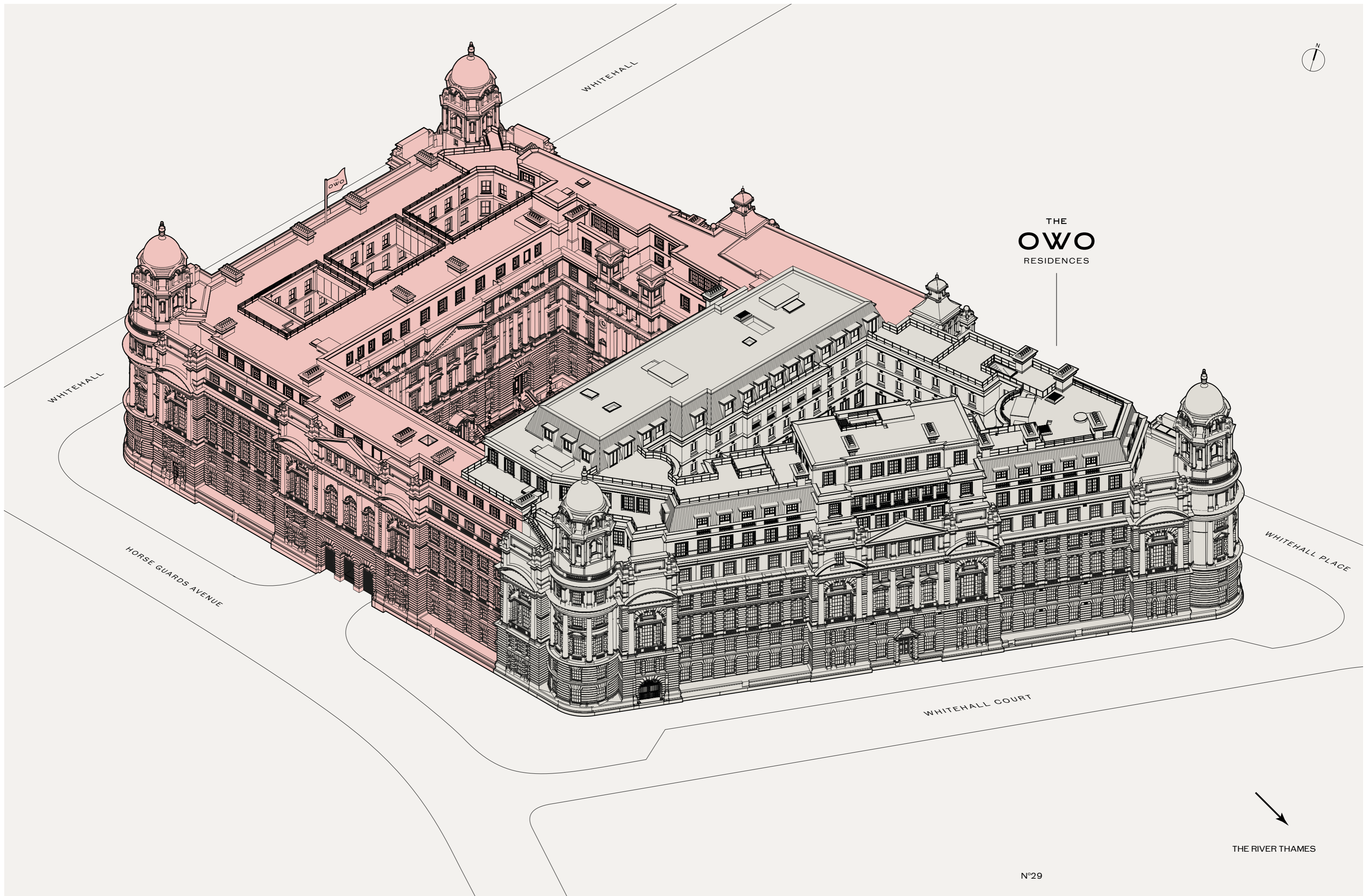
**THROUGH TOWERING
PORTALS A GLITTERING
NEW WORLD AWAITS**



The lofty scale and soaring ceiling heights in The OWO are retained in the new design, lending it a grandeur rarely seen in residential developments. New subterranean floors house a ballroom, swimming pool and private parking, while rooftop floors have been added with the utmost ingenuity to create light-filled spaces and terraces with some of the best views in London.



THE
OWO
RESIDENCES



WHITEHALL

WHITEHALL

HORSE GUARDS AVENUE

WHITEHALL COURT

WHITEHALL PLACE

THE RIVER THAMES

Homes without
precedent

CHAPTER 3

RESIDENCES

Edwardian splendour is reimagined to provide the pinnacle of contemporary living at The OWO Residences, with 85 distinctive homes enjoying the most elevated levels of service from Raffles.



RAFFLES
LONDON



Living room: high ceilings, dark-wood floors and floor-to-ceiling windows create a mood of understated sophistication in this second floor reception space.



CRAFTSMANSHIP AND ELEGANCE

Kitchens feature finely-crafted custom cabinetry by leading British maker Smallbone of Devizes, along with Perla Venata surfaces, Crema Marfil stone floors and exquisite details such as brass inlay.

Rooftop terrace: this spectacular duplex Residence includes a large private terrace affording captivating views – and its own turret.





TO BATHE, TO RESTORE

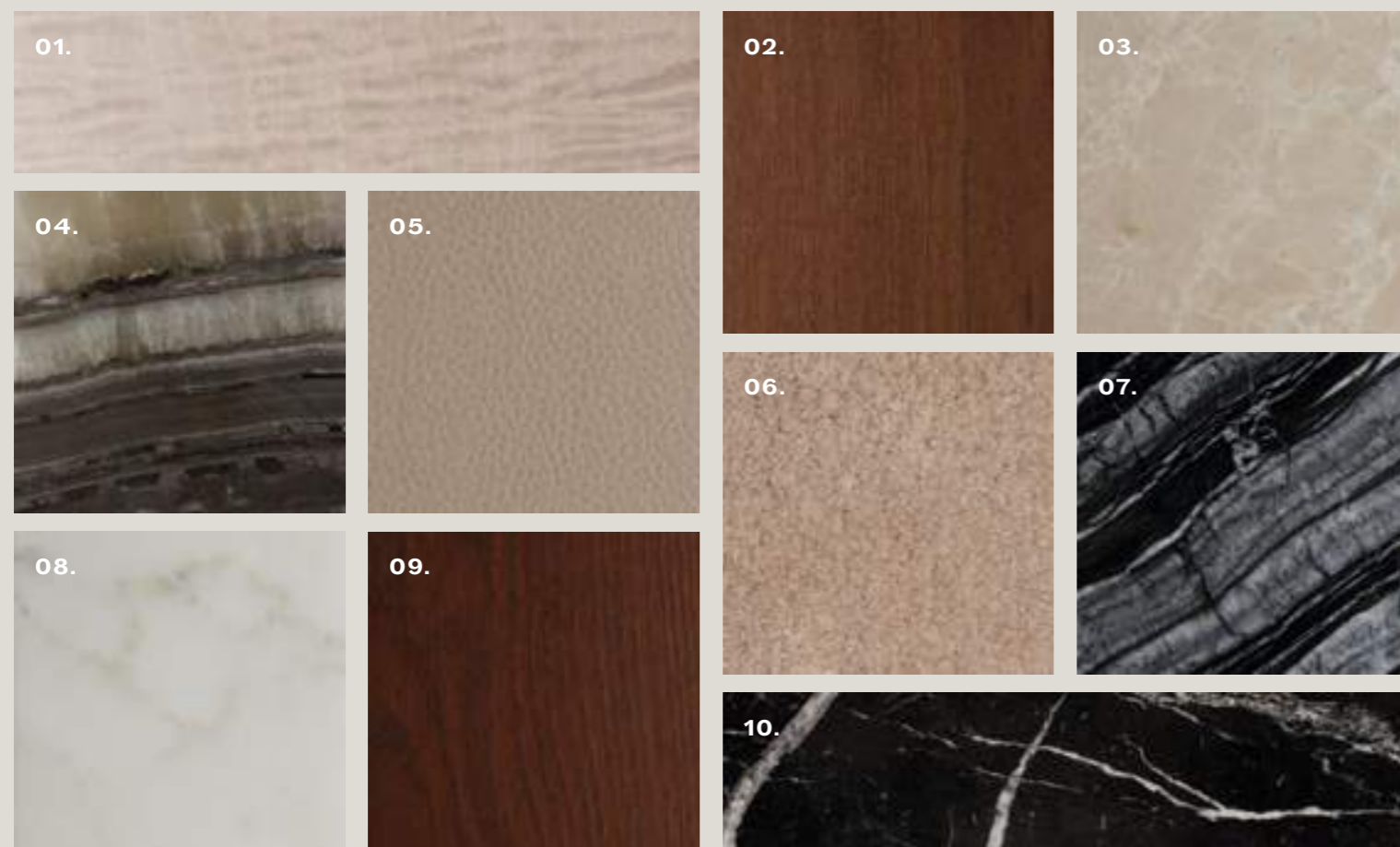
Every Residence is a home like no other, each its own unique masterpiece in modern living, using the finest marbles, and tapware by Waterworks.



N°40

N°41





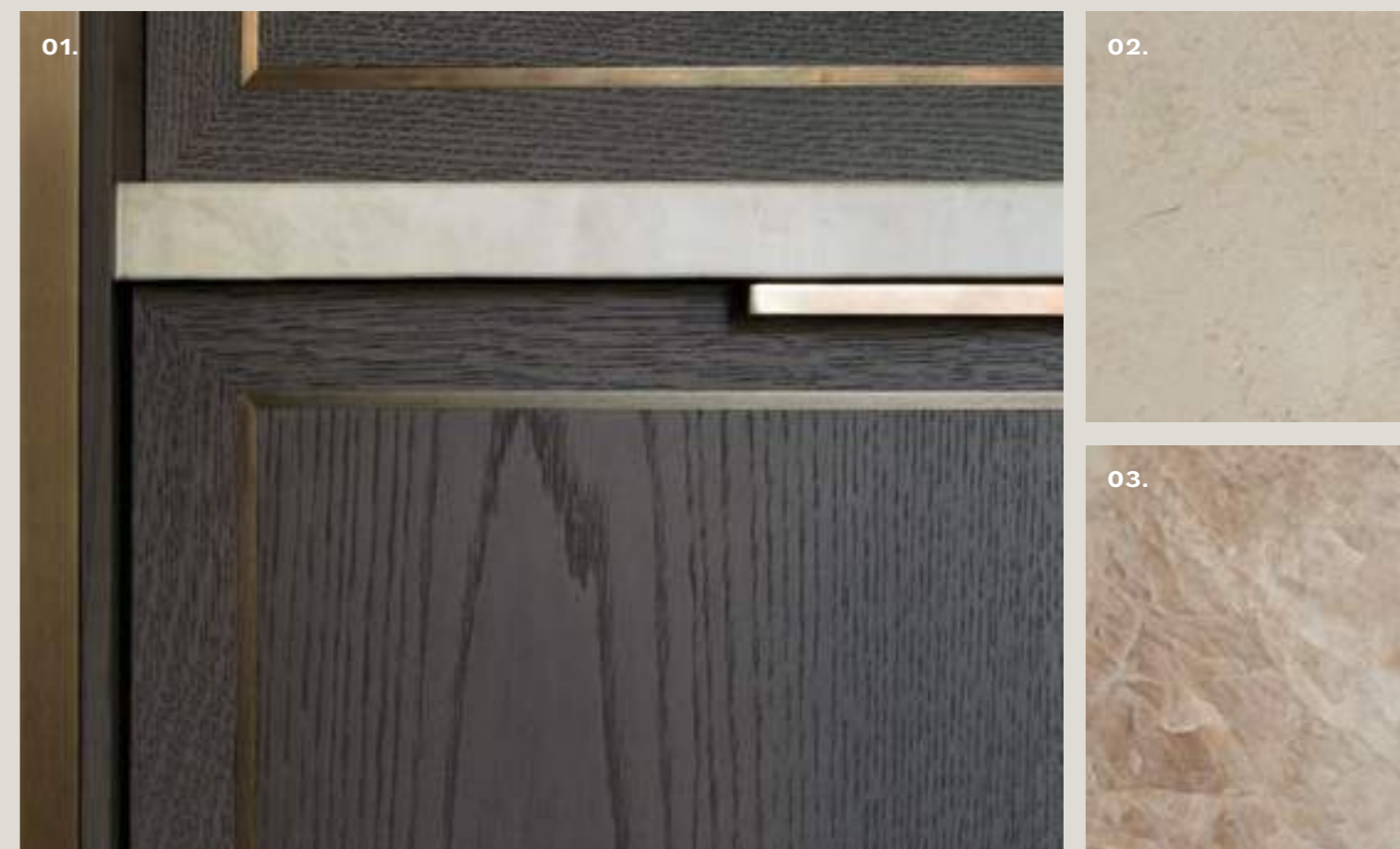
THE MATERIALITY OF LUXURY EXPRESSED IN MARBLE AND WOOD

A delicate palette in the bathrooms and powder rooms mixes creamy and black-veined marbles with softer pinks, stones and figured sycamore.

Featured materials:*

- | | |
|--|---|
| 01. Figured Sycamore: Wardrobe Joinery, Principal and Secondary Bedrooms; Vanity Cabinet, Guest WC | 06. Mercenised cotton carpet, 100% hand-tufted: Secondary Bedroom |
| 02. American Cherry: Vanity Cabinet, Principal Bathroom | 07. Silver Wave: Guest WC vanity stone |
| 03. Crema Sofia: Floor and Walls, Principal Bathroom | 08. Calacatta Brazil: Floor, Guest WC |
| 04. Elegant Grey Onyx: Principal Bathroom vanity stone | 09. Stained oak with bronze ironmongery: Floors and Doors |
| 05. Faux leather interior: Principal Bedroom Wardrobe | 10. Nero Marquina: Mosaic entrance and circulation flooring laid with White Camponili |

*Indicative materials only.



FINELY CRAFTED MARQUETRY ADDS THE RICHNESS OF DETAIL

The kitchen juxtaposes a variety of textures including wood grain, brass inlay, fluted glass and the smoothest of polished marbles.

Featured materials:*

- 01. Oak timber finish with brass inlay: Joinery, Kitchen
- 02. Crema Marfil: Floor, Kitchen
- 03. Perla Venata: Worktop, Kitchen

AMENITIES

With just 85 homes, owners will be part of a very select community with full access to exceptional facilities available only to residents. Meticulously appointed spaces and the impeccable, gracious service for which Raffles is renowned, combine to create a true lifestyle experience.

A full list of the extensive residential amenities, inclusive and à la carte services is available on request.

UNPARALLELED AMENITIES EXCLUSIVELY FOR RESIDENTS INCLUDE:

- Dedicated Residents' entrances
- Club Lounge
- Private Dining Room
- Work Spaces & Meeting Rooms
- Several Formal & Informal Lounges
- Garden Room
- Private Landscaped Garden

RESIDENTS' WELLNESS SPA

- Treatment Suite
- Gym Lounge
- Steam & Sauna
- Changing Rooms
- State-of-the-art Gym
- Weights and Stretching Zone
- Pilates Studio
- Yoga Studio
- Personal Training Studio
- Access to hotel's 20m Swimming Pool
with separate Vitality Pool*

LEISURE

- 16-seat Cinema
- Games Room equipped with Bar

ADDITIONAL

- Secure parking with number plate recognition
- Electric Vehicle Charging Stations
- Chauffeur rest facilities
- Secure storage units
- Secure bicycle storage

* the only amenity shared with hotel guests

St James's Room: one of several elegant private spaces for the exclusive use of residents leading to the private dining room.





Residents' Private Dining Room: served by The OWO's restaurants or your own private chef, this charming room features bespoke wallpaper inspired by the English countryside.



Swimming pool: an elegant space with double-height ceilings, the 20-metre Raffles hotel pool designed by Goddard Littlefair.

Gym: offering an abundance of natural light, the residents' gym has state-of-the-art equipment. Personal training can be arranged by the residents' concierge team.

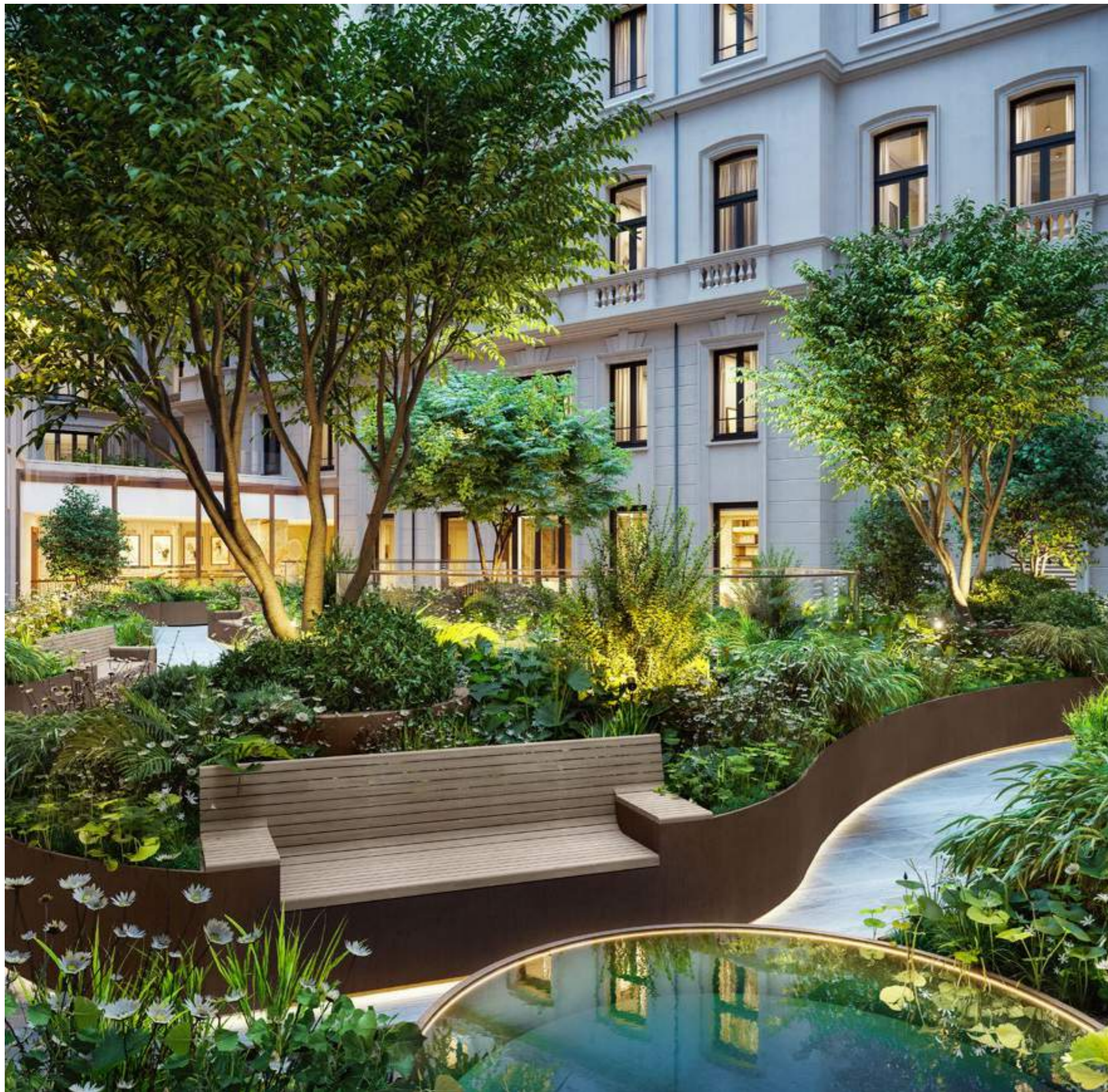




Private cinema: residents can host private screenings in this elegant 16-seat cinema, designed in the sumptuous, classical style of a British theatre.

The Games Room: the sophisticated Art Deco decor adds a members club ambience while a bar amenity makes this space ideal for hosting private events.





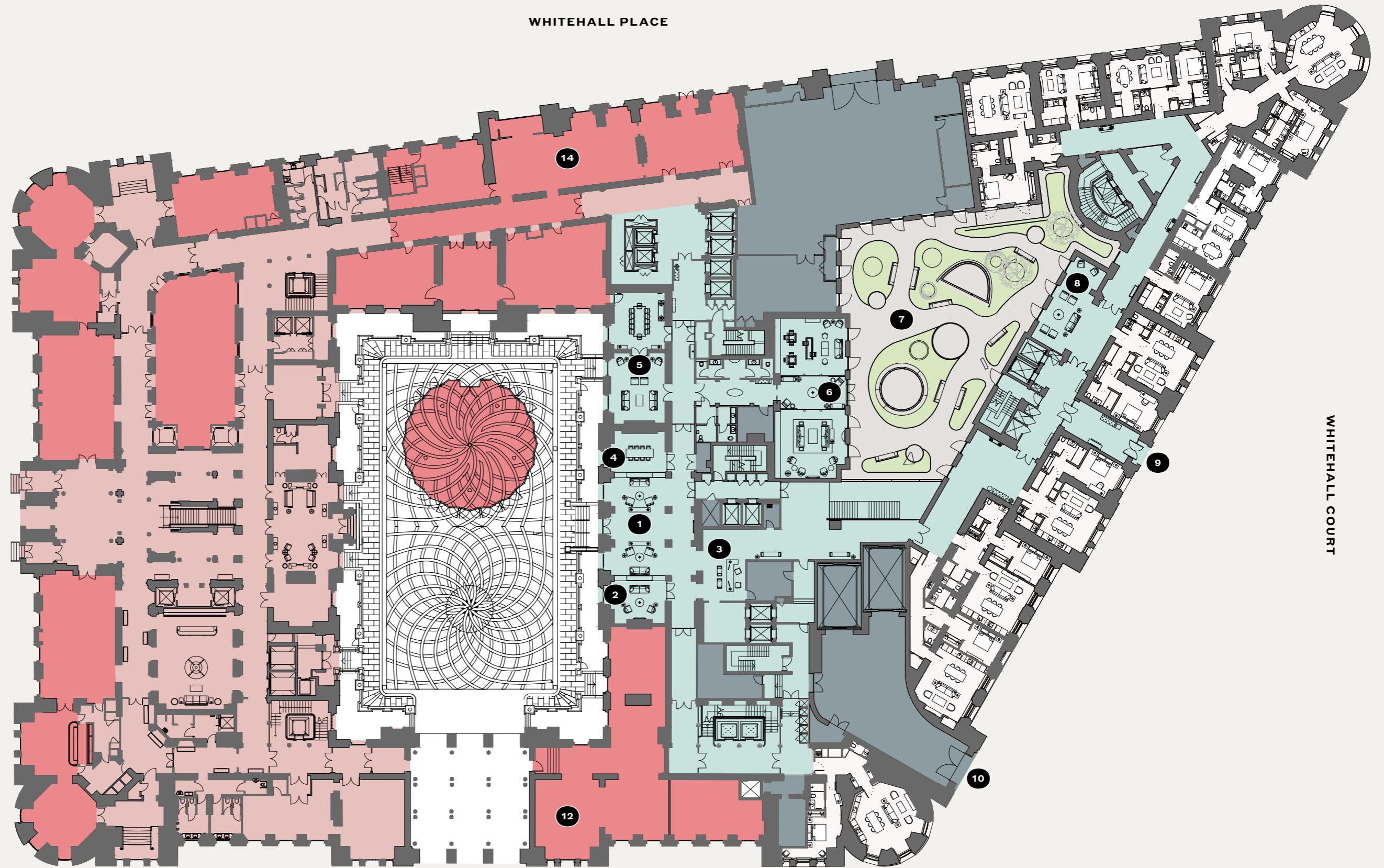
**MOMENTS FROM
LONDON'S BUSTLE,
AN OASIS AWAITS**



With its contemporary landscaping and sculptural water features, the Marcus Barnett-designed Garden is a haven for residents' exclusive use. Winding paths and imaginative English planting allow for moments of tranquility, while its vistas of greenery can be savoured when viewed from the Residences.



WHITEHALL PLACE



WHITEHALL COURT

HORSE GUARDS AVENUE

Additional residential amenities including gym, fitness studios, treatment suite, games room and cinema are located on the lower ground floor.

A haven of charm
and glamour

CHAPTER 4

RAFFLES

Since it opened its doors over 130 years ago in Singapore, Raffles has been synonymous with the world's finest hospitality. Now, with Raffles at The OWO, the world's most famous hotel comes to London.

The original Raffles Hotel in Singapore was built in 1887 and quickly became known for its glamour and gracious service. There are now Raffles hotels in the world's very best locations, from the US to China, South East Asia, the Middle East and Europe. Raffles at The OWO will be the brand's first hotel in the UK and its first Residences in Europe.





RAFFLES

“Raffles has been waiting 130 years for a chance like this.”

**SÉBASTIEN
BAZIN**

**CHAIRMAN AND CEO,
ACCOR**

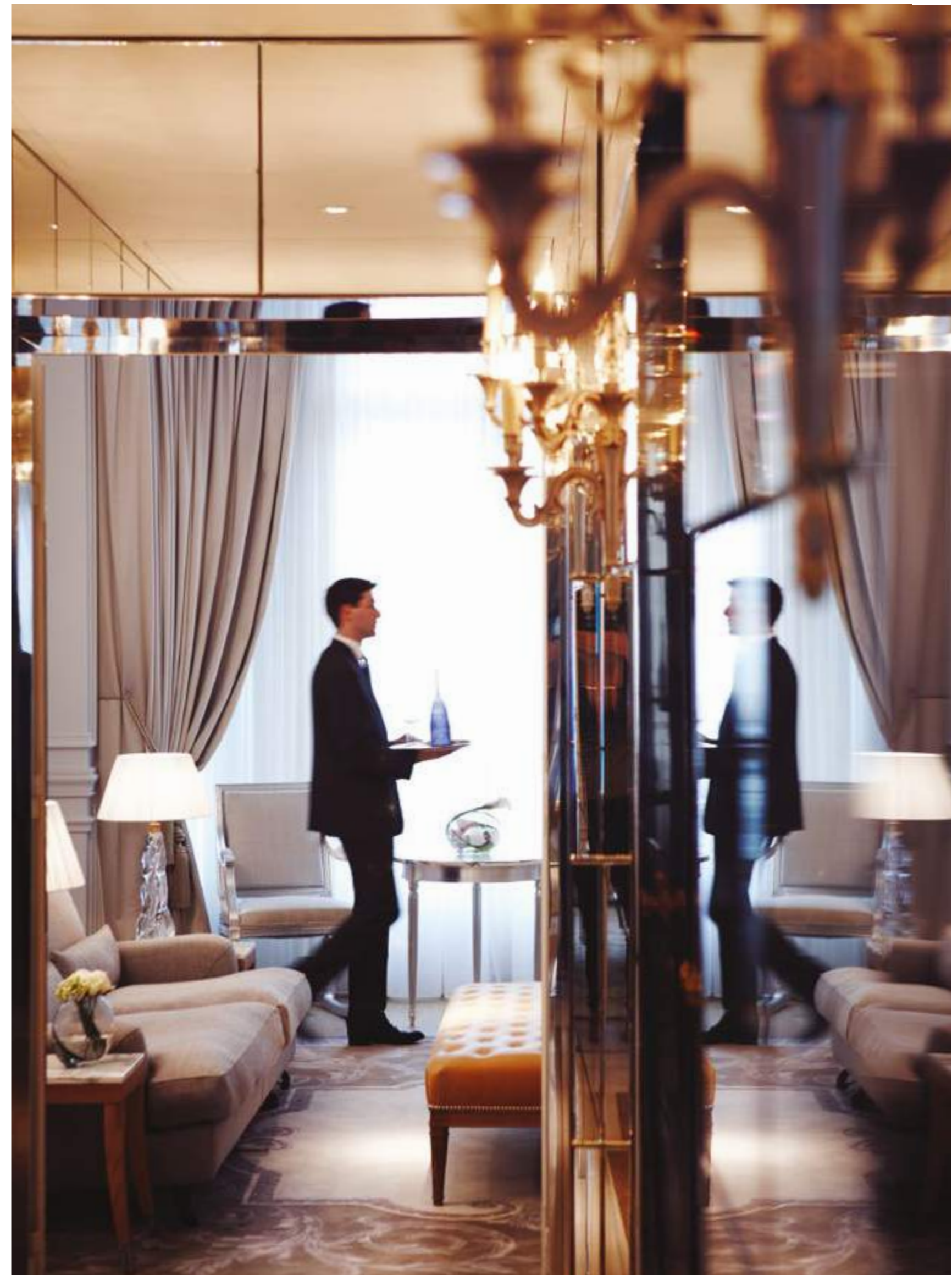
The Grand Staircase at the Whitehall entrance of The OWO.



The warmest of welcomes in the greatest of cities



Raffles was the perfect match for The OWO, not only because of the exemplary service and sophisticated luxury at the heart of the Raffles ethos, but because the brand has its origins in London, from where Stamford Raffles set sail in 1819 to found modern Singapore. East and west, past and future now come together at The OWO, with guests of the hotel and owners of the Residences both enjoying Raffles' legendary hospitality.





RAFFLES

“From the very first time
you walk in, you’ll have the
feeling: ‘I’m home.’”

**THIERRY W
DESPONT**

**FOUNDER, THE OFFICE
OF THIERRY W DESPONT**

A gourmet destination
in a class of its own

CHAPTER 5

CULINARY EXPERIENCE

Nine restaurants and bars by the world's leading chefs and restaurant brands will debut at The OWO, creating a new culinary destination in London. Crafted by leading designers, architects and artists, they will set a new global standard in gastronomic excellence.



Pavilion Restaurant: an elegant destination for alfresco dining, the Pavilion is one of many culinary choices available at The OWO.

Rooftop Bar & Restaurant:
unprecedented skyline views
across the capital.





**LANDMARK RESTAURANTS
AND BARS WILL OFFER
PEERLESS HOSPITALITY**

The Raffles name has been associated with the highest level of hospitality for more than 130 years. The Singapore Sling was invented by barman Ngiam Tong Boon in Raffles' iconic Long Bar, a firm favourite of well-known regulars such as the writer Somerset Maugham, while Elizabeth Taylor preferred to sip the Writer's Bar signature cocktail, Eternal Youth.

Times may change, but Raffles sees the ambition of delivering perfect service – and exquisite hospitality – as its cherished goal. Raffles London at The OWO is therefore simply the next chapter in this story, as this historic building on Whitehall plays host to some of the most iconic talents in the restaurant world within its beautifully reimagined spaces.

Rooftop Restaurant & Bar: offering sweeping views over St James's Park and Whitehall Place.



A neighbourhood
beyond compare

CHAPTER 6

PLACE

The OWO occupies one of the most privileged positions in London, in the historic heart of power and on the doorstep of St James's – a corner of the city like no other, where tradition and modernity mingle with precious charm.



In the midst of royal London,
a powerful address



History can be read in the street names around The OWO, which stands on the corner of Whitehall and Horse Guards Avenue. This most majestic of thoroughfares takes its name from the royal palace that once stood here, while the Queen's Life Guards still stand guard opposite The OWO every day.

**FROM ST JAMES'S TO MAYFAIR,
A LUXURY PLAYGROUND OF RARITY
AND STYLE**



For centuries, the streets of St James's and neighbouring Mayfair have played host to London's cosmopolitan elite. Untouched by generic luxury, today this district plays host to a distinctive and ever-evolving range of bespoke and luxury stores, galleries, auction houses, bars, private clubs and restaurants.





01.



02.



04.

01
Piccadilly viewed from the courtyard of The Royal Academy

02
The independent boutiques of Piccadilly Arcade

03
The windows and fine wines of Berry Bros. & Rudd

04
Jermyn Street, the historic home of menswear

05
The view from Horse Guards Parade towards the London Eye



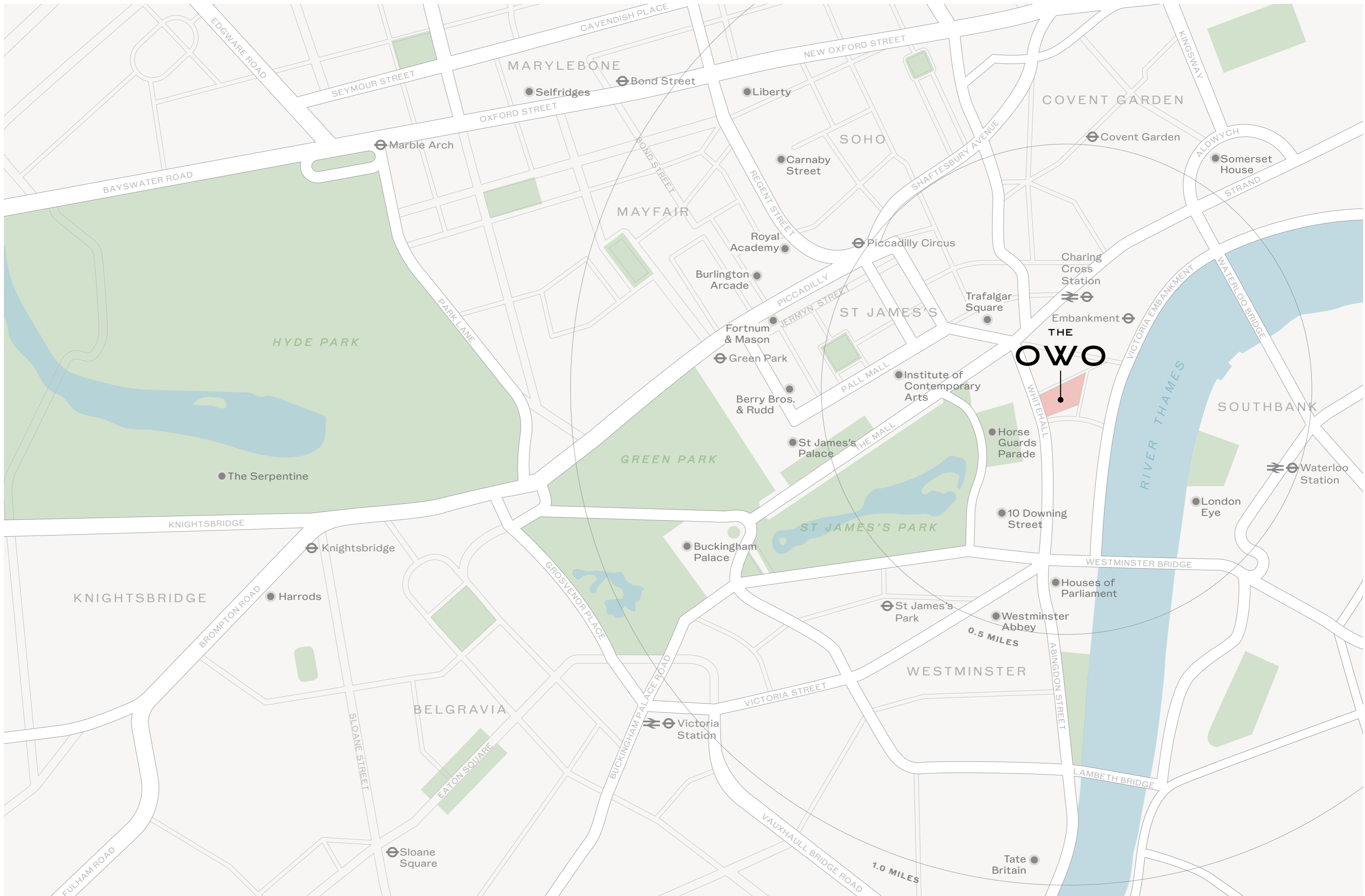
03.



03.



05.



**THE
OWO**

MARYLEBONE

SOHO

COVENT GARDEN

MAYFAIR

ST JAMES'S

HYDE PARK

GREEN PARK

ST JAMES'S PARK

SOUTHBANK

KNIGHTSBRIDGE

WESTMINSTER

BELGRAVIA

Houses of Parliament

Sloane Square

Tate Britain

Selfridges

Liberty

Covent Garden

Somerset House

Carnaby Street

Royal Academy

Piccadilly Circus

Charing Cross Station

Burlington Arcade

Trafalgar Square

Embankment

Fortnum & Mason

Berry Bros. & Rudd

Institute of Contemporary Arts

Horse Guards Parade

St James's Palace

The Serpentine

Waterloo Station

London Eye

Knightsbridge

Buckingham Palace

10 Downing Street

Harrods

St James's Park

Westminster Abbey

Victoria Station

0.5 MILES

FULHAM ROAD

VAUXHAUL BRIDGE ROAD

1.0 MILES

BROMPTON ROAD

EATON SQUARE

ABINGDON STREET

EDGWARE ROAD

SEYMOUR STREET

CAVENDISH PLACE

NEW OXFORD STREET

BAYSWATER ROAD

OXFORD STREET

ROAD STREET

REGENT STREET

SHAFTESBURY AVENUE

KINGSWAY

PARK LANE

PICCADILLY

JERMYN STREET

PALL MALL

THE MALL

VICTORIA EMBANKMENT

WATERLOO BRIDGE

KNIGHTSBRIDGE

WESTMINSTER BRIDGE

LAMBETH BRIDGE

**A GLOBAL ALLIANCE OF PARTNERS
AND TALENTS CAME TOGETHER TO
CREATE THE OWO**



HINDUJA GROUP

Founded in 1914 in Mumbai by Parmanand D Hinduja, today the Hinduja Group is led by Parmanand's four sons – Srichand (Chairman), Gopichand (Co-Chairman), Prakash and Ashok – along with the younger generation. With a century of experience, intelligent investment and disciplined growth, today the Group is a multi-billion-pound business in multiple sectors operating in 38 countries.

IMAGE

Grade 1 listed Carlton House Terrace restoration by Hinduja Group



1508 LONDON

1508 London is an interior design studio that specialises in creating luxury residential and hospitality spaces around the world. Founded in 2010 and with offices in London, Dubai, Hong Kong and São Paulo, the company has a particular expertise in working with heritage buildings, taking inspiration from a project's associated geography, history and vernacular architecture.

IMAGE

Gym Lounge, The OWO Residences, designed by 1508 London



THIERRY W DESPONT

The Office of Thierry W Despont is a New York-based design firm specialising in luxury residential work, hotels and retail, as well as museum projects and historical restorations, including The Ritz in Paris, the Statue of Liberty and Woolworth Building in Manhattan, where the firm is headquartered. The firm's signature style blends classicism with modernism to create uniquely timeless spaces.

IMAGE

Woolworth Tower Residences, New York, with interior architecture by Thierry Despont



EPR

EPR Architects is one of the UK's leading hotel, hospitality and residential design practices experienced in creating high-quality hotels and prime-residential apartments. Known for its sympathetic restoration of heritage buildings, EPR masterminded the transformation of a Lutyens-designed London landmark building to become The Ned, a stylish hotel and hospitality venue in the City.

IMAGE

The Ned, London, transformed by EPR Architects



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