

10 Montrose Place

Belgravia UK



With properties in Belgravia displaying some of the fastest property price increases in over 30 years, it is no wonder that luxury is the byword of any new development in this area of London.

Background:

10 Montrose Place is no exception to this rule. Designed and built for leading privately owned property groups, Grosvenor and Native Land, no expense was spared on the interiors of the 15 luxurious apartments in the complex. From state-of-the-art security and integration to top-end artificial and natural lighting control solutions by Lutron, no need of the potential buyers was left unmet.

The challenge:

Floor to ceiling windows line every exterior wall of the apartment complex and the striking living spaces ensure residents make the most of the prime location of this dramatic property. The use of so much glass does, however, come with its challenges when it comes to controlling natural and artificial light levels.

Lutron's Sivoia QED



Simple installation, and a flexible design that can work in virtually any location.



Minimal light gaps around the roller blind.



A quiet electronic drive that moves curtains in perfect unison.

The solution:

The control of natural and artificial light levels was a problem that was successfully solved by integrating Lutron's Sivoia QED shading system into Lutron's HomeWorks lighting control technology and a central AV system. Chris Wood, managing director of Midnight Integrated Systems, explains: "The show residence provided a unique opportunity for us to demonstrate what a truly integrated apartment can offer to its users. The homeowner can sit on their sofa, control the blinds and curtains, turn on the TV, adjust the sound and lower the lights with the touch of a single button".

In addition, by installing twin roller blinds, that incorporated black-out and opaque blinds the system could regulate, with the use of photosensors, the ambient daylight in the room and lower or raise the blinds according to exterior light levels.

The results:

The choice of Lutron's Sivoia QED shading system by Chris Wood was due to the silent operation of the drives. "When a purchaser in Belgravia is looking to buy a property, they are looking for the best fittings as well as space. By using products such as Lutron's shading system, we ensured that there was no noise associated with the control of the blinds and curtains, re-enforcing the quality of our overall installation".

The overall mix of sophistication and state of the art technology was a recipe made in heaven for Grosvenor and Native Land. In fact the complex proved so popular that the majority of apartments were bought off plan and the show flat sold within three days of going on the market.

Client	Grosvenor and Native Land
Systems integration	Midnight Integrated Systems
Equipment provider	Lutron Electronics Co., Inc.
Photography	Lutron
Lutron products	HomeWorks lighting control system and Lutron's® Sivoia QED

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