

LUXURY LONDON



Connaught House: Landmark St John's Wood building (and iconic music video backdrop) to be reborn

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HAVING LIVED MANY LIVES AS A CHAPEL, STUDIO, AND SETTING FOR QUEEN'S RADIO GA GA MUSIC VIDEO, CONNAUGHT HOUSE WILL BECOME HOME TO FIVE NEW LUXURY APARTMENTS THIS YEAR

Having started life as a place of worship, the Grade II-listed, 19,000 square foot Connaught House is set to be transformed into five turnkey luxury apartments, due to be delivered in Q4 2026. Sitting within the St John's Wood Conservation Area, the iconic building has lived many lives, including as a squash club, theatrical scenery workshop and ballet rehearsal studio, later becoming a studio for sound recording and TV/film production, serving as the location for legendary rock band Queen's *Radio Ga Ga* music video.

Owned by British investment firm Marcus Cooper Group, the dramatic rebirth of Connaught House is being overseen by property developer Valouran, whose team of experts has thoughtfully blended the building's rich history with contemporary design flourishes and sophisticated creature comforts.

Comprising an array of two- to four-bedroom luxury homes, the charming building has stood as a monumental focal point on the local skyline since 1840. Famous for its architecturally imposing Corinthian columns, portico, and neo-classical façade, it has long been viewed as a symbol of communal continuity and identity in the prestigious north London enclave.

Working closely with esteemed architectural practice Darling Associates, Valouran's transformation has been sensitive and sensible. Most notable is the reinstatement of the building's tasteful Victorian cupola, which was removed in 1922. The stylish reimagining restores the skyline-defining feature after a century of absence, returning a lost sense of grandeur to the street, while preserving the historic building's special interest and character.



Each of the five new residences has been individually designed to embrace the building's distinct legacy. Ranging from 1,722 square feet to 4,510 square feet, the gorgeous homes are defined by subtle lines, grand ceilings, vast windows and a calming sense of place and history. The charming interiors, delivered by international interior architecture and design studio Gunter & Co, capture the unique sense of space, balance, light and heritage, seamlessly blending the property's period character with modern day must-haves.

The historic building's conversion into residential apartments includes a series of thoughtful enhancements, enriching the space and the features for which the building is celebrated. Residents of Connaught House will enjoy a dedicated concierge service and five secure subterranean parking spaces. Some apartments will also feature private landscaped gardens and tranquil private terraces.



Alex Michelin, co-founder of Valouran, comments: "Connaught House breathes new life into a distinguished St. John's Wood landmark, transforming a historic building for a vibrant 21st-century future. Our sensitive restoration has given us the opportunity to do what we do best at Valouran: celebrate a site's unique heritage while delivering some of London's most prestigious private residences to be enjoyed for generations to come."

Matthew Robertson, co-founder of Valouran, adds: "The St. John's Wood market is currently thriving, and with strong demand for its leafy, picturesque streets just a stone's throw from central London, the apartments at Connaught House are perfectly suited to cater to this demand. The development offers the charm and historic character the area is known for, with a unique offering that is truly unmatched in the neighbourhood."

Prices start from £5,165,000, visit connaught-house.com