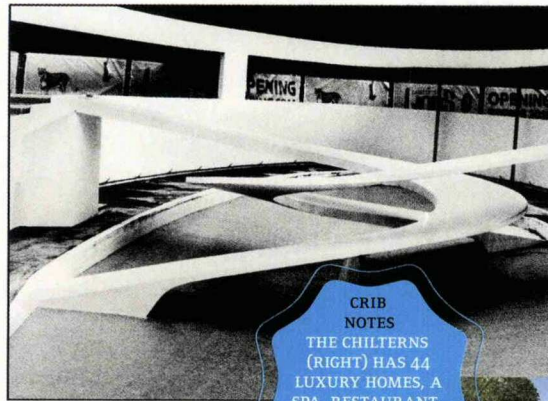


THE
PHOTO
FEATURE

DEVELOPING STORIES

David Bailey shoots his vision of Marylebone for Chilterns' luxury pads

NO: it's nothing to do with the Chiltern Firehouse. While you might imagine that David Bailey's new photography series about Marylebone has something to do with the flow of A-listers that have recently poured into the area thanks to André Balazs' hotel hangout, its origins actually stretch back to the year before the Firehouse started blazing. The backers behind Marylebone's new Chilterns property development (*right*), Frogmore and Galliard Homes, wanted to commission 46 images that captured the spirit of the locale to be displayed both in the apartments and in a "lobby gallery" when the site opens this summer. For them, Bailey, London's photographer in residence, was the man to call.



CRIB NOTES
THE CHILTERN
(RIGHT) HAS 44
LUXURY HOMES, A
SPA, RESTAURANT,
GYM AND WINE
CELLARS.

**PENGUIN POOL,
LONDON ZOO** 2015
By David Bailey

"The Penguin Pool is perhaps the best known building in the zoo," says Bailey, of this iconic Modernist structure designed in 1934 by the Russian émigré Berthold Lubetkin. "It's the most famous bird cage in the world and, as I lived in Primrose Hill, I was always popping in to see it. I actually used to have a collection of parrots that I gave to the zoo."

Despite an initial misgiving ("They asked me to do it in the middle of winter," says Bailey, "the worst time of the year really") the narrow focus of the commission appealed. After all, Marylebone was home to his favourite bookshop, Daunt, and he used to live nearby in Primrose Hill. While the area has recently had a moment, the pictures seem timeless, speaking to its 200-year history as a neighbourly enclave in the heart of the capital.

So does he think the current wave of destination restaurants and luxury



boutiques comes at the cost of its character? "No. Things change all the time. They have changed so much in my life: I was born almost in Victorian times and now I'm in the space age," says Bailey. "That's what's great about London and why London survives – because it adapts and changes." **CB**
thechilternsW1.com

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