Named after well-loved local, Rhaune Laslett – a community activist and organiser of the original Notting Hill Festival – Waldo Works has moulded The Laslett into a reflection of the area's vibrant cultural heritage, whilst also capturing its new wave of creative cool.

The Laslett, London

Seizing upon 2015's resurgence of creativity in West London, hotel alternative The Laslett by Living Rooms has opened its doors in Notting Hill.

Set across five handsome Victorian buildings in Pembridge Gardens, The Laslett is less than a minute from Notting Hill Gate underground station. The location not only places guests at the lively heart of West London, but at the doorstep of everything that central London has to offer, with the West End a mere 10 minutes away.

As with others in Tracy Lowy's Living Rooms collection, the property's 51 bedrooms, look and feel as though they belong to a stylish townhouse.

The rooms are also named to reflect this home-from-home vibe, from the cleverly compact spare rooms to the super spacious master bedroom suites. Even the staff at The Laslett channel a particular Notting Hill chic, with uniforms comprising Dr. Martens and Levi jeans.

In the design, architectural and interior design studio Waldo Works cleverly walks the line between hip and homely, celebrating the characterful and eclectic heritage of Notting Hill.

Waldo Works' portfolio is recognised for its modern British design and playful edge, as well as its ability to carefully meld the heritage of a space with its current zeitgeist. This can be seen in The Laslett's design, which fuses its London ancestry with influences from around the world.
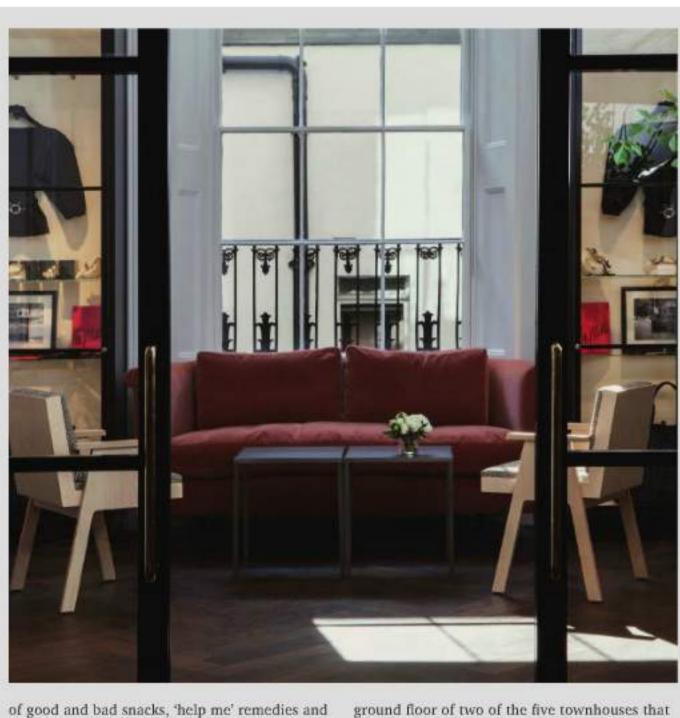
The Laslett's interiors also celebrate modern furniture from British designers, including Pinch's bespoke benches, bedside tables and lobby sofas, and Race Furniture's classic BA dining chairs and original Carnegie chairs.

These key pieces sit alongside more personal quirks such as well-chosen books for bedtime reading, proper blankets, curiosities from local antiques dealers, and curated photographs and artworks on the walls.

The base monochrome palette is lifted artfully with strong bursts of colour and a mix of contemporary textiles used to create a welcoming feel. Smart metro-tiled bathrooms are stocked with full-sized Neal's Yard Remedies products, while Living Rooms' coveted Big Bar

of good and bad snacks, 'help me' remedies and drinks in the bedroom, completes the make-yourself-at-home vibe.

The dynamic public spaces at The Laslett are styled to offer more of a neighbourhood hangout than the typical hotel lobby. Part coffee shop, part bar-kitchen, part gallery, part concept store, the multifunctional space spans the ground floor of two of the five townhouses that make up The Laslett.

The Henderson Bar is at the heart of this space, from breakfast through to late night cocktails, and takes its name from Trinidadian musician Russell 'Russ' Henderson – widely recognised as one of the founding fathers of the Carnival.

The Laslett is committed to reducing its environmental impact and supporting local business. Sally Clarke of the eponymous Clarke's restaurant, London, will provide the food for The Henderson Bar. Clarke's delectable cakes will also be on offer to have with coffee brewed with sustainably procured beans from Workshop Coffee Co, or tea from the award-winning Joe's Tea Co.

In the evening, the menu focuses on sharing boards, featuring cheese from Covent Garden's Neal's Yard Dairy and ethically-produced British cured meat by Cannon & Cannon. The drinks list offers sustainable wines from small independent growers, as well as beers from local microbreweries and cocktails shaken with London craft spirits.

The operation at The Henderson Bar will be overseen by Tangerine Dream, which is also behind the cafe at the Chelsea Physics Garden.

Tucked aside from main space, a library lounge stocked with British art and design books provides an area for pop-ups, while a curated wall of art highlights a rotation of new and emerging artists throughout the year.

W waldoworks.com
W living-rooms.co.uk/hotel/the-laslett