Beat: Lifestyle

FLOOD OF SWIMMING POOLS FOR OLIGARCHS IN LONDON

GLASS-BOTTOMED SWIMMING POOL BRIDGE

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USPA NEWS - A new luxury apartment development in London is planning on adding a “sky pool“. The all-glass pool will act as a bridge between two apartment buildings in Embassy Gardens, a 2,000-home complex in London´s Nine Elms neighborhood...

A new luxury apartment development in London is planning on adding a “sky pool“. The all-glass pool will act as a bridge between two apartment buildings in Embassy Gardens, a 2,000-home complex in London´s Nine Elms neighborhood. It will allow residents to access the opposite side of the building by swimming laps. The pool is 90 feet long and nine feet deep with a water depth of four feet. Ballymore Group is the organization responsible for the development of the complex and designed by Arup Associates with Eckersley O´Callaghan.

The addition of the pool appears to be the result of the recent involvement of EcoWorld, a Malaysian property investment company that now owns 75% of the scheme.

EcoWorld and Ballymore are not alone in targetting the expectations of this new kind of clients being the oligarchs. For example, on the Greenwich Peninsula, where Hong Kong developer Knight Dragon is building a £5bn new quarter with former Habitat design impresario Tom Dixon to decorate some £2.1m penthouses with “high concept interiors“, inside a bulky cluster of angular glass towers by SOM.

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