

est. 1985 guildprime
specialist contracts
construction | fitout | manufacture

RESIDENTIAL CASE STUDY:

CURZON ST, MAYFAIR

OBJECTIVE

Guildprime reimagined an existing office block above a cinema in Mayfair, delivering four executive apartments that blend contemporary layouts, refined finishes, and thoughtfully laid out living spaces - a design-led conversion, crafted to the highest specification to drive both exceptional living standards and strong investment returns.

DETAILS

Project: Curzon Street
Location: Mayfair, London
Duration: 54 weeks
Value: £5.2M
Client: Ovington Property

OVERVIEW

A comprehensive change-of-use refurbishment transforming former offices into four high-spec, design-led luxury apartments with fully integrated modern systems and bespoke finishes.

WORKS INCLUDED

- Strip out and extensive re-purposing of office spaces
- Installation of high-tech Mechanical, Electrical and AV Control systems
- New door openings and partitions
- New ceilings
- Decorations throughout the apartments
- Installation of timber flooring
- Manufacture and installation of new bespoke joinery
- Polished plaster
- Stone installation

Guildprime Specialist Contracts Ltd
info@guildprime.com
+44 (0)1277 637888
www.guildprime.com

est. 1985
guildprime
specialist contracts
construction | fitout | manufacture

Guildprime Specialist Contracts,
Unit 1 Guildprime Business Centre, Southend Road
Great Burstead, Essex, CM11 2PZ

CASE STUDY GALLERY







Guildprime Specialist Contracts,
Unit 1 Guildprime Business Centre, Southend Road
Great Burstead, Essex, CM11 2PZ





Project perspective

"The success of this project came down to the detail. With bespoke joinery delivered in-house and a strong focus on high-end finishes, we were able to create a product that feels considered throughout and adds tangible value for the client."

Paul Hack, Managing Director, Guildprime

THE CHALLENGES

- Structural alterations within a occupied, multi use building
- Managing temporary works and extensive steelwork installation
- Ensuring zero disruption to the residing business' operations, including a cinema, hospitality space, and other existing residential units
- Increasing value to the client, ensuring budget was adhered to

THE SOLUTION

- Meticulous detail and planning in the design and pre-construction phase
- In house design and manufacturing enables Guildprime to have full control of programme and delivery
- Dedicated liaison for existing building residents, to manage expectations
- Value engineering to deliver greater value without deviating from the desired look, feel and finish

CONCLUSION

A successful transformation delivering four distinctive luxury apartments, maximising the value of the asset through thoughtful design, efficient delivery, and high-quality execution.

THE COMPANY

Guildprime is a high-end construction and fit-out contractor that has been delivering quality projects, from it's base in Essex, since 1985. With a focus on quality, innovation and meticulous attention to detail, the company manages complex projects from conception to completion.

Office Address:
Unit 1 Guildprime Business Centre,
Southend Road, Great Burstead,
Essex, CM11 2PZ