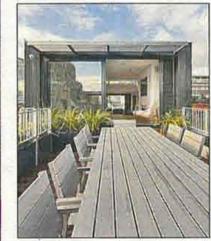
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Bold vision: Kevin Twittey, above, gave architects free rein at his home, left



ARKETING guru Kevin Twittey knows all about taking on huge projects - in 2012 he helped \_\_\_organise the celebrations for the Oueen's Diamond Jubilee. Describing himself as a consummate risk-taker - having broken numerous bones skiing off-piste and from falling off horses - he is no stranger to jumping in at the deep end. So the idea of transwasn't daunting in the slightest.

building is unrecognisable and the 65-year-old has a fabulous home, which is elegant and peaceful, despite being in a bustling area of town. Twittey credits tried-and-trusted architects Form Studio for the transformation, saying he just allowed them to "get on with it".

"In creative industries, you have to give people space," he explains. "They'll then make it their own project, and make an extra effort.'

Twittey. Raised in County Durham, he won a scholarship to art school in Birmingham, then came to London in 1971, where his first home in Belsize Park came complete with a "battleaxe landlady and a cooking ring on the carpet". Noticing that his artist friends were all impoverished, he went into advertising, getting a job with McCann-Erickson, and never looked back.

Since then, he has been building and selling businesses. Triangle, his consul-tancy, whose clients included Sains-bury's, was bought by Publicis in 2001,

Vantage point: a new top-floor studio, left, opens out on to twin roof terraces

## Star quality in

Marketing boss Kevin Twittey went shopping for offices - the dismal block he bought is now his stunning home, says Philippa Stockley

and Twittey joined the board. "Having founded a family business, I became director of a company with 60,000 employees," he says. He went on to set up Initials, which he sold in 2011.

Meanwhile, he was working his way up the property ladder, from a mews in Maida Vale, to a modern house in Primrose Hill, where a burglary led him to sell up and rent in Mayfair.

While living there, he heard about a big forming a grotty old office building in lateral conversion in Clerkenwell that Covent Garden into a modern home was for sale because its developer had gone bust. Twittey bought it for Eighteen months after work began, the £700,000 and it was through this that he met his architects, Form Studio, who were already on the job.

"It was very James Bond: all white and steel, with 360-degree views," he says. However, he didn't like living in a flat, so moved on again, this time to a Nash house in Regent's Park.

In 2013, while looking for new offices for his current business. Sense London. he instructed an agent to seek out anything with 5,000 square feet within a Life wasn't always so glamorous for 10-minute walk of Charlotte Street, WI. The agent came up with a narrow, vertical, five-storey-plus basement brick terrace in Covent Garden, with a lift and stairs right up the centre, cutting the spaces in half. Twittey recalls the sorry state of the place: "Small, dark rooms, corridors, damp, musty, and so old it probably broke every law in the land." He bought it anyway.

But then his architects suggested turning it into a home instead, "I said, 'It's too narrow, it's too this, it's too that,' but they said, 'Why not try for planning permission anyway?""

At that time local planners were keen for more houses in the area and Form Studio's proposals went through without any problem. They included stripping out the interior and creating a soaring, striking, double-height kitchen-diner. This room was to have folding doors on to a new walled courtyard with bamboo screens and a mirrored back wall. Form also planned to add a light-filled top floor with two roof terraces.

The plans were bold - but in contrast to Twittey's appetite for risk, Form is methodical and does everything by the book. Surprisingly, Twittey had only one request: "I told the boys I wanted parking built in for my little electric car, but they said no." It's his only regret. The fourbedroom house is cool and calm, with

Top quality: right and far right, the kitchen and marble-floored bathroon







Striking transformation: old Covent Garden offices became a home with a double-height kitchen-diner, featuring folding doors to a walled courtyard

immaculate finishes, from solid oak floors to marble-floored bathrooms. It isn't flashy... except, perhaps, the red-leatherlined lift with mirrored doors. And even that's more Art Deco than decadent.

Given that this home is in bustling Covent Garden, it is unexpectedly peaceful. In the top rooms, triple-glazed win-dows look out over roofs and treetops. At night, the private courtyard lights up. "You wouldn't believe it was right in the centre of town," Twittey says. "I can walk anywhere from here."





Elegance: cool colour scheme and immaculate finishings, right down to the oak floors

What it cost: office building in 2013: in the region of £1.9 million Money spent: £2 million Value now (estimate): £6.95 million Architect: Malcolm Crayton and Mike Neale of Formstudio at formstudio.co.uk

Photographs Charles Hosea



Everything included: a cinema room completes the property