

ARTFARM

Artfarm announces further details of its first London project: The Audley



Image credit: Laplace

London, 11th May 2022 - Artfarm, the independent hospitality company behind The Fife Arms in Braemar and Somerset's Roth Bar & Grill, has announced further details of its first London project, The Audley in Mayfair, which will open this autumn.

The Audley will bring together craftsmanship and culture, with world-class contemporary art and a strong sense of community – alongside superb food and drink.

The elegant Victorian building on the corner of Mayfair's Mount Street and South Audley Street will be transformed, whilst remaining true to its listed exterior and interiors. Built in 1888, The Audley was designed by Thomas Verity, the man who designed the exterior of the pavilion at Lord's Cricket Ground.

Spread over five floors, The Audley will offer its guests three distinct experiences: **The Audley Public House**, a traditional community pub, will sit at street level. The first floor will become **Mount St. Restaurant**, a new destination on the London culinary scene, which then leads to the top three floors housing four beautifully designed spaces, each with its own story and available for private hire. Art is at the heart of the project, with The Audley acting as a showcase for extraordinary and important works alongside specially commissioned site-specific art interventions created by Hauser & Wirth's roster of globally celebrated artists.



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Paris-based Luis Laplace, who designed various Hauser & Wirth spaces including Somerset and Menorca, is the lead architect behind the restoration and new concept of The Audley. With a signature style that is both bold and timeless, Laplace's design is refined and tailored while subdued, allowing the art to take centre stage in the entire building.

The food at The Audley will be overseen by British Chef Jamie Shears who has worked with Gordon Ramsay, Chris Galvin, Jason Atherton and was most recently executive chef at CUT, London - Wolfgang Puck's restaurant at 45 Park Lane.

Ends

For more information: www.artfarm.com

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NOTES TO EDITORS

About Artfarm –

Artfarm was founded in 2014, by the Somerset-based gallerists and art collectors, Iwan and Manuela Wirth. That year, Artfarm opened its first restaurant, Roth Bar & Grill, as part of the Hauser & Wirth art centre in Bruton, Somerset. In 2018, it opened The Fife Arms in Braemar, Scotland, a Victorian coaching inn that underwent extensive restoration to return the building to its former glory. Other Artfarm properties include Manuela restaurant in Los Angeles, Durslade Farmhouse and Durslade Farm Shop in Somerset.

Artfarm believes that the most sustainable creative developments weave together art, community, learning, people and place. By harnessing the transformational power of art with a deep understanding of how to manage the natural landscape, Artfarm is pioneering a new way of working which protects the environment, invests in people and infrastructure, and supports communities by sharing ways to connect their heritage and future through art and community conservation. This commitment to community is unique in its depth and reach. Working in both rural and urban communities, the company hosts diverse audiences in sites which range from a Victorian coaching inn in the Scottish Highlands (The Fife Arms) to a former flour mill in Downtown LA (Manuela). The authenticity of these sites is animated by creative learning programmes, world leading art and a commitment to innovation throughout its design, architecture and community projects.