

CHISWICK LOCALS

AUTUMN





Sarah Cruz (left) and Karen Liebreich



A JOURNEY THROUGH TIME

Funds have been raised and copyright permissions granted. The Chiswick Timeline mural – a history of W4 in maps and art – is about to transform the walls outside Turnham Green station

‘I came out of Turnham Green tube, as I often did, to catch the E3 to Grove Park. At the bus stop I sat down next to an elderly lady. Looking around us – and it was a scene of urban neglect under the bridges – she said, “this is terrible, it’s so ugly.” I thought, you’re absolutely right – and it doesn’t need to be like this. That’s where the project started.’

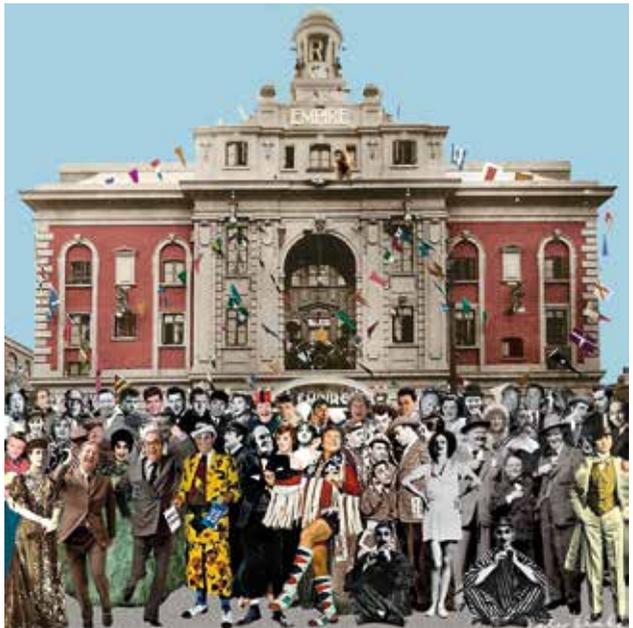
Karen Liebreich is remembering the fateful encounter in 2013 that inspired the Chiswick Timeline mural. Four years on, and after false starts, summary rejection and sheer hard work by a small dedicated team, the finished artwork should be unveiled in all its cartographic glory in November.

Created on 41 huge panels of vitreous enamel (each measuring 2.8 x 1.5m), the mural will transform the grotty walls under the railway with 16 historic and contemporary maps dating from 1593 to the present day and showing the familiar Chiswick loop of the Thames. Complementing the maps will be works of art depicting W4 landmarks by artists who lived or worked in the area, such as Hogarth, Zoffany and Pissarro, as well as original contemporary pieces by, among others, Sir Peter Blake, Martin Rowson and Marthe Armitage.

The triumvirate behind the Chiswick Timeline is Karen, Sarah Cruz and Karen Wyatt. They are well-known in the community as



Artist's impression (west side)



Chiswick Empire Theatre by Sir Peter Blake

the masterminds of Abundance London, the voluntary group that organises environmental and educational projects such as guerrilla gardening, planting flowerbeds on the High Road and running Apple Days. The mural has been their most ambitious venture to date.

The trio's initial proposal to use the bridge walls was made four years ago and, although TfL gave permission, there was a deafening silence from both it and the Council when it came to funding. That seemed to be that, as Karen explains. 'We didn't even get a letter. But then, out of the blue, last July an email popped up from Cllr John Todd saying, "congratulations, you've been awarded £21,142". We'd just been carrying on with life – it was a total surprise. And the sum was actually more than we'd asked for. So, we immediately got back in touch with TfL and said, we have some money, let's do it!'

TfL confirmed its permission and also agreed to meet the installation costs of the panels and, even when the budget doubled to around £90,000, the generous backing of local businesses and individuals met any shortfall. 'We're so grateful to everyone, and especially

Sir Peter Blake,' says Karen. 'He told us that one of the reasons he moved to Chiswick was because of the old Empire Theatre. He offered to create a *Sgt. Pepper*-style collage of artists who had performed there. We sold a numbered edition of 100 prints and made £25,000 – that was a wonderful windfall for us.'

As well as raising funds, the Abundance team has also spent countless hours overcoming design challenges and chasing copyright permission to reproduce the historic images. But, with the launch event nearing, it looks like it has all been worthwhile. 'The first time we went to the factory and saw the trial panels we were staggered at how large and striking they are going to be,' recalls Karen.

'For the grand opening we plan to close the road, invite everyone who has supported us and hold a big party. We've done our best. It's only a mural, but we hope it will lift people's spirits and give an insight into the history of this area. We hope Chiswick will love it.'

For more information,
visit www.chiswickt看line.org

connect@keepthingslocal.com



CHISWICK'S ROMAN VILLA

Once described by Lord Hervey as 'too small to live in, and too big to hang on a watch', Chiswick House is now regarded as a Georgian gem. Stephen Foster explores the interior...

Richard Boyle, the 3rd Earl of Burlington (1694-1753) and wealthy owner of Chiswick House, was one of the 18th century's most celebrated patrons and art collectors. While taking Grand Tours of Italy in the 1710s, the 'Architect Earl' was exposed to – and developed a passion for – the Ancient Roman-influenced architecture of Andrea Palladio.

On his return from Europe, rejecting the Baroque fashion of the time, he updated his Piccadilly home (now the Royal Academy) in the new style. Then, in the late 1720s, having decided to build a gallery at his Chiswick summer retreat for his art and furniture collections, he chose to re-create an ancient

Roman villa. With the architect William Kent, who is largely responsible for the gardens and much of the interior work, Burlington left us arguably England's finest example of Neo-Palladian architecture.

Although it was not intended to be a home, the expansion of the house by subsequent generations, especially the addition of the wings in 1788, later led Georgiana, Duchess of Devonshire, to refer to her Chiswick House residence as 'my earthly paradise'.

The impressive fireplaces and beautifully painted ceilings celebrating architecture and the arts certainly give a sense of her heaven

on earth. Touches of Roman influence are scattered throughout, but are particularly noticeable in the domed ceiling of the Upper Tribunal. The Red, Green and Blue Velvet Rooms are sumptuous with rich, velvet-covered walls, while the private bedchamber appears almost plain by comparison.

In the Green Velvet Room there's a fascinating set of paintings by Pieter Andreas Rysbrack. Commissioned in 1729, they show the House following its completion with the original Jacobean building still *in situ* next door and the gardens in development. The Blue Room is a perfect cube (15 feet or 4.6m square) which, together with its architectural and building-related symbolism, has prompted suggestions of Masonic influences.

In its heyday, the House hosted salons with Handel and Pope, but a subsequent sale to the local council, followed by a spell as an asylum, eventually took their toll. Only vigorous lobbying by The Georgian Group prevented its demolition.

My earliest memories of Chiswick House in the 1970s are of an empty, unloved building that was perfect for playing hide and seek. Thankfully, in 1984, it was handed over to English Heritage, and this glorious Palladian villa has now been returned to its former glory and preserved for future generations.

Chiswick House and Gardens

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KEEP IT LOCAL!

Welcome to Chiswick Locals, the quarterly magazine dedicated to showcasing and supporting the independent businesses which do so much to give W4 its unique character.

For this autumn edition, I've enjoyed catching up with some fascinating locals. Georgina Young, the first female Head Brewer at Fuller's, revealed how student days in West London inspired her career – though adamantly refused to say which is her favourite pint!

Sam and Paul, the new ownership team at W4 Gym, talked me through the changes they've made since January, Massimo Lopez, manager of the Italians deli, 'forced' me to sample his breads and pastries and, if that wasn't enough eating, Julia Carr of Yuma Sushi introduced me to healthy eating Japanese-style.

Also in this issue, we meet Karen Liebreich of Abundance London as the unveiling of the Chiswick Timeline mural looms closer; there's a preview of the always popular Chiswick House Dog Show; and we catch up with Sameer Mahomed of London Auctions.

We welcome all feedback about the magazine and if you'd like to be included in the next issue, do get in touch.

Neil

Neil McKelvie, Editor

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Fabio and Piero

THE GREAT ITALIAN BAKE-OFF

The Italians provides a truly tempting array of authentic breads and pastries made fresh every day on the premises by its own Master Bakers – and you're welcome to sample them!

Wander into The Italians on Chiswick High Road and you're seduced by a mouth-watering array of culinary sights and aromas.

If you weren't feeling peckish beforehand, then be warned, you soon will be! Fortunately enough, as Manager Massimo Lopez tells me, customers are welcome to taste any of the delicious fine foods on offer.

'After all, how else would you know if you like something?' he says with a broad smile. 'Customers can try anything they want – cheese, bread, *prosciutto*, pasta, pizza... We're always making new additions to our menu, for example we've just introduced Roman-style

pizza al taglio with different toppings. We love people to sample what we sell. That's what we're all about.'

Massimo is particularly proud of the fresh bread and pastries made every day at the café and deli. 'We're fortunate to have our own oven, so that means we can do all the bakery from scratch in-house,' he explains.

'We import flour from Italy and make a wonderful range of classic Italian breads: sourdough white, sourdough three malts, *ciabatta*, Sicilian-style bread, rustic baguette, *sfilato* with olives, *sfilato* with tomatoes, seven cereal, *focaccia* and a selection of soft butter



Photographs: Annabel Moeller

bread rolls. Also, we produce all our own *grissini*, *biscotti*, *cantucci*, *friselle* and *taralli Pugliesi*.'

Of course, someone has to do the hard graft behind the scenes and, at The Italians, that is Piero and Fabio, the two Master Bakers. 'They come in at 3am every morning,' says Massimo. 'By the time we open for business at 7.30am most of the bread is made and ready for sale, then at about 10am we begin preparing the pizza dough.'

'Our bread is exactly the same as you'd expect to get back home (Massimo is from Calabria). Personally, I'd recommend the sourdough. It's made with dough saved from a previous baking which has been left to ferment. We call it *lievito madre*. The idea is that this older dough is added to freshly-made dough to create a more intense flavour in less time. It's very good – 100% natural with no extra yeast, salt or chemicals.'

Creating close relationships with food and wine suppliers in Italy lies at the heart of the culinary philosophy of The Italians (in a nice touch, photographs of said suppliers adorn the walls). 'Everything we sell comes directly from

Italy, so every month two of our team go to talk to them,' confirms Massimo.

'In September and October we'll have people in Tuscany and Puglia. We want to educate our staff and they, in turn, can advise our customers. In some cases, we've worked with producers for 20 years and they have become friends; we also invite one of them to London each month to meet our customers and host tasting events.' (Details on the Facebook page)

Further developing the 'made on site' theme, from September The Italians will be offering fresh filled pasta at weekends. 'We're going to bring in someone from 11am for two or three hours just to make *ravioli* and *tortellini*,' says Massimo. 'Customers will be able to watch the process – and then eat the pasta here or take it home. And I promise you, it will taste as if *noma* had made it in Italy!'

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Paul

Sam

GET FIT – FAST!

Renowned as a gym for locals, West 4 has undergone a quiet transformation under its new owners

There can't be many gyms located in a converted church. 'We're so lucky to have this space,' admits Sam Stone, co-owner of West 4 Gym in Sutton Lane North. 'The natural light is amazing and because we've got two floors, there's plenty of room for functional training and all the equipment.'

Sam and his co-owner Paul Lovelace – both are West London born and bred – took over in January. 'I'd been the Manager for 15 years,' explains Sam. 'Paul was a member and then he joined as a Personal Trainer. The opportunity to buy the business came up last year and we jumped at the chance.'

Sam and Paul have invested in new state-of-the-art cardio and weights equipment and

machines. The result is that West 4 now delivers optimum results for everyone from ultra-distance runners to the less-committed who haven't exercised since school. Whether you want to focus on tone and flexibility, strength and power or cardio and endurance, you'll find the perfect programme to match your goals.

'In particular, we specialise in High Intensity Interval Training classes,' says Paul. 'If you want to get fit fast, that's the way to go. And if you need individual support we've got an excellent team of personal trainers – Sam and I still enjoy taking sessions, we like to be hands-on.'

In a first for West 4, the duo has also opened a Treatment Room where therapists offer
Advertorial

osteopathy, rehabilitation and sports massage. But one sight you won't see is banks of TVs.

'That's deliberate,' smiles Paul. 'We believe that better results are achieved without distraction; not only that, we want clients to interact with one another. We're not an anonymous club with thousands of members and staff that come and go quickly. We know people's names and you meet and make friends here – that's actually why I joined in the first place.'

'We've had a really positive reaction to the changes we've made,' adds Sam. 'Everyone is welcome to come along and have a free trial. We'd love to meet you and discuss how we can help improve your fitness levels.'

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SERIOUS ABOUT SUSHI

Sushi lovers are beating a path to Yuma Sushi. Owner Julia Carr reveals her recipe for success

You don't have to spend long with Julia Carr to realise that she loves what she does. And that is Yuma Sushi, the independent sushi shop next to Chiswick Park Station. It opened in January and Julia and her team are building a devoted following for the eat-in, takeaway and delivery services.

'We care about what we do,' she explains. 'I want to do sushi as it should be, not as fast food. Our sushi is handmade to order using the best ingredients; on average, the salmon we use is three years old which gives it a wonderfully rich flavour. And our chefs really know how to cut the fish properly.'

It is a business recipe that Julia, who previously worked

in the fashion industry, has used before. She founded Yuma Sushi in Richmond over three years ago. 'Our shop in Brewer's Lane went very well. But we only had three tables, so we needed larger premises. Our new home is perfect, it's such a lovely open space.'

Rich in vitamins and minerals yet low in fat, sushi has become a popular cuisine in the UK. 'It's such a delicious way to eat, so light and healthy,' says Julia.

She put together the menu in conjunction with her chefs and, when pushed, highly recommends the Chef's Specials, in particular the Chef's Roll (Prawn Tempura and Avocado wrapped in Salmon), the Soft-shell Crab and, from the hot dishes,

homemade Ramen and Chicken Katsu curry.

Also proving a hit is Yuma Sushi's catering for corporate and private functions and home entertaining. 'No matter how many guests you're looking after, we can prepare superb sushi platters or a bespoke menu to suit,' Julia tells me. 'Sushi is the perfect complement to any party.'

Clearly, when it comes to high-quality sushi, Chiswick's gain has been Richmond's loss. 'I get stopped by people in Richmond asking where we've gone,' smiles Julia.

'But many of my old customers still make the trip to W4 or order deliveries.' You can't get a better recommendation than that!

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Joey

CANINE CAPERS

Large or small, pedigree or mutt, young or old, all dogs (and owners) are welcome at W4's annual canine celebration

Over the last 12 years, the Chiswick House Dog Show has become a hugely popular local institution. Held on the cricket pitch, it is a fantastic family day out – whether or not you're actually a dog owner.

Inevitably, as the Show has grown in popularity – last year over 730 dogs competed in 18 classes in front of nearly 5000 people – the volunteer team who put so much time into

organising the event has become highly professional. But, as Fiona Campbell, Vice-Chair of the Dog Show Committee, says, the philosophy has never changed: 'Our Show is for every canine. It's as far removed from Crufts as you could imagine; it's about having a good time and enjoying and appreciating these little characters that we love.'

The Show was the brainchild of a small group of dog walkers who used Chiswick House regularly. This was at a time when the grounds were decidedly dilapidated. 'They wanted to contribute to the upkeep,' Fiona explains. 'So they decided to put together a typically British, slightly bonkers, Dog Show with a few chairs and tables and a makeshift ring. People turned up, so they did it again the next year and now we're celebrating our 13th birthday.'

This year's theme is Sherlock Holmes, marking the 130th anniversary of the publication of the first short story (Joey an Italian *spinone* is the suitably attired poster dog).

'As usual, our classes will be entirely subjective,' Fiona confirms with a smile. 'We'll have all the favourites, such as Handsomest Dog, Prettiest Bitch, Waggiest Tail, Naughtiest Dog and My Dog's Got Talent. The winners will compete to win Best in Show and we have some excellent judges (they will be revealed on the day) – there are sure to be famous faces around.'

All funds raised through the classes, the bars, BBQ and over 70 independent stalls will help Chiswick House and Gardens Trust raise the £600,000-plus it needs annually to run activities and maintain the grounds. 'What's nice is that now we have a say in where our money is spent,' says Fiona. 'So we've been able to pay for specific dog-related ventures, such as fencing for the dog-free picnic area and the supply of free poo-bags.'

'We're very proud of the Show. It's run by the community for the community, it's free and it's in a good cause. And you don't need a dog – just come along and enjoy the fun!'

**Chiswick House Dog Show is on
24 September. For information visit
www.chiswickhousedogshow.org.uk**





Sameer Mahomed

Photograph: Annabel Moeller

BIDDING FOR SUCCESS

Under new owner Sameer Mahomed's visionary leadership, London Auctions is striking out in an exciting new direction

Sameer Mahomed, the owner of London Auctions, is a man with a seriously impressive *curriculum vitae*. Having trained as a chartered accountant in his native South Africa (he came to the UK 11 years ago), Sameer worked for Deloitte in Johannesburg, Los Angeles and London advising blue chip clients across a wide range of business sectors.

Subsequently, he joined ex-Dragon James Caan's venture capital company, overseeing the investment portfolio from the Den, and then founded his own management consultancy, delivering strategic support to small and medium-sized enterprises. So, with that track record (and that's only part of it) why, I wonder, is Sameer running a Chiswick auction house?

'I must admit, I don't have any background in auctions or antiques,' he says. 'And, at times, it's been quite daunting. However, as a turnaround specialist, I knew I could apply my skills here. I love the challenge of making a failing business successful.'

In its previous incarnation (as High Road Auctions) the auction house was heading for liquidation before Sameer stepped in. He believes that his lack of experience has, in fact, proved a distinct advantage. 'I had no pre-conceived ideas; that meant I could look at the whole operation with a fresh eye.'

'My priority was to resurrect the core auction business. We have a new team of valuers and

Advertorial



Sameer with
Bargain Hunt's
Anita Manning



auctioneers who combine specialist expertise with broad knowledge across many fields. Most importantly, if they're not sure about an item they'll say so and undertake further research. We want to be fair; the vendor must get the highest possible price and the buyer must get value for money.'

Presentation and display was an area that demanded a radical re-think. Sameer has a clear vision for London Auctions – and it is definitely not one of a cold salesroom with a pile 'em high sell 'em cheap ethos. 'We've got a fantastic space which allows us to showcase everything in a beautiful way with a clear focus on interiors and design.

'We put on a completely new window display every weekend and, inside, my aim is to create a comfortable, relaxed environment in which people can browse at leisure, meet up with friends, eat and drink in our new L'Art Café (it is re-opening in September) and enjoy the experience.'

Always looking to innovate, Sameer has ambitious plans. Complementing the weekly connect@keepthingslocal.com

general auctions, there will be more specialist sales and he also intends to convert some space into a 'buy it now' retail platform. 'That means there'll always be new things to see and buy which, in turn, will keep the sale room active seven days a week,' he explains. 'Also, we'll be hosting more one-off local arts and culture events; we've already held a Chinese calligraphy masterclass and had an artist working in the window.'

For Sameer, it's all part of his drive to attract a new, younger generation to the auction house. 'I want to make us a community hub and talking point. If you want to furnish a home at an affordable price, you can do it here; if you want to start collecting art, silver or luxury items such as watches, jewellery and handbags, you can do it here. I believe London Auctions is setting itself apart and is Chiswick's local boutique auction house.'

London Auctions

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Steve Bonnici

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Having run his business since 2003 – and built an excellent reputation for problem-solving and reliable service – Steve clearly knows how to fulfil that trust. He founded the company after a career that saw him train in Ground Communications with the RAF and spend a decade building and maintaining dealing rooms for City banks.

Originally based in the Swan Centre, since 2012 Chiswick

Computers has operated from a shop-cum-workshop at the Ravenscourt Park end of King Street. 'W4 is still my main market, although Hammersmith is growing fast,' says Steve. 'And I get people who have moved out of London but still bring their machines back to me.'

Whatever the make, model, program or system, Steve estimates that his team fixes 97% of problems that come through the door. 'We'll tackle anything – computers, tablets, phones, PCs, all Apple products – and on every repair there's a 75-day labour warranty as well as the parts guarantee. Of course, sometimes we have to tell a client that they'd be better investing in new kit. We're always honest about that.'

Advertorial

Steve himself is still very hands-on, personally providing IT support for small businesses. He is backed up by a highly qualified team of technicians, some based in the workshop and others who handle call-outs to private and corporate clients.

'Whatever the job, we place great emphasis on personal service,' explains Steve. 'We keep customers informed of progress during an investigation – and we don't like being beaten! Once, someone turned up with an electric organ; that's not exactly our field, but we found that the DC jack had broken and managed to re-solder it!'

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Jason Wilkinson

BUILDING AN EXCELLENT REPUTATION

From loft conversions to basement excavations, kitchen extensions to side returns, Whitehall Construction has the expertise and experience to take any project from design to build completion

‘I’m very hands-on – that’s how I like to work. Every day I make sure that I’m on site. I have foremen, but I want to stay involved and be a visible point of contact for clients.’ Jason Wilkinson, co-owner and Build Director of Whitehall Construction, is explaining his core business philosophy – and the passion is shining through.

‘I think my approach stems from the fact that I started at the bottom of the trade and worked my way up,’ Jason continues. ‘I’ve learned how important it is to be available to the customer – there’s no better way to create a positive relationship and find solutions to issues.’

Focusing on West London, with many projects completed in and around Chiswick, Whitehall Construction specialises in house renovation, loft conversion, kitchen and side return extension, basement excavation and bathroom re-design. As Jason says, ‘in London today building is usually about adding square-footage to a property.’

Originally from Nottinghamshire, he has lived in London for almost 20 years. ‘I left school and became a bricklayer. I worked for a small builder, completed my apprenticeship and took my City and Guilds and, in 1998, I followed my then girlfriend to London. At that time it was quite easy to pick up jobs and within six



months I was a site foreman on projects for the likes of Carillion and McAlpine. I used to work for a period, go travelling around the world, then come back and work again.'

As he admits with a smile, marriage and children inevitably meant a radical change of lifestyle. Jason co-founded Whitehall Construction three years ago and since then the business has grown rapidly, mostly through word-of-mouth recommendation.

'We have the knowledge to take any project from Planning and Design through to Build,' he tells me. 'At the planning stage we liaise with architects and structural engineers and, when it comes to construction, we have a permanent team of top-quality, totally reliable craftsmen. If we do employ sub-contractors, I only ever use people I know and trust.'

Jason is convinced that good project management is the key to every successful job. 'It's crucial to explain the process clearly – why something will work and why it won't. It's all about being honest and open. In my opinion, many builders have become more like salesmen. They get jobs in and then farm them

out. So you lose that line of communication and individual contact.'

Jason is equally emphatic in his views about pricing and delivery. 'I always give an honest quote, not a deliberately cheap price to secure the contract. Our fees are fixed from the beginning, so there are no nasty surprises. Also, you must deliver what you promise – and on time. It's so frustrating for everyone when a job drags on. I'd like to think that 30 years' experience enables me to anticipate most problems and come up with practical answers.'

With many satisfied clients in the area, Jason always encourages potential clients to check out his team's previous work. 'We're proud of what we do and we always try to exceed expectations,' he says. 'Whether the project is large or small, we stick to what we say, we don't cut corners and high quality craftsmanship means everything to us.'

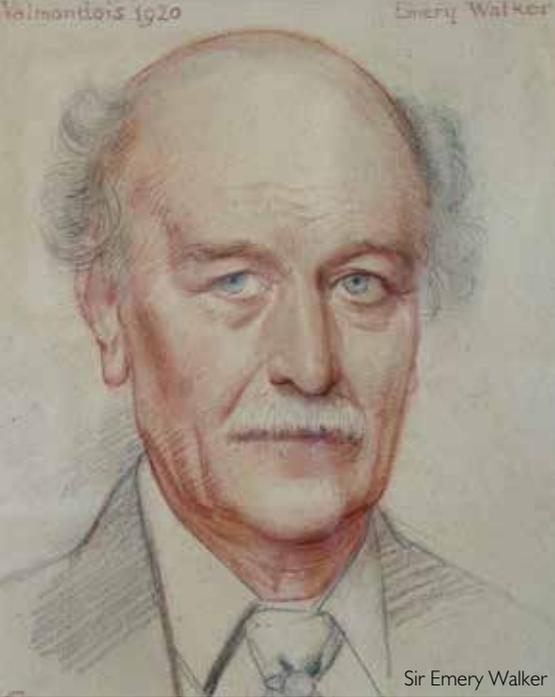
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WEST LONDON'S TIME CAPSULE

The Arts and Crafts interiors of Emery Walker's House are open to the public after 18 months of extensive restoration work. Step over the threshold and you enter a period gem...

'I visited 7 Hammersmith Terrace yesterday and was enchanted with the house. There is no other (William) Morris interior in London to equal it... this house must be preserved.'

This passionate plea was made by Sir John Betjeman over 50 years ago. The subject was Emery Walker's House, a tall Georgian mid-terrace property near the Black Lion pub at the end of Chiswick Mall.

Other than a blue plaque stating, '*Sir Emery Walker, typographer and antiquary, lived here 1903-1933*' there is nothing to distinguish No. 7 from its elegant neighbours nor to give a clue to the treasures inside. However, behind the front door is an impeccably preserved

William Morris-style Arts and Crafts interior that has barely changed in over a century.

A coachbuilder's son, Emery Walker was born in 1851 and lived in Hammersmith from the age of seven. After several years working as an apprentice draper, he joined the Chiswick-based Typographic Etching Company at a time of pioneering advances in typesetting and the printed reproduction of illustrations and photographs.

Having found his niche, in 1886 Walker started his own company and it built a reputation for using photogravure, a technique that faithfully reproduced photographic tones. His firm specialised in using works of art



and photographs as illustrations and helped revolutionise the book-making industry.

As his professional fortunes improved, Walker first bought No. 3 Hammersmith Terrace in 1879 and then moved to No. 7 in 1903. He soon came into contact with William Morris, who lived at nearby Kelmscott House, and a friendship grew between the two based on their shared artistic tastes and socialist beliefs.

Walker furnished his home with carpets, curtains, wallpapers and furniture from Morris & Co. On the hall floor is Morris & Co linoleum, believed to be the only example still *in situ*, all the rooms are lined with original Morris wallpapers and there are also personal mementoes of Morris himself, including a 17th century chair from his library and even several pairs of his spectacles.

Sir Emery Walker died in 1933 and the house was inherited by his daughter, Dorothy, who stayed on at No. 7, preserving the interior intact, until her death in 1963. Dorothy, in turn, left the house to her companion, Elizabeth de Haas, who lived there until 1999. Anxious to keep the house and contents together, she established The Emery Walker

Trust four months before her death and, after necessary safety measures were completed, No. 7 was opened to the public in 2005.

In April the House re-opened after an 18-month closure for essential restoration work; this lengthy process, undertaken by Arts & Crafts Hammersmith, included the installation of a new roof and required the removal, conservation and cataloguing of 6,000 individual items.

Now everything is back in place and volunteers will be hosting tours at 11am, 1pm and 3pm on Thursdays and Saturdays until 25 November. Each tour is limited to eight visitors due to the size and fragile nature of the house and its contents (all tours must be booked in advance).

No doubt Sir John Betjeman would be delighted to learn that one of the UK's most significant and intriguing houses exists in the condition that he found it – and that visitors can still step back to the Arts and Crafts age.

Emery Walker's House

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Gordon Lindsay

MEET THE HYBRID AGENT

Chiswick lettings expert Gordon Lindsay is moving into the sales arena – and offering reduced fixed price fees

With almost 25 years' experience, Gordon Lindsay is a veteran of the Chiswick property market. He started at Bushells in 1993, then joined John Spencer and, since 2008, has been running his own successful family lettings business (Gordon Lindsay Associates). All of which means that there are very few more savvy analysts of the W4 scene than this Strand-on-the-Green resident.

So, when Gordon identifies 'a gap in the local market' for a new type of estate agent, it is definitely worth taking note. 'We're now expanding into property sales,' he explains. 'And we're doing that as a hybrid agency. Put simply, that means we offer significantly reduced fixed-price fees but still deliver exactly the same

professional service as a High Street agent.

'We have a team on the ground to handle valuations, viewings and marketing through all the usual channels. But, and here we sit between the agents and the online outfits, that service is available at a reduced fixed fee.

'We charge £4995 for a house and £3495 for a flat (both plus VAT). So, for the seller, the higher the value of their property the more the saving they make.' On the company website a handy calculation tool allows clients to work out just how much more!

For Gordon, first-rate customer service remains a top priority. 'Most of our Advertorial

lettings business comes from personal recommendation and we intend to mirror that on the sales side. To develop our new hybrid model we need to perform better than High Street agents; as well as offering lower fees, we must exceed expectations.'

And, just to satisfy all those dinner party conversations, where does Gordon see the current W4 market? 'It's stable, but it depends on property being correctly priced. And I'd say that post-Brexit prices are probably 10% lower.'

However, whatever the ups and downs of the market, one trend hasn't changed; if possible, Chiswickians still prefer to move within W4. As Gordon says: 'Well, why wouldn't you, it's lovely around here, isn't it?'

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Chintan Suraya

A HOME AWAY FROM HOME

Informal, comfortable and proudly traditional, The Andover Arms in Brackenburg Village is a hidden gem

You may have to search quite hard to find The Andover Arms in the heart of Brackenburg Village, but the quest is well worthwhile.

Tucked away in the terraced streets, it is the epitome of an old-fashioned, intimate English pub. In fact, the locals will tell you that they regularly appear in photographs taken by tourists eager to sample a proper London pub atmosphere and lured to Hammersmith by The Andover's impressively high rating on TripAdvisor.

Suraya, the New Zealand-born Bar Manager, probably sums up the pub's appeal best. 'I only started working here in July and this is my first time

away from home. I love it. The pub has such a cosy feel. It's homely and you feel you're part of a local community, everyone talks to you and is just so friendly.'

Suraya is not the only recent addition to the Andover's tight-knit team, although the other recent arrival is actually a much-loved old face. Chintan, the Head Chef, worked at The Andover a few years ago and built a superb reputation for the quality of his cooking. He has now been tempted back, to the delight of the regulars.

'The food we prepare really reflects the nature of the pub, uses the best fresh ingredients and changes according to the Advertorial

seasons,' he says. 'In essence, we serve hearty, old-school food with a twist, for example shoulders of lamb, steak, pies and fish. Also, our Sunday lunch is always incredibly popular.'

The Andover's wine cellar has an excellent selection of bottles from all corners of the globe and, since it is a Fuller's pub, there's no question about the quality of the ales. In fact, in 2014 The Andover won Fuller's Pub of the Year, beating 386 other establishments; lessee Tom Gavaghan and his team were praised for 'keeping an exceptional bar and running a fantastic kitchen.'

That says it all about this perfect local!

The Andover Arms
57 Aldensley Road, W6 0DL
Tel: 020 8748 2155
connect@theandoverarms.com
www.theandoverarms.com



Annabel Moeller

SHARP SHOOTER

Annabel Moeller steps out from behind the camera lens

‘I think you have to love meeting new people. Then you’ve got to be able to work out what makes each individual tick – and do that pretty quickly – and gain their confidence.’

Photographer Annabel Moeller is explaining her approach to the often tricky business of putting clients at ease in front of the camera. ‘Many do get anxious,’ she adds. ‘But if you’re kind, let them know you care and make it fun, it will almost always work out well.’

Over the last 20 years Annabel has carved out a highly successful career and not just as a portrait photographer – far from it. Past commissions have included reportage in the world’s hottest trouble spots, such as Afghanistan, Iraq and Somalia, working in the

performing arts, fashion and corporate worlds and interiors and food and drink shoots.

Annabel came to photography via a circuitous route. Having got a place at the London College of Fashion, she soon realised that the rag trade wasn’t for her. She then landed a job as a picture researcher at Camera Press, the UK’s leading picture agency. ‘It had some of the world’s best photographers on the books and I was inspired; looking at the shots, I saw history and the world unfolding in front of me.’

Following her stint there, Annabel headed for Australia on a six month trip. She stayed 16 years. ‘I got a job as a photographer’s assistant and then set up on my own. The Australian Opera was one of my first regular clients and I also worked for the *Sydney Morning Herald* newspaper – and that has really stood me in good stead. You had to be prepared to do everything; it could be a plate of food one moment, a building the next, then a portrait, then an interior shot and so on.’

Returning to the UK a decade ago and settling in Brackenbury Village, Annabel has built up a wide-ranging private and commercial client list (among the latter are the English National Ballet, the House of Lords and Moët Hennessey).

She now exclusively uses digital. ‘The last job I did on film was the 2000 Olympics in Sydney. For me, the beauty of a digital camera is that I can show the client the pictures during the shoot; then it becomes a collaborative process and they have a clear, reassuring idea of what the images will look like before I leave.’

Working, as she does, across all photographic genres, Annabel is happy to take both location and studio commissions. And, as she admits, she still has one ambition: ‘One area which I haven’t done – and I would love to do – is movie stills. So, if there are any directors or producers out there...’

Annabel Moeller Photography

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* To read more about Annabel Moeller visit www.keepthingslocal.com





Fiona and Joe Miller

RED CARPET TREATMENT

Whether you want an Axminster or a shagpile, man-made fibres or pure wool, Joe and Fiona Miller will help you choose the perfect carpet for your home

If you're going to be inviting friends and family round over the coming Christmas season – and you want to make sure your home is looking at its best – then autumn is the perfect time to consider replacing your old and fraying carpets.

A new carpet is a long-term investment and one that can be expensive. So, it definitely pays to do some careful research in advance to ensure you get exactly what you want. Whatever your previous level of knowledge, as a first port of call Joe and Fiona Miller of the Carpetstore always recommend that their customers consult The Carpet Foundation website (www.carpetfoundation.com).

The site has a wealth of independent information about every possible carpet type as well as advice on how to choose the correct one for the different rooms in the house.

For example, choose tough, hard-wearing carpets for the stairs and hallways, softer ones for the bedrooms and deeper ones for the living

room (the Carpetstore's own website is also an invaluable source of practical tips).

Joe and Fiona pride themselves on stocking a wide selection of different carpets in a variety of manmade and natural fibres and a vast array of designs and styles. And, of course, customers are always welcome to take samples home with them to check just how the colours and hues work with their domestic lighting and décor.

Most importantly, the Carpetstore team is always crystal-clear about costs (including underlay and fitting), ensuring there won't be any unexpected bills landing on your doormat. The only surprise should be a good one; of just how wonderful your new carpet looks when it is *in situ* in your home.

The Carpetstore

156 Goldhawk Road, W12 8HJ

Tel: 020 8749 9340

Email: carpetstoresb@aol.com

www.thecarpetstore.info

LOCAL LISTINGS

DENTIST - Ron Baise



92 Dental
5 Glenthorne Mews
115 A Glenthorne Road
W6 0LJ
Tel: 020 8741 5263
info@92dental.co.uk
www.92dental.co.uk

DRY CLEANER - Mike Moran



Top Hat Cleaners
20 Devonshire Road,
W4 2HD
Tel: 020 8995 9813
info@tophatchiswick.co.uk
www.tophatchiswick.co.uk

LOCAL RATES

If you would like to advertise in the Winter issue of Chiswick Locals, which will be published in November, we would love to talk to you now (discounted rates are available when booking a series of advertisements).

In addition to publishing local magazines, Keep Things Local builds and maintains websites, provides a range of professional photographic services, creates marketing material and organises events.

LOCAL CONTACTS

If you would like to make a booking or learn more about anything that we do, please contact Nigel on 07956 391739 or email nigel@keepthingslocal.com

We look forward to doing business with you.

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*‘Great service,
great carpet.’*

Joanne R. W6



020 8749 9340

156 Goldhawk Road,
Shepherd's Bush W12 8HJ
carpetstoresb@aol.com
www.thecarpetstore.info



Blerian

Emanuela

A CUT ABOVE THE REST

High quality barbering for men, creative and classic styling for women, plus friendly customer service make for perfect hair care at BEM Hair House

Whatever your age and hairstyle, the talented team at BEM Hair House will provide the exact cut and styling you want – and you'll get a warm welcome and almost certainly be offered a nice cup of strong Albanian coffee into the bargain.

The initials BEM stand for the owners, Blerian and Emanuela. Blerian Sinani came to London from Albania in 2008 to study hairdressing and then stayed on to gain experience in some of the city's top salons; Emanuela Greca learned her trade at Kensington & Chelsea College, where she won

the prestigious accolade of Student of the Year.

The couple, who are now engaged and have a daughter called Melissa, started their own business just over two years ago and they have already built a very enthusiastic local following.

Both Blerian, who takes care of all the barbering, and Emanuela, who handles the styling, are always more than happy to advise their customers about making a style or colouring change – whether it is subtle or radical, conservative or ultra-fashion conscious.

Advertorial

All the staff at BEM take great pride in creating a relaxed atmosphere (Smooth Radio is usually the station of choice) and they always take the trouble to chat to clients and make the whole experience of visiting the salon a real pleasure.

Clearly, Blerian and Emanuela's formula of superb cutting and styling and excellent customer service is working. 'What's really nice is that we have regular customers who come back here to have their hair cut even after they have moved out of the area,' says Blerian. You can't get a better recommendation than that!

BEM Hair House: Barbers and Stylists

151 Goldhawk Road,
W12 8EN

Tel: 020 8811 2602

bemhairhouse@gmail.com

www.bemhairhouse.com

LOCAL HISTORY

The Thatched House was built in the 1850s and was the last pub in London to be serviced by the dray horse from the Young's Brewery in Wandsworth — yet we're anything but old and stuffy

Lots of space and an airy conservatory mean we're perfect for mid-week catch-ups with friends, groups of lazy Sunday Roast grazers, parties and events. We promise to make you feel at home the moment you step through the door



THATCHED
HOUSE



020 8741 6282

115 Dalling Road • Hammersmith • London • W6 0ET



Georgina Young

BREWING UP A STORM

Georgina Young is making history at Fuller's as the first female Head Brewer in 172 years

There is no persuading Georgina (George) Young to reveal her Fuller's beer of choice. 'I can't answer that,' she laughs. 'It's like asking which is my favourite child – I love them all equally.'

George was appointed Head Brewer in January. With responsibility for managing the brewing teams, creating new beers and maintaining

the quality for which Fuller's is famed, it's all a long way from the student lifestyle which prompted her love of beer.

'I was studying Biotechnology at Kings College and spent far too much time in Kensington hostleries. But that passion inspired me to get a place on the MA Course in Brewing and Distilling at Heriot-Watt University in Edinburgh.'

Advertorial

George joined Fuller's as a Production Brewer in 1999. 'I started by doing physical shift work,' she recalls. 'It was hands-on, making the beer, controlling fermentation and dealing with engineering issues. After two years, I moved to packaging and that gave me an all-round understanding of the nuts and bolts of the business.'

Over the years George has seen major changes in the industry. 'Traditionally, beers were malty, but today there's a trend towards hoppier, more bitter beers; at Fuller's we work very hard to offer beers to suit all tastes.'

One constant of all the ales is the secret 'house yeast'. 'It has a very orange-y, marmalade-y flavour,' says George. 'It's easy to pick up in ESB and, with Oliver's Island, we enhance that flavour by brewing with orange peel.'

To gain an insight into how a Fuller's pint is created, George recommends the popular brewery tour. 'You really get to see us in action. Our site only covers 4.5 acres, but all the beer is brewed here; the mix of old vessels and new technology is fascinating.'

And does George have one final tip for Fuller's aficionados? Yes: 'with London Pride, you never realise just how good it is until the third pint!'

Fuller, Smith and Turner PLC
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