



A roof terrace, looking south and west, extends the full length above Sam Bond's Bermondsey penthouse



The concrete worktop and a shiny ceiling and floor create the stage for Sam's gourmet cookery courses



Naomi Campbell and Pierce Brosnan are familiar with Sam's bedroom, which is used regularly for photo shoots. The absence of personal touches means, says Sam, he can wake each day to another "blank canvas"

# The name's Bond, Jam's Bond

**S**AM Bond shares more than a surname with Her Majesty's most glamorous secret agent: like Ian Fleming's 007, Sam lives a jet-set lifestyle, has an arsenal of gadgets at his disposal, and, when in London, wakes each morning in a glamorous apartment with a view to kill for.

His 1,600sq ft penthouse tops the south-west corner of one of three red-brick blocks in Bermondsey, south London, that were once a Hartley's jam factory. When developer Angel Property rescued the buildings from decay in 1999 and turned them into 196 flats and live/work units, it added lightweight, double-height steel-and-glass structures to the roofs, creating a series of fabulous penthouse apartments.

"I instantly fell in love with the flat," says Sam of his first viewing in 2003. "The only thing that bothered me was that

**'I wanted a home that looked like an iPod. If one product summed up my lifestyle, that would be it'**

"Repent" had, inexplicably, been written in massive red letters across the breeze blocks downstairs. They white-washed them out before I moved in."

Despite its £406,000 price tag, the apartment contained very little: it was essentially a glass box with a concrete floor and a metal staircase leading to a vast roof terrace that covered the entire floor space above.

For a year, Sam embraced true loft living, managing to hold huge parties with only minimal services. He defined the various areas of the open-plan main space by simply writing their uses in huge letters on the floor: this way guests knew that "dance" took place in one corner and "chow" in another.

But at 36, Sam needed a space where he could base his successful consultancy business, Tradesecrets, and somewhere to teach his Jam Factory Kitchen cookery courses. When he became friends with architect and fellow Jam Factory resident Julian Hakes, who is Hakes Associates architecture practice (020 7378 8655), one of the ground floor of the same block, plans to transform the penthouse got under way.

A trained actor and a chef, Sam now runs workshops teaching communication skills. "I didn't need a warm, welcoming home

Sam Bond enjoys the lifestyle of his secret-agent namesake from a gadget-filled penthouse above an old jam factory. **By Cathy Strongman**



Sam (right) with project architect and neighbour Julian Hakes

that would make people feel like curling up and falling asleep," he explains. "I needed people to walk in and be stimulated by what they saw. I told Julian that I wanted to live in a space that looked like a white iPod. If you summarised the way I live in a single product, that would be it."

Entering the apartment, you are squeezed through a narrow corridor and then released into a large rectangular room that is flanked by floor-to-ceiling glass. This area acts as Sam's study/dining room, living room, office and kitchen (the bedroom is tucked away behind sliding doors at the back). This



As the apartment has to be used for communications skills classes, Sam did not want a comfy space that would send students to sleep, but a statement room that would both startle and stimulate his visitors

main space is uncluttered, with views stretching over London rooftops from the Eye to Crystal Palace, set off by a highly reflective white poured-resin floor.

"I think the floor, which is so integral to the design, enhances a sense of opacity and luminosity," he says.

There is a noticeable lack of blinds. And because Sam hires out the space for photo shoots, there are few personal pictures or belongings, which might have to be put away each time.

But this absence of personal touches doesn't bother him. "This openness, this light, this kitchen, this is all me," he says.

"I love waking up every day to such a blank canvas." Though an empty stage might be a better description: a solid concrete kitchen worktop is the focal point of the room and is from where Sam teaches clients how to cook and where he creates gourmet meals for his friends.

"I'm fascinated by food and the sociability it creates," he says. "The worktop is large enough so that people can cook, serve and eat on it all at the same time. Everybody can join in."

The entire kitchen is bespoke and equipped with top-of-the-range culinary gadgetry; the built-in units mask the bathroom

behind, which is equally hi-tech with a steam shower and a swanky mirror that becomes a television.

All this came at a price — and not just the £140,000 set aside for the project. Getting things right involved endless rows with the builders. "I'd never do it again," says Sam, who, nonetheless, loves living in the flat and is recouping some its costs via the photo shoots.

Supermodel Naomi Campbell has been snapped posing on his bed, but it was the arrival of Pierce Brosnan for another shoot that raised an ironic eyebrow: both Bonds laughed about it.

## HOW TO GET THE LOOK

■ **LIVING SPACE**  
The Cirrus sofa is from German company COR and can be transformed into a single bed, though this is a discontinued line. Other COR designs are stocked in London by Geoffrey Drayton (020 7387 5840; [www.geoffrey-drayton.co.uk](http://www.geoffrey-drayton.co.uk)). The clear Eclipse nest of tables (E477) came from Ligne Roset (020 7426 9670; [www.ligne-roset-city.co.uk](http://www.ligne-roset-city.co.uk)).

■ **KITCHEN**  
The concrete kitchen worktop cost £5,000 and was custom-made by Concretions (020 8408 3000; [www.concretions.co.uk](http://www.concretions.co.uk)). The Binova Firelines hob ([www.binova.com/inglese.htm](http://www.binova.com/inglese.htm)) cost £1,580 and came from Barget Kitchen Design (020 7376 1444;

[www.barget.co.uk](http://www.barget.co.uk)). The ovens are by Siemens (0870 240 0070; [www.siemens.co.uk](http://www.siemens.co.uk)).

■ **BEDROOM**  
The disco-style Mirror Ball light (which hangs over the bed) is designed and available from Tom Dixon, and costs £250 (020 7400 0500; [www.tomdixon.net](http://www.tomdixon.net)).

■ **BATHROOM**  
The entire room is tiled with Baby Bevelled White tiles, from Tower Ceramics (020 7485 7192; [www.towerceramics.co.uk](http://www.towerceramics.co.uk)) and cost £21, plus VAT, per square metre. Mirror television costs £1,289 and is supplied by The Electronic Zone (020 8447 1653; [www.electroniczone.co.uk](http://www.electroniczone.co.uk)).

■ **LIGHTING**  
A changing-colour fluorescent light illuminates the walls, with Romeo lights giving a softer feel in the evenings. From Fios ([www.fios.com](http://www.fios.com)) and Icone (01332 866430; [www.icone.co.uk](http://www.icone.co.uk)), from £93.

■ **HOW TO VISIT**  
See inside the penthouse at a workshop organised by Tradesecrets (020 7337 0336; [www.tradesecrets-uk.com](http://www.tradesecrets-uk.com)) or by signing up for a Jam Factory Kitchen cookery course ([www.jamfactorykitchen.com](http://www.jamfactorykitchen.com)). The flat is also available to hire for photo shoots from ShootFactory (020 7252 2900; [www.shootfactory.co.uk](http://www.shootfactory.co.uk)) and Zownir Locations ([www.zownirlocations.com](http://www.zownirlocations.com); 020 7738 2002).

The Hartley Jam Factory is now 196 live/work flats



The unmistakably male bathroom displays white-tile utility but has not missed out on gadgets: a mirror above the bath, for example, turns into a television

Pictures by James Balston