



*Azzurra and Luna*  
by  
Hurst & Hurst Estates



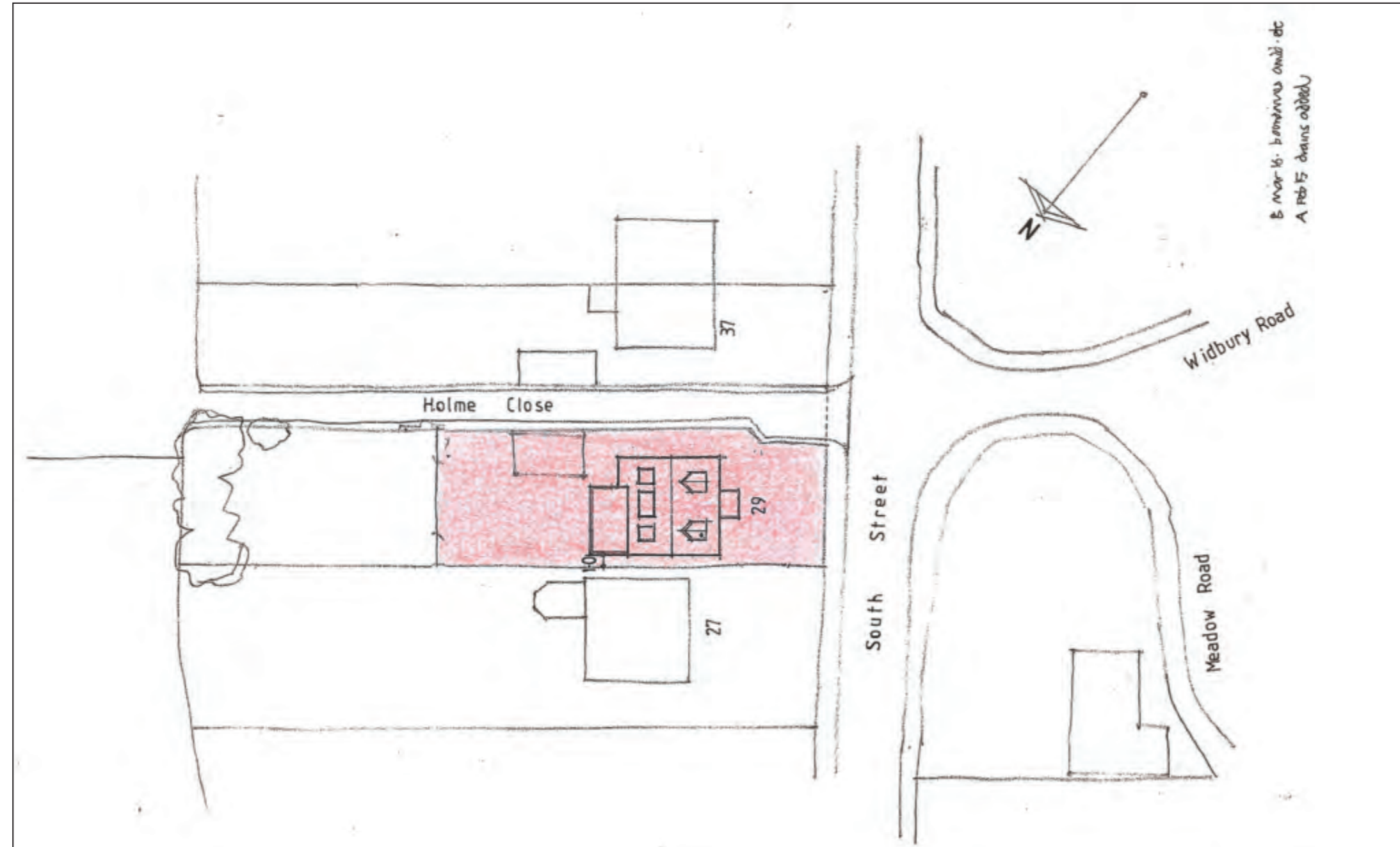
# Hurst & Hurst Estates

HHE was founded in October 2014 by a 22 year old on the same basic principles we adhere to today. We believe that a home is the single most important purchase an individual will make in their lifetime and that the consideration which goes into the designing and building of each home must always reflect this fact.

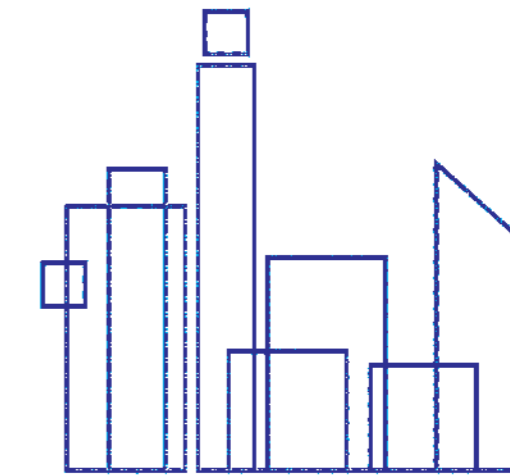
Our slogan is 'Forever Innovate, Never Compromise' and this is our approach to all aspects of the business, from how we buy land through to how we market and sell homes.

**Front cover: sunrise is seen over the Isle of Wight from the balconies at Luna and Azzurra**

**Back cover: moonscape over the Needles seen from Luna and Azzurra**



The first sketch from our first development in 2015

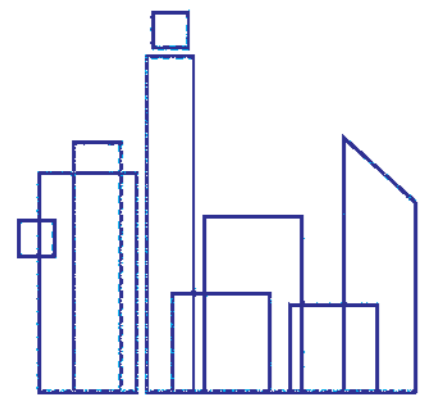


**Forever Innovate, Never Compromise**



# Azzurra & Luna

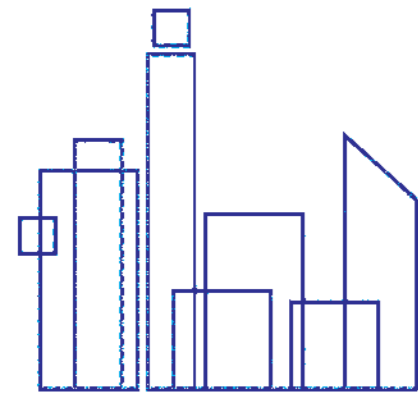
Southerly street scene





# Azzurra & Luna

Rear elevation





# Location and development introduction

There are a select number of roads along the East Dorset cliffs which benefit from uninterrupted views of the Solent and there are even fewer plots suitable for substantial development along these roads. Azzurra & Luna are being constructed on Wharncliffe Road in Highcliffe in one of the last and most sought after spots within this selection. As well as the views, these apartments are situated a very short walk from the sandy beach, a train station which provides fast direct access into central London, Highcliffe Castle, the local high street, golf course and much more.



Site prior to  
demolition and  
construction of  
Azzurra & Luna



# Design Concept & Process 1

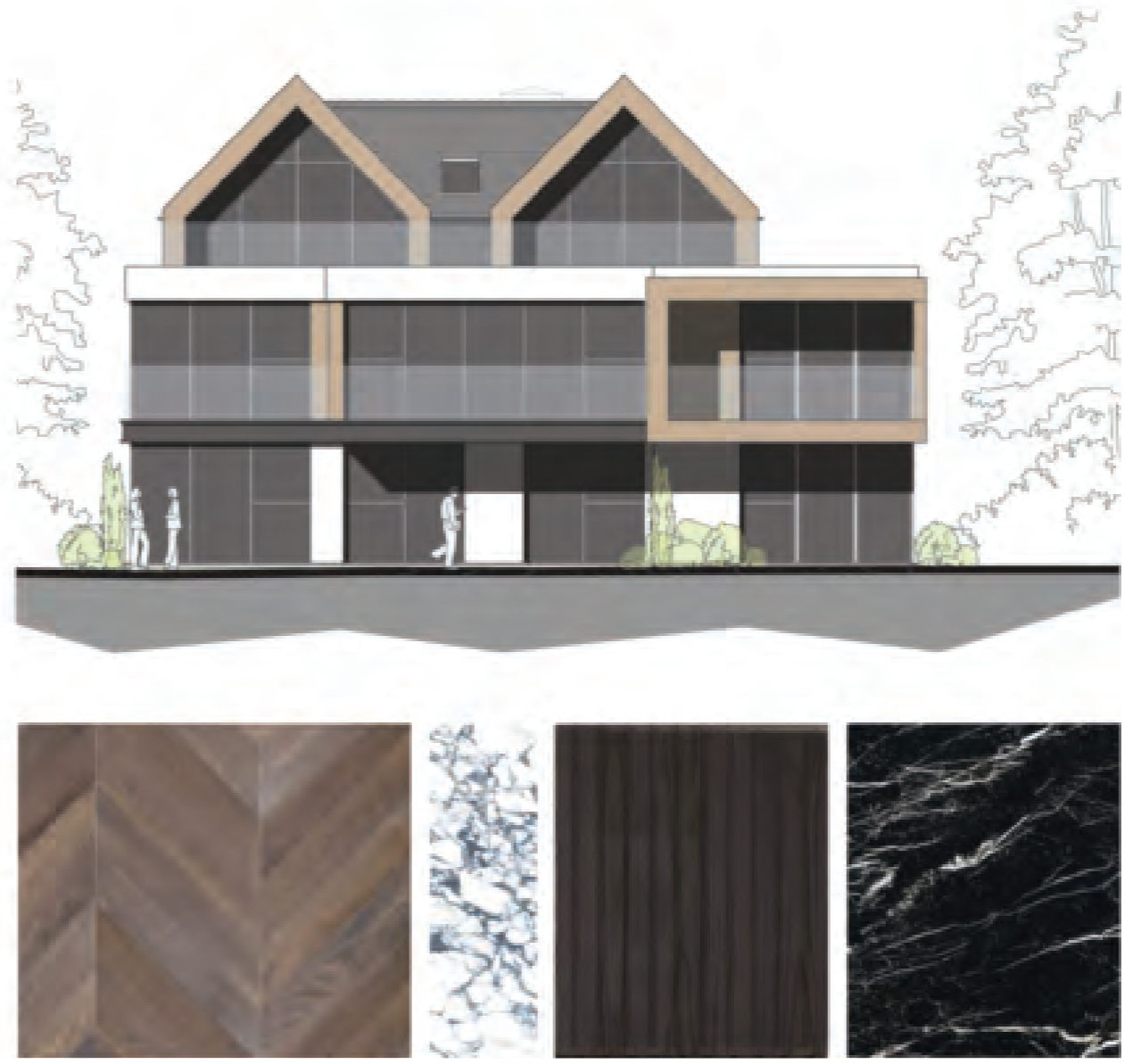
It was agreed early on that the three main elements around which to design the development were:

- To maximize the southerly views of the ocean
- To achieve both individuality and continuity between the two blocks
- A contemporary feel

From here we sat down with our architects and interior designs and began sketching and playing with ideas. We experimented with various approaches, such as Scandinavian, and ended with a coastal twist on a luxurious theme.



**AZZURRA early stage concept**



**LUNA early stage concept**



**AZZURRA first kitchen sketch**



**LUNA first kitchen sketch**

# Design Concept & Process 2

Sticking to our three main criteria allowed for some exciting and head scratching meetings. For example, to maximize the views we wanted large unobscured glass areas across the southern elevations, but to hold the building up and provide sufficient structural support between the floors conventional design dictated corner pillars with thick frames or deeper lateral beams above each window reducing head-height. Both solutions of course being completely at odds with the design brief. The solution was to introduce a series of carefully engineered extended cantilever beams concealed within the floors and extending out through each balcony; these beams deliver the rigidity needed while removing the need for unsightly corner pillars or deep frames allowing for the maximum possible glazing. The result is totally uninterrupted views, a clean design and a satisfied team.

## Azzurra Ground Floor



## Luna Ground Floor





# Luna Penthouse

At 1,743ft<sup>2</sup> plus a 147ft<sup>2</sup> balcony giving both the master bedroom and kitchen/living room spectacular views out to the Needles and beyond, this apartment is deserving of some special features. The first entrance is on the floor below which allows for a separate area by the stairs for coats and muddy shoes, while with the use of a secure penthouse keycode the lift also offers its own private access directly into the apartment hallway.



**Above – LUNA PENTHOUSE layout and finishes**  
**Left – LUNA PENTHOUSE living and dining room**



# Luna Penthouse

In addition to large windows there are also 12 rooflights, including a large skylight over the glass double doors leading into the combined kitchen/living area. This arrangement ensures that even more light fills and flows through the apartment. The kitchen, bathroom, lighting and finishes have also been upgraded from the other apartments, but follow the same design language.



**LUNA PENTHOUSE**  
kitchen and  
breakfast bar



# Personalized

While we provide a comprehensive top level specification as standard, we greatly enjoy working with any of our customers who wish to include other features or modifications of their own. One such example was the purchaser of one of the duplexes in this development who wished for the apartment floors to be reversed and the internal layouts to be significantly rearranged to suit their personal living preferences. The result is a beautiful new home which is totally tailored to this individual's tastes.



**LUNA APARTMENT – kitchen and ensuite**



## Azzurra vs Luna

To simultaneously achieve individuality and a continuous design we chose to play with the light and texture of the interior finishing materials. This allowed for the same language tying the blocks together while Azzurra and Luna both have a noticeably different feel once inside. The first and most striking example is the contrasting main entrance tiling, polish white marble in Azzurra and polished black marble in Luna, which sets the scene for both blocks. Light vs dark. This theme is continued within the flats with varying shades of flooring as well as in other aspects such as the kitchen panelling.

## Azzurra Main Entrance Hallway



## Luna Main Entrance Hallway





# Specification

Each apartment features:

- Underfloor heating throughout
- Ceiling recesses for curtains, blinds and hidden lighting
- Built-in wardrobes
- En-suite bathrooms
- Balconies or patios
- Stone worktops
- Utility rooms
- Integrated Bosch appliances
- Car and bicycle parking
- Lift access
- Feature lighting and tiling



**AZZURRA**  
Apartment 4  
living room



# Project Round-Up

We first identified this site in the early summer of 2018 and were able to agree a deal with the landowners by March 2019. Planning approval was granted in May 2020 but due to Covid we were unable to begin on site in earnest until the start of 2021. Practical completion is expected now by the summer of 2022.





# AZZURRA BLOCK A



GROUND FLOOR



FIRST FLOOR



SECOND FLOOR



# LUNA BLOCK B



GROUND FLOOR



FIRST FLOOR



PENTHOUSE





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