

MASLOW'S

LONDON'S NEWEST MEMBERS' HOUSE *MASLOW'S KENSINGTON* TO OPEN IN SPRING 2026

The new intimate members' house will bring work, wellbeing and hospitality to High Street Kensington



CGIs found [here](#)

Credits: Design Mehrai Design, CGIs Spectra Studios

London, 4th November 2025 – Maslow's, the collection of thoughtfully designed members' houses designed to infuse wellbeing into the working day, is proud to announce the opening of its third location, *Maslow's Kensington* in spring 2026. Following the success of the existing houses 1 Warwick in Soho and Mortimer House in Fitzrovia, the expansion marks an exciting new chapter for Maslow's.

Situated on the ground and first floors of The Kensington Building, the 30,000 sq ft members' house will offer a sanctuary for London's community of individuals and companies seeking to maximise productivity in a relaxed, familiar setting. The house will feature a ground-floor living room alongside first-floor shared workspaces. Members will also find private studies for teams of 4-40, collaborative lounges, a nutrition-led members-only café, a boutique gym and studio, and a variety of meeting rooms.

Bringing Maslow's signature blend of thoughtful design, intuitive service and holistic member experience to the new West London address, Maslow's Kensington will build on Maslow's unique approach to integrate work and holistic wellbeing. Every detail is designed to help members perform at their best, feel their best, and belong to a community that values time as the ultimate luxury.

Evolving on existing programmes at 1 Warwick and Mortimer House, Maslow's Kensington will introduce a progressive, modular wellbeing schedule that fits the working day. A high-spec gym and daily studio classes led by in-house PTs - such as strength & conditioning, TRX and reformer pilates - sit alongside a monthly programme of longevity and restorative therapies including complimentary massages. With nourishing food and drink experiences that build community, the wellbeing programme is scientifically grounded to support better focus and sustained performance, complimentary for all members.

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Developed alongside leading nutritionists and current Maslow's members, the new café brings an ingredient-led approach to everyday dining, designed to sustain steady energy and focus. The all-day menu allows members to shape each meal to their preferred balance of macronutrients, complemented by functional drinks crafted for different moments of the day. Whether dining in the lounge or taking something away, members can expect seamless service to desks, meeting rooms and private studies.

Located in the heart of W8, Maslow's Kensington places members at the centre of London's most densely concentrated wellness neighbourhoods - just steps from Kensington Gardens, the Design Museum and a short stroll from Notting Hill. Connected to High Street Kensington station on the corner of Kensington High Street, Maslow's Kensington offers exceptional connectivity via the District and Circle lines, while nearby Paddington Station unlocks the Elizabeth line and national rail links for easy access to Heathrow airport.

In line with Maslow's long-term commitment to sustainability and human-centric design, The Kensington Building holds a BREEAM 'Excellent' rating. Powered entirely by renewable electricity, the building also repurposes its original structural frame, reducing CO₂ emissions by approximately 30% compared to a typical new-build. Maslow's is also pursuing a WELL certification for the house, reinforcing its commitment to sustainability and dedication to cognitive wellbeing.

Guy Ivesha, Founder & CEO of Maslow's comments: "Kensington is a natural next chapter for Maslow's - a place where our mission to create multi-use spaces that balance work, wellbeing and connection can flourish. With its sustainability credentials, design integrity, and vibrant energy, The Kensington Building perfectly embodies our values, creating an environment where professional performance and personal wellbeing exist in harmony. I can't wait to introduce Maslow's Kensington to our existing members and to welcome new members into the neighbourhood."

- ENDS -

For membership enquiries, please visit maslows.com/maslows-kensington or email membership@maslows.com

Instagram | [@by_maslows](https://www.instagram.com/by_maslows)

Linkedin | [Maslow's](https://www.linkedin.com/company/maslows)

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ABOUT MASLOW'S

Maslow's is a collection of thoughtfully designed members' houses that seamlessly blend work and wellbeing. Inspired by Maslow's theory of human motivation and happiness, these spaces cater to both professional ambition and personal fulfilment, offering private offices, shared workspaces, fitness studios, bespoke meeting

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rooms, rooftop bars, restaurants, and curated cultural events. Unlike traditional offices or impersonal coworking spaces, Maslow's houses are warm, tactile, and energising – designed for enhanced productivity in a familiar, relaxed setting. With existing locations in London's vibrant Fitzrovia and Soho, Maslow's fosters connection, conversation, and restoration, ensuring members thrive in an environment where time feels well spent.

ABOUT THE KENSINGTON BUILDING

The Kensington Building was developed by private equity real estate firm AshbyCapital in partnership with Janson Urban and is the first new headquarters office building in Kensington in over 35 years. The building won the 'Refurbished/Recycled Workplace' category at the BCO Awards London 2023. With high levels of natural light, generous proportions and a focus on air quality, the building incorporates 165 ground-floor cycle parking spaces and luxury changing facilities, making active commuting effortless.

The Kensington Building has a BREEAM rating of 'Excellent' and incorporates features such as rooftop photovoltaics, LED lighting and smart controls via a bespoke building app. 100% of the building's electricity comes from renewable sources, and re-purposing the building's existing frame reduced CO₂ emissions by around 30% compared to a typical new-build office building. Sustainability was also prioritised during the building's construction, with 100% of demolition and excavation waste diverted from landfill, alongside 99.4% of construction waste.

NOTES TO EDITORS:

Membership with Maslow's is designed to help members thrive both personally and professionally, with a variety of membership options to suit their individual lifestyle. House membership is priced at £500/month whilst Resident membership and Study membership prices are available upon request.