

MASLOW'S

Now Open: Maslow's Kensington Launches as London's Newest Members' House Integrating Wellbeing Into The Working Day

From the team behind Mortimer House in Fitzrovia and 1 Warwick in Soho, Maslow's opens its most ambitious wellbeing-focused members house and workspace yet



Photography [here](#)

Credits: Ingrid Rasmussen

London, 3 June 2026 - Maslow's, the collection of thoughtfully curated members' houses designed to infuse wellbeing into the working day, has this week opened its third location, *Maslow's Kensington*. Located within The Kensington Building on Wrights Lane, the new 30,000 sq ft members' house from the team behind Mortimer House in Fitzrovia and 1 Warwick in Soho, represents a significant evolution of the workplace experience, creating a destination where professional performance and personal wellbeing exist in harmony.

Situated in the heart of one of London's most wellness-focused neighbourhoods, the opening marks Maslow's first West London location. At a time when employee wellbeing has become a boardroom priority, Maslow's Kensington has been designed around a simple belief: people do their best work when they feel their best. Rather than treating wellness as a perk or afterthought, every aspect of the House has been created to support focus, energy and long-term health throughout the day.

For Founder and CEO Guy Ivesha, whose career spans some of the world's most celebrated hospitality destinations including New York's Plaza Hotel, Maslow's Kensington is the culmination of a decade-long ambition to rethink how people work and live.

A House Designed Around Human Performance

Spanning the ground and first floors of The Kensington Building, Maslow's Kensington offers a hospitality-led environment combining shared workspaces, private studies for teams of four to forty people, meeting rooms, studio & gym, collaborative lounges and members-only social spaces.

Led by Mehrai Design with final styling and art curation by Studio Mercy, the interiors have been informed by psychology, neuroaesthetics and human-centred design principles. Natural daylight floods the building through four-metre-high windows, all of which feature operable fresh-air panels, allowing members access to natural ventilation throughout the day. Alongside biophilic planting, tactile materials, carefully considered acoustics and soundscapes, and curated artwork, the design has been crafted to reduce stress, improve concentration and support cognitive wellbeing.

A sculptural spiral staircase encourages movement throughout the day, while a series of flexible workspaces allow members to transition seamlessly between focused work, collaboration and social interaction.

Fitness and Wellbeing Embedded Into Everyday Work Life

At the heart of the House is a next-generation fitness and wellbeing offering designed to fit around busy schedules rather than compete with them. The principle is that small, consistent moments of movement and recovery have a greater impact on focus, mood and long-term health than occasional intensive workouts.

Built around 15, 30, 45 and 60-minute wellbeing rituals, the programme makes it possible for even the busiest professionals to integrate movement, recovery and mindfulness into the working week. Offerings include reformer Pilates, strength and conditioning, TRX, breathwork, sound healing, running clubs and restorative movement sessions, alongside a programme of complimentary wellbeing treatments, workshops and longevity-focused experiences.

The members only gym features premium Technogym Artis cardio equipment, a fully customised Paragon x Gym80 strength training line and a dedicated movement studio equipped with Balanced Body reformers. Performance diagnostic tracking tools including Technogym Checkup and InBody assessments allow members to assess their 'wellness age' using advanced measurement technology through various parameters including mobility, balance and cognitive tests.

Launch programming for June includes weekly Maslow's Run Club sessions with former Great Britain athlete Georgia Francis, reformer and mat Pilates classes, guided breathwork workshops with BREAFLX, immersive sound bath reset experiences with both Selia Sound and Lolo Sound, and a series of member mixers and recovery-focused events - all reinforcing Maslow's commitment to creating a members' club where wellbeing, performance and community exist in seamless alignment.

Introducing Oria: Nutrition Designed for the Working Day

Further reinforcing Maslow's wellbeing-led philosophy is Oria by Maslow's, the new nutrition-led café concept led by Head Chef Talia Trup. The menu has been developed in collaboration with dieticians Uniquely Health, making healthy choices intuitive rather than restrictive.

Designed to support energy, focus and long-term wellbeing throughout the working day, Oria's menu centres on seasonal produce, whole foods and functional nutrition, with no refined sugars and an emphasis on unprocessed ingredients. Breakfasts include build-your-own bowls with homemade granola and seasonal toppings, Greens Shakshuka and cottage cheese & oat pancakes while lunches focus on nutrient-rich bowls built around organic grains, seasonal vegetables and responsibly sourced proteins as well as rye crispbread sandwiches and freshly made soups.

Performance-driven drinks are also served throughout the day, including lion's mane coffee, kombucha, cold-pressed immunity shots and nutrient-rich smoothies designed to support energy, digestion and recovery.

Together, the House's workspace, wellbeing and hospitality offerings create a holistic environment designed to help members perform at their best, both professionally and personally.

Guy Ivesha, Founder and CEO of Maslow's comments: "We created Maslow's Kensington in response to a shift we're seeing in how people want to work and live. Too often, wellbeing exists separately from the working day, something people try to fit in before work, during lunch or afterwards. We wanted to challenge that model and create a place where movement, nutrition, connection and thoughtful design are built into everyday routines. Every element has been carefully considered to help people feel better, work better and get more out of their day."

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

Instagram | [@by_maslows](https://www.instagram.com/by_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 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 per month for unlimited access, Resident membership starts from £1,100 per month and Study membership starts from £1,200 per desk per month.