

LUXURY LIFESTYLE & FASHION MAGAZINE

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SINCE 1996

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DAVID
JOHNSTON
DEFINES
BEING
CANADIAN**

**+ FASHION,
FOOD &
DESIGN THAT
WOWS**

JIMMY FALLON

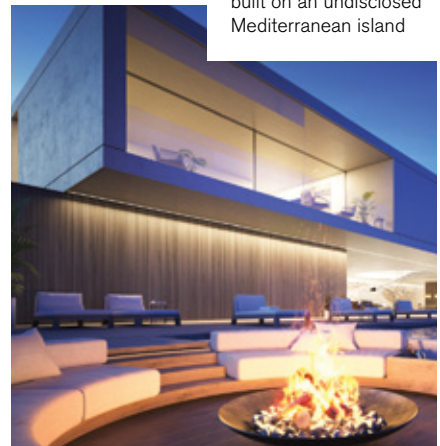
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Superhouse plans to create a limited-edition series of 30 houses across the world. S 00/30, the first design, is set to be built on an undisclosed Mediterranean island



THE DAWN OF THE SUPERHOUSE

Magnus Ström, the man behind U.K.-based architectural brand Superhouse, shares his big, beautiful plans to change the landscape of contemporary residential design

WRITTEN BY AMANDA STOREY

In the beginning there was the superyacht.

Then there was Magnus Ström.

The name itself makes this England-based architect sound like some creator of worlds, and in a sense, he is. Ström is the man behind a new phenomenon that's bringing big changes to Superhouse.

Ström's concept for Superhouse first came to him while working alongside a naval architect, the builder of mind-bogglingly luxurious boats. Entranced by the concept (because who isn't?),

Ström found himself wondering why superyachts existed but superhouses didn't.

The Superhouse brand was Ström's answer to his own question. The architect decided to build an exclusive collection of superhouses, accepting commissions from across the globe and collaborating with companies like superyacht giant Dubois, architectural visualization studio the Boundary and the Staffan Tollgard Design Store to bring it all to life.

"We are only going to design 30

superhouses in total – much like a limited-edition series of art or watches," says Ström. "We want them to be the most beautiful, unique and design-led houses possible, but for them all to be created through a very close working relationship with their owners."

What is a superhouse? Scrolling through the images of the brand's first design – S 00/30 on an undisclosed Mediterranean island – the definition becomes obvious. It's the discovery of luxury in simplicity, a bespoke dream home as outfitted for adventure as it is for hibernating. While S 00/30 is only the beginning, and every design going forward is expected to be as unique as a fingerprint, it spells out exactly what the world can expect from Superhouse and its upcoming creations: a major lifting of the bar in contemporary design.

"We will focus solely on their creation without the distraction of other industry sectors," says Ström. "We will do so through having a holistic approach, not just to the design of a Superhouse, but also to the individual lifestyle out of which each house will be born."

www.superhouse.me