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JOHNNY VERCOUTRE

Entrepreneur and guesthouse owner

"I bought this building in Shoreditch, east London, in 1999. It had been listed as derelict since the 1940s, so I have restored it in keeping with the period. I love that era because things were so well made and built to last. I called the house Time for Tea because it came with a clock on the front, and I adore the dying art of afternoon tea. For a long time I have specialised in 1940s film and television productions – the BBC was in here the other day – and I now also rent out the space for private parties, and serve tea and cake from the front room at weekends. We're about to open up as a guesthouse. It'll be like going to a museum of 1940s household life, but you can stay the night. There will be field telephones that you wind up to call for room service and rules such as no gramophones after 9pm. Maybe I'll have an air-raid siren for the breakfast call."
timefortea.org.uk

1 Knightsbridge chair, £590, from darlingsofchelsea.co.uk
2 Margherita coffee pot, £156, by Missoni, from amara.co.uk
3 Cake stand, \$48, from Isastickleylondon.com
4 Compton wallpaper, \$42 per 10 metres, from william-morris.co.uk
5 A-16 chair, £85, from The Conran Shop ▶

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