

purple dragon

family members club opens in Chelsea

Purple Dragon's flagship family members club opened its doors in October within the new Grosvenor Waterside development in Chelsea. The 13,000 sq ft club offers 'effortless family time' in a space that has been entirely created for children and parents to hang out together and explore, learn, create, develop, discover, relax and most importantly, have fun.

This is the second Purple Dragon site in London. The original site in Battersea has been converted into a full-time kindergarten and day nursery which opened this Autumn. The day nursery provides care for young children and babies aged 3 months and upwards and offers a balance between active play and quality quiet time, to nurture essential first skills, instill a love of learning and develop potential.

'Learning through play' is a core philosophy at Purple Dragon and the club's founder, Sharai Meyers, has created a range of signature adventures and experiences which are specially formulated classes that are designed to bolster confidence, communication, co-ordination and creativity. These teacher-led classes last 45 minutes and involve age appropriate fun and discovery using art, crafts, science, language, design, cooking, messy play, music and movement.

The rest of the activities at the club are unstructured and are designed to enable kids to let off steam and relax after school or over the weekend. Facilities at the new club include an Imaginarium where younger children can enjoy free play with their parents close by. The club also features a swimming pool (complete with water volcano!) and wet play area where kids can take PADI diving and lifesaving lessons or simply have a splash about in the pool. Other activities include a custom built soft play area with trampoline and slides and gaming area for the older kids.

The Purple Dragon club isn't just about the kids though and there are lots of activities to keep grown-ups occupied too! The club boasts a pro golf simulator which features many of the world's most challenging golf courses including Wentworth and Pebble Beach.

There is also a stylish library where parents can catch up on some reading and a restaurant which offers seasonal and freshly prepared dishes from Purple Dragon's resident chef. And parents can also enjoy some time out in one of the customised privacy pods, where they can do some work, have a mani-pedi or just have a well deserved nap.

Rascals of London's very own editor Natasha popped along to Purple Dragon's opening party on 29 September when the club was unveiled for the first time. Guests included supermodel Eva Herzigova and socialite Tamara Beckwith. Sinitta's children could be found alongside her playing on the purple baby grand piano in the music lab whilst Elen Rivas and her daughters were getting creative in the kids kitchen!

The family members club is aimed at children aged 0 – 12 years and a premier membership costs £77 per week. This includes unlimited guest visits, use of the adventures & experiences and unlimited use of the after school club. Other memberships include the 'Early Bird' which provides access to the club week days from 9am – 2pm and costs £48 per week and an 'Out of Town' membership which costs £1,750 per annum with a maximum of 32 visits. For more information visit www.purpledragonplay.com



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