# Notting Hill residents paint houses black to combat social media intrusion



In a striking response to the influx of social media enthusiasts, residents of Notting Hill have taken the unusual step of painting their houses black to deter what they describe as “rude” tourists. This eye-catching move comes amid escalating frustrations with the steady stream of visitors who flock to the area, particularly around Lancaster Road, a picturesque yet congested enclave known for its vibrant Victorian terraced houses. The move underscores the ongoing tension between local communities and the demands of social media culture, especially in a neighbourhood synonymous with bohemian charm but increasingly plagued by disturbances.

The shift to black façades is not only a bold aesthetic statement but also a strategic effort to reclaim some peace from the constant chatter of influencers and tourists. Previously adorned in bright colours, including bubblegum pink, the fronts of certain houses have been transformed to minimise their Instagram appeal. In a letter circulated among neighbours, residents have urged others to join in this darker trend, arguing that the colourful façades essentially serve as backgrounds, enticing visitors to congregate for photos. This sentiment reflects a growing desire among many locals to protect their privacy and restore tranquillity in their own homes, indicating a significant shift in the neighbourhood’s social dynamics.

The rise of “Insta-tourists” has not gone unnoticed—locals report multiple groups conducting photoshoots simultaneously, often leading to chaos. One resident noted the unsettling frequency of these gatherings over the past six months, resulting in litter, noise, and an invasion of personal space. Concerns have been echoed across various media outlets; for example, one property owner found that influencers caused over £2,000 worth of damage to his home. High heels used during shoots cracked the doorstep and damaged railings, showcasing how social media trends can have tangible effects on residential properties.

Interestingly, estate agents are observing a broader trend away from traditional pastel colours towards more minimalist black exteriors in Notting Hill. This development has become evident even in the face of the area's known vibrancy. The emerging fashion for black house façades reflects changing aesthetic preferences, diverging from the eye-catching pastel shades that have historically characterised the neighbourhood. Experts advise residents to consult local councils before undertaking such renovations, particularly if their homes are in conservation areas or listed buildings—a reminder that while personal expression is vital, it must conform to legal parameters.

As the debate continues, discussions surrounding the impact of social media on residential life remain heated. Many residents express unease with the pervasive nature of selfie culture, feeling that their homes have become mere backdrops for content creation. The situation has led to calls for more thoughtful engagement between residents and the economic interests of tourism, with some advocating for stricter regulations to mitigate the disturbances caused by social media users in local communities. The transformation of façades in Notting Hill may be one step towards asserting control over the changes driven by an increasingly interconnected world.

The situation in Notting Hill exemplifies a broader conflict faced by many urban areas grappling with the dual pressures of tourism and social media fame, raising important questions about community identity, privacy, and the commodification of personal space in an era where every corner can become a stage.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thetimes.com/uk/london/article/notting-hill-residents-paint-houses-black-to-deter-influencers-x5qxwjflb), [[5]](https://travel.nine.com.au/destinations/notting-hill-london-england-uk-tourism-instagram-influencers/f011a303-9cfb-447f-bc73-8fe39c0c588f)
* Paragraph 2 – [[1]](https://www.thetimes.com/uk/london/article/notting-hill-residents-paint-houses-black-to-deter-influencers-x5qxwjflb), [[2]](https://www.standard.co.uk/homesandproperty/property-news/pastels-notting-hill-houses-black-exteriors-paint-b1047259.html), [[4]](https://www.bbc.com/news/uk-england-london-63499176)
* Paragraph 3 – [[3]](https://metro.co.uk/2019/02/28/notting-hill-residents-tell-instagram-users-to-stop-influencing-on-our-doorstep-8783718/), [[6]](https://www.winkworth.co.uk/articles/podcast-black-is-the-new-exterior-trend)
* Paragraph 4 – [[7]](https://www.standard.co.uk/comment/influencers-intrusive-social-media-photos-b1212516.html)

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## Bibliography

1. <https://www.thetimes.com/uk/london/article/notting-hill-residents-paint-houses-black-to-deter-influencers-x5qxwjflb> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/homesandproperty/property-news/pastels-notting-hill-houses-black-exteriors-paint-b1047259.html> - Residents in Notting Hill are increasingly opting for black exteriors, moving away from traditional pastel colours. This trend is seen as a bold statement in a neighbourhood known for its colourful houses. Estate agents note that black facades are becoming more common, with some properties listed at over £4 million. The shift reflects a desire for minimalist design and contrasts with the area's traditional pastel shades. Residents are advised to consult local councils before repainting, especially if their homes are in conservation areas or are listed buildings.
3. <https://metro.co.uk/2019/02/28/notting-hill-residents-tell-instagram-users-to-stop-influencing-on-our-doorstep-8783718/> - Notting Hill residents have expressed frustration over Instagram influencers using their homes as backdrops for photoshoots. Locals report multiple groups posing on doorsteps simultaneously, with some even setting up tents for outfit changes. One resident noted the increase in such activities over the past six months, leading to disturbances and a sense of invasion of privacy. The influx of 'Insta-tourists' has prompted discussions about the impact of social media on residential areas.
4. <https://www.bbc.com/news/uk-england-london-63499176> - Influencers posing for photos outside a bright pink Notting Hill house have caused damage estimated at £2,000. The homeowner, Peter Lee, reported that high heels worn by models cracked the doorstep and damaged railings. Despite the daily photoshoots, Lee described the influencers as 'usually quite polite.' However, the constant activity has led to wear and tear on the property, highlighting the impact of social media on residential areas.
5. <https://travel.nine.com.au/destinations/notting-hill-london-england-uk-tourism-instagram-influencers/f011a303-9cfb-447f-bc73-8fe39c0c588f> - Notting Hill residents are increasingly frustrated with tourists, bloggers, and influencers using their homes for photoshoots. The area, famous for its colourful houses, has become a hotspot for 'Insta-tourists,' leading to disturbances and a sense of invasion of privacy. Locals report multiple groups posing on doorsteps simultaneously, with some even setting up tents for outfit changes. The influx of social media enthusiasts has prompted discussions about the impact of tourism on residential communities.
6. <https://www.winkworth.co.uk/articles/podcast-black-is-the-new-exterior-trend> - In Notting Hill, a shift from pastel to black exteriors is emerging as a new trend. Charles Erwin of Winkworth estate agents highlights that black facades are becoming more common, making a bold statement in a street of white stucco or pastel exteriors. This trend is spreading beyond Notting Hill to areas like Hammersmith and Kensington. Residents are advised to consult local councils before repainting, especially if their homes are in conservation areas or are listed buildings.
7. <https://www.standard.co.uk/comment/influencers-intrusive-social-media-photos-b1212516.html> - The rise of influencers in London has led to increased disturbances in residential areas. In Notting Hill, residents report influencers posing on doorsteps, disturbing restaurant diners, and filming content in busy Tube stations. One resident described the situation as 'massively invasive,' with influencers displaying a sense of entitlement. The constant activity has led to noise disturbances and a sense of invasion of privacy, prompting discussions about the impact of social media on daily life.