# Notting Hill residents paint façades black to combat social media chaos



Exasperation among residents of Notting Hill has reached a boiling point, leading them to paint the façades of their homes black in a bid to deter the influx of disruptive tourists and influencers. This unconventional response to persistent disturbances reflects deeper concerns about the impact of social media culture on local communities. The once-vibrant colours that characterise this famous London neighbourhood have taken a dramatic turn as the residents seek to reclaim their spaces from selfie-seeking crowds.

The increase in tourism in the area, particularly around Lancaster Road near the well-known Portobello Road Market, has invited hordes of visitors eager to recreate iconic scenes from the 1999 romantic comedy *Notting Hill*, starring Hugh Grant and Julia Roberts. However, the charm of the location appears to have been overshadowed by ongoing issues with littering, shouting, and, in some cases, vandalism. Residents have reported that tourists frequently climb onto properties, with one homeowner noting damage to their doorstep amounting to £2,000 caused by influencers wearing high heels. This has sparked a collective move among locals to swap their houses’ pastel shades for stark black façades, an act some residents have framed as a necessary adaptation to their changing environment.

Furthermore, this trend is not an isolated incident in Notting Hill. Similar transformations are observed throughout London, as residents of areas such as Kensington and nearby mews houses in W6 embrace black exteriors, signalling a departure from the traditional pastel tones that have long defined the district. Experts suggest that this reflects a broader shift towards minimalist aesthetics and a desire to create a bold visual statement against a backdrop of increasingly intrusive tourism. Charles Erwin from Winkworth’s Notting Hill office commented on the rising popularity of black façades, acknowledging it as a statement of resistance rather than mere decoration.

However, the ongoing detraction of local charm by impulsive visitors does not seem to be exclusively about aesthetics. Long-standing frustrations voiced by residents highlight deeper issues of privacy and community disruption caused by the incessant stream of influencers using their homes as backdrops for online content. Many have expressed concerns about the invasiveness of this activity, sharing experiences of individuals disrespecting property lines and the unwelcome presence of cameras in their personal spaces. The recent call for black paint is seen as a response to these challenges, a symbolic gesture of taking back control over their environment, even as some fear it may only displace the problem elsewhere.

Amidst these changes, the sense of community remains complicated. While some residents garner a sense of solidarity through this shared initiative to protect their homes, there is an underlying worry regarding the implications of these drastic alterations on the area’s character. As one local resident so aptly stated in a letter urging neighbours to follow suit, the vibrant colours that once painted their streets are merely a magnet for social media-driven chaos rather than a reflection of the neighbourhood’s true essence.

In this era of hyper-connectivity, where influencers thrive on grabbing attention, Notting Hill residents are taking a stand, repurposing their once-picturesque homes to push back against an unwelcome wave of intrusive public behaviour, in hopes of recapturing the tranquillity that they believe should define their neighbourhood.

### 📌 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), [[4]](https://www.bbc.co.uk/news/uk-england-london-63499176), [[7]](https://www.winkworth.co.uk/articles/podcast-black-is-the-new-exterior-trend)
* Paragraph 3 – [[2]](https://www.standard.co.uk/homesandproperty/property-news/pastels-notting-hill-houses-black-exteriors-paint-b1047259.html), [[3]](https://metro.co.uk/2019/02/28/notting-hill-residents-tell-instagram-users-to-stop-influencing-on-our-doorstep-8783718/), [[6]](https://www.standard.co.uk/comment/influencers-intrusive-social-media-photos-b1212516.html)
* Paragraph 4 – [[2]](https://www.standard.co.uk/homesandproperty/property-news/pastels-notting-hill-houses-black-exteriors-paint-b1047259.html), [[3]](https://metro.co.uk/2019/02/28/notting-hill-residents-tell-instagram-users-to-stop-influencing-on-our-doorstep-8783718/)

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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 of Notting Hill are embracing black exteriors, moving away from traditional pastel colours. This trend is seen as a bold statement in a street of white stucco or pastel shade exteriors. Black facades have started appearing in W11 and are now spreading to mews houses in W6 and have also been spotted in Kensington W8. The trend reflects a shift towards minimalist design and tones, making a strong visual statement in the area.
3. <https://metro.co.uk/2019/02/28/notting-hill-residents-tell-instagram-users-to-stop-influencing-on-our-doorstep-8783718/> - Residents of Notting Hill have expressed frustration over Instagram users using their homes as backdrops for photoshoots. Locals report multiple people at a time using their private homes for photoshoots, leading to disturbances and invasions of privacy. Some residents have considered repainting their homes to deter influencers, but concerns about uniformity and potential displacement of the problem have arisen.
4. <https://www.bbc.co.uk/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 damage, Lee stated that the influencers are usually polite, though some have set up tents for outfit changes, leading to further disturbances.
5. <https://travel.nine.com.au/destinations/notting-hill-london-england-uk-tourism-instagram-influencers/f011a303-9cfb-447f-bc73-8fe39c0c588f> - Residents of Notting Hill are expressing dissatisfaction with the influx of selfie-centric tourists. The area, made famous by the 1999 film, has become a hotspot for Instagrammers posing in front of colourful homes. Locals report disturbances such as people hanging off railings, occupying private stoops, and even abusing homeowners who protest, leading to a sense of invasion of privacy.
6. <https://www.standard.co.uk/comment/influencers-intrusive-social-media-photos-b1212516.html> - The rise of influencers in London has led to increased disturbances for residents. In Notting Hill, residents complain of influencers posing on doorsteps, disturbing restaurant diners, and filming content in busy Tube stations. Locals report constant noise and invasions of privacy, with some considering moving due to the disruptive presence of influencers in their neighbourhoods.
7. <https://www.winkworth.co.uk/articles/podcast-black-is-the-new-exterior-trend> - Charles Erwin of Winkworth's Notting Hill office highlights the trend of black exteriors in the area. Notting Hill, known for its colourful houses and picture-postcard pastels, is now seeing houses painted black, making a statement in a street of white stucco or pastel shade exteriors. Black facades have started appearing in W11 and are now spreading to mews houses in W6 and have also been spotted in Kensington W8.