

Client: Northacre
Source: Mayfair Times
Circulation: 291,975
Date: January 2022



LUXURY MARKETING HOUSE
LONDON

mayfair times

MAYFAIR / ST JAMES'S / MARYLEBONE
JANUARY 2022

David Gandy

EMBRACING HIS EMOTIONS

FOCUS ON WELLNESS

PLUS:
TRAVEL SPECIAL

COMMUNITY AWARDS
OF MAYFAIR &
ST JAMES'S

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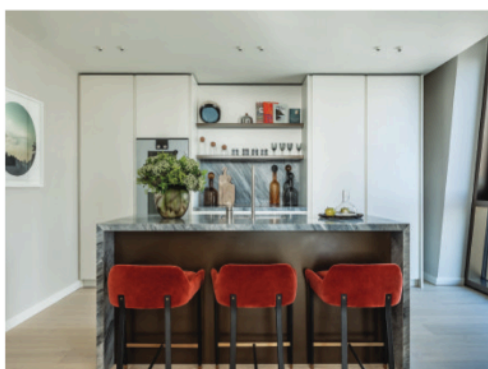
LUXURY MARKETING HOUSE
LONDON

PROMOTION

VIEWS TO THRILL

Northacre, the leading super-prime property developer with over 30 years' experience of creating exceptional living spaces, has launched its first show apartment in historic Westminster

NORTHACRE
LONDON



Located in the heart of Westminster, The Broadway is a mixed-use development that marks an important milestone in Northacre's history, setting a new standard for London living, working and leisure.

Offering unrivalled views towards some of London's most historic landmarks including The Houses of Parliament, Westminster Abbey, Big Ben, the London Eye, Green Park and Buckingham Palace, this new cultural and wellness destination will be home to design-led residential, commercial and carefully-curated retail spaces, alongside a dynamic new public thoroughfare.

It includes 258 one-to-five-bedroom apartments and penthouses across six architecturally-striking towers, as well as a dynamic new streetscape – Orchard Place. Residents will be able to enjoy facilities including a 25-metre indoor swimming pool, gym and personal training studios, games room, cinema room, meeting rooms and library.

The interiors, designed in collaboration with award-winning Natalia Miyar Atelier, are inspired by the rich history of the local surroundings, in particular the neighbouring Art Deco buildings, elegant Art Deco lines and diamond-shaped, floor-to-ceiling windows inspired by 1920s' jewellery alongside more contemporary features, warmed by natural materials such as marble and oak.

With triple-aspect panoramic views towards the capital's most treasured monuments and parks, the apartment walls feature collage artworks sourced from Miami which complement its pared-back look and soft palette, while vintage travertine coffee tables sit alongside strong sculptural furniture shapes that characterise the room.

Orchard Place, which can be seen from above from some select apartments and takes its name from the site's former history, Westminster Abbey Orchard, looks set to become not only a thriving new business district, but the wellness capital of London, a fully-blended lifestyle ecosystem, providing a nourishing escape for all who live, visit and work there.

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THE BROADWAY
WESTMINSTER