

LONDON



An interior view of
The Broadway

Luxury

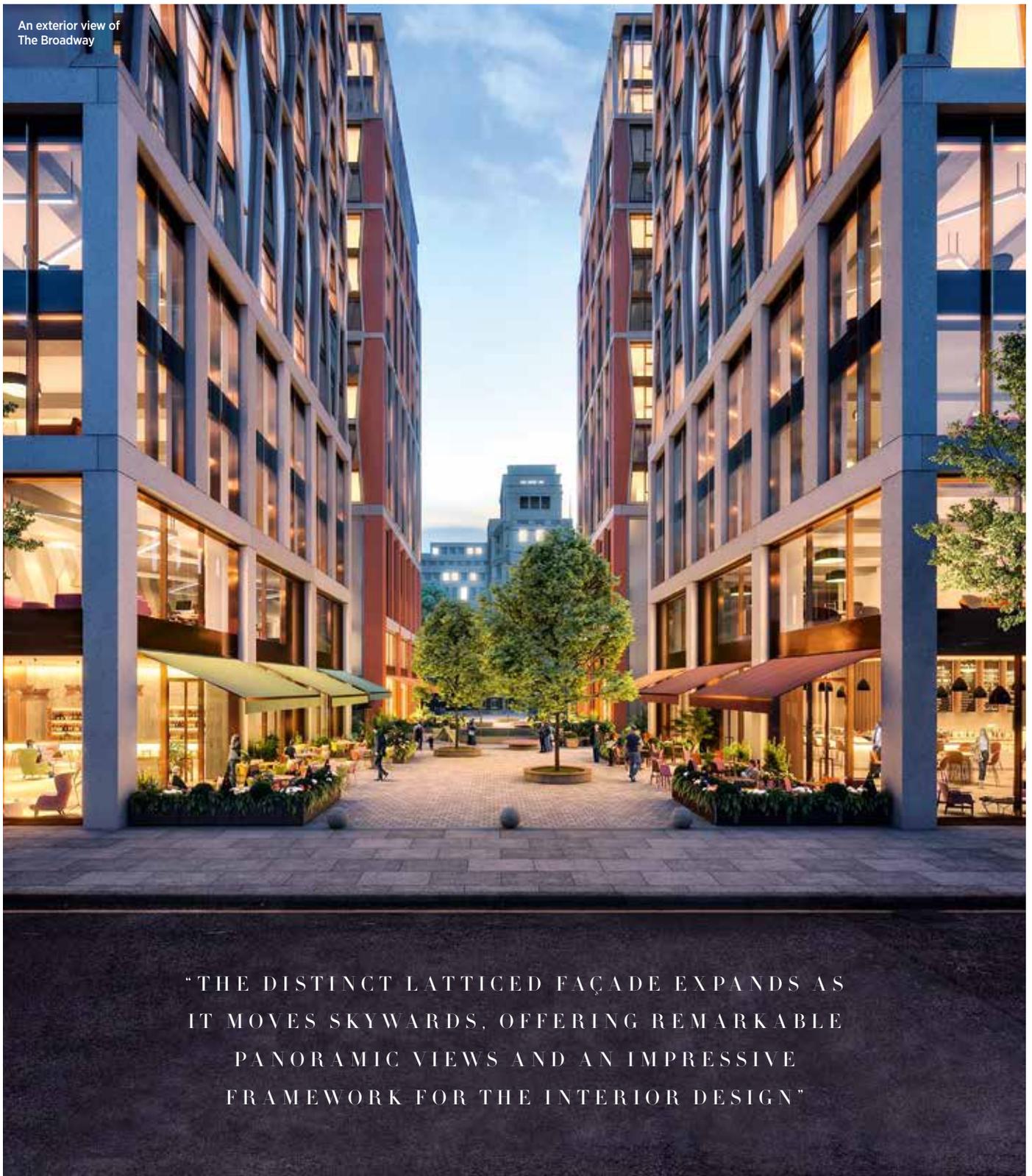
Westminster, an area ripe with history and heritage, is soon to be injected with some contemporary cool, writes Tania Longi

Neighbouring some of London's most iconic sites – think the Houses of Parliament, Westminster Abbey, the London Eye, Big Ben and the ultimate symbol of royalty, the Buckingham Palace – The Broadway is nestled in between one of the city's most prestigious boroughs. A 1.72-acre triangle site in the heart of Westminster captures the old world city charm yet boasts a modern, stylish and luxurious way of living. Sitting on the doorstep of the capital's most iconic landmarks and situated within the most sought after postcodes SW1, London's most historic district, The Broadway, has been uniquely designed by award-winning architectural firm Squire and Partners and conceived by London-based developer Northacre.

The development includes six residential buildings with one bedroom to five bedroom apartments and is inspired by the Art Deco features of the neighbouring properties. The configured architecture and beauty of the 1920's jewellery and its contemporary interpretations were used to take creative direction for the property. The shapes and structures often seen in luxury retail form the concept for the Broadway's interiors and the buildings have been named after three of the worlds most coveted diamonds, The Sancy, The Paragon and The Cullinan.

Shimmering facades and oversized windows have been carefully considered to optimise its unique location and viewing experience for residents. The distinct latticed façade expands as it moves skywards, offering remarkable panoramic views and an impressive framework for

An exterior view of
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“THE DISTINCT LATTICED FAÇADE EXPANDS AS IT MOVES SKYWARDS, OFFERING REMARKABLE PANORAMIC VIEWS AND AN IMPRESSIVE FRAMEWORK FOR THE INTERIOR DESIGN”

the interior design. Bronze aluminium window frames with accents of grey marble can be seen throughout the penthouses. Engineered oak floors, timber doors and lacquer finished wardrooms all in the shades that reflect the ‘diamond’ that the home sits within.

The duplex apartments boast six-metre-high ceilings and a minimalist, monochrome palette which reflects the contemporary way of life. Brass and gold tone fixtures add drama and glamour to each room with depth and texture also being a feature. Italian marble can be found on the walls and floors of the bathrooms which also come with Corian baths and basins and the kitchen come equipped with Bardiglio marble worktops and splash backs and appliances from Gaggenau and Miele all come together to add to the European enchantment of the setting.

Resident privileges include a sophisticated 25 metre pool, gym and personal training studio, a spacious contemporary games room and treatment rooms. The ground level will be opened up to a new array of shops, cafes and restaurants, all of which reflect the ardent design of the Broadway towers. The development is located over the bridge from the retail streets of Knightsbridge but also has 20,000sqft public square and pedestrianized plaza, and sky gardens, of its own providing a floating oasis above the bustle. The six architecturally striking towers set across two fourth floor landscaped podiums will undoubtedly become an iconic sight and a welcome addition to the remarkable landscape of Westminster. The new state of art mixed use project, The Broadway, is set to be completed in 2021. ■