

ALL *Inclusive*

L-J Andrew visits London's prime Westminster address, The Broadway, to explore this chic city escape and take in its crowning asset, the incomparable views



As I glide through the doors at Westminster's The Broadway, kindly opened by the concierge, the hustle of the city slips away like a happily forgotten memory.

In the heart of ceremonial London, a stone's throw from London's most magisterial of Royal Parks, bordered by three Palaces and at the beating heart of Britain's politics, is what is fast becoming known as the residential jewel of Westminster.

The term well describes The Broadway's exterior architecture, whose elegant geometry references famous gemstones of the Art Deco era: the Sancy, Cullinan and Paragon. It also reflects the accolades received by residents for living at this highly coveted address.

A rarity in the London landscape, The Broadway is one of London's finest residential developments offering no fewer than 260 one- to five-bedroom apartments and penthouses in six distinctive towers. At its heart, is a new Parisian-style pedestrian thoroughfare lined with cafes, restaurants, independent retailers and an evolving programme of arts, culture and wellbeing events. Impeccably designed by award-winning Squire & Partners, The Broadway is the practice's largest project, measuring an astonishing one million square feet.

It's clear that attention to detail is paramount in relation to

the project's design and finish, with a craftsman's eye given to fine detailing in natural stone and bronzed metals. The result, is an airy gracefulness and grown-up elegance reminiscent of the most distinguished of Europe's fine buildings.

Both a personal sanctuary and at the heart of the cosmopolitan action, The Broadway offers an impressive list of exemplary residents-only services and amenities. Each and every facility has been fashioned with five-star comfort in mind and includes one of London's few freestanding 25-metre swimming pools, exceptional spa and wellness facilities, treatment rooms, fully equipped gym, luxurious screening room and games room with a range of exquisitely designed table and board games and cosy areas in which to

LONDON CALLING



Residences by well-known international design studios, Minotti London and Oliver Burns Studio, are the most recent additions to this super-prime residential development. The four-bedroom penthouse by Minotti London, with adjoining one-bedroom staff apartment, is a homely gallery of exceptional pieces by some of the world's finest furniture designers including Marcio Kogan of studio mk27, Rodolfo Dordoni, Gabriel Scott, Gordon Guillaumier, Christophe Delcourt and Nendo. The beauty of these contemporary pieces lies in their veiling of intricately complex design concepts. The result, is exceptional comfort with a design aficionado's appreciation of form and craft.

Oliver Burns Studio's dedication to "thoughtful luxury" is evident in the sumptuous three-bedroom residence. Here, cocooning comfort counterbalances The Broadway's inherent emphasis on geometrical shapes. Numerous bespoke furnishings, largely by British artisans such as Tom Faulkner and Rupert Bevan, focus on curving forms and flowing symmetry. The colour palette is rich in botanical hues of olive green, cinnamon and ivory and layered with fine natural materials including American black walnut, Calacatta ice marble and coseting fabrics. Like a museum piece – the handcrafted wall panelling by couture upholsterer, Aiveen Daly, is a tangible artwork that pairs seamlessly with selected artworks from Maggi Hambling, Guy Haddon-Grant and David Shrigley.

All combine to make for the ideal home in the centre of London, at the heart of Westminster's trophy architecture and offering an exceptional living experience of privacy and comfort.

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Residences at The Broadway are priced from £1.65M

Minotti London residence £25M

Oliver Burns Studio residence: £5.125M

relax. The private meeting rooms are the envy of both office and homeworkers, with floor-to-ceiling picture windows and on-hand services for coffee and other refreshments.

Developed by London's pre-eminent creator of high-luxury residences, Northacre, The Broadway is a showcase of leading design talent from around the world. New York- and Los Angeles-based NAINOA have put their superlative talents into incorporating West Coast warmth into the awe-inspiring lofty reception and communal areas. Noble materials of wood and stone are paired with sumptuous textures, fluid shapes and earthy desert tones. Works of handwoven art by Mexico's Caralarga, hang as gently undulating murals against fluted backdrops of stone and plaster.

Exceptional craft and design are equally centre stage in the residences, embracing London's monumental landmarks with today's finest international designers.

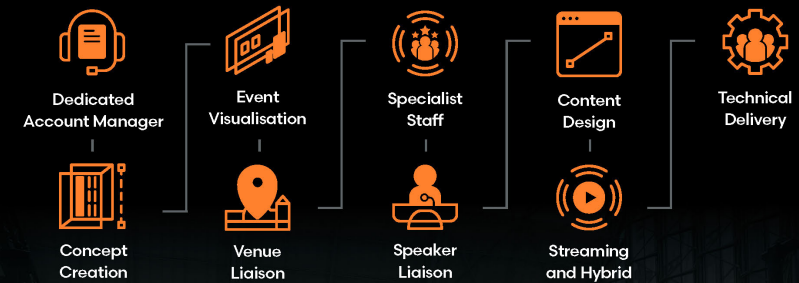
Without a doubt, the pieces de resistance are the captivating views through hexagonal, gem-like floor-to-ceiling windows. Framed, like the finest picture postcards, are views of London's favourite monuments – the Houses of Parliament, Westminster Abbey, Big Ben and the London Eye, not to mention the curvature of the Thames and London's once agricultural hills in the distance.

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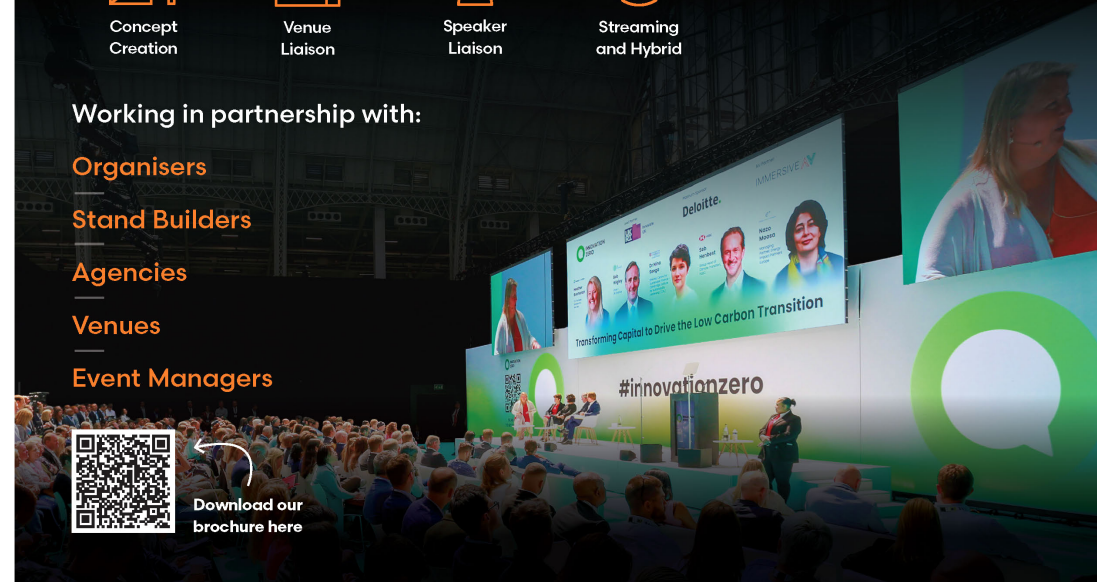


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