

Client: Northacre
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BROADWAY STAR

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Located in the heart of historic Westminster, The Broadway at Orchard Place is a new cultural and wellness destination that will be home to design-led residential, commercial, and retail spaces combining urban luxury and convivial style. The mixed-use development includes 258 residential one- to-five-bedroom apartments and penthouses, each with the epitome of British design innovation.

With striking architecture and triple-aspect panoramic views towards the capital's most treasured monuments and parks, the show apartment's interior is soft in palette, encapsulating the elegant lifestyle of a youthful, clean-living urban resident. The light, bright and generously proportioned reception rooms are paired with modern minimalist design creating a dialogue between the structure and the interiors.

In the living space, there is an interplay between high-gloss lacquer and matt wood surfaces that adds a glamorous note while generous soft-form armchairs invite relaxation. Vintage travertine coffee tables sit alongside strong sculptural furniture shapes that characterise this room. Collage artworks from Miami have been sourced for the walls complementing the pared-back look.

Stone, marble, and hardwood with accents of copper and brass are the chosen material palette for specially commissioned furniture pieces and accessories that enrich the design and honour the location and architectural integrity of the apartment. This rich palette is an expression of innovative contemporary design that is both comfortable and luxurious with a special energy from this play between form and scale.

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LUXURY MARKETING HOUSE
LONDON



Niccolò Barattieri di San Pietro comments *"The development of The Broadway and Orchard Place has been an exciting time for Northacre. It marks a new chapter in our development history in the creation of our first mixed-use development. Our experience, restoring some of London's most beautiful historical buildings has taught us the importance of designing a building which is future-proofed for many generations to come and makes its own unique stamp on the capital. The design considers the rich history of the surroundings, in particular the neighbouring Art Deco buildings, whilst offering a modern interpretation and creating a new destination in the historic heartland of London. We are delighted with Natalia's design which reflects the buildings architecture, location and personality."*

Natalia's work has been recognised by numerous notable design and lifestyle publications and their listings including House & Garden Top 100, LuxDeco100 and Country & Town House Top 50 Designers. Natalia's natural and learned ability to blend comfort with glamour has been honed in her transatlantic practice of architecture and interior design. Her global list of projects belies the culturally diverse and outward-looking sensibility of Natalia Miyar, who was born in Mexico and has Cuban American roots. Travel informs much of her life and work and provides inspiration and diversity on many levels, engaging with an informed, cultivated client base with passion and appreciation for art, culture, and craftsmanship.

Natalia Miyar, director and founder of Natalia Miyar Atelier comments *"I am very honoured to be working with Northacre on this project. Their attention to property is second to none, throughout the entire process of rebuilding and reimagining these iconic London locations; this is maintained from the ground up from the quality of the architecture to the finishing detail in the joinery. Their commitment to a quality product is quite exemplary and it is easy for me to complete the picture when I am invited at the completion end of the process to layer beautiful things on top. My design for the first show apartment aims to encapsulate the spectacular views of historical Westminster through The Broadway's floor to ceiling unique diamond windows. These panoramic views are celebrated from an oversized dining table from which to truly entertain in style against a spectacular backdrop across the iconic London skyline."*

In addition to the residential offering, The Broadway development also provides 116,000 square feet of office space and 27,000 square feet of what will be 13 carefully curated retail units alongside a dynamic new public thoroughfare. Orchard Place at The Broadway is a thriving new business district incorporating a fully blended lifestyle ecosystem that is set to become The Wellness Capital of London.

thebroadwaylondon.com