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MAGAZINE



LIFESTYLE — NOVEMBER 24, 2023

The Bryanston: Where Luxury Meets Elegance

by SALON PRIVÉ

The Bryanston, Hyde Park, an oasis of calm in the heart of London, is setting new standards in luxury living.

Designed by renowned architect Rafael Viñoly, this collection of 54 luxury residences adjacent to historic Hyde Park has become a symbol of sophistication and opulence.

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With its iconic curved architecture, dramatic oversized windows, and generously spacious lateral apartments spread across 18 storeys, The Bryanston offers a unique blend of contemporary design and breathtaking panoramic views of London's skyline.

Apartment 11.01: A Showcase of Elegance

Apartment 11.01, the latest showpiece at The Bryanston, represents the pinnacle of luxury living. It joins a curated collection of show



apartments, each designed to showcase different typologies within the building.

Albion Nord, the London-based interior design studio, was tasked with crafting a unique concept for this three-bedroom, 2,317 sq ft residence on the 11th floor.

Albion Nord's concept for Apartment 11.01 revolves around celebrating the changing play of light throughout the day and embracing the spectacular views. The apartment's design seamlessly blends with the Southwesterly views across **Hyde Park** and the North and Westerly views of the capital, capturing the city lights as they come alive at sunset.





The use of organic shapes and natural materials creates a sense of harmony with the adjacent Hyde Park. Collaborating closely with British artisans and makers, Albion Nord commissioned bespoke furniture pieces designed to echo the building's curved form.

Sustainability is a key focus, with a dedication to using sustainable materials ensuring that each piece stands the test of time. The placement of furniture within the apartment is carefully considered to optimize views and flow, creating a flexible space perfect for both entertaining and **family** life.

The Grand Entrance

Upon entering Apartment 11.01, one is immediately greeted with sweeping views extending across **Marylebone** and wider northwest London. Soft taupe velvet-clad walls create a sense of cosiness and warmth.

The open-plan reception room stretches 180 degrees, revealing a breathtaking view of Hyde Park. The kitchen, designed by Millier, is a masterpiece of craftsmanship, featuring integrated casual dining and



marble finishes. It's a versatile layout, perfect for entertaining, with a sophisticated palette that flows seamlessly into the living area.



Captivating Curves and Serene Interiors

The apartment's curved architecture is reflected in the furniture choices, with circular shapes dominating the design. Natural materials such as timber and marble, along with **luxurious textiles like velvet and linen**, create a tactile and inviting atmosphere. The interplay of light is further enhanced by serene, polished walls that softly reflect the



incoming daylight, contrasted with dark timber joinery that adds warmth to the space.

Art plays a significant role in Apartment 11.01's **interior design**. A large-scale artwork by Japanese artist Etsuko Ichikawa draws on an organic palette of materials, harmonizing with the natural elements of the apartment. A light sculpture titled 'Fragile Future' by **Studio Drift**, crafted from dandelion seeds, adds an ambient glow that mirrors the city lights at sunset.

The Dining Experience

In the dining space, the bespoke 'Sundial' table by Treeslounge features an etched brass band, pinpointing open green spaces near The Bryanston, highlighting its prime central London location. Suspended above the table, the 'Rise and Fall' pendant light by David Turner responds dynamically to the movement of the sun throughout the apartment, adding a touch of innovation to the dining area.



Moving through the dark timber and polished walls of the hallway, painted artworks by artist Antrea Tzourovits draw the eye towards the three luxurious ensuite bedrooms. In the principal bedroom, a dramatic, ceiling-height headboard wrapped in deep blue tones commands attention and complements the far-reaching views. Bespoke bedside tables crafted from oak pay homage to Hyde Park's timbered beauty.



The second ensuite bedroom features a lavish upholstered, textured headboard in soft cream, contrasting with earthy green walls and timber joinery. A unique piece of art by renowned British artist James Lloyd brings the views of Hyde Park into the bedroom, adding a touch of splendour and history.

The third bedroom offers flexibility, with bespoke cabinetry framing a king-sized bed or sofa. A sliding door provides options to connect or separate this room from the living space. Art pieces like 'Natural Geometry' by Peter Randall-Page and framed prints by Japanese fine art photographer Miho Kajioka infuse the room with an organic palette.

Executive Voices

Kathrin Hersel, Executive Director of Almacantar, emphasizes the importance of capturing the essence of The Bryanston's architecture and location within its interior design. She notes, "Creating exceptional homes is what we do at Almacantar. It always begins with the architecture and the location, and with a building such as The Bryanston these elements create a framework that is truly unique."



Camilla Clarke, Creative Director of Albion Nord, adds her perspective, saying, “When presented with the opportunity to collaborate on The Bryanston, we were immediately drawn to its unique location and unparalleled potential.” She goes on to explain, “Our aim was to create a seamless fusion of innovation, sophistication, and nature-infused elements.”

Conclusion



The Bryanston offers a variety of residences, from one to six-bedroom apartments. Prices for the Tower Apartments at The Bryanston start from £13.4 million, while prices for other units begin at £2.4 million.

The development stands as a testament to modern luxury living, with Apartment 11.01 showcasing the pinnacle of design, comfort, and elegance. Experience the serenity and grandeur of **The Bryanston**, where every detail has been meticulously crafted to provide a truly exceptional living experience.