

Furnishings fit for a royal park

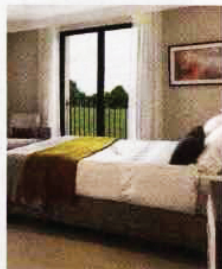
Melissa York speaks to Squire & Partners about its new project

How can you make an apartment look impressive when it's set next to the splendour of a royal park? That was the dilemma that faced Maria Cheung, head of interiors at architectural firm Squire and Partners when she was asked to dress two show apartments that overlooked Regent's Park.

50 St Edmund's Terrace is a rare collection of new homes being built in Primrose Hill, overlooking Regent's Park. Moments away from the Jubilee Line at St John's Wood and the Northern Line at Chalk Farm, it's also the first time the interiors team at Squire and Partners have worked with the architectural team from the very beginning of a project to plan out the



Main and right: the neutral living room and bedroom, tinged with the colours of nature.



spaces from their inception. And it's been a great success, with 70 per cent of the homes already sold.

"Inspiration stemmed from the flow of spaces and pocket gardens in John Nash's layout of Regent's Park and the

surrounding 19th century villas as well as the co-existence of city dwellings with nature's greenery. So the palette is very neutral but the drama comes from nature."

Yellows, greens, yellows and oranges

run throughout and materials include Portland stone – a nod to Nash architecture – black granite and bronze and green onyx.

Cheung's team also inadvertently invented the development's logo,

which is a five petalled primrose design they originally had carved into the door handles, but is now also used on the marketing and stationary. Books about the history of Primrose Hill also line the bookshelves and a number of British retailers and craftsmen have contributed to the finished look, including ironmongers Samuel Heath, timber specialists Shadbolts and local florist Fitzroy. Even the chandeliers were made in Cameron Design House, a studio in Primrose Hill.

All the components come together to tell a story about hundreds of years of British craftsmanship, industry and architecture against the stunning backdrop of a royal park.

Visit 50stedmundsterrace.co.uk

The facade of 50 St Edmund's Terrace

