

THE MODERN HOUSE



Market Place, London W1
Sold

Orwell Studios

Located on the fourth floor of Orwell Studios, a beautiful Art Deco building overlooking Oxford Street, is this fantastic two-bedroom duplex apartment. The sub-penthouse sits towards the top of this elegant building, which was completed in 1926 to a design by Herbert Austin Hall and characterised by giant stone pilasters and beautiful bronze adornments at ground floor level. The internal living spaces have been entirely renovated by the current owner, exploiting wonderful levels of natural light, double-height volumes and the finest contemporary materials, all a few minutes' walk from the shops, cafes and restaurants of Soho, Fitzrovia and Mayfair.

The Building

This beautifully conceived building was built and designed alongside its neighbour, the equally grand pilastered department store that forms the northeastern edge of Oxford Circus. The pair exhibit many of the trademark Art Deco and Neoclassical flourishes that were prevalent at the time, including ornate stonework, Egyptian cornicing and powerful arched entranceways at street level.

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This particular building has a rich cultural association with the BBC, which took it over in 1942 to accommodate overseas broadcasting services during wartime. In the basement and on the rooftops, the words of luminary broadcasters including J. B. Priestly, Wickham Steed, Howard Marshall and George Orwell were beamed to America. Accounts from the time describe live broadcasts from the roof of the building during air raids over London, with detailed accounts offered from this truly unique perspective, high over Oxford Circus.

Following a sensitive renovation in 2006, the upper floors were converted to a small selection of private residences that take their name from George Orwell, who was not only the author of classics 1984 and Animal Farm but also a regular broadcaster and reporter for the BBC.

The Tour

The apartment is accessed via Market Place, a quiet enclave of shops and cafes tucked behind Oxford Street. The building's north-facing façade, is just as impressive as its south-facing aspect, characterised by stone pilasters, large sections of glazing, jutting ornamental cornicing, and a trio of small balconies. Access is gained via an entrance lobby clad externally in bronze. A plaque commemorating Orwell's broadcasts during the war sits to one side, while lifts provide access to all floors.

The internal spaces are arranged in a largely open plan, with large Crittall windows that frame incredible views across central London and draw in wonderful levels of natural light. This illuminates the kitchen, living and dining rooms, all of which have been recently renovated by the current owner. Black marble counters delineate the kitchen area and create a stylish breakfast bar, with an integrated Bosch induction hob and oven, a wine fridge and sleek black units; a mirrored panel further promotes the flow of light across this section of the plan. The living and dining areas adjoin and have wide-format engineered oak boards underfoot, as well as underfloor heating.

To one side of the dining area is a double bedroom, accessed from either the main rooms or the entrance hall. There are black-framed, glazed factory-style windows to the open-plan areas with bespoke fitted blinds for privacy, as well as fitted wardrobes. Opposite is a shower room and WC finished in smart black marble with brass fixtures.

A beautiful solid oak staircase with a glass balustrade ascends to the first floor. Here, the main bedroom is positioned above the open-plan quarters below, separated by a further row of black-framed, factory-style windows. This room is bright and spacious, and also has bespoke fitted blinds. Adjoining the main bedroom is a large en suite bathroom, which has twin sinks, a freestanding bath and a walk-in dressing room with bespoke wardrobes and storage spaces.

There is lift access across all floors and a concierge service.



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The Area

Orwell Studios is perfectly located for the very best of central London. Soho is less than five minutes' walk from the front door and is home to a vast array of shops, restaurants, bars and galleries. Mayfair is slightly further afield and contains some of London's finest restaurants, including the recently opened Davies and Brook at Claridge's Hotel. Fitzrovia is a few minutes walk to the north, as is the vast open green space of Regent's Park.

Marylebone Lane meanders north from Oxford Street, where charming independent restaurants, cafes, bars and pubs are peppered amongst its Georgian architecture. At the north end, the lane becomes Marylebone High Street, home to an array of boutiques, grocers and restaurants, including The Conran Shop, La Fromagerie and Fischer's Viennese restaurant. The offerings of Chiltern Street are close at hand, including the Chiltern Firehouse and Marylebone farmers' market, which takes place each Sunday on Aybrook Street.

Tenure: Leasehold Lease Length: approx. 110 years remaining
Service Charge: approx. £5,000 per annum
Ground Rent: approx. £125 per annum



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About

The Modern House is an estate agency that helps people live in more thoughtful and beautiful ways. We believe in design as a powerful force for good. Inspired by the principles of modernism, we represent design-led homes across the UK which celebrate light, space and a truth to materials. Esquire credits The Modern House with “rewriting the rulebook on estate agency” and GQ voted us “one of the best things in the world”.