NW3 Interiors

Hampstead Village Apartment

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Home Profile

THE OWNERS

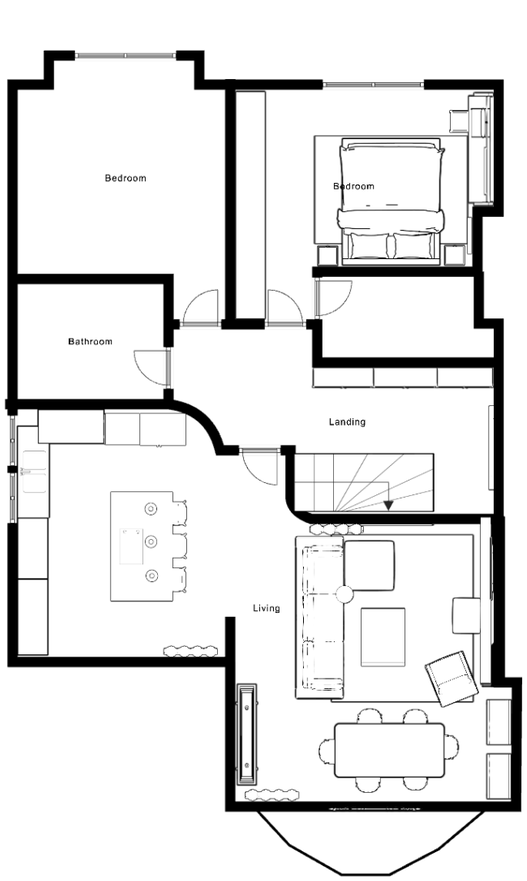
A young professional couple moving from Marylebone to their first London apartment were looking to enjoy their newly purchased home in Hampstead. Keen to achieve a contemporary space which combined their personal tastes and was still in-keeping with the style of the property, they entrusted NW3 Interiors with the design transformation.

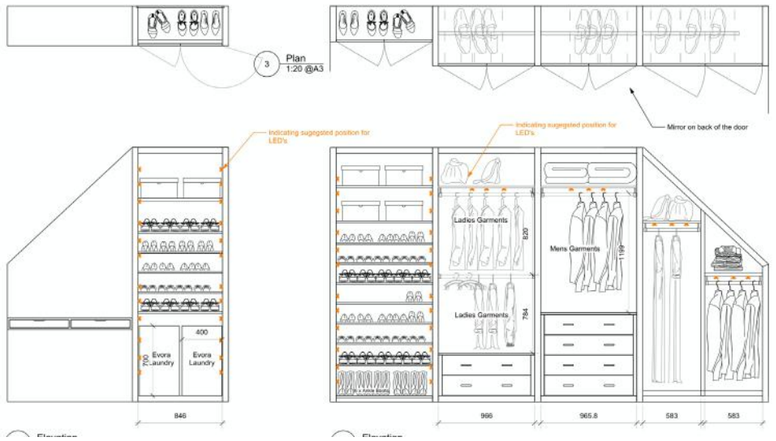
THE PROPERTY

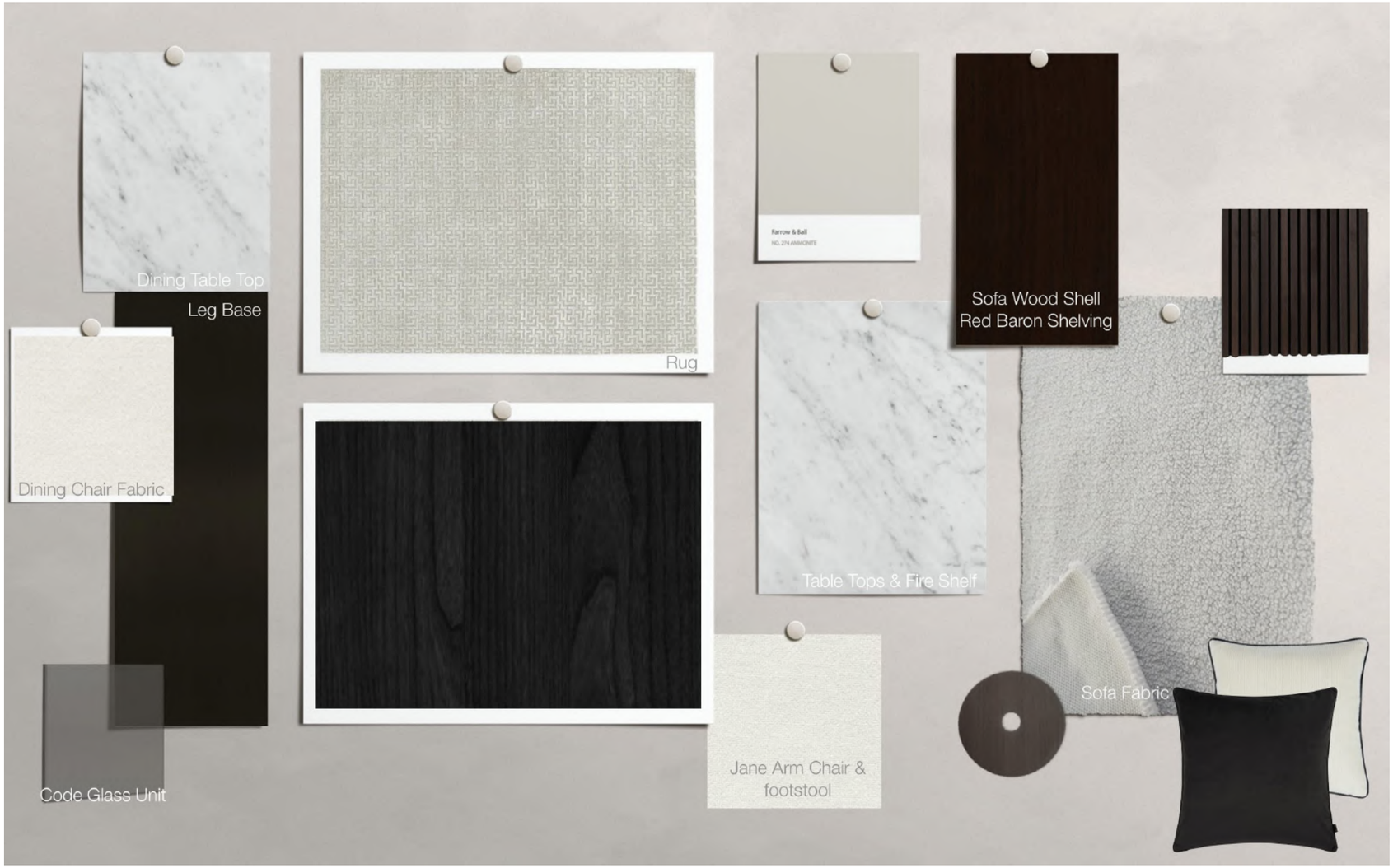
The house itself is of Victorian architecture and was converted into a set of apartments. Our clients home was a split level with 3 bedrooms and 3 bathrooms carved into the eaves and loft spaces with a stunning view over London from their classic balcony. The property is situated in a quiet side road in the historic village of Hampstead, famous for being amongst artists, poets and creatives.

Design Concept

The initial brief was to create a stylish scheme using a monochrome palette for the base, then adding considered details and warmer colours to achieve a cosy homely feel. NW3 Interiors balanced this by option for elements with calm textures and tones while adding striking colour accents to contrast this. The main aim while curating the design was to enhance the existing features of the property and maximise the space, thus allowing the clients to enjoy their favourite furniture collections from our luxury brand-partners. Our services included floor plans, technical drawings & elevations alongside 3D visuals and samples.







Design Solution

We appointed our trusted building team to take on the works to ensure a high quality standard of finish. Assisting with the decoration, electrics and creating concealed storage unit behind the acoustic panelling in the lounge. We also enlisted an established joiner and other design professionals to assist with the supplying bespoke pieces for the home.

With the focus on maximising the space and making it more cohesive we addressed the irregular ceiling heights, which were made more uniform by utilising niches and painting below the angle join. The kitchen flooring was replaced with black and white marble tiles and had under floor heating installed to make the space more contemporary. All of the furniture, rugs, window-dressing and accessories were carefully selected and sourced from our considered list of luxury brand partners. Where the clients enjoyed exclusive pricing and benefitted from our knowledge of materials, finishes and specific collections.

“The client was not in the country during the process which allowed NW3 Interiors to oversee and cover every detail. Creating a tailored turnkey experience for the client. Molly and I throughly enjoyed managing this project and seeing the home become a cool and contemporary space exactly how the client requested.”

Designer: Carly Madhvani

Living Room

LUKE IRWIN
INTERIORS

WICK.
LONDON
onic Interior

Master Bedroom

Max Tegmark Life 3.0

Office

Guest Room

Kitchen

Bathroom

vitra.

BERT | FRANK

KAIA

WOLFF & GRACE
FLOORING EXPERTS

B&B ITALIA

Poliform

THE RUG COMPANY
HANDMADE

Knoll

Venestre

TIGERMOTH
LIGHTING LTD

NW3 Interiors

Carly Madhvani and Molly Fern

Design Director and Interior Designer

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