

THE FURNITURE PRACTICE

The Fold

CASE STUDY

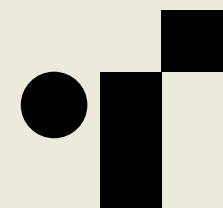
A vibrant new residential hub in the recently regenerated Queens' Quarters in South London

L&G's latest BTR scheme in London comprises 252 apartments and three floors of residents' amenities. TFP's dedicated BTR team was appointed to help bring The Fold's vision to life.

Project Features

- Managed all furniture requirements and design for a package of 252 apartments and three floors of amenities spaces
- Sourced products from innovative and forward-thinking manufacturers to improve the sustainability performance of the interiors
- Selected materials, finishes and accessories that compliment the interior palette to create an eclectic yet homely experience all at once

CLIENT	Legal & General
DESIGN	Morrow + Lorraine (amenities)
LOCATION	London, UK
DATES	Completed 2022





More than a place to live

Alongside a mix of one, two and three-bedroom boutique apartments, The Fold's generous amenities, designed by architects Morrow + Lorraine, include everything from a co-working space, meeting rooms and shared lounges to a kitchenette, library and rooftop terrace. L&G appointed TFP's Build to Rent team to manage all furniture requirements for the apartments and amenities, from specification development and spaceplanning to procurement and delivery and installation on-site.

Creating a vibrant and creative yet cosy atmosphere was a crucial element in the design scheme for The Fold. We collaborated with Morrow + Lorraine to select materials and finishes for the amenities that compliment the interior palette to create an eclectic yet homely experience all at once. Bold geometric patterned rugs and generous seating, with bright pops of colour, create a dynamic contrast to the natural timber used across the joinery and flooring.

Keeping it local

While quality, style and comfort were high on the agenda for The Fold's interiors, it was essential to understand the sustainability impact of the material and product selections. By leveraging our manufacturer relationships locally, we helped minimise the project's total carbon emissions - 80% of the furniture pieces were made in the UK, with 20% manufactured in Europe. In addition to sourcing locally where possible, we sought out innovative and forward-thinking manufacturers whose products and production methods helped improve the sustainability performance of the scheme.

Drawing inspiration from the interior's striking terrazzo staircase, we worked with manufacturer Smile Plastics to develop bespoke, recycled plastic coffee table tops with a playful terrazzo-style effect. Each top is made from 700-1000 500ml plastic drink bottles and is 100% recycled and recyclable. Similarly, we selected the Rely dining chair by &Tradition, crafted from 100% recycled plastic from post-industrial waste.

Adding the final touches

Our BTR project management lead coordinated the delivery and installation of all furniture for the apartments and amenities, ensuring that everything was installed on time and without hassle so residents could move in without delay.

The final touches to the impressive amenities were all sourced, curated and installed by our in-house stylist, who selected books, objects and artwork sourced from three local artists to make the interiors feel like home from day one.





Get in touch with us

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