

THE WINNER'S CIRCLE

The Birchwood by Fusion Residential wins big at the 2017 Property Awards



Fusion Residential has earned double honours in the 2017 UK Property Awards with The Birchwood. Their prized property is a new six-apartment, super luxury, concierge-serviced development located in Ealing.

The talented team from the Letchmore Heath-based design house has picked up awards for Best Apartment and Best Architecture in the 26th year of what is the largest and most prestigious property awards programme in the country.

Fusion Residential Managing Director Antoine Christoforou is delighted at this early recognition and reward for The Birchwood.

“Everyone in the studio has been excited about The Birchwood. It seems our peers in the high-end property market have been excited about it too,” he said.

“The Birchwood is one of the most visionary luxury living projects London has seen in years. It offers a masterful blend of design, technology and sophistication and pushes the boundaries in terms of exquisite finish, attention to detail, high specification and classical styling.

“To receive not one, but two honours for The Birchwood at this early stage is truly astonishing and it is an endorsement of the effort, expertise and endless pursuit of excellence exhibited by the team.”

Perched neatly in Park View Road, Ealing W5, The Birchwood takes its name from the birch trees planted in its beautifully landscaped gardens.

The west facing apartments boast expansive and exquisite wrap-around terracing while the penthouse comprises the entire top floor. This feature residence atop the structure has a stunning “skyhall”

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with 360 degree panoramic views towards London's Shard and beyond.

Downstairs, the garden apartment is of particular allure. It features a spacious courtyard garden in which to while away the days. In high demand, this apartment has already sold off-plan.

Residences at The Birchwood aim to uplift and enrich, providing the very best facilities and conveniences – from the gated underground car parking, lift access to each level, Comfort Cooling and the very latest

life enhancing electronic adornments.

Each residence features bespoke hand-crafted accoutrements, luxuriant marble kitchen and wet-room surfaces, rich natural wood architectural features and tantalisingly tactile wall and floor coverings.

Ealing – Queen of the Suburbs – will also see and increase in transport opportunities. With the Crossrail launch next year, it will offer access to Bond Street in as little as 11 minutes – another big plus point for The Birchwood.

The panel of judges at the 2017 UK Property Awards is comprised of 70 industry experts. They evaluate properties, assessing design, quality, service, innovation, originality, and commitment to sustainability. Based on those specifications, it is no wonder that Fusion Residential and The Birchwood caught the eyes of the judging panel.

A flag announcing the win is now set to be raised at The Birchwood and the Fusion Residential team are now looking forward to the launch in January next year. 🚩



To find out more about The Birchwood, visit www.fusionresidential.co.uk or call 01923 216 535.

