



# THE NED

LONDON

## THE BRIEF

We were contacted by Soho House (New York) with a bespoke design requirement for the re-generation of the former Midland Bank to a high-end 1920's Edwardian 1920s hotel.

The Brief stated that the DDA rooms needed to blend in with design concept of the whole project and a range of variants would be required.

## THE SOLUTION

We designed a range of products with original Edwardian styling, produced in brass with three finishes; polished nickel, antique & polished brass. The products were designed to match the room interiors without standing out, making the space feel luxurious for any guests styling in the rooms.



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