

MARBLE ARCH PLACE

London, United Kingdom

RAFAEL VIÑOLY ARCHITECTS



Marble Arch Place is a 40,000-square-meter (430,550-square-foot) mixed-use, two building development with residential, office, retail, restaurants, and cinema that marks the western end of Oxford Street, London's famous shopping street. Located immediately north of the Grade I-listed Marble Arch and Portman Estate Conservation Area, the project responds in scale

and mass to the surrounding urban context, serving as a backdrop to the arch itself. By separating the residential from the office on a trapezoidal site, the design varies the street wall to complement neighboring structures, emphasizes the corner where two heavily trafficked roads meet, and extends the commercial nature of Oxford Street with a pedestrian retail thoroughfare.

April 2016

FACTS + FIGURES

Completion

2018

Size

40,000 gsm

Sustainability Rating

Designed to BREEAM Excellent for commercial elements

Designed to Code for Sustainable Homes Level 4 for apartments

Media Coverage

Architect's Journal, "Viñoly wins approval for revised Marble Arch Tower scheme," March 2015

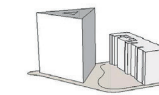
Architects' Journal, "Viñoly To Revamp Marble Arch Tower Site," March 2012
Building Design, "Viñoly's Marble Arch Tower Gets OK," June 2014

Awards

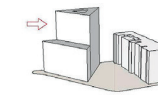
Housing, Architecture Tomorrow Gallery, MIPIM UK, 2015

Client

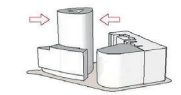
Almacantar



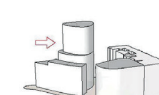
1. THEORETICAL VOLUME



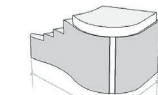
2. CREATE STREET FRONTAGE



3. CURVE FACADE TO REDUCE MASS



4. FURTHER REDUCE TALLER ELEMENT



5. SIGNIFY THE CORNER



6. RESPOND TO NEIGHBORHOOD

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