



ORCHARD PLACE

THE BROADWAY SW1

PRESS RELEASE

25 MAY 2023

MONUMENTAL SCULPTURE BY BRITISH ARTIST, NICK HORNBY, INSTALLED IN WESTMINSTER, LONDON



Northacre's major public artwork for Orchard Place at The Broadway, SW1 is unveiled

Westminster, LONDON UK - A new sculpture by British artist Nick Hornby has been unveiled in the centre of Orchard Place, a new streetscape in the heart of The Broadway, Westminster SW1.

On a central plinth, Hornby's sculpture, "*Power over others is Weakness disguised as Strength*", lies at the heart of one of London's newest pedestrianised streets. Orchard Place, a historic site in the heart of Westminster, is located on what was once the orchards of Westminster Abbey until the 1600s and more recently, the Metropolitan Police Headquarters.

Hornby's sculpture brings together two unexpected images: a man on horseback and an ambiguous curling line. The references are of King Richard I, whose statue was first unveiled in 1851 during a period of untamed industrialisation; and of Laurence Sterne's *The Life and Opinions of Tristram Shandy, Gentleman*, based on the story of *Don Quixote* from 150 years before. In this, the normally verbose character alludes to the subtext of conversation with a wordless flourish, which itself unravels the concepts of ostentatious power.



ORCHARD PLACE

THE BROADWAY SW1

The site-specific work is an impressive feat of engineering. Twelve metres (totalling 165 individual pieces) of Corten steel were manipulated by hand and welded together into a 5m tall, 6.5-tonne sculpture, rolled into a beguilingly delicate shape.

Positioned in Westminster, in the seat of British political power and which itself is adorned by figures on horseback, the sculpture calls into question the authority of these mounted figures while underscoring historical impermanence. It also explores the fragility of power, as the flourish supports Richard I's horse, the sculpture's strongest element.

Nick Hornby comments: "I am incredibly proud to be installing this new work in such a prominent location in the heart of Westminster. It has been an extremely exciting project to work on, both for its conceptual and its engineering challenges. With *"Power over others is Weakness disguised as Strength,"* I am exploring our current cultural reckoning with the important questions that are being asked about the role of monuments in public spaces.

From one viewpoint, the sculpture reveals an image of Richard I on horseback. But from all other angles, the image dissolves into an abstract sculpture that is open to interpretation. I want it to enrich the area, engage the public and become a positive contribution to London."

Simon Edwardson, Head of Sales, Northacre adds: *"The public art strategy for Orchard Place has been to create a talking piece that is rooted in the history of its location, calls into question our response to those surroundings and continues to evoke interest. It is a privilege to welcome the work of such an acclaimed artist as Nick Hornby into the fabric of Orchard Place."*

Commissioned by Northacre, curated by Native Arts.

For media enquiries, contact orchardplace@luxurymarketinghouse.com

###

ABOUT NICK HORNBY (THE ARTIST)

Nick Hornby (b. 1980) is one of the leading sculptors of his generation working in Britain today, creating works at the intersection of art history and contemporary technology on both intimate and monumental scales. He has received degrees from the Slade School of Art at University College London and Chelsea School of Art. He has exhibited in the UK, Europe, the US, Poland Switzerland and India, at institutions including the UK's Tate Britain, Whitechapel Art Gallery, Cass Sculpture Foundation, Southbank Centre, and The Fitzwilliam Museum; and in the US at New York's The Museum of Art and Design, Eyebeam and at Wynn Fine Art, Usman Gallery, Time Equities Building. His work has been reviewed in the New York Times, Frieze, Artforum, and featured in Vogue, Dazed, and Wired among others.

For more information please contact raquel@scott-andco.com

<https://www.nickhornby.com/>

@nickhornbyartist

ABOUT ORCHARD PLACE AT THE BROADWAY

Orchard Place at The Broadway, SW1 is a vibrant living and lifestyle destination designed by Northacre to build a sense of community and reinvigorate Westminster. This contemporary community destination offers a blended lifestyle ecosystem that has been curated with stylish simplicity, defining a new era of living.

Within Orchard Place, visitors and residents can immerse themselves in six pillars of the community: Live, Eat, Shop, Work, Move, and Play.



ORCHARD PLACE

THE BROADWAY SW1

As the area evolves into a thriving business and leisure neighbourhood for London, a modern 20,025 sq. ft. retail hub will play a significant role in enriching everyday life. This unique space will host a carefully curated mix of food and lifestyle retailers that strive to align with the Orchard Place community framework.

Orchard Place also delivers two outstanding workplaces of 63,000 and 52,000 sq ft, surrounded by public realm and parks in SW1's vibrant new quarter. The bright and flexible workspaces have been designed by renowned British architectural practice Squire & Partners. Crafted to blend the energy of a modern office with the additional benefits of a contemporary community destination, these are spaces for individuals and organisations to learn, grow and thrive.

The Broadway provides 258 apartments in six new towers and includes 16,000 square feet of health, fitness and spa amenities that afford residents the chance to relax and recharge in an exceptional setting. Facilities include an elegant 25m pool, gym and personal training studio, treatment rooms and a spacious, state-of-the-art games room, that can be booked by residents as additional entertainment space, alongside well-equipped meeting rooms and screening room.

Orchard Place at The Broadway will bring a fresh and innovative addition to one of London's most historic areas by seamlessly integrating with the lives of its inhabitants and the city around it. This new destination will reflect a modern and reinvented take on one of London's most historic areas.

<https://orchardplace.london/>

@orchard.place

ABOUT NORTHACRE

With 30 years of experience, Northacre is London's leading developer of exquisite residences in the most sought-after locations. Northacre distinguishes itself through an intrinsic understanding of quality, where passionate attention to detail is combined with an appreciation for craftsmanship, heritage, and innovation. Northacre has been responsible for the notable developments of The Lancasters, The Phillimore's, Kings Chelsea, and The Bromptons, to name but a few. The schemes remain landmark locations within London.

<https://www.northacre.com/>

@northacre_official

ABOUT NATIVE ARTS

Established in September 2017 in the UAE, Native Arts is a highly experienced and specialised art consultancy that works as an advisor, art strategist and executor for public and private spaces, corporate offices, hospitality venues and more. We strive to create meaningful and sustainable art collections and cultural strategies for distinguished private and corporate clients, tailoring customised strategies and artistic solutions to their specific needs.

Through our partnerships, we are able to introduce eclectic collections of cultural pieces that tastefully inhabit our clients' spaces and help them bring their creative visions to life. Our holistic approach to art and business allows us to draw from our experiences in the field and leverage our wide network of artists and well-established professionals, offering our clients the best and most suited options. We provide a wide range of services to develop tailored art strategies, all while ensuring that sound decision-making is at the heart of both the artistic acquisition, cultural contribution as well as financial investment.

<https://nativearts.com> @nativeartsadvisory