

ALMA

CLIENT	BRITISH LAND
DESIGN	WOODS BAGOT
LOCATION	LONDON, UK
COMPLETED	2024
SIZE	153 APARTMENTS + AMENITY SPACES

THE FURNITURE PRACTICE



With one foot in the City and the other in London's East End, Alma is British Land's first BTR development, offering new opportunities to live, work and play in the heart of Aldgate.

Located in Aldgate, Alma is British Land's inaugural build-to-rent development — a high-end central London residential scheme comprising 159 apartments, alongside retail, workspace, and leisure amenities that are harmoniously integrated to foster a vibrant community. The project vision was to create a vibrant mixed-use development that honours the area's authenticity and character, while prioritising design excellence and sustainable practices that respect both people and the environment. To support this, The Furniture Practice's Living team provided a comprehensive FF&E service from initial concept to completion, designing and delivering high-quality furniture and accessories for the apartments and social spaces, while also managing all logistics and installation. Our team responded to the urban fabric of this dynamic Zone 1 neighbourhood, incorporating a palette of rich materials, colours, and textures that reflect the local vernacular, all while placing a strong emphasis on sustainability.





A new lifestyle full of character

Alma offers more than a place to live – it provides a lifestyle. Its thoughtful design captures the essence of East London’s creative spirit, creating an authentic and sophisticated environment where timeless design, carefully selected materials, and a distinctive sense of place are evident throughout. We responded to the complex FF&E brief – spanning functionality, sustainability, community context, architectural reference, and materiality – by designing predominantly bespoke products and collaborating closely with Woods Bagot, British Land, and Native throughout the process. This bespoke approach allowed us to develop products perfectly tailored to Alma, including two distinct colour palettes for the apartments, designed to complement natural lighting conditions. This tailored strategy ensures that the interiors feel as connected to the building’s architectural intent as they do to the surrounding environment.

Elevating everyday living

Alma’s amenities are designed to enhance the daily lives of its residents, offering communal spaces that cater to work, relaxation, and socialising while building a sense of community and connection. The co-working areas are equipped to meet the needs of modern professionals, with comfortable, design-forward facilities like booths and an open floor for productivity. For unwinding, residents can enjoy the plush cinema room for movie nights or private screenings, or entertain guests in the private dining space or outdoor terrace — a peaceful escape from the bustling city. Complementing bespoke pieces, the social areas are elevated by carefully sourced products from our extensive network of iconic furniture brands, seamlessly integrating recognisable designs that enhance the overall aesthetic of the spaces.





Context is key

A central focus of Alma's design was materiality, with the building's architecture and context reflected in the interior design, textiles, and furniture, seamlessly integrating into the overall aesthetic. Woods Bagot's geometric design language and strong emphasis on rich materials, inspired by the building's unique footprint and history, are evident in the materials, colour palette, and bespoke-commissioned artwork and accessories.

Setting a new standard: Alma's commitment to sustainability

Alma sets a new benchmark in sustainability, becoming the first BTR development to calculate and offset the embodied carbon impact of its furniture package, while embedding sustainability at every stage of the project.

Working closely with British Land's core sustainability drivers — low carbon, environmental performance, and human health and wellbeing — we developed a comprehensive sustainability charter that informed every aspect of our FF&E strategy. Our sustainability data cards empowered the team to evaluate how each product contributed to the project's vision, while our in-house sustainability team provided detailed embodied carbon data, enabling transparent and informed decision-making.

Thoughtful design, built to last

As a B Corp-certified business, we ensure that all our products are responsibly sourced, with our supply chain undergoing rigorous audits to maintain high standards of performance, transparency, and accountability across both environmental and social criteria. At Alma, conscious design choices are evident throughout the FF&E pieces, including apartment sofas upholstered in 100% post-consumer recycled polyester fabrics, as well as the use of low VOC paints and FSC-certified timber. Going beyond materiality, our design process incorporates 'refresh-ready' principles that promote longevity by ensuring ease of repair and refreshment.

'Close-to-home' supply chain

To minimise the project's carbon footprint, we implemented a 'close-to-home' supply chain, sourcing furniture from our trusted network of UK and EU manufacturing partners, while also ensuring the highest quality. This local approach extended to the specially commissioned art, objects and show flat accessories, with our dedicated styling team collaborating with London-based artists and local businesses, supporting local economies and craftspeople, and ensuring the spaces feel deeply rooted in the community.







Get in touch.

Contact us for more details or to discuss your own project.

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