

# URBAN INDUSTRIAL

## Quintessential aspect of the city that never sleeps.

## Functional & Soulful.





## URBAN INDUSTRIAL STYLE

URBAN INDUSTRIAL STYLE BREAKS AWAY FROM THE MONOTONY OF CITY LIVING, LOOKING BACK TO A TIME WHERE INDUSTRY AND RAW MATERIALS WERE AT THE FOREFRONT OF LIFE. IT IS A STATEMENT AGAINST UTILITARIAN GLASS TOWERS, REPETITION, AND CLEAN STERILE SURFACES OF HIGH-TECH MINIMALIST DESIGN. IT IS ALL ABOUT EMBRACING CHARACTER, USING UNIQUE AND SIMPLE PIECES TO MAKE YOUR SPACE A BOLD STATEMENT OF INDIVIDUALITY AND PERSONAL STYLE. IT'S ABOUT INTENTIONALLY DISPLAYING THE BUILDING MATERIALS INSTEAD OF CONCEALING THEM. IT'S ABOUT RAW, UNFINISHED LOOK AND SELECTING PIECES THAT EMBRACE BOTH, FUNCTION AND STYLE.

THE ORIGIN OF THIS STYLE CAN BE TRACED BACK TO 1970' IN MANHATTAN, NEW YORK CITY. YOUNG PEOPLE AND ESPECIALLY ARTISTS WOULD RENT BIG SPACES OF ABANDONED FACTORIES, WAREHOUSES AND OTHER COMMERCIAL PROPERTIES FOR CHEAP, TO HAVE THE PLACE WHERE THEY COULD LIVE AND CREATE. LARGE, FULL OF LIGHT, FULL OF INDUSTRIAL DETAILS AND MATERIALS, THEY RECLAIMED AND RE-PURPOSED THOSE SPACES, CHOOSING TO ADAPT THEM TO THEIR STYLE RATHER THAN CHANGE THEM. THEY APPRECIATED THE RAW CREATIVE BEAUTY OF THE ORIGINAL MATERIALS AND THE FEELING OF PAST TIMES.

SOON THESE SPACES BEGAN TO APPEAR IN INTERIOR DESIGN MAGAZINES, TV AND FILM AND THE INDUSTRIAL LOFTS QUICKLY BECAME PRIME REAL ESTATE. NEW YORK LOFT APARTMENTS ARE UTILL TODAY QUINTESSENTIAL ASPECT OF THE CITY THAT NEVER SLEEPS. THESE ARE APARTMENTS WITHIN A BUILDING THAT WAS ORIGINALLY BUILT FOR INDUSTRIAL, WAREHOUSE OR COMMERCIAL USE THAT HAS SINCE BEEN CONVERTED TO RESIDENTIAL OCCUPANCY. THE INDUSTRIAL LOFT APARTMENT IS A LARGE, OPEN ROOM WITH VERY FEW OR NO WALLS, LIKE A BIG STUDIO APARTMENT WITH HIGH CEILINGS AND LARGE WINDOWS. COLUMNS, BEAMS, PIPES AND BRICK OR CONCRETE WALLS ARE EXPOSED WITH THEIR ORIGINAL TEXTURES, IMPERFECTIONS, AND WORN-OUT LOOK. AS AN ICONIC REPRESENTATION OF NEW YORK CITY THIS TYPE OF HOME BECAME WIDELY POPULAR. ITS STYLE HAS DEVELOPED IN A UNIQUE URBAN INDUSTRIAL DESIGN THAT HAS BECOME ONE OF THE MAJOR INTERIOR DESIGN STYLES.

TO ACHIEVE AN INDUSTRIAL FEEL, A NATURAL COLOR PALETTE IS COMMONLY USED. A MIX OF GRAYS, COLD NEUTRALS AND RUSTIC COLORS CAN BE SEEN IN THESE SPACES. LAYERS OF DARKER COLORS ADD TO THE MASCULINE AND MOODY FEEL. BOLD COLORS CAN BE USED IN ACCENTS LIKE ART PIECES, RUGS OR PILLOWS.

A KEY ELEMENT OF THIS STYLE IS EMBRACING RAW MATERIALS AND RE-PURPOSING OLD MATERIALS SUCH AS CONCRETE, RAW METALS, BRICK AND WOOD. INDUSTRIAL STYLE LOVES TO MIX MATERIALS. CONTRASTING WOOD WITH METAL OR CONCRETE IS THE BASIC COMBINATION. FOR EXAMPLE, HARDWOOD FLOORS AND METAL STAIRCASE CREATE A COMMON JUXTAPOSITION. INDUSTRIAL STYLE DOES A GOOD JOB ALSO OF BALANCING OLD AND NEW. WHILE KEEPING A GENERAL MINIMALIST, CLUTTER-FREE SPACE, THE CHOICE OF FURNITURE AND DÉCOR SHOULD BE ORIENTATED TO PIECES THAT ARE FUNCTIONAL AND SOULFUL. FURNISHINGS CREATED FROM RE-PURPOSED MATERIALS ARE CHARACTERISTIC FOR INDUSTRIAL STYLE. COMBINING MODERN WITH VINTAGE ADDS VISUAL INTEREST, ALSO BOHEMIAN STYLE DÉCOR IS OFTEN USED. LIGHT FIXTURES WITH METAL FINISHES FITS PERFECT IN THIS STYLE, LIKE FLOOR LAMPS IN THE LIVING ROOM AND OVER-HEAD LIGHT FIXTURES IN THE KITCHEN



