

## **PRESS RELEASE**

### **Industrial chic**

*We speak to Anton Odendaal, from leading furniture retailer, Rochester, to find out about the increasing popularity of vintage industrial décor.*

*16 February 2015, Johannesburg:* Inspired by the manufacturing factories from the 19<sup>th</sup> and 20<sup>th</sup> Century, the vintage industrial décor trend is sweeping homes the world over. Says Anton Odendaal from leading furniture retailer, Rochester: “The vintage industrial décor trend has come to the fore not only due to its appealing hipster-styled aesthetic, but also because of its focus on functionality. It can be described as a fusion of functionality with elegant enhancements, for a chic and trendy end result.”

He says that vintage industrial décor embraces the green trend, by adopting the “reduce, reuse and recycle” mantra: “What makes this style so interesting is the blend of old and new items, and how, in many cases, both old and new have been innovatively repurposed. Older items are often used and displayed – keeping their old-look integrity – which creates wonderfully contrasting textural accents. New items, such as plumping piping for example, is commonly used in various interesting ways, such as curtain rods, shelving, towel rails, and so on. Commonly, this style boasts a lots of reclaimed or raw timber, architectural salvage, iron and galvanized metals, as well as a variety of natural materials, such as leather and cotton for example.”

Furniture and fixtures often boast an industrial edge or detailing, and are set aside comfy, plush traditional pieces for a wonderfully effective juxtaposition. Anton explains: “Gears, clockworks, machinations, inner workings and raw materials are often left in plain view to create an industrial-type edge. This can be complimented by exposed brickwork, beams, pipes, ducting, high ceilings, vast expanse of glass, and concrete and natural wooden walls and floors to further heighten the industrial drama of the space in question.”

He explains that the colour palette is usually kept pretty neutral throughout, using lots of varying white, black, grey and beige tones. To bring the composition it alive, the odd pop of high impact colour can be added, such as orange, lime green, citrus yellow or fuschia for example.

If you are interested in adding an industrial edge to your home, but you don’t want the look to be too intense, try starting with small, but noticeable feature elements, says Anton: “Include feature accent pieces that make a big visual impact. These could include various things, such as cast iron finials and rods for window treatments, or make a feature wall by removing the plaster to expose the clay bricks beneath. Alternatively, you could accent your décor with various accessories, such as a big metal wall clock, industrial-styled floor lamps or lighting options, or other old world objets d’art to set the mood. Industrial décor might be out of your comfort zone now, but it is the kind of style that can easily be built on, so you can start gradually and add to the overall design as you go.”

He offers the following tips on how you can achieve this look in your own home:

- **Exposed brick:** Exposing and uncovering materials to reveal them in their raw state is one of the fundamental design characteristics of urban industrial décor. Exposed brick is one of the mainstays of this style – it creates an earthy and industrially organic look, while at the same time adding warmth and textural interest to the space.
- **Using concrete:** Concrete has a stronghold in industrial décor movements – it is simple, chic, practical and eye-catching. It can be a very cold option, but it is easy to add an inviting sense of warmth by juxtaposing this smooth material with colourful furnishings and accessories in soft, textural materials.
- **Focus on the little things:** There is no need to overhaul your entire home to give it the industrial edge. By just adding a few key pieces and trimmings to your current décor, you can create an attractive and appealing space that is bang on trend. Adding small accessories and touches to a room really culminate in creating an interesting ambiance.
- **Reduce, reuse and recycle:** Repurposing items with a new purpose or look can be used to add interesting and creative accent pieces to your space. This is not only a potentially great way of saving money and adding added functionality to a space, but it is also inline with the current focus on reducing one's carbon footprint.
- **The dark side:** Deeper shades and tones are great for creating the urban industrial look – they can be used to great effect to create a complex, yet modern composition. Black and grey tones are especially popular, with dark matt tones of red and purple also taking centre stage. These darker tones are contrasted with brighter, more lively tones to liven up the space.
- **Vintage power:** Amalgamating new modern pieces, with old fashioned rustic pieces is one of the backbones of this look. For example, an old rustic trunk can work well as a coffee table replacement, which can be complemented by a new modular sofa and chic contemporary rug and lighting options.
- **Heavy metal:** Metal accents work particularly well to solidify the industrial look – include metal pieces, or furniture with metal detailing wherever possible. Metal industrial pieces such as large machine cogs, old metal signboards, and old pressed ceiling tiles, can all be used to great effect.
- **The lap of luxury:** To successfully achieve this look, it is essential that all the industrial accents are juxtaposed by a plethora of soft furnishings and delicate accents to make it warm, comfortable and inviting.

ENDS

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