

The New Industrial Revolution



Uranus: its distinctive character was inspired by a machined steel surface.



Valmiera Oak: an oak décor rich in industrial heritage.



im
PITCH PINE

Pitch Pine: full of character and expressive.



im
GRAFFITI

Graffiti: unique and a real team player.

“Opposites attract. On the one hand, modern, functional and increasingly digital and, on the other hand, the desire for a contemporary, historical and proven look: combining both skilfully is what is giving the industrial design an incredible revival today.”

Décor specialist impress has taken a fresh look at the industrial trend and comes up with a refined and sensitive interpretation.

What is so captivating about old factories and warehouses? At first it was primarily the lack of affordable space in which to live and work that made empty industrial buildings and abandoned factories desirable. It wasn't long before yuppies started to embrace the concept, prices started to rise and it became hip and trendy to live and work in old factory buildings. And thus was born a new industrial revolution.

Today, the industrial look is no longer revolutionary – and yet it is still a trend. It is primarily an attitude towards life and an expression in the quest for something authentic in times of rapid change; a means of

bringing stability to an ever-increasing pace of life; a rejection of the bland and anonymous. The industrial style replicates the past and brings abandoned structures back to life. Dark, cool colours and metallic tones dominate and the contrast between opposites is important: hard and soft, cool and warm, old and contemporary.

Aided by a global network of designers and trend scouts, the international décor specialist, impress, has redefined the industrial trend in a new collection of refined and sensitive décors inspired by materials as diverse as old pitch pine, whitewashed oak floorboards, aged steel plates and graffiti.

Pitch Pine is a décor as individual as the floorboards that originally inspired the impress designers. Layers of paint, worn down to the wood over years of use, cracks, scratches, water stains and remnants of filler and putty combine in the Pitch Pine décor to create a characterful and expressive look. It fits perfectly into the newly interpreted industrial style, complementing simple structures and furniture made of metal.

With its industrial interpretation of oak, the Impress designers have given Valmiera Oak a very special vintage appeal by skilfully combining colour and rustic appearance. Natural areas alternate with whitewashed, three-dimensional areas. The traditional method of whitewashing in particular, gives the wood surface an exceptional appearance. Inspired by oak floorboards like those used for

decades in old industrial buildings, Valmiera Oak has a distinctive character: modern and trendy, yet at the same time embodying the very essence of the industrial spirit.

As mills and factories close, vandals and graffiti artists move in. The impress designers have taken their inspiration for the décor Graffiti from panels once used as a worksurface by an artist. Covered in paint and paper residue, then delicately worked with geometrical drawings and lettering, this characterful décor conveys the impression the artist has just finished work and drawn scribbles in geometrical shapes directly onto the panels. Graffiti is fresh and vivid. Unique, yet a real team player, this décor, with its various shades of grey, works particularly well with oak as well as metal and concrete structures.

A real steel plate was the inspiration behind the powerfully different Uranus décor.

Embodying the very essence of old factory buildings, Uranus exudes power and strength with its dark colour and machining marks. Uranus brings out the urban accents in every interior with its very special industrial flair and, confirm the impress designers, it was “inspired by the pulsating streets in major cities with their old industrial buildings converted into lofts.”

With its new take on the industrial theme, impress is providing inspiration from the past for the interior projects of tomorrow. To find out more, or to discuss customer-specific designs, call impress on +49 6021 4060, or visit www.impress.biz. Readers using the free Furniture Journal App on their smartphone or tablet, touch [here](#) to email for further information, or any of the images marked with a link sign for more details.