

SPLENDOUR IN THE CITY

PRESENTATION



SPLENDOUR IN THE CITY

The film Parasite was the cinematographic highlight of 2019 and at the same time our scenographic inspiration for the interior design of apartment. The contemporaneity of both creative processes is of course purely coincidental, yet it is possible to draw similarities between the film world that offers plenty of visual inspiration and neatly intertwines all the creative spectres of the seventh art and the process of creating the interior that is dynamic, dramatic and dazzling - both the processes bring the crucial element of storytelling to the fore.

When approaching the design of this apartment, we were inspired by its elongated layout and the lighting that flows seamlessly throughout the entire floor plan. However, the greatest inspiration came from the client herself. As a social media influencer, primarily active on Instagram, she leads a dynamic and fast-paced lifestyle. This energy became the central theme of our design—highlighting beautiful clothes, objects, spaces, and ambiances in the most striking way. The balance between the space's natural charisma and the vibrancy of the client's lifestyle is reflected in the warmth we brought into the space, incorporating elements like a wooden ceiling, rattan and velvet textures, delicate curtains, and carefully chosen accessories.

Our primary wish was to create an entity that is soft, feminine, full of comfort and mild transitions as well as lighting passages that all dictate the rhythm from accentuated to non-accentuated. A walk through the interior begins with a gleaming entrance with a closet in the main hallway acting as a light body that softly frames the client's breath-taking collection of designer shoes and fashion handbags.

The left side of the apartment is characterized by the magnificent master bedroom with a bathroom, wardrobe and a huge central boudoir with three mirrors. The glass wall allows a view of the bathroom and the curtains on the outside provide intimacy as well as recreate the sound of the space, in which we used a lot of textiles that absorb all the disturbing sounds.

On the right, the space softly transitions into the central living area where a symbolic round stucco connects all three sets: the kitchen, the living and the dining room area. The kitchen area is softened by a delicate curtain functioning as a finishing touch to all the high elements while the living area is accentuated by the gentle silhouette of the beautiful sofa by EDRA. The textile panels in delicate wooden frames are meant as a visual backdrop for an oval table decorated with GUBI powder pink chairs and the beautiful MOOOI chandelier.

The overall look of the interior is modern yet full of contrasts between the warmth and intimacy of the home, the bold extravagances of its owner and the guidelines present in the space itself.

FLOOR PLAN





























