

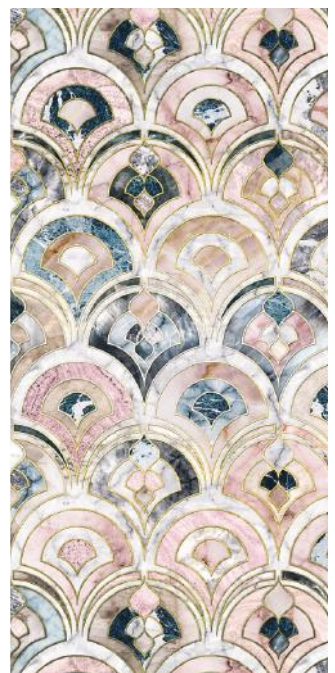
[style guide]

DISCOVER **ART DECO** STYLE BY OSWALD HOMES

“Old-school glamour”

It was a time when glamour and opulence were the height of fashion; when fine craftsmanship ruled, materials were shamelessly rich and exotic, and modernist styles from across the globe united to celebrate art and innovation. Exuberant, yet sophisticated, the style of the Arts Décoratifs – or Art Deco for short – took its name from the Exposition International des Arts Décoratifs et Industriels Modernes held in Paris in 1925. The style de jour of the 1920s and 1930s, it is associated today with a sense of old-school glamour and a cheeky touch of kitsch that’s hard not to like.

Influencing all things design across the world, from fashion, jewellery and cars, to seaside mansions, skyscrapers, municipal buildings and ocean liners, the Art Deco style was boldly modernist, with clear geometric shapes, clean lines, metallic highlights, luxe fabrics, strong colour and exotic materials such as ebony, silk, ivory and zebrawood. Drawing inspiration from far and wide, Art Deco became a somewhat showier version of its predecessor, the nature-inspired Art Nouveau movement, adopted the bold lines of Cubism and even captured the day’s new focus on technology and machines for everything from posters to printed textiles.



ART DECO

Making it our own

Examples of the Art Deco style are plentiful in Perth. Traditional 1920s and '30s homes lining the streets of suburbs such as Como, South Perth, Claremont and Mount Lawley display the curves and geometric detailing of the day, while historic cinemas, theatres, public buildings, hotels and apartments in and around the city display even grander proportions. Today's interpretation of the Art Deco style fits equally well into our streetscape, especially in established suburbs with a sense of history and character. White rendered walls contrasting with inky-black accents ensure there's a modern freshness to today's reinvented style, while interiors feature open-plan living areas and extensive alfresco areas to match our modern indoor/outdoor lifestyles. Colour pops up in the form of soft furnishings, large stylised or abstract artworks, patterned tiles and elegant sculptures.

Design details

The roof all but disappears so that the stars of the show are neat geometric shapes, confident curves and clean lines. Squares, triangles, bands and sunburst motifs abound in the form of mouldings and leadlight windows. Doors and windows are typically framed in black for a sophisticated contrast to the off-white simplicity of rendered walls. There's a purity in the choice of materials that allows the shape, balance and proportion of an Art Deco design to shine. Inside, spaces are voluminous and filled with natural light, showcasing classic detailing such as moulded ceilings and ornate cornices.

Finishing touches

Geometric shapes appear in everything from chequerboard floors and bedheads, to table lamps and cabinet handles. A monochrome backdrop of white with the blackest of blacks sets off pops of saturated colour, ranging from sage green and buttercup yellow, to bold peacock blue and intense reds and oranges. Colours are far from meek and mild, yet they are forever sophisticated and elegant. Metals include chrome, brass, bronze and brushed steel. Nothing is fiddly or over-done, yet the air of luxury is hard to ignore. Mirrors often feature integrated edging, side tables boast timber inlay and screens are both practical and decorative. Textiles include velvet and silk.

If you like this style, you may also like...

The understated glamour of Contemporary style, the classic elegance of a Georgian-inspired home or the retro sophistication of Mid-Century Modern design.

to get the look, we love

- James Said, Nedlands, jamesaid.com.au
- Local antique shops
- GlobeWest, Subiaco, globewest.com.au



Images sourced via Pinterest