

The furniture as well as the textiles will always look comfortable, rich and superb, as if they were picked out of a catalogue or straight from a luxury hotel.



*Interior Design: Dalit Vengrovsky.
Photography by Elad Gonen.
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*Interior Design: Aviram-Kushmirski Studio,
Oshri Aviram and Dana Kushmirski.
Photography by Oded Smadar.
(more on page 79)*

Always looking modern and too expensive to obtain - that is the modern luxury style full of modern chic. This style gives the feeling that every corner is treated to the smallest detail, and no wall is orphaned. The carpentry extends over entire walls, to their precise measurements. They may have secret doors, leading to back spaces not noted at first. The kitchen and bathroom tiles are superb, from marble, concrete or their artificial versions, and also extend massively over entire walls and surfaces, often encompassing a space from floor to ceiling. The ceiling is lowered by rational treatment, and contains recessed or concealed lighting fixtures. The furniture as well as the textiles will always look comfortable, rich and superb, as if they were picked out of a catalogue or straight from a luxury hotel.

The lighting fixtures are made by the best super designers or at least highly branded. The styling items imbue this as well, so that if they are not produced by a prestigious shop, at least they shine with gold touches as befits high class prestige. The colors characterizing the style are usually dark, such as black, gray or blue, but even white and various shades of beige can give the same look, provided that the spaces are equipped with the factors mentioned above. The dark furniture, such as a black metallic coffee table, has a gold item added to it, maintaining a metallic appearance and granting a touch of warmth and color, while sofas, armchairs and other velvet elements caress the space.

These colors convey maturity, seriousness and elegance, stating that prudent and careful people live here, who never express liveliness or playfulness - which would be reflected in more cheerful colors. The style is very clean while refraining from being minimalist, and it broadcasts a type of seriousness. The luxury style pays attention to details and finishes, and the materials are at the high end of the price range, as expressed in their appearance as well.

A living room with a luxurious and elegant look, in which a cupboard of light birch wood veneer serves as a central axis in the space, and a frame of brass-painted tin grants it luxury and power. A rich textile of net curtains with underlining, a prestigious carpet in hues of brown-gray, a leather couch, velvet-covered armchairs, iron tables combined with glass in a metal look and the gray color prevailing on the marble-like floor, all create calm and warmth.

Interior Design: Dalit Vengrovsky. Photography by Elad Gonen.



A Tel Aviv apartment with artistic chic inspired by the Tel Aviv nightlife and the world of New York lofts. Metal finishing materials combined with exposure of the old building's structural treasures, creating masculine industrial architecture, while the furniture and home dressing introduce softness and eclecticism of an artistic loft.

Architecture: Yaron Eldad. Interior Design: Yehudit Goldfarb and Natalie Gedalia, Studio YGNG. Photography by Omri Amsalem.

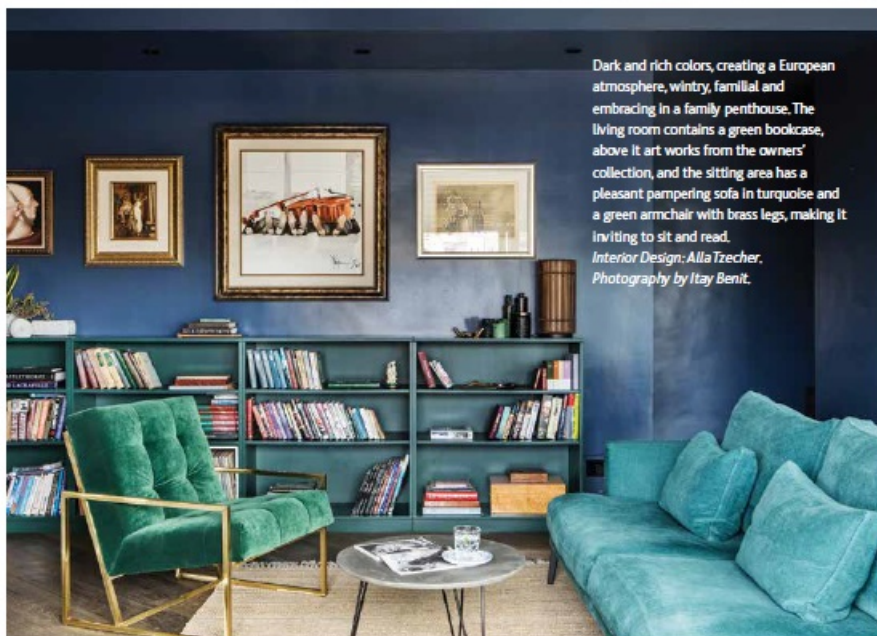
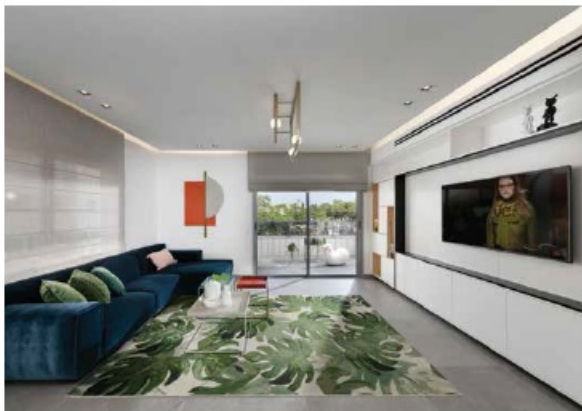


A long narrow apartment in which the axis is accentuated, from the entrance to the balcony by extended carpentry with stations for storage of clothes and shoes at the entrance. Kitchen utensils face the kitchen, serving dishes and concealed bar face the dining area, and video/audio products face the living room. The soothing colors hark to the mountainous hues outdoors, and the lighting fixtures, both overt and concealed, emphasize each function.

Architecture and Interior Design: Adi Aronov. Photography by Amit Goshier.

Graphic elements create a harmonious play of shapes and lines in a minimalistic, clean and sophisticated space. Monochromatic hues combined with touches of color and ornamental objects to create a pleasant and warm atmosphere.

*Interior Design: Dalit Vengrovsky.
Photography by Elad Gonen.*



Dark and rich colors, creating a European atmosphere, wintry, familial and embracing in a family penthouse. The living room contains a green bookcase, above it art works from the owners' collection, and the sitting area has a pleasant pampering sofa in turquoise and a green armchair with brass legs, making it inviting to sit and read.
*Interior Design: Alla Tzecher.
Photography by Itay Benit.*