

urbanology



FINISHES

Finish tones range from worn black to rich chestnut as well as some applications of antiqued white glaze or even a surprising metallic silver.

HAND-APPLIED ELEMENTS

Hand-applied elements of wire-brushing, planing or skiving, and saw-kerf distressing all add uniqueness and interest to the industrial-inspired forms.

HARDWARE

Hardware is basic in form with rub-through finish applications

FABRICS

Fabrics are textural, with unexpected but pleasing combinations of menswear, linens, washed paisley, leathers, velvets and faux hides.

DESIGN ELEMENTS

Design elements of tufting and nail heads, with configuration elements of sofas and sectionals; provide style appeal to a broad consumer base.



urbanology LIFESTYLE DEFINITIONS

DOWNTOWN	Tap into the urban lifestyle of historic architecture mixed with modern trends as guests saunter through the downtown allure of Urbanology. The atmosphere - filled with exposed brick elements, stained polished concrete floors, and weathered planked wood - offers guests the freedom to explore loft-living suited for any style of home.
UNEXPECTED	The element of surprise takes shape in the form of modern metallic tables, trendy industrial accents, as well as animal print pillows and poufs. These unexpected yet appealing designs become the canvas for customers to curate their own personal style.
RAW MATERIALS	An organic appeal is demonstrated through the use of raw materials. Natural linen fabrics, iron c-clamp hooks, exposed rivets, supple leathers, and thick slabs of wood set the stage for this relaxed lifestyle.
ROUGH	Rough, heavy-textured applications, saw kerf distressed finishes, and wire brush surfaces capture our guest's attention with a rugged air of sophistication. Architectural accents, decorative details, and relaxed recognition of form and function create a truly one of a kind experience for the home.
INDUSTRIAL	Far removed from everyday design, Urbanology presents a warm, industrial style by blending seemingly contrary eclectic elements with the feeling of worn, rough reclaimed materials. Designed with care and craftsmanship this industrial chic collection is a natural extension of the upcycling movement: taking salvage objects and repurposing their use; bringing definition and meaning to the Urbanology style story.
ECLECTIC	Thoughtful, intriguing combinations of color, texture, style, and history create an eclectic backdrop for our customer's unique home. The blended approach to curated collages and eclectic furniture placement become the balance between urban trend and classic design.



URBANOLOGY DESCRIPTORS & BUZZ WORDS

PLANKED	RUGGED
INDIVIDUALISTIC	DISTRESSED
RELAXED	RAW MATERIALS
CURATED	TEXTURAL
NATURAL	INDUSTRIAL
RUSTIC	WIRE BRUSHED
ECLECTIC	EDGY
MODERN TREND	UNEXPECTED
RECLAIMED	DOWNTOWN
SOPHISTICATION	WEATHERED
MASCULINE	URBAN
HISTORIC	ROUGH
NEUTRAL TONES	ORGANIC

