

YOUR STYLE. YOUR FLOOR.



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## WHAT'S YOUR STYLE?

*Pure Nordic*

*Modern Rustic*

*Classic Elegance*

*Urban Contrast*

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# INTERIOR STYLE *handbook*

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#2

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28	CLASSIC ELEGANCE

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*For more information:*  
[boen.com](http://boen.com)

## YOUR STYLE. YOUR FLOOR.

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*A beautiful home with a consistent style that really fits my life and my needs – that is the dream for an ever-increasing number of people. But many find that it's not that easy.*

It really is a jungle out there, with a vast number of interior magazines, blogs and brands showing a kaleidoscope of styles. And the interior design offerings are also huge – with regard to furniture and accessories, textiles, paint colors – and flooring. Many people end up being more confused than enlightened when trying to create a consistent style for their home.

Fortunately, there is help. We in BOEN have made a commitment to make it easier and more fun to find the style that you like, and choose the floor that fulfils it. Because we are experts in hardwood floors rather than interior design, we have engaged in a cooperation with the style expert Helle Tjaberg.

Helle has worked with design, interior and lifestyle journalism for nearly 20 years. In 2001 she became deputy editor of ELLE Decoration Norway, and was the magazine's Editor-in-chief from 2005 till 2012. She worked as a writer, advisor and consultant on trends and design from 2012 until 2015 and is today the Editor-in-chief of the well known interior magazine Maison Interieur in Norway.

Together with Helle we have developed four major style groups: Pure Nordic, Modern Rustic, Classic Elegance and



Urban Contrast. These are all lasting styles with clear historical references, and they will be relevant for many years to come. In this booklet we will give you an insight into the style origin and characteristics, as well as relevant designers, brands and objects. We have also included a list of typical materials and the perfect colour palette. The aim is to give you a good understanding of the styles and how to apply them consistently in your own home.

And of course, we will show you which floors suit the different styles, and explain why. The floor is one of the largest elements in the home and therefore an integral part in creating a holistic style – for your personality.

Your BOEN team

01

# PURE NORDIC

*At the core of the Pure Nordic style lies a clean and simple design; neutral and light coloured walls and natural materials, which complement light wooden floors.*

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The Pure Nordic style originates from Scandinavian Design, a term and movement that arose during the 1950s. In the years following the Second World War, new technology emerged facilitating mass production methods. A new generation of designers made use of this new technology to design and produce functional, beautiful and affordable furniture and objects.

## **FUNCTIONAL DESIGN**

There was a democratic design movement; all people should be able to furnish their homes with functional, simple and innovative designs. The overall ethos of this style can be summed up in four words; beauty in everyday life.

## **LIGHT WOOD**

The main characteristic of the style is an elegant and honest use of materials, and a lack of ornamental detail. Designers looked towards nature for inspiration and materials. Blonde wood is the single most important material; combined with clean white walls it creates an overall feeling of space and tranquillity.

## **NEW SHAPES**

Post-war-production techniques enabled designers to bend and shape wood into new and interesting shapes, creating a whole new way of looking at this material. However, the nature of the wood, as well as its personality should always shine through.

## **MATERIALS**

Other materials which hold a great deal of importance within this style are glass and ceramics. Organic shapes

and a restrained aesthetic characterize Scandinavian glassware and pottery. Wool and cotton are the dominating fabrics. Patterns are clear and simple, but the use of colour can be quite bold. However, over the course of the past decade there has been a move towards palettes which are increasingly muted and pale.

## **ICONIC DESIGN**

A vast number of the designs from the 1950s have today gained iconic status; Arne Jacobsens Egg-chair from Fritz Hansen, Alvar Aaltos Tulip vase from Iittala and Poul Henningsens PH-lamps from Louis Poulsen, are just a handful of the designs that still feel as fresh and relevant today as they did half a century ago.

## **UPCOMING DESIGNERS**

However, there are a number of young designers working today, who draw inspiration from Scandinavian Design, and they are not necessarily all based in the Nordic countries. The German designer Konstantin Grcic defines function in human terms, while the Italian designer and architect Piero Lissoni is a master of natural materials. Benjamin Hubert, a young rising British designer, is material driven and led by function.

The need for innovative, functional and beautiful objects in natural materials is just as important today, as when the Scandinavian Design movement arose. This style will, as a result, continue to inspire, move and attract us.





HOLT MEA CULPA

CUB

LARS SAABYE CHRISTENSEN MASKEBLØMSTFAMILIEN

LARS SAABYE CHRISTENSEN MODELLEN

01

PURE  
NORDIC

Layers of wool in various shades of grey.



A still life combining the warmth of natural oak with pure white ceramic.



A fantastic playful lamp.



Paints to match:



*The beauty of restrained organic and functional designs – inspired by the tranquil Scandinavian nature. Here is a list of typical designers, furniture and objects that can inspire you.*

### Colours and materials

- > Wool
- > Cotton
- > Clear, simple patterns
- > Pale colour palettes
- > Glass
- > Ceramics

### Typical furniture and objects

- > Egg-chair by Arne Jacobsen/Fritz Hansen
- > Aalto-desk by Andreas Engesvik/Fjordfiesta
- > Montanas shelving system
- > PH Lamp by Poul Henningsen/Louis Poulsen
- > Oslo by Hadeland Glassverk
- > Skaugum by Skaugum of Norway
- > Tripp Trapp chair by Petter Opsvik/Stokke
- > Dagg vase by Carina Seth Andersson/Svenskt Tenn
- > Shell Chair by Hans J. Wegner/Carl Hansen
- > Klippan sofa by Lars Bjeller Fjetland/Ikea

### Typical brands

- Carl Hansen & Søn
- Fritz Hansen
- Eilersen
- iittala
- Ikea
- Rørøs Tweed
- Wik & Walsøe
- Asplund
- One Nordic Furniture Company
- e15
- Vitra

- B&B Italia
- Kasthall
- Kinnasand
- Flexform
- Molteni & C
- Porro
- Boffi
- Classicon

### Designers

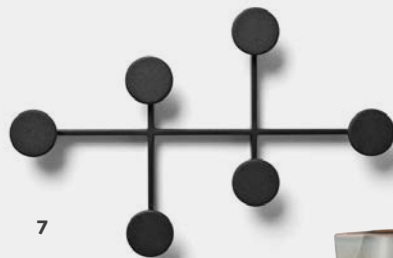
- Arne Jacobsen
- Hans Brattrud
- Hans Wegner
- Andreas Engesvik
- Louise Campbell
- Lars Beller Fjetland
- Alvar Aalto
- Josef Frank
- Nanna Ditzel
- Form us with love
- GamFratesi
- Konstantin Grcic
- Sieger Design

1. Look to the lighter scale of colours in our floors, such as the beautiful Oak Coral, Castle Plank.
2. Lamp, Lullaby, Lightyears.
3. Table clock, Kähler - Ora.
4. Live Pure Oak Andante Plank.
5. Glassvase, from the Alvar Aalto-collection, Iittala.
6. Blancet Veve, design Kristine Five Melvaer, Rørøs Tweed.
7. Coat hanger, design Norm, Menu.
8. Mug, FermLiving.
9. Bowl, design Kristine Five Melvaer.

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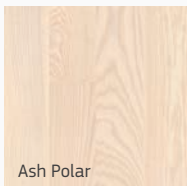




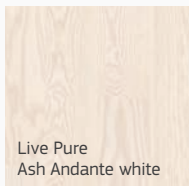
# NORDIC FLOORS

*The floors in the Pure Nordic style are all in a lighter and paler shade, creating a calm and airy backdrop to the Nordic interior.*

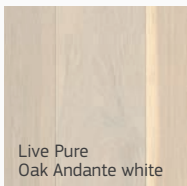
## TYPICAL FLOORS FOR THIS STYLE:



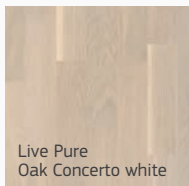
Ash Polar



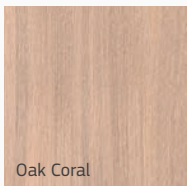
Live Pure  
Ash Andante white



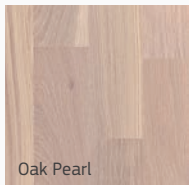
Live Pure  
Oak Andante white



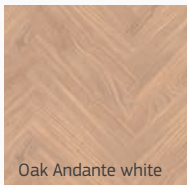
Live Pure  
Oak Concerto white



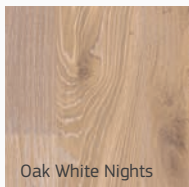
Oak Coral



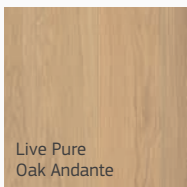
Oak Pearl



Oak Andante white



Oak White Nights



Live Pure  
Oak Andante

The Nordic floors have a matt surface, due to the use of natural oil or matt lacquer. They are often treated with white pigmentation to mute the original colour. Wider planks and planks with bevel accentuate the long lines and the purity of the style. Longstrip floors in a tranquil and pale grading are also suited to this style.







The length and width of the  
Castle Planks brings strength  
and character to the room.



6



Oak Pearl



9



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11



Live Pure Oak Andante white



Live Pure Oak Andante



5



3





## IN SHORT PURE NORDIC

*Originates from the Scandinavian Design movement from the 1950s. The aim was to create “beauty in everyday life”, through functional, simple and innovative design.*

### Moods to look for in Nordic:

- A nice cup of coffee symbolises true living.
- Plants and leaves bring in nature.
- Monochromatic style is unfussy and uncluttered.
- New combinations of ceramics, marble and wood.
- Silver for a cooler look.
- Notice importance of handcrafts.

### Nordic items found in the moods:

- 1 | Glass bottles. Flaske by Andreas Engesvik.
- 2 | Lighting. Follow Me by Inma Bermúdez for Marset.
- 3 | Black shelving system. Heidi Lerkenfeldt Photography.
- 4 | Blue sofa. Braid sofa by Lisa Hilland.
- 5 | Ceramic vases. Parasol by Designstudio for Pulpo.
- 6 | Mood board theme. Lotta Agaton Styling.
- 7 | Ceramics still. Mikkel Mortensen Photography.
- 8 | Green table. Alt for damerne.
- 9 | Fabric samples. Jab Anstoetz.
- 10 | Colour samples. Farrow & Ball.
- 11 | Ceramic tiles. Coem.



5



7



1



Ash Polar



10



4



# MODERN RUSTIC

*The Modern Rustic interior exudes an authentic ambience rooted in history, longevity and natural materials.*

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The Modern Rustic style is constantly evolving and can trace its roots back to a number of different styles through past centuries, the most important being the Gustavian style which began in Sweden the 1770s. The Gustavian style was a relatively restrained and understated interpretation of French Louis XV and XVI-styles, and was characterized by feminine shapes and light-painted wooden furniture.

## PERSONALIZED OVER TIME

The style became popularised by the artist Carl Larsson who depicted his wife Karin's interior design in his appealing paintings depicting family life. The Larssons used more colour, and much simpler and less formal furniture than usual in the original style. Through the years this style has seen a number of subtle changes, as different people have embraced it and adopted it as their own.

## SUSTAINABILITY

Its main appeal lays the combination of an urban and a rural style. At the heart lies a desire for objects and homes with a sense of history, longevity and sustainability. The rise of the environmental movement has increased our need for a safe haven, and we look to pared-down design with lasting value, and a sense of history – design that is neither frivolous, nor temporary.

## VARIOUS MATERIALS

Furniture in this style is beautifully crafted, but low-maintenance – the woodwork more often than not

has a distressed and rustic finish. The colour palette is neutral and sober, with small splashes of colour. Decorative objects are often displayed in style of still life. Natural materials such as linen, cotton, jute, sisal, rattan and wicker are in abundance. Ceramics, metal and stainless steel have also become important materials within this style.

## INDUSTRIAL LOOK

After a flirt with faded florals, religious motifs and the mantra of beauty before function in the eighties and nineties, the style has once more come into its own. Industrial and ethnic elements are slowly permeating the style, thus creating interesting meetings between nostalgia and modern life. The introduction of industrial elements has resulted in a cleaner, more unfussy look, and an inviting and comfortable ambience.

## TOUCH OF THE PAST

In a rapidly moving technological world, there is certainly a need for a slower more considered lifestyle and a place where we can disconnect. The Modern Rustic-style keeps us in touch with the past, without being overly sentimental.







The Eames shell chair is typical for this style – often covered with a cosy sheepskin.

The new floor Oak Shabby White has a perfect “worm” look.



1

2





A beautiful still life in muted colours.

3

Paints to match:



NCS 5608-B78G



NCS 2706-B74G



NCS 0801-Y25R



NCS 1202-Y26R



NCS 1810-Y83R



NCS 3923-Y74R

COLOURS BY JOTUN

The cosy lightness of the Modern Rustic style emphasizes a natural living. We chose out some typical representatives of the style for your inspiration.

### Colours and materials

- > Ceramics, metal and stainless steel
- > Linen, cotton and wool
- > Jute, sisal and rattan

### Typical furniture and objects

- > Shell chair, design Charles and Ray Eames, Vitra
- > The Lampe Gras-collection, by dcw. Editions
- > Bentwood chairs by Thonet
- > Crystal Bulb lamp by Lee Broom
- > Tableware by Arian Brekveld for Imperfect Design
- > Ghost sofa, design Paola Navone for Gervasoni

### Typical brands

Jielde  
Original BTC Lighting  
Bloomingville  
House Doctor  
Home & Cottage  
Tine K Home

Savon de Marseille  
Falcon Enamelware  
Norrgravell  
Another Country  
Tortus Copenhagen  
Tolix

### Designers

Piet Hein Eek  
Tine K  
Bowles & Bowles  
Andrew Martin  
Broste Copenhagen  
Ralph Lauren (the collections inspired by alpine and lodge living)

1. Warm and with lots of texture in the new floor Shabby White, Castle Plank.
2. Mix different types of floors in different widths like we have done with Oak Antique and Oak Historical, solid plank. This achieves a naturally aged look.
3. Tableware Alice, design Feinedinge.
4. Oak Alamo.
5. Rug Snekkersten, Ikea.
6. Wall clock, Marble, Menu.
7. Trolley Råskog, Ikea.
8. Pillow, Bloomingville.

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Make sure you feel comfortable. ▽

▽ Oak Vivo's personality fits perfectly within a rustic atmosphere.

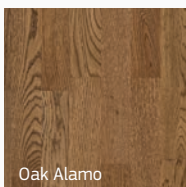
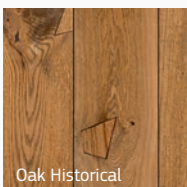
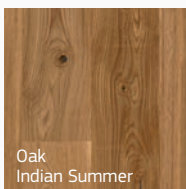
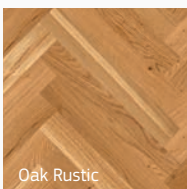
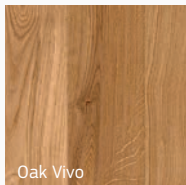
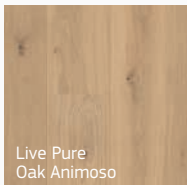
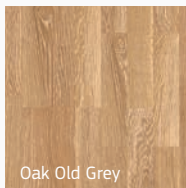
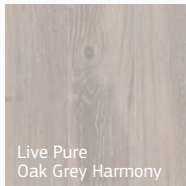


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# RUSTIC FLOORS

*The Modern Rustic floors are recognised by their texture and personality.*

TYPICAL FLOORS FOR THIS STYLE:



The Rustic floors have a "lived-in" appearance with lively patterns. This creates a cosy and warm atmosphere. They come in a wide range of colours, from the lighter "shabby" white to the darker antique look. The surface should preferably be oiled, to accentuate the warmth of the wood.





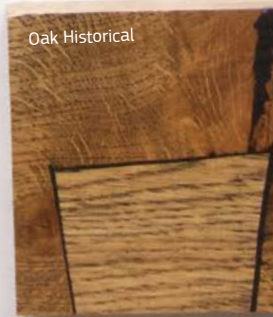


Flooring with a naturally rough surface is the perfect backdrop for an active life. ↘





2





## IN SHORT MODERN RUSTIC

*Based on elements of our history, and also influenced by the artist Carl Larsson and country living. Key words in this style are: Inviting, personal and comfortable.*

### Moods to look for in Rustic:

- Flowery and paisley pattern with a mature look.
- Bring in natural materials like linen and cotton.
- Choose tiles in ceramic or porcelain for a playful contrast.
- Ethnic vibes, very much in connection with golden copper.
- Find those dark-coloured dried flowers.

### Rustic items found in the moods:

- 1 | Linen table. Anna Gillar.
- 2 | Fabric samples. Liberty London.
- 3 | Terracotta vases. Gardenias by Jaime Hayon.
- 4 | Fur armchair. Dwell.
- 5 | Paint chips. Bruguier / Akzo Nobel.
- 6 | Living w/pouff. Boligmagasinet.
- 7 | Ceramic samples. White Atelier Ceramics.
- 8 | Sofa. Blanc d'Ivoire.



# URBAN CONTRAST

*Warm wood, organic curves and an emphasis on the fun in functional; this combination makes the Urban Contrast style so appealing.*

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Some would say that the birth of modern-day consumerism was heralded in post-war America in the 1950s. The Urban Contrast style can most certainly be traced to this era, which stretched from the 1950s into the late 1960s and early 1970s. Much the same as in post-war Europe, there arose a need for functional and affordable furniture adopting new technology and materials.

## **ORGANICAL**

Where the Scandinavians went for a pared down and more practical approach towards design, the American-based designers celebrated an exuberant post-war world by designing organically shaped and more colourful objects and furnishings.

## **PLAYFUL DESIGN**

Designers looked towards the past, but broke the so-called established rules. They played with form and stretched the possibilities to their very limits; furniture was still functional, but the appearance, colours and materials held an equal level of importance. This furniture was well suited to the new and simple residential housing that was being built, most often one-story houses with open-plan solutions and horizontal lines. In order to blur the distinction between the outdoor and indoor space, windows were left bare and curtain-less.

## **EXPERIMENTAL**

Aerodynamic and geometric shapes and organic curves characterize the style. Warmer and darker woods such as teak, walnut and rosewood were the preferred

choices. Designers also worked with new man-made materials such as fiberglass and plastics.

## **COLOURFUL**

Vivid colours such as red, green, blue and yellow dominated, in combination with the graphic clarity of black and white. Today warm and earthy colours are also central to this style. There was also room for purely decorative objects such as wooden birds and colourful ceramics and metals in interesting shapes. The desire for functional and fun furniture also for children arose in this period, and marked the start of considering children as independent and interesting creatures in their own right.

Bold graphic and textile design was also an important part of the movement and are easily recognized by their bold geometric designs, strong graphics and colours and quirky motifs.

## **NO RULES**

Today this style still retains its fresh and contemporary feel as it is all about the ease of everyday living. Some of the key designs from this era, such as Charles and Ray Eames and Eero Saarinen's Tulip tables are still very much in demand, and continue to be produced. And we see that designers of today, such as the Bouroullec brothers, Hella Jongerius and Tom Dixon are inspired by and designing furniture and objects very much along the lines of the post-war designers. There are few rules to this style, except perhaps to break them to suit your own personality!







The warm glow of the wood  
contrasts beautifully with the  
other elements of the room.







2

◀ Metallic elements are decorative and on trend.



3

*Urban Contrast is a playful style that allows designers to try out new shapes, patterns and colours. It is modern in expression and functionality. Get the urban inspiration!*

### Colours and materials

- > Plastic
- > Fiberglass
- > Colourful ceramics
- > Metal
- > Vivid, but also warm and earthy colours
- > Bold geometric design

### Typical furniture and objects

- > Lounge Chair – Charles and Ray Eames/Vitra
- > Tulip Chair – Eero Saarinen/Knoll
- > Pianissimo Lamp by Lars Beller Fjetland for Discipline
- > Ro-chair by Jaime Hayon for Fritz Hansen
- > Arco-lamp by Flos
- > Pocket Chair by Ding3000

### Typical brands

Vitra  
Knoll  
Moroso  
Frama

Nevvorks  
Ikeas Stockholm-series  
Heath Ceramics  
Ingo Maurer

### Designers

Charles and Ray Eames  
George Nelson  
Eero Saarinen  
Isamu Noguchi  
Charles Harper (illustrations)  
Alexander Girard  
Oiva Toikka  
Birger Dahl  
Jonathan Adler  
Kristine Five Melvær  
Patricia Urquiola  
Tom Dixon  
Andreason & Leibel  
Sebastian Herkner  
Muller van Severen  
Hella Jongerius  
Werner Aisslinger  
Stefan Diez

Paints to match:



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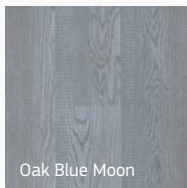
1. Oak Stone, Castle Plank, is a main floor in the Urban style.
2. Lamp Melt, design Tom Dixon.
3. Pillow, House Doctor.
4. Oak Mystic Jungle, Plank.
5. Photo wallpaper Marble 2.0, Lilesadi.
6. Table lamp; Birdy, Northern Ligthing.
7. Apple in cork, design Lars Beller Fjetland.
8. Oak Smoked, Finline.



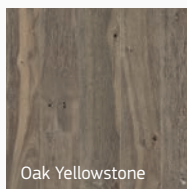
# URBAN FLOORS

*The colour scale of the Urban Contrast floors ranges from greyish to dark brown.*

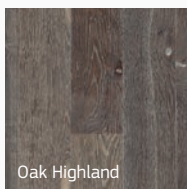
TYPICAL FLOORS FOR THIS STYLE:



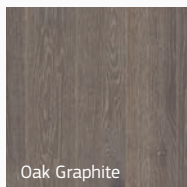
Oak Blue Moon



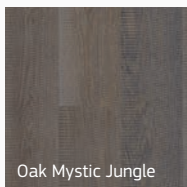
Oak Yellowstone



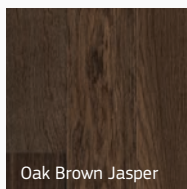
Oak Highland



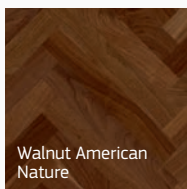
Oak Graphite



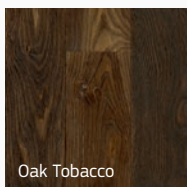
Oak Mystic Jungle



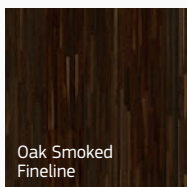
Oak Brown Jasper



Walnut American Nature



Oak Tobacco



Oak Smoked Finline

The Urban floors have a more masculine expression. They have a structure and texture resembling the rough materials of an urban habitat: concrete, asphalt, brick and stone. The vintage 1950s aura of a beautiful walnut floor is also perfect for this style.







↖ The strong clean lines of the flooring allows the interior elements to shine.



Oak Blue Moon

3

Oak Yellowstone

4

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6

Walnut American Andante





## IN SHORT

### URBAN CONTRAST

*Originated in the Mid Century Modern style of post-war America. Urban Contrast is a playful no-rules style that experiments with shapes, colours and man-made materials.*

#### Moods to look for in Urban:

- A lot of vibration in this independent city style.
- The only style with one major rule: there are no rules.
- Colours are strong, shapes experiential.
- For a calmer underlining, use earthy colours.
- An independent and flexible use of materials.

#### Urban items found in the moods:

- 1 | Red sofa. Moroso.
- 2 | Black armchair. Tropicalia by Patricia Urquiola for Moroso.
- 3 | Blanket. Mandal Veveri.
- 4 | Botanical leaves. Zara Home.
- 5 | Green sofa. Krakvik D'Orazio for Elle Decoration.
- 6 | Upholstered chairs. Coordonné.
- 7 | Orange glass. Zara Home.
- 8 | Fabrics. Coordonné.



# CLASSIC ELEGANCE

*The classic and elegant interior is refined, calm and orderly, always leaving room for creativity and unexpected details.*

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Order, balance, symmetry and harmony constitute the most important features in the Classic Elegance style, which can actually trace its roots all the way back to both the ancient Greek and the Roman times.

## STATEMENT OBJECTS

Interiors in this style often have a strong focal point; be it a sofa, a table, a fireplace or a lighting fixture. Furnishings are grouped in formal arrangements aimed at inspiring conversation, providing an overall symmetrical feel.

Even if the arrangements are strict and formal, it does not mean that the interior is static; classic interiors often benefit from unexpected details, such as a side table with an interesting still life grouping, bold modern art or a statement rug. This is also very much in keeping with the Greeks and Romans who were very much into decorative and creative detailing.

## WARM COLOURS

An important material dating back to this era was wood such as oak, cedar, maple and ebony, and these darker tones ensure a rich and warm ambience. Another important material was stone, such as marble and sandstone, which are also extremely popular today. Copper, bronze and iron were used for embellishment in earlier times, today these warm metals work perfectly in mirrors, lighting and decorative details.

## MATERIALS

Textiles feature prominently in the classic elegant style; furnishings are soft; rugs are exotic and often inherited;

and luxurious curtains graze the floor. Have fun with mixing and matching different patterns such as floral, toile and stripe – but remember to keep them within the same palette, in order to avoid complete chaos.

## CLEAN LINES

All manner of styles can feature in today's classic interiors – rococo, regency and baroque, to name but a few – but usually as smaller furniture, and are not the primary focus. A large comfortable and soft sofa with clean lines will better accentuate a more ornate and detailed piece. This does not, however, mean that everything must match.

## OLD AND NEW

Traditional interiors are often based on furniture and objects handed down from generation to generation, and they can work beautifully with more modern furniture. A mix of classic and new design ensures that the room remains fresh and timely.

## LONG TRADITIONS

The colour palette is inspired by the natural landscape; earth tones, deep greens and reds, navy with white. The new neutrals grey, beige and taupe, are perfect in classic settings.

The classic interior will never go out of style; its appeal lies in tradition, beauty and cosy predictability. Within the style's wide boundaries there is a lot to play around with – a fact that is innately appealing.





Eau de Chambre  
TABAC  
AMSTERDAM  
MAD et LEN





→  
Oak Sand adds to the  
feeling of history.





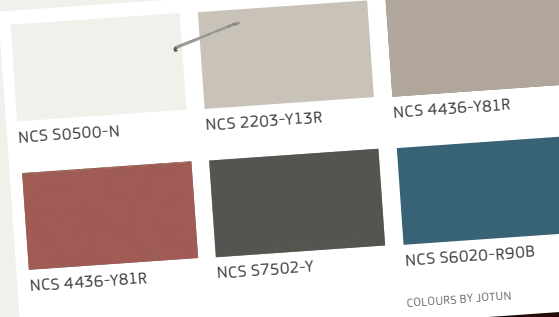


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Marble, gold and dark wood at this elegant seating.

Paints to match:



COLOURS BY JOTUN

*Refined, calm and orderly with eye-catching statement objects. Here is inspiration for the Classic Elegant interior.*

### Colours and materials

- > Oak, cedar, maple and ebony
- > Marble and sandstone
- > Copper, bronze and iron
- > Velvet, satin and silk
- > Floral, toile and striped patterns
- > Deep colours; green, red, white and earthy

### Typical furniture and objects

- > Wing chair Ro, design Jaime Hayon, by Fritz Hansen
- > The contemporary rug collection by The Rug Company
- > Sofa Rumba, by Designers Guild
- > Ceiling lamp Caboche, design Patricia Urquiola, by Foscarini
- > Rugs by Madeline Weinrib
- > Kitchen Broby by Kvänum
- > Sofa Divine Recline by Ochre
- > The Malm-series in dark brown, by Ikea

### Typical brands

- Armani Casa
- Ralph Lauren Home
- Balmuir
- Waterford
- Lexington
- Gant Home
- Baccarat
- Slettvoll
- Hødnebo
- Swarovski
- Colefax & Fowler
- Designers Guild
- Creation Baumann
- Kvänum
- Aga
- Fired Earth

### Designers

- Piero Lissoni
- Vincent van Duysen
- Giorgio Armani
- Helene Hennie
- William Yeoward
- Kelly Hoppen

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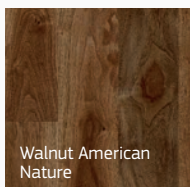
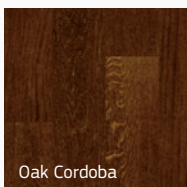
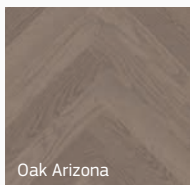
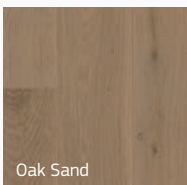
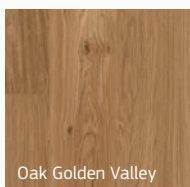
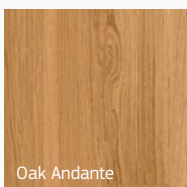
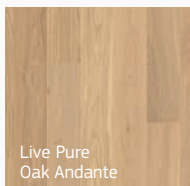
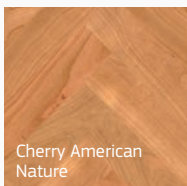
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1. Oak Sand, Castle Plank.
2. Lamp, Crystal Bulb, Lee Broom.
3. Oak Noir has a stylish and wholesome expression.
4. Wallpaper Beatle, Mia Marie Overgaard.
5. Cutlery, Madam Stoltz.
6. Glass on Brass, Lee Broom.
7. Pillow, Bloomingville.
8. Oak Select, Prestige.

# CLASSIC FLOORS

*The wood colours in the classic style start in the golden end of the spectrum, through warm brown to almost black.*

TYPICAL FLOORS FOR THIS STYLE:



The Classic floors are both longstrip and plank, preferably in a tranquil, elegant pattern. Both oiled and lacquered surfaces are allowed. The traditional 2-layer floors are especially well suited to this style, with classic patterns such as Herringbone or Basket Wave.







*An exclusive floor meant  
to last for decades.*



Oak Sand



Oak Honey



3



1

5



Live Pure Oak Andante



6

7





## IN SHORT CLASSIC ELEGANCE

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*Roots back to the ancient Greek and Roman times. Order, balance, symmetry and harmony are keywords. The Classic Elegance style is refined, calm and orderly, with floors that range from the golden end of the spectrum towards rich, dark nuances.*

### **Moods to look for in Classic:**

- Use ribbons in exclusive material to get the right impression of the effect.
- Roses in all colours and shapes will always be a classic winner.
- Dare to use some elements with a pop of colour.
- Images should reflect order and symmetry.

### **Classic items found in the moods:**

- 1 | Joseph armchair. Blanc d'Ivoire.
- 2 | Blue fabrics and wallpaper. CasaDecor.
- 3 | Yellow chair. CasaDecor.
- 4 | Dinnerware. Becara.
- 5 | Wallpaper samples. Farrow & Ball.
- 6 | Tartan fabric. Bemz.
- 7 | Brown fabric. Chivasso.



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