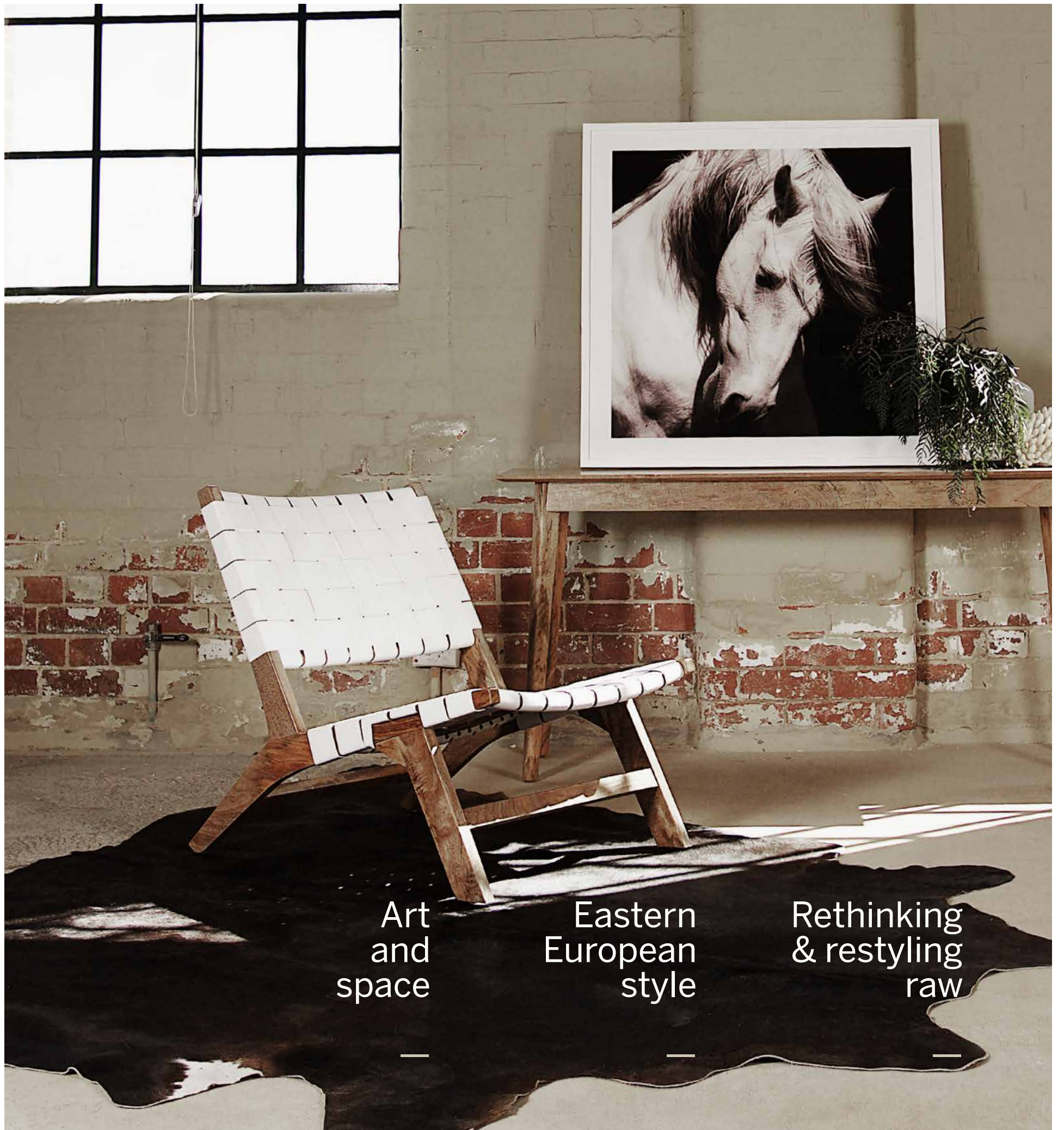


NOISE

A Magazine by **The Lofts at Heirloom** Issue 01 heirloomlofts.com



Art
and
space

Eastern
European
style

Rethinking
& restyling
raw



Welcome to the first edition of Loft. The global loft phenomenon is booming. All over the world, these spaces are fast becoming centrepieces of a city's style and architecture. This fascination reflects a craving to reinvent, repurpose and reimagine post-industrial spaces and places. Because a loft is the ultimate avenue for creative expression – a raw canvas that can flex and form to personal style and taste. Moreover, they are an ode to an individual's imagination. Within these walls, creativity is born and style is benchmarked. Strewn amongst objects and furniture within these spaces lie compelling stories of individuality and transformation.



SUSAN FLAVELL

An icon of the Perth arts scene and a Fremantle local, Susan Flavell's work takes many forms – from drawing to ceramics; textiles to metals – but it's her huge cardboard sculptures that really can't be ignored. Once one of her massive

beast-like forms occupies a space, it owns it, and you, the viewer, become the viewed. Not that her pieces are intimidating – quite the opposite – the familiarity of the simple cardboard construction lends them a casual air.



Photography: Chantel Concei

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Fremantle local and artist Susan Flavell pictured with the head of *Sabine*, a giant cardboard werewolf, part of her 2010 exhibition.



Susan's sculptures have the feeling of kindergarten art projects realised on a heroic scale by a master craftsman. As Susan says, "They stand in a space with you and look like they're looking back at you and breathing."

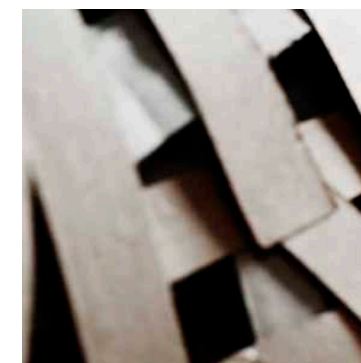
For Susan, space is at once a luxury and a necessary limitation. "You can make any space work, but the more space you've got, the more you can do, and the more you can collect."

As a sculptor, the more height you give me, the more height I'll use.

"The last cardboard work I did was stabled in my small studio and I had to bring it outside in order to work on it. As a sculptor, the more height you give me, the more height I'll use."

The important thing for Susan is to remain open to possibilities throughout the creative process and not to restrict her work with preconceived notions of the outcome. And this is where her creative space becomes important.

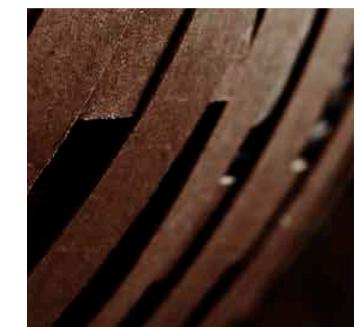
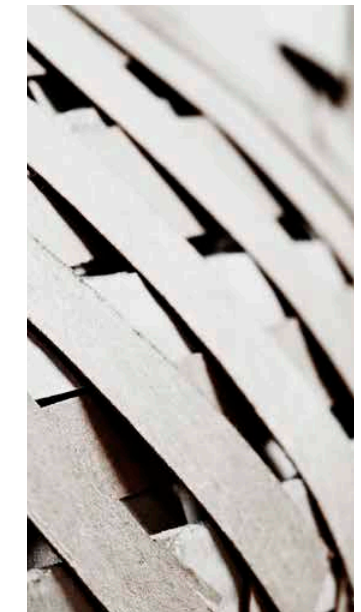
Living in Fremantle puts her amongst a community of like-minded creatives – unbelievably, four other artists live on her street.



This community provides a fertile field for ideas, support, and when needed, criticism. Living in a place that is stimulating in its own right is important to Susan. "A lot of it is about being open-minded and not having fixed ideas before you start. You wait for things to come to you in a way. When you're simply looking around, looking for materials, going op-shopping, or you see something on the street; you're looking for things to give you ideas before you've even planned a piece," she explains.

This approach to inspiration extends into Susan's domestic space.

"I've got a lot of collections of things. I try to buy a small piece of someone else's art each year. I have pieces I've found in op-shops all the way through to some really exquisite jewellery work or paintings," she said.



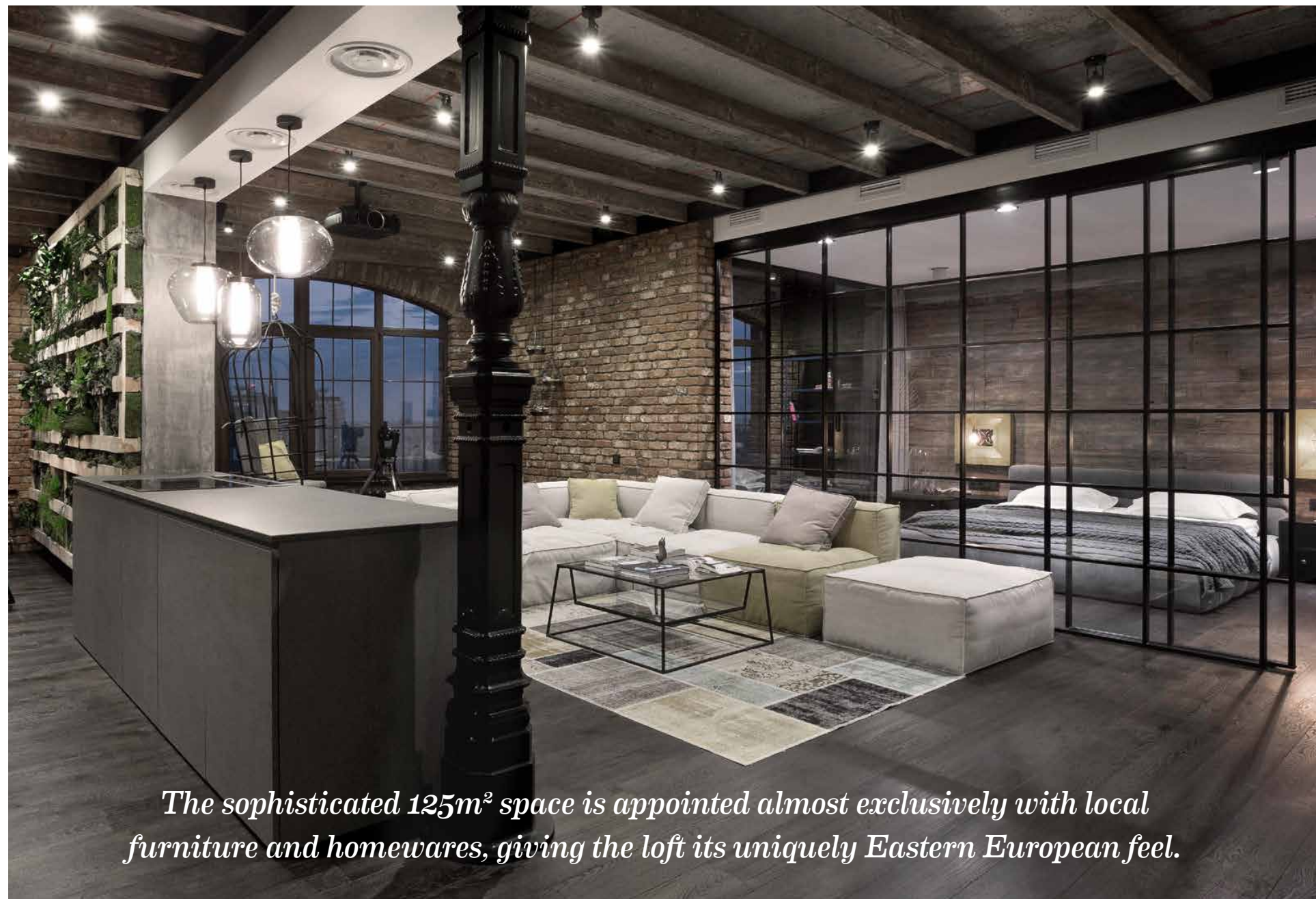
"I'm not too hierarchical about what I collect," Susan adds. "My house is quite small but has lots of different surfaces and is pretty crowded now with everything I've collected."

"But I'm not the type of person who can't get rid of things, you have to be willing to give things up to make space for new things," she said of her willingness to alternate her interior style.

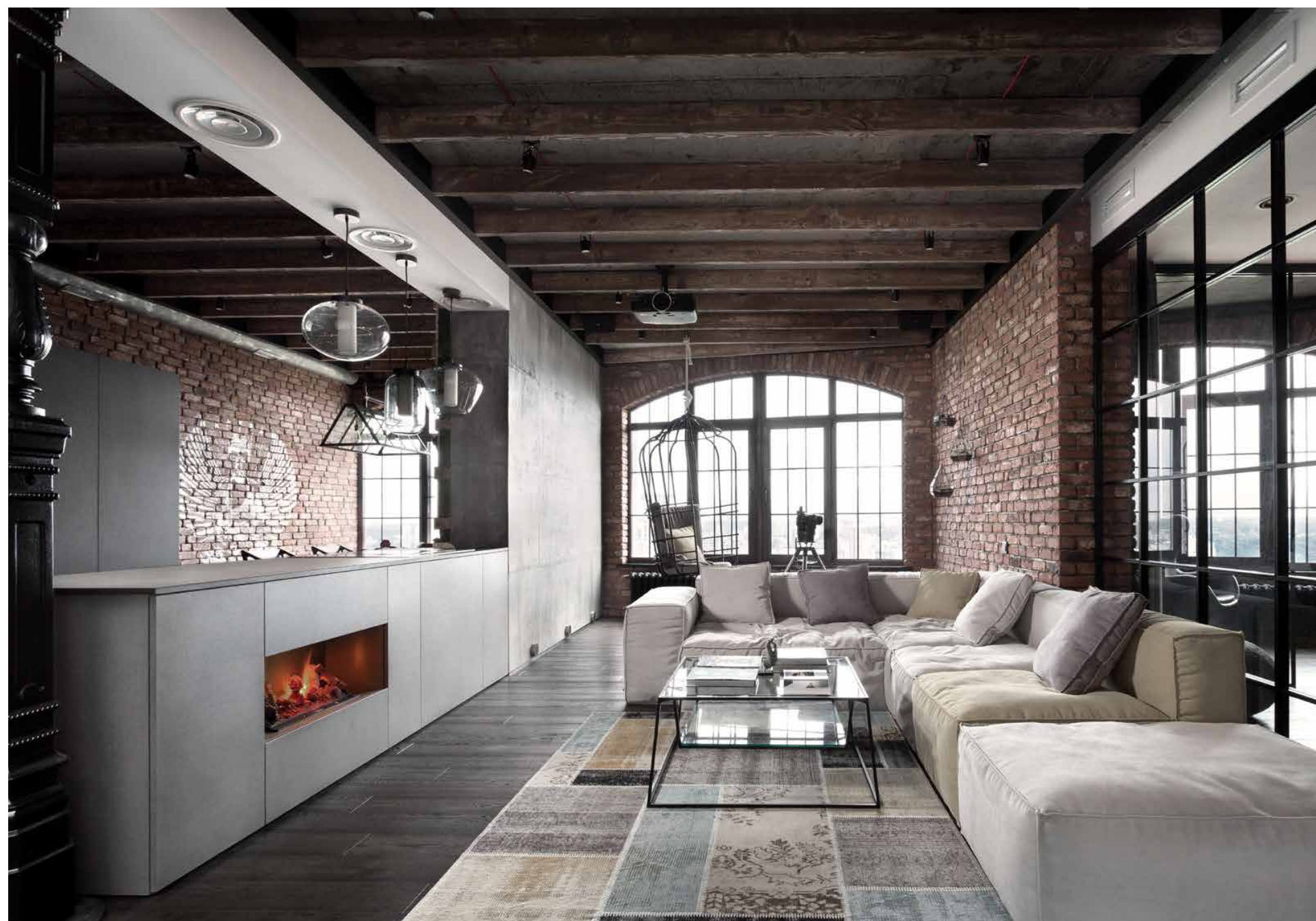
"Don't be afraid to change it up, sometimes it's good to get rid of things to put new things up!"

Susan is represented by Turner Galleries in Perth.





The sophisticated 125m² space is appointed almost exclusively with local furniture and homewares, giving the loft its uniquely Eastern European feel.



The booming global loft phenomenon has reached just about every corner of the world.

From New York to Boston; Amsterdam to Paris, lofts are forming an iconic part of many great cities across the world.

With each of these cities comes a distinct style, showing

casing the amazing personality that can come from a blank canvas.

However, when you think of iconic loft cities, Kiev probably isn't top of mind.

Yet, in the heart of downtown Kiev lies a space that sets a distinctly Eastern European take on loft living.

The project has trans-

formed the blank, post-industrial canvas into a masculine, moody, and eclectic home.

The sophisticated 125m² space is appointed almost exclusively with furniture and homewares from local designers, giving the loft its uniquely Eastern European feel.

Architect Igor Martin of Martin Architects debuted

several pieces of his own furniture from local design studio Home Ideas Supply in the apartment, showing an immense respect for the city's burgeoning design scene.

KIEV LOFT

Interior Design: Martin Architects
Designers: Igor Martin, Olga Novikova
Photography: Igor Karpenko

martins.com.ua

NATURE'S EMPIRE

We asked one of Perth's most successful furniture retailers to take a raw Heirloom loft space and show us what they could do with it.

Empire created a wonderfully textured treat that adds warmth to the space through the use of raw, natural materials that complement and contrast beautifully with the patina of the warehouse.

During some downtime on the shoot, we managed to ask Megan Meares and Emma Hawtrey, Empire's head stylists to talk us through their approach to the space.

How would you describe the Empire style?

At Empire we like to pay respect to our relaxed, coastal Western Australian lifestyle and create a style that is completely unique to our way of life.

We want our customers to be inspired when entering our stores by our complementary collection of homewares and furniture.

Our style at Empire is uniquely brought together by a down to earth attitude and a passion to find distinctive and thoughtful pieces.

So how did you approach this shoot?

For this shoot we chose beautiful Australian products, and paired them with pieces we have collected from around the world, to create a space that was flooded with light and felt contemporary and welcoming.

We wanted to create layers of interest that can really appeal to people's senses.

Describe your ideal space to style?

When styling a space it's the bones of the building's structure that creates a unique outcome.

With the beautiful natural light and layers of interest within the building, the Heirloom loft apartments were just effortless to style.

With the beautiful natural light and layers of interest within the building, the Lofts at Heirloom were just effortless to style.

Welcome to a space where everyone becomes a storyteller. The Lofts at Heirloom create scope for the imagination beneath lofty ceilings, behind generous windows and in the echoes of industrial fabrication. As part of the Heirloom redevelopment of the iconic Fort Knox Woolstores in Fremantle, our special release of loft apartments takes this heritage building into a contemporary setting. Together, grand dimensions and intimate spaces will pave the way for those who choose to embrace such remarkable potential. A raw canvas awaits spectacular change — and it's entirely up to you.



Indicative render only –
loft plans vary

The Match Philosophy

Match is a hallmark of style, quality and responsibility. Match is WA's only true boutique development brand.

Through the delivery of quality design-based projects Match has established a loyal following. Match was founded in 2001 at a time when in

Perth, the concept of apartment living as a lifestyle choice was in its infancy. We have played an instrumental role in introducing Perth to the idea of design

and amenity-led inner urban living. We have made a commitment to seek out projects that have the potential to offer a high level of amenity

– to do our bit in shaping a new approach to Perth's urban fabric.

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