

# Industrial chic

THE WALL CLOCK sticks to the surface and is a striking kitchen centerpiece.

• GLORIA DEUTSCH  
Photos by URIEL MESSA

**T**he overall look is what we like to call 'industrial chic,'" says Tamar Freudman, who, together with partner Wendy Lehman, created this contemporary and original look for the owners of a seventh-floor apartment in Petah Tikva.

Freudman is German-born, Lehman is English, and they met through an English networking group in Ra'anana. Something clicked, and they realized they had similar ideas about interior design. They joined forces and have been working together for a year and a half.

With a clear division of labor - Freudman takes care of any building adjustments, electricity and plumbing, Lehman is more into styling and materials - the two are able to pool their resources to produce the edgy, totally unconventional look they present here.

They were employed while the building existed only on paper, so they were able to make several important changes.

"We made the dining area much bigger, as the owners are a young religious couple, and Shabbat meals with guests are central to their way of life," explains Freudman.

The simple white kitchen suited their overall plan, but they spiced it up with the wall clock, which is a focal point on entering the apartment. They found it online, and it was an inexpensive item considering the impact it makes on the design. Each feature is stuck on the wall, using a transfer to get everything in the right position.

They decided, together with the owners, that they did not want >>



WROUGHT IRON furniture on the balcony gives the couple a desired 'bistro' ambiance.

a lot of color, choosing instead to provide interest with out-of-the-ordinary accessories. Many of these came from a Herzliya Pituah store run by Gali Livneh, which provides a custom accessory service for interior designers, both professional and amateur.

The floor is dark gray, slate-like granite porcelain in every room, except the master bedroom, where white laminate parquet was used.

The lounge has what the designers describe as a "greige" neutral sofa with a light gray leather pouffe and a cowhide rug. The unusual coffee table consists of two old and battered Coca Cola containers found in the Jaffa flea market, with enough of the original red paint left to make them a color feature as well as a conversation piece.

The ladder propped against the wall in the lounge is only decorative.

"We love ladders," Freudman says, although the one in the bedroom is also functional.

"We consider a ladder as an artistic feature, and it can take the place of a picture."

Several unusual accessories embellish the lounge - old books tied up with string, a stone jar with writing on it ("very trendy"), a birdcage, metal lamps. The floating, carpenter-made sideboard goes another 10 cm. into the wall, giving a depth of 40 cm., while leaving more space in the room.

In the dining room, the pictures, including a Charlie Chaplin portrait, are stacked against a wall. Hanging pictures, apparently, is oh so passé.

The brick wall of the dining area is finished in bricks imported from demolished European buildings, which can be bought here from building suppliers. The colors are yellow, gray, black and green.

"We didn't put any sealer on them, as we wanted to keep their natural look," explains Freudman.

The floating ceiling is set with lights that wash over the brick wall, creating various visual effects.

"We wanted to achieve a really warm atmosphere, and being able to play with the lights does this."

The balcony, with its cast-iron furniture, gives what they call a "bistro" effect.

In the master bedroom, the wall closet is inset with a television, making it a very efficient space saver. The colors are again very subtle, a brownish tiger print throw over a beige, textured bedspread. One of the few real colors allowed is a leaf-green rug in the black-and-white bathroom.

Bowls of seashells, stubby wax candles in glass containers, wooden bowls - just about anything goes when the look you want is not standard. Being different never looked so good.



**THE LADDER** in the bedroom is decorative and functional.



**THE DESIGNERS** increased the size of the dining room for the Shabbat-minded couple.



**THE BATHROOM** also features a ladder as a towel rack and a bowl of seashells.



A BIRDCAGE, vintage books and other accessories give a monochrome room character.