



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Significant shifts in the movement of people – physically and in terms of population – are transforming cities and the urban environment. This is the first time in history that there are more people living in urban environments than rural contexts; currently, it is 55% with a projected increase to 68% by 2050. The number of people is also increasing – in 1950, the total urban population was 751 million people and in 2018, this was 4.2 billion. By 2030, there will be forty-three megacities with more than ten million inhabitants (UN, 2018). All of this is accompanied with the highest level of displacement on record with 68.5 million people forcibly displaced (UNHCR, 2019).

significant transformation of the urban environment is that produced by tourism. Tourism is the fastest growing economic sector in the world and the impact on cities is massive as tidal-like flows of tourists come and go. For example, Venice has a local population of 60,000 people and experiences twenty million tourists annually; in Amsterdam there are ten tourists for every Amsterdam resident (Boztas, 2018); in Manhattan the number of tourists has doubled since 1998 to 60 million per year (González-Rivera, 2018, p. 3). There are also significant demographic movements in urban populations. Tokyo, one of the largest cities in the world, has an ageing population which will require the city to dramatically change.

his growth and shift in urban populations challenge current infrastructure, services and the resources of governments. This in turn has presented opportunities for corporations to invest and develop large sections of the urban environment. “Will the role of city-makers fall entirely to corporations?” asks Chris Sanderson, co-founder of The Future Laboratory (Sanderson, 2019). Sociologist Saskia Sassen addresses a similar concern with the corporatization of cities. Identifying a shift in the nature of cities from one which is defined as a physical built environment composed of buildings as objects in space to a context that is produced by the invisible flow of high finance where buildings are assets as distinct from places to occupy (Sassen, 2015).

These challenges have led to an increased focus on the urban environment within the design disciplines. In architecture, an example is urbanNext – a website established to “generate a global network to produce content focused on rethinking architecture through the contemporary urban milieu – urbanity that is conditioned by the specificities of the information society, sustainable awareness, globalized knowledge and leisure” (Actar, 2018). The practice and advocacy of architect Liam Young is another example of this shift to the urban. His lecture-film performance City Everywhere: A storytelling tour through the landscapes of technology presents a quasi-fictional city in the near future where the built environment is dissolved by technologies and automation to become a digital infrastructure. Referring to himself as a “speculative architect”, he challenges architects to think more broadly than architecture. His website tomorrowsthoughtstoday.com is a platform from which he advocates a new kind of

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AURA WAS FOUNDED IN 2003 AS AN INTERDISCIPLINARY DESIGN PRACTICE THAT SPECIALIZES IN INTERIOR, ARCHITECTURE, URBANISM AND DEVELOPMENT. OUR PROJECTS FALL UNDER A WIDE SPECTRUM OF SECTORS VARYING FROM RESIDENTIAL TO COMMERCIAL AND PUBLIC DEVELOPMENTS WITH THE MAIN GOAL TO CREATE LONG LASTING PHYSICAL NARRATIVES.

OUR PROCESS BALANCES DESIGN AND TECHNICAL SKILLS, IN ORDER TO ADAPT TO LIFE'S EPHEMERAL NATURE AS WELL AS ADDRESS EACH PROJECT'S UNIQUE REQUIREMENTS WITH ALL THE CREATIVE POSSIBILITIES THAT LIE BETWEEN THEM.

A MANIFESTATION OF OUR DESIGN PHILOSOPHY, AURA, REFLECTS OUR INTUITIVE APPROACH TO CHALLENGE THE BOUNDARIES BETWEEN THE TANGIBLE AND INTANGIBLE. WITH AN INTERNAL CULTURE THAT PROMOTES SELF-DEVELOPMENT, WE CONSTANTLY RESEARCH NEW INSPIRATIONS AND TECHNIQUES THAT WOULD ALLOW US TO STRENGTHEN OUR INATE DESIGN INTUITION WITH EXTENSIVE KNOWLEDGE AND

Perfect for sophisticated city dwellers, urban modern design style is the ultimate for cosmopolitan living – with nods to contemporary, modern and industrial influences, this elevated design style stands on its own. Always on trend thanks to its enviable emphasis on comfort and takes on glamorous city life – it also makes for a savvy route to create your own oasis in the city

This decorative style is also great for an industrial loft or an modern apartment overlooking the rooftops of the city. Think light and airy spaces that take full advantage of architectural drama realized with visionary furnishings and sumptuous decor. To illustrate our take on urban modern decor styling, we’re serving a comprehensive guide breaking down the design style with cues from our decorators and their projects.

Spirited urban modern interior design is contemporary and industrial at its core, but not as aggressively so as a completely ultra-modern or decidedly industrial design. Urban modern decor often has a softer side to it; from warmer tones to highly designed furnishings to relaxed soft furnishings, urban interior decorating places equal focus on comfort and brilliant design.

Urban modern style is all about creating a soothing and serene yet gorgeously decorated home featuring a lived-in sense of charm for everyday life. By using neutrals and introducing warm tones you’ll feel at home and inspired to make the most of your urban modern design direction.



Persona’s name
*Preparation and
maintanance of
ZOHO BOOKS for
Urban aura
interirors*

Communication is key. We're here for whatever you need. We'll help you solidify your vision and keep in constant contact until your dream is realized!

with a collective 30 years experience our network is vast! From architects and builders to artists and brokers, we've got every step of the process covered!

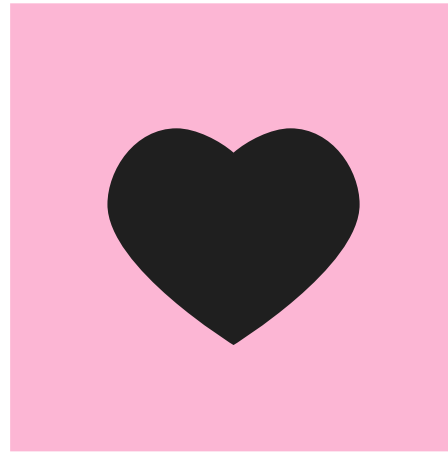
This carefully crafted atmosphere is conducive to relaxation and silent observation of the surraunding nature. The basis for the interior concept is the travertine stone. High ceilings and a large living area are accentuated by a sizeable, exquisite chandelier.

Home interiors to suit every budget, with no compromise on quality. Meet our design expert. Get personalised interiors for your lifestyle. *urban* styling and generous space to superior mileage and array of features, the All New *AURA* has everything an ideal family car needs



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?