



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?

These five elements when properly designed and organized in space represent an assurance that the design is legible: **Path, Edge, Landmark, District and Node** as defined by Lynch. Paths: Streets, sidewalks, trails, and other channels in which people travel.

Urban decor typically embraces a contemporary and industrial look, incorporating materials such as concrete, metal, glass, and exposed brick. The color palette tends to be neutral and includes shades of **gray, black, white, and earth tones**.

Urban design involves **the design of buildings, groups of buildings, spaces and landscapes, and establishing frameworks and procedures that will deliver successful development by different people over time**.

the elements of urban design, these are more related to the physical and built form and consist of: **1) buildings; 2) public spaces; 3) streets; 4) transport; and 5) landscape**

The Urban Design Protocol identifies seven essential design qualities that create quality urban design: the seven Cs. They are: **Context, Character, Choice, Connections, Creativity, Custodianship and Collaboration**. These are a combination of design processes and outcomes

Urban interior design **blends elements of contemporary, modern, and industrial designs to create a unique style that's perfect for inner-city living**. Having a softer, more comfortable look than industrial design styles, urban design embraces warehouse conversions and loft environments as its foundation.



Feels

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



Does

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

The urban interior style **merges industrial with contemporary design, creating a modern, bohemian look**.

Sophisticated finishes and high-end bespoke fixtures makes the Urban look more expensive and polished

An interior design concept is **the central theme that all the design elements are focused upon**.

The urban design concept is **an ode to the 18th century Industrial Revolution**. For the same reason, it is also popular as an "industrial design."

Urban modern interior design is **one that blends contemporary, industrial and modern styles to create something totally new, unique and trendy**.

The idea of this interior design originated from city lofts and warehouses. In old times, people used to transform these spaces into homes.



Urban Aura Interiors