



ELEGANCE &
BEYOND

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An ode to charismatic diversity



IT'S NOT ALL BLACK AND WHITE

*While form and function are important, so is
choosing the perfect coloured couch*





We spend more time staring at the four walls around us than doing anything else. The colours you expose yourself to are just as important as the food you put in your body. The impact that colours have on us is significant enough for there to be a category of psychology devoted to the study. Turn your home in an impromptu spa by adding splashes of tranquil blue all around. If you're trying to reduce your waistline, maybe scrap appetizing shades of red from your kitchen. That's the trick McDonald's uses to make its advertising seem irresistible to customers. While form and function are the fundamentals of quality design, aesthetics play an equally vital role in the game.

Since minimalist design is currently trending, it's a challenge to combine vibrance and minimalism without the room looking like Andy Warhol exploded came and

conquered. Renowned interior designer, Geoffery Ross, famously said that "every room needs a slap in the face". That coupled with the classic notion of "less is more" leaves the average decorator in the middle of a conundrum. Fortunately, the Swiss have been mastering the art of minimalism long before it made the front cover of *Architecture Digest*. Hailing from the culture, USM Modular Furniture is a celebrated brand in the design industry. Engineered to produce the best result, this brand's versatile range of products are made to work in harmony with the human body. In addition to the smooth functional design, the extensive collection of furniture comes in a range of colours to suit every single mood. These pieces work independently, or in an organized setup.

Initially sketched to furnish the office, these simple illustrations soon snowballed into a globally recognized range of domestic and corporate furniture. Since the only thing that's

permanent is change, this brand has been constantly adapting to the evolving trends. USM has been around for five decades, and commemorated its 50th anniversary this year. The brand's lengthy presence in the industry has lead to more than just a few board meetings about refreshing its collection.

The brand aspires to leave a lasting reputation wherever it goes, like it has been doing for the past century. From trending shades of neon and pastel hues that will shift your mood after a single glimpse, an assortment of serene blue, energizing green and electric yellows, these shades are bound to tie any room together – right from the lounge to a toddler's nursery. This furniture aims to accompany children as they grow into adults. The timeless element of these eternally stylish products will convince them to move out with their childhood furniture, perhaps to pass it along future generations and become a family heirloom.



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