

Soft Design of Lofts in Contemporary House

Dr. Ola M. Mohammed Ahmed

Interior architecture department Faculty of fine arts, Alexandria University

FA.OLA.MOHAMED@alexu.edu.eg

Abstract:

The dwelling can be adapted to the variables of the users' needs. Since small and medium-sized housing units became dominant in the market, designers began to think of ways to improve the housing comfort of the small and medium-sized units. The research is based on the study of the amazing loft-style of luxury, with its horrific decor. This trend in design combines two different images: bohemian and retro. Wealth and poverty unite, showing attractiveness. The old abandoned industrial buildings are embodied in the superficiality of their exteriors. The loft is the concept of transforming an industrial building for new purposes. Loft living is both a complex and a lifestyle. The lofts embody the fundamentals of the open building concept, with high ceilings and structural systems providing an interior space without division. The classic loft offers an inspiring space for city dwellers. Residents form their lofts according to their social lives. They reflect the social and cultural values of a specific period and place. Loft living becomes a style with certain characteristics, allowing users to redefine the term "house." Despite drastic economic and demographic changes, lofts have been resilient through time. On the other hand, the definition of lofts remains stuck in the 1960s. It is necessary to continuously analyze the nature of lofts and the way of life in them to fully understand their advantages and disadvantages. The loft is a complex concept. The art and literature in the lofts are outdated, insufficient, or confusing. This study aims to understand the evolution and transformation of lofts through time while researching the loft culture from the beginning, with its advantages and disadvantages, as well as trying to understand the reasons behind the backwardness of the loft concept. Therefore, the research raises awareness of the loft culture through the descriptive-analytical approach. Finally, the research discussed the history of lofts, the development, the transformation of lofts through time, in addition, studies the culture of the loft from the beginning, with its advantages and disadvantages. The research concluded that the standards and strategies for designing lofts have different types.

Keywords:

Loft living, Soft loft, Hard loft, Contemporary House, Lofts Design.