



**KITCHEN**  
The concept of industrial look is underpinned by the raw look of the untreated beams and main wall in the kitchen. Originally, the kitchen wall was supposed to be re-tiled but upon hacking away the previous tiles, the uncovered raw surface had so much character that it was retained.





# boho fiesta


The World Cup in Brazil is not the only thing heating up our screens now. Check out this rental home in Sao Paolo which celebrates design with carefully curated details

Text **Joseph Lim** Photography **Eduardo Pozzato**



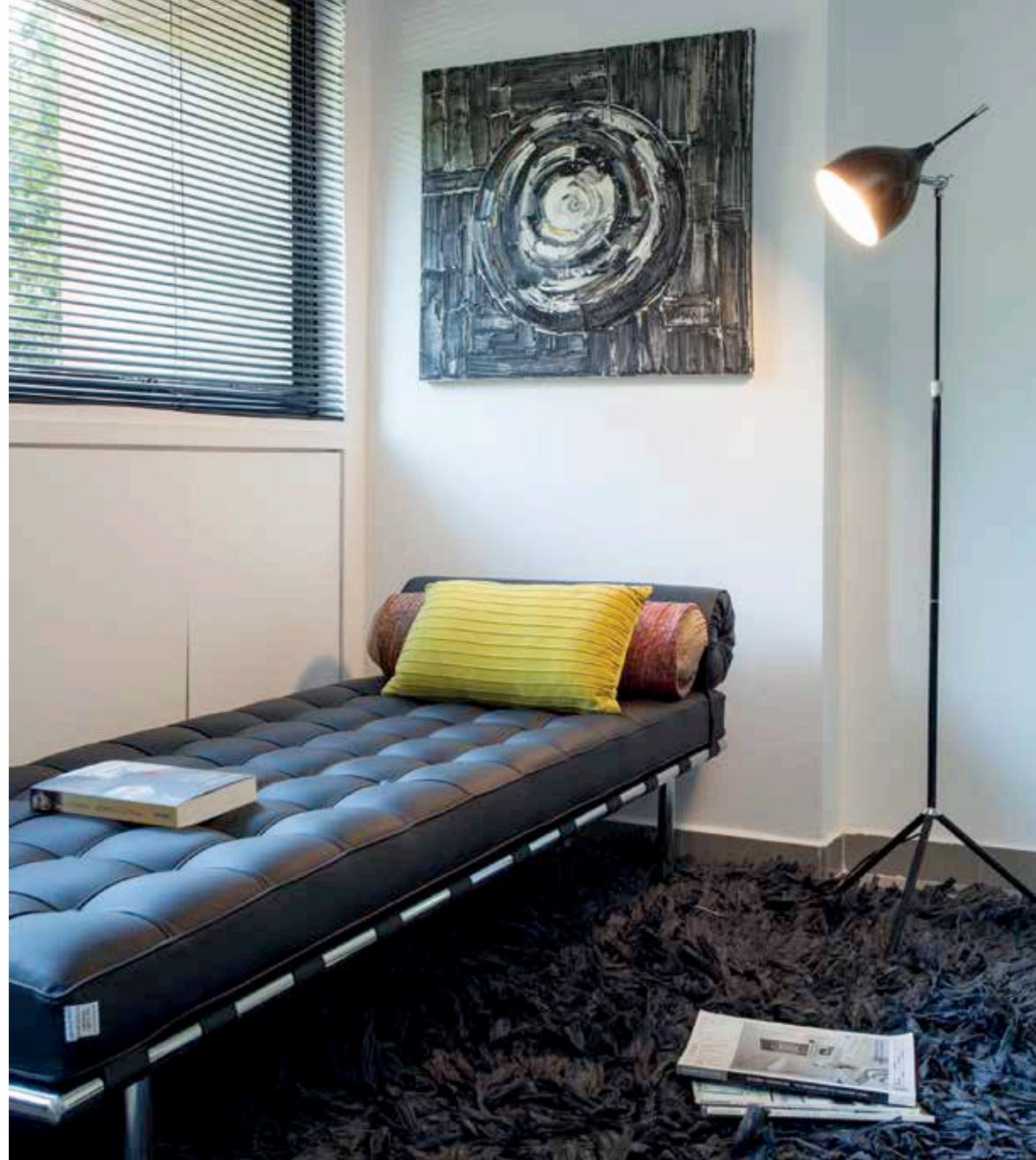
## KEY IDEAS

- 1** You don't have to keep all surfaces painted and treated. If your property has interesting beams and walls, then keep some of them raw for added visual contrast.
- 2** Walls can include storage spaces, such as recessed storage, so that rooms appear clean and linear.
- 3** Vertical and slim paintings can help to elevate the visual height of the ceiling.
- 4** It is not necessary to have everything new in the home. Opt for a thing of the past, case in point, a beautiful writing table from the Ming dynasty that adds warmth and personality to the contemporary ambience.



Heloiza's vision of this space was a modern apartment accommodating industrial elements but spacious enough to look like a loft, all thanks to an open-concept in the living and kitchen area.





**LIVING (left)**

The former living area was subdivided in six small dark and overcrowded rooms and not much natural light entered the space.

**SEATING CORNER (top right)**

A day bed serves as an interesting nook to read a book or have a nap, rather than an armchair or sofa. Closed storage beneath the windows is a clever way to make good use of previously unutilised space.

**W**hat does one think of rental homes? They are usually plain, boring and come with perfunctory features.

Not in the case of Heloiza Montuori, who has a predilection for interior design and home decoration. The feisty and affable Brazilian, who has a home in Singapore, was commissioned to do up this flat in the financial district of Sao Paulo. She envisioned it to be warm, colourful, lived-in and most importantly, rich in personality.

Heloiza beams, "A home is nothing without serious thought about its objects, spatiality and the smaller details that make you feel welcomed. You can have four bland walls and throw in furniture and that does not make it a home. You need to be mindful about what engages the denizens – colour, shape, details and textures. It's all about an experience."





“I think when you're fully immersed in something that you like, you begin to explore and discover things that fascinate the eye, tempt the hands and feet, all in the context of interiors.”

Heloiza Montuori,  
designer



**BEDROOM  
(above)**

A series of B&W photography from Natalia Montuori flank the bedroom walls.

**DINING  
(opposite page)**

A unique detail of this space are these rusty pipes which have been painted bright red.

This spacious 1185-square-foot apartment offers two bedrooms, two bathrooms with a service and laundry area. She had a vision of creating a space that would bring in plenty of natural light and afford design sensibilities such as storage space, thoughtful spatiality and a commodious open-concept kitchen and living area. It would also have elements from the East such as Chinese antiques, Thai lacquer containers and other accoutrements that have a strong Oriental accent. Main furniture items and home

appliances would be modern and hail from the West. All this would coalesce to form an East-meets-West look, and yes, rented out!

The home was purchased through a persuasive property agent who specialises in fully-furnished flats for foreigners in Sao Paulo.

When the renovation was over, the thought of whether it could be worthy to present it in the rental market did bog the owner's mind. But lady luck was thankfully knocking on the owner's door







**SEATING AREA (above)**

A large Chinese ink scroll of an eagle adds an Oriental touch to the minimalistic-looking space.

**WALKWAY (opposite page)**

There are paintings by Heloiza herself and her second label called Hybrid; also a silver sculpture by Brazilian artist Mario Lopomo.

**MIRROR TREATMENT (left)**

Three-sided mirrors accentuate the stylish yet simple style of this bathroom.

and inevitably caught the eye of a young couple from New York, who were drawn by the East-meets-West style, loft concept with a jab of industrial punch. They adore the soft grey walls and surfaces, the cosiness of the bedrooms, the paintings by Heloiza, the openness of the living and kitchen area, the enviable scenic views and nooks that provide respite and comfort. "We were also drawn by the personality of the home – the homeowner's paintings, an eye-catching silver sculpture by a Brazilian artist called Mario Lopomo, and objects from China and Burma that exude character. She really pursued every detail," declares the young couple.

So here's a rental home that defies all. It engages the eyes, hands and feet and really makes you feel welcomed. Best of all, it portrays the homeowner's personality right down to the last detail. ■

Heloiza Montuori, [www.heloizamontuori.com](http://www.heloizamontuori.com)