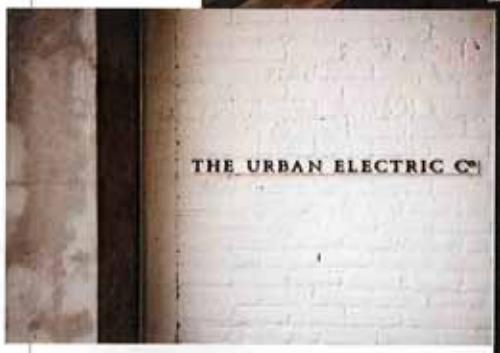
ATLANTA HOMES & LIFESTYLE
APRIL 2010 / ATLANTA OPENING

THE URBAN ELECTRIC Co.

# STYLE (news)

STREAMLINED AND CHIC, THE URBAN ELECTRIC CO.'S NEW WESTSIDE SHOWROOM PRESENTS MANY TOP-QUALITY LIGHTING OPTIONS ALONG WITH A SPACIOUS SPOT FOR DESIGNERS TO MEET WITH CLIENTS.




## LIGHTING THE WAY

Founded in 2002, this Charleston-based lighting design and production firm is known for providing upscale artisan-made fixtures to customers as far afield as L.A. and New York, but its recent arrival in the Atlanta market captures the imagination of yet another national design hub. THE URBAN ELECTRIC CO. has sourced lighting for tony Atlanta locales such as the 1ll Atlanta—Buckhead and the Piedmont Driving Club. And it's just as well known for an esteemed list of collaborators; the company has worked with the likes of Amelia Handegan, Tom Scheerer and Daryl Carter, and welcomes collections with Atlanta designers in the future. The showroom, which opened in January in the White Provision development on Atlanta's Westside, is streamlined and stocked with just the necessities—one of every catalogued fixture plus a sleek conference table where designers can meet with clients. Styles range from the whimsical to the truly classic; genteel versions look straight off South of Broad while others take influence from coastal settings. For example, a fixture named for Johns Island's Botticket Marina has the look of a salt-sprayed lantern that's presided over the waterway for decades. Most designs can be customized in any Benjamin Moore paint color or more than 200 powder-coat finishes and other options include antique mirrored hurricane or opal glass, candle or electric types. If that's not enough, the company can create bespoke designs for your every whim. *1170 Howell Mill Rd., Suite P-14, Atlanta 30318. (404) 815-8066; urbanelectricco.com*

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HIGH-PERFORMANCE WALL COVERINGS ARE ONLY A SMALL SAMPLING OF THE IMPRESSIVE PRODUCTS ON DISPLAY AT THE GRANT DESIGN COLLABORATIVE'S NEW CANTON, GEORGIA, RETAIL STORE AND SHOWROOM.