

Elevating the practical to a statement of style

There's no need to feel boxed in by dimensions or convention when it comes to the look and feel of a lift in your home.

As more architects and homeowners see lifts as a "must have" feature of modern homes, they opt to showcase a lift as a statement piece that reflects and enhances the residence.

Bernard Edwards, group sales and marketing manager for Australian company Lift Shop, says he's noticed a marked increase in lift customisation over the past few years.

"More people are wanting to explore what they can do to 100 per cent match the style of the home that they're building," Edwards says.

"Input ranges from homeowners, architects and designers. They're not treating the lift as a box that you just get in for access, they're trying to make it really stand out."

Style statements

Edwards has recently seen installed include lifts with antique smoked mirrors, leather upholstery, animal hide and wallpaper, and floor fittings ranging from tile patterns to glass and timber.

Paintings and other artwork can be incorporated.

"People are often having glass walls for the cabin and then inside the shaft they're installing artwork, so as you're travelling up and down you're seeing this interesting art-

work on the shaft wall. It could be a 12-metre long painting that is being showcased as you're travelling up and down," he says

"Many people also do a lot of decoration to the outside [of a lift]. There was one we did in Melbourne where they had quite a well-known artist decorate the outside so it almost looked like graffiti."

Most of the shop's lifts are manufactured and imported from Italy, with an occasional import from China.

Each lift to be installed is customised either with finishes from the Lift Shop's factory or with finishes a customer selects themselves.

"The fact that a lot of customers are going a step further makes our job really interesting."

Bernard Edwards

"All our lifts are custom," Edwards says. "While we might have three or four commonly used sizes, we can work in 10 millimetre increments in

size to suit. We can pretty much work with whatever space is available, whether it be as small or as large as possible."

The company's machines arrive in kit format as pieces to be assembled.

"They all come in small enough components that they can be carried through a door opening," Edwards says.

"A lift is one of the last things to be installed in a home. We lay everything out in the garage or some other suitable area, in-



For many homeowners, a lift is not just a way to access a building's floors, it's a statement that reflects and can enhance a residence.

stall it, then work with the client, fitters and builders in terms of the best ways of fitting their finishes.

"We find out what type of home the client is building, and we can work with them, making recommendations and showing examples of what's been done recently."

More people are experimenting with the look and feel of their lift, Edwards says.

"The fact that a lot of customers are going a step further makes our job really interest-

ing." Some customers opt for a stand-alone lift; others prefer one installed with a wrap-around staircase. Either way, a lift can help "futureproof" a person's mobility at home.

For homeowners interested in installing a lift, Edwards has the following advice:

"Talk to a consultant as early as possible, and get out to look at products in showrooms. The earlier you get a lift consultant's advice on the design, the more money you'll save down the track."

SHOWROOMS

Sydney

Melbourne

Brisbane

Perth

Los Angeles

liftshop.com.au

1800 440 714

"the award winning leader in home elevators"