

07

Mid-Century Modern

With its emphasis on practicality and functionality, Mid-Century Modern is seeing a huge resurgence. Reimagined for 21st century living, the classic style balances contemporary minimalism with the finesse, intelligence and spirit of Mid-Century Modern architecture.

A combination of Axon™ Cladding with either Hardie™ Brushed Concrete Cladding or Hardie™ Fine Texture Cladding are ideal for creating modern minimalist façades with tactility.





Functional, nostalgic & effortlessly cool

The Mid-Century Modern home juxtaposes clean, geometric lines with organic shapes and bright accent colours, evoking a sense of light-heartedness and optimism.

Mid-Century Modern first garnered popularity in the 1950s for its optimistic and experimental qualities, shifting away from traditional closed floor plan houses. This design is characterised by flat or raked roof lines, floor-to-ceiling windows, raised structures, and great indoor-outdoor connections that integrate the home with the surrounding landscape.

Mid-Century Modern is known for its 'form follows function' approach to design, the style prioritises practicality and purpose over unnecessary, ornate decoration. However, Mid-Century Modern isn't wholly utilitarian.

- 1 Axon™ Cladding is ideal in either 133mm or 400mm groove spacing options, these vertical groove panels pay tribute to the wood panelling trend of the 1970's.
- 2 The Hardie™ Brushed Concrete Cladding embedded swept texture is reminiscent of fine render, and puts focus on the building's form and distinguishes the box shapes.

Instead, these homes juxtapose clean, geometric lines with organic shapes and bright accent colours, evoking a sense of spirited play and light-heartedness.

This iconic Mid-Century Modern style is now seeing a huge resurgence with the updating of this design to incorporate minimalist sensibilities and ultra-modern amenities.

The Mid-Century style is best summarised as being lightweight with low-lying designs that embrace colour and nature. It reflects an optimistic and experimental approach to living that rebels against ornate traditions and aesthetics. It is the 'architecture of ideas', created by those who believe that a forward-looking style could be a vehicle for change to create a better society.



Why now?

- In an ever-digitised world, Mid-Century Modern style responds to a desire to reconnect with surroundings and be grounded in nature
- The global resurgence for Mid-Century aesthetics - earth tones, bold patterns and low-slung furniture have made a strong comeback
- The distinctive architectural and interior elements enhance nostalgia, connecting with our renewed comfort in familiar pursuits and products from decades past
- Key features of indoor-outdoor spaces and raised structures are optimal for our southern hemisphere climate and our relaxed, outdoor-centric lifestyle