



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 W 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 Darryl 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 Bohicket 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

RETAIL, GRANTED

Though its remote headquarters might be considered a bit off-the-map by Atlanta's most urbane, The Grant Design Collaborative—an award-winning product design and corporate branding firm based in Canton, Georgia—has maintained a sphere of influence well beyond its city borders for the past 15 years. Responsible for the brand design and messaging of such venerated clients as Adobe, Blackberry Farm and Herman Miller, this company has also taken on custom commissions for Jaipur Rugs and Set Wallcovering Systems, to name a few. Now, **THE STORE AT THE GRANT DESIGN COLLABORATIVE**, which opened in June on the street level of the prolific design hub, takes an equally innovative tack to retail by recycling, reusing and reimagining scrap materials as new merchandise for retail customers. Contemporary indoor/outdoor rugs, commercial-grade wall coverings, handmade paper goods, home accessories, furniture, apparel and more are showcased, along with the Collaborative's nationally acclaimed interior design services, which are also available through the store. Upstairs, the bright and ambitious design team, propelled by president and creative director Bill Grant, continues to work on designs for seasonal merchandise, custom wedding invitations and more alongside its corporate projects. 111 East Marietta St., P.O. Box 1910, Canton 30114. (770) 479-8280; grantcollaborative.com



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



THE STORE AT THE GRANT DESIGN COLLABORATIVE PHOTOGRAPHY COURTESY OF THE GRANT DESIGN COLLABORATIVE