

PERCEPT HELSINKI

**6 SIMPLE
GUIDELINES
FOR A STUNNING
MASCULINE HOME**

LEARN THE FUNDAMENTALS OF
MODERN MASCULINE HOME DECOR.

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Introduction

You know what I hate? Opening a new book on my kindle and seeing the introduction chapter will take half an hour at my regular reading speed. I hate long introductions, I just want to jump straight into the content, so I'll keep things short.

This is a beginner's guide to the fundamentals of modern masculine home décor. Enjoy!

Less is more

Minimalism is a great place to start for a guy that's new to home décor. If you're at home reading this, take a look around. All the furniture, the stuff hanging on the walls, and the objects sitting on your tabletops. Does everything need to be there?

Let's be honest, there's probably a "disaster zone" in the room you're in right now, like a certain end table that always gets loaded with random items. In fact, even I've got one at the end of my office desk as I'm writing this. Let's both put all of that stuff where it belongs. Just getting rid of all the clutter and keeping things simple can go a long way in elevating the look of a room.

If you think about it, order, organization, and restraint are all very masculine concepts. By keeping your things in order, you are sending a message that you are in control. There's nothing more masculine than that.



DE&DE Studio

Shades of grey

If you want to choose bright bold colors when giving your apartment a makeover, go for it, no one is stopping you. However, if your goal is to put together a space with a masculine vibe to it, your options become much more limited. As a general rule, we recommend neutral palettes such as the classic black and white combo, as well as different shades of grey.

Grey works remarkably well because it gives a nice, neutral feel to any space. Pure black and white can have a striking effect, but the huge contrast can sometimes feel like a bit too much. For beginners, I'd recommend avoiding a pure black and white combination in rooms meant for relaxing. However, it can work remarkably well in offices or bathrooms, for example.



DE&DE STUDIO

Although, if you're adamant about adding a pop of color, you can. Just make sure to stick to one color, and use it sparingly, as an accent. We don't want to use the whole rainbow, every month is not pride month. Instead, we'll stick to just one segment of it. Then, once we've chosen a color, we'll add little tints and shades of it here and there. You'll see a great example of this below. A turquoise blue was used to spice up this room, and as you can see, just a couple objects were enough to catch your eye.



Nottdesign Studio

Wood, glass, metal, and stone

Choosing the right materials will go a long way toward designing a manly space that exudes style and confidence. If you're unsure, here are the patterns to stick to. Anything that looks like real wood, has a nice metal glint, bears a stony marble, granite, or slate pattern, or things you can see through tend to be considered masculine. Using these materials on your walls, counters, and furniture can really elevate your décor to the next level.

Once again though, we want to embrace the classic mantra of "everything in moderation." A wall of exposed brick might look great behind the sofa, but if all your walls are exposed brick you might as well live in a construction site. Too much glass and you'll have to hire a daily cleaning service to keep it clear. You get the point.



Design Studio ZEWORROOM

Straight lines & geometric patterns

There is no need to get fancy here. Let's avoid all kind of whorls and swirls, we want to stick to straight lines and right angles. You can have a few soft edges here and there, but generally speaking, masculine silhouettes are clean-lined and geometric. Orderly is always en vogue.

Patterns are a welcome addition in any space, especially if you're keeping your walls and furniture simple. Adding a pattern will break the visual monotony and give the room a bit of edge. Geometric patterns will fit the masculine aesthetic you're after. Check out how much of an edge the geometric shapes of the bookcase add to the room below.



Get heavy

No, not you. Your furniture. You should stay in shape so you can move your soon-to-be heavy furniture around.

One of the major cornerstones of masculine decorating is to add weight to the items you choose. The heavier something is, or the heavier it looks, the more macho of an aura it carries. Club chairs, oversized desks, and large sofas are not uncommon in masculine rooms. Just remember that furniture is never included just for the sake of filling space. Everything must serve a specific purpose.



Show off yourself

If you're the one doing the decorating, then hombre, this space is yours and yours alone. Whatever you're a fan of, show it off! If you like trains, a metallic station sign can look pretty good, but a miniature train track that runs all over the house with a tiny train choo-chooing over your head every two minutes can be a little obsessive. Once again, moderation is king here.

Now to wrap up this beginners guide I'm also going to mention wall art. A well-chosen piece of art will add some personality to even the gloomiest of spaces. Consequently, investing in wall art is an efficient and hassle-free way to add a finishing touch to your space.



Ivan Stoyka

On our site percepthelsinki.com you'll find a collection of art pieces that we've designed specifically for masculine spaces. You've seen our art scattered throughout the images in this guide, so if you've liked what you've seen, I encourage you to have a deeper look on our site. You'll also find a lot more pictures to use for inspiration on our Instagram @percepthelsinki.

Wishing you the best of luck on your décor journey,

Rafael

Founder of PERCEPT