



## Inside stories

Keeping up with the design trends set by interior guru Greg Natale can be an exciting ride, but to him it's all about making it work.

By Tony Brown



"WALLPAPER is making a comeback," exclaims the self-confessed Florence Broadhurst tragic Greg Natale. These are big words and to back it up, his very own studio in the hub of the Surry Hills' design precinct is dressed in vibrant Asian-themed covering that is warm, inviting and suitably calming.

"It will be as big as it was in the 70s," he continues. "Design trends are always cyclical and I see this as a welcome backlash to the cold, stark 90s that had us surrounded by neutral tones."

Natale knows a thing or two about aesthetics. He cut his teeth working with numerous interior design companies, specialising in commercial, residential, retail, hospitality and even furniture design. "Each of these companies focused on one particular aspect of design," he says. "I found that very limiting but it gave me a whole range of experiences that I needed to go to the next level."

"I've always been interested in design," he says. "I started buying Home Beautiful when I was 10 and have been redecorating my parents' house on a regular basis since then."

Design to Natale is to create something beautiful. It has to reflect the client's brief while displaying a fresh originality and the result is something that has to work. "You need a balance of practicality and aesthetics - and you have to get it right. Design is to create something. It's very conceptual. We are creating beauty."

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**Greg Natale**

Take for example the suburban Californian bungalow in Five Dock, Ciolino House (opposite page). The client basically gave Natale carte blanche with the design but insisted it had to be a strong, pretty and a pleasure for the family to live in. "The use of colour is very bold and the use of wallpaper is brave," says Natale of the finished product. The home remains true to its traditional heritage yet displays some inspired flourishes of contemporary flair.

"We like mixing it up," admits Natale. "The home maintains its original character but has been elevated

to current design trends. And of course, we've used wallpaper in the formal areas."

While keeping a steady stream of clients in hospitality, retail, corporate and residential circles, Natale has assembled a team of highly skilled architects and interior designers that make up the core of Greg Natale Design. The team is fast becoming recognised as one of the most innovative design practises in the country and has been instrumental in dramatic fit-outs for clients such as Mr Goodbar, Superwoman Financial Services and numerous residential developments.

Natale is quick to point out, "you can spend a fortune on a building but put in the wrong furniture and it all goes wrong." So to complete the picture, the team at Greg Natale Design are now working on furniture design to complement, contrast and react to his one-of-a-kind creations.\*

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