

{ "I had no idea what my place
would look like at the start – it
was a journey into the unknown.
The result makes me feel proud" }

White on A light-and-airy balcony is achieved through painting the walls stark white – a substantial contrast to the dark shades used throughout the rest of Greg's inner-city Sydney apartment.



A cracking centrepiece Ostrich eggs make an artful display on the dining room table. What about flowers? "Absolutely," Greg says, "but I find beauty in other things, too."



greg natale

Runs Greg Natale Interior Design in Sydney.
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Where do you live? "Darlinghurst, Sydney."

What do you love about your place?

"Everything! It's so well resolved. At the design stage things were done two and three times to achieve perfection. I had no idea what my place would look like. When I started, it was a journey into the unknown and the result makes me feel proud."

What inspires you with design?

"Getting my ideas out there. For me, if it's not cutting edge, don't bother."

Describe your decorating style?

"Iconic, bold, cutting edge, contemporary, verging on kitsch, sophisticated, beautiful, bespoke, sharp and sleek. But most importantly, the style has to express the owner's own personality in their space."

People come to you for...? "Something with a twist, original and well thought out."

Who do you design for? "Residential and commercial, bars and hotels. The work my studio has undertaken is made up of layers, contrasts, irony, luxury and imagination."

What should we expect to pay for your work? "I charge \$130 an hour."

What influences your interiors?

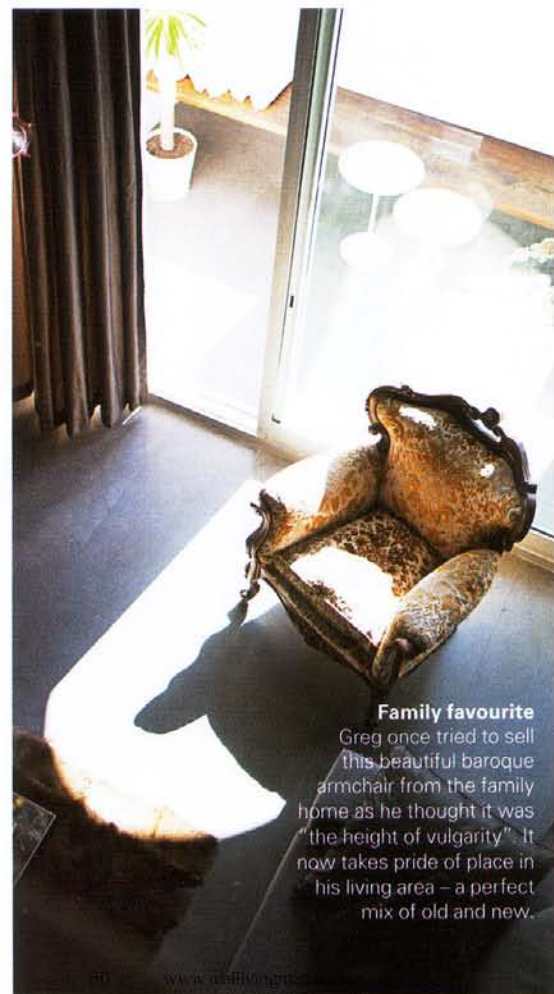
"My Italian heritage, my clients, the 1970s, '80s, and '90s. I also find ideas from →



Sophisticated style
Greg decorated his sleek, opulent, open-plan living space as one room – all fabric, materials and colours are in unison, giving an enlarged sense of space.



Glass act "This blue bird figurine is a fabulous find," Greg says. "I love single objects – just one little touch can really change the look of a place."



Family favourite

Greg once tried to sell this beautiful baroque armchair from the family home as he thought it was "the height of vulgarity". It now takes pride of place in his living area – a perfect mix of old and new.

Room service

Greg's a fan of hotel-style living. His luxurious bedroom may look high maintenance, but looks can be deceiving. "The darker colours work to disguise the dirt!" he admits.



"I love to mix things up, ignoring eras and styles, making it work together – retro with modern and old pieces with the super-new"

fashion, architecture, foreign cultures, pop culture, art, icons and music videos."

Best decorating tip? "Don't be afraid to express yourself. Self expression will create something that you are totally connected with and something that is original."

Any tips to finding a good designer? "Choose someone you respect and feel you share a similar personal style with."

Advice for maintaining a good client-designer relationship? "A good working relationship is about respect; designers

listening to their clients and clients listening to their designers."

What's your favourite shopping haunt? "De de ce (www.dedece.com.au) on Liverpool Street in Darlinghurst, Sydney."

Where is your favourite travel destination for work? "Los Angeles. It's a melting pot of creative people and a city of extreme contrasts. It's either good or bad – it has no inbetween. I also love the amazing case-study homes of the 1950s and '60s that LA has."

Do you get ideas for rooms while you are travelling? "Yes. When I visited LA's Mondrian Hotel (mondrianhotel.com) in 1999 it totally changed the way I saw design. I realised that a room didn't have to look like a fridge to be good – it could be whatever your imagination wanted. It could be sharp and slick, eclectic and dramatic, theatrical and humorous, beautiful and, at times, even stupid."

What would be your dream house? "A glass box in the Hollywood Hills decorated with my own custom rugs, wallpapers, bedsheets and furniture."

Any tips for those wanting to use colour in the home? "Keep to a colour scheme made up of one main colour, two secondary colours and one highlight colour." (For his own home, Greg chose dark grey-black as the main colour, brown and grey as the secondary colours and metallic as the highlight colour.)

What are your favourite websites?


Vintage furniture vampstretrondeco.com
"I love to mix things up, ignoring eras and styles and making it all work together – retro with modern and old with super-new."

Local wallpaper signatureprints.com.au
"You'll be amazed at the kind of worldwide resources we have here in Australia."

Overseas wallpaper designersguild.com; leejofa.com; www.cole-and-son.com; kwid.com. "Kelly Wearstler of KWID is a true decorating visionary."

Floors www.designerrugs.com.au
"I love using bold rugs in combination with wallpapers – together they can really make an impact."

Furniture stylecraft.com.au; www.dedece.com.au; orsonandblake.com.au; www.livingedge.com.au

Inspiration desiretoinspire.blogspot.com
"A spot-on blog that makes for truly inspiring reading." 

tip
Greg's top tip for creating an expensive-looking interior on a budget? "Paint a room in dark shades or proceed to wallpaper all four walls. It creates instant impact and luxury," he says.

Wonder wall

This stunning marble-effect wall was created by a paint specialist. "What I love is how such a traditional paint effect can work so magically in a modern interior," Greg says.