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GREG NATALE
A NEW SHADE OF GLAMOUR

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Living alfresco

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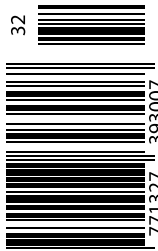
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PERSONALISED GLAMOUR

SYDNEY DESIGNER GREG NATALE INVITES HANNAH BLAKE INTO HIS HOME, AN ECLECTIC COMBINATION OF FLAIR AND DESIGN WITH TOUCHES OF CHERISHED MEMORIES

PHOTOGRAPHY BY SHARIN REES

Dramatic tones of grey intertwine with an eclectic mix of furniture and embellishments, to create the perfect space for Greg to relax and unwind at the end of a busy day.



MASCULINE, GLAMOROUS, ECLECTIC, MOODY and sexy — these are the five words that Greg Natale of Greg Natale Design uses to describe his central Darlinghurst apartment.

Greg purchased the apartment 10 years ago from the developer and knew he would have a blank canvas upon which to create his masterpiece. “I knew I would be able to do as I wanted, to renovate and redecorate once I got in there. I wanted to do something truly unique,” Greg says. “It was about putting my fingerprint on it, my stamp. It can be quite difficult to get a commission where you have the total freedom to create, to express yourself — and that is what I had.” Described by Greg as a “white box”, the apartment was screaming for colour. “All I had to do was colour it in. I thought to myself, what is the opposite of white? Black. But I didn’t want a black apartment; I just love grey and there are so many shades of grey out there.”

The grey theme was introduced through the use of an Italian basalt floor from central Italy. The volcanic rock brought in a warm grey tone and was grounded in a seamless design. “I had seen the floor in a Dolce & Gabbana store and knew I had to have it. It has so much warmth as well as bringing in a rawness. I didn’t want polished concrete floors as they were just too industrial, and this was just so much more glam,” Greg says. The walls and fittings were next, with everything resprayed in a deep hue of grey, while a luscious grey sofa and a selection of plush furs were then added to the mix. “The furs come from watching too much *Dynasty* in the ’80s!” says Greg. A stand-out piece in the lounge is a cream and gold baroque-style chair from the late 1970s. “The use of the chair was about bringing things into the apartment that were about me, about different things in my life. It had been my parents’ chair and at the time they had bought

From blank canvas to exquisite masterpiece, the apartment oozes masculine glamour. The living room contains stylish furniture combined with pieces containing precious memories — such as the deep-toned coffee tables.



A baroque bedhead completes the rich look of the bedroom, while keeping in theme with the rest of the apartment, which Greg says is a combination of all the styles he loves.

it, I had thought it was bad taste. My parents were new immigrants and had recently built their dream home and had purchased all this kitsch baroque furniture. Now I love it as it has a story.”

Black coffee tables within the home were purchased from the deceased estate of one of Greg’s first employers, someone who gave Greg a start in the industry.

“There are pieces throughout the home that have very personalised stories to them. Everything has a reason for being here. That was the challenge about creating my own space, my own apartment, as everything was so much more personal. The chair, the coffee tables, the chandelier, each has a story.

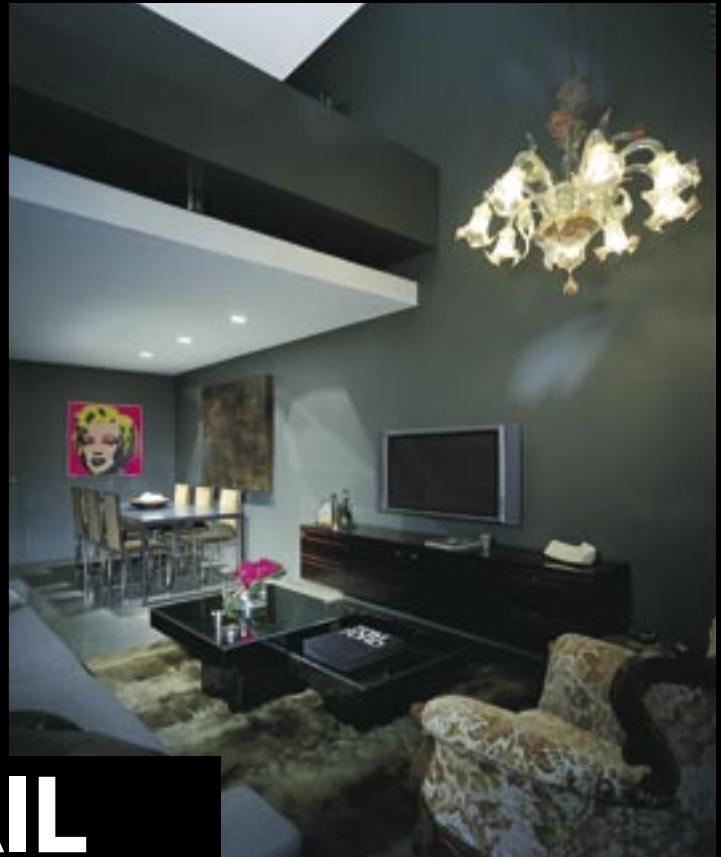
“Upstairs is a little full-on but playful and I’ve not taken myself so seriously with the use of the baroque bedhead; it has come together

so well. The whole apartment is a fantastic combination of styles I love. The ’70s, a touch of glam, the kitsch baroque — all combine with a contemporary feel and they all complement each other.”

Now relaxing at home after a long day at the office is always a space and time appreciated.

“We have been so busy lately and doing a lot of pitches. We are putting it out there and making it happen. To get home and get into my own space that I have created makes it all the better,” says Greg. “I am lucky to be within an industry where I can create, where I can express my creativity through design. With my apartment, I struggled to the end as it was such a challenge. I pushed myself and I am glad I did. The result is just everything I wanted it to be.”





FINER DETAIL

WE TAKE A CLOSER LOOK INTO GREG'S GLAMOROUS APARTMENT



A stunning collection of individual pieces come together to create a signature look by Greg. The baroque chair (top right) once disliked by Greg now takes pride of place in his residence, bringing special memories of his parents' past into his home. The apartment is glamorous, sexy and moody, with each space able to tell its own story of days gone by.