

REBELLIOUS ELEGANCE



YSG Studio celebrates nuanced colours, sculptural forms and tactility in this pastel heaven. With a soft and daring palette, highly personalised furniture and decoration and a rebellious touch, Yasmine Saleh Ghoniem created a playful and elegant energy here.

The brand new Australian YSG Studio was founded this year by Yasmine Saleh Ghoniem and creates highly personalised interiors with a rebellious touch. Each YSG interior tells a story of bold palettes, organic shapes and unexpected textures. The designs are defined by craftsmanship, a mix of vibrant tones, cheerful and artisan energy and functionality. These are exactly the characteristics of the Budge Over Dover project that we would like to show you in this October edition together with Yasmine Saleh Ghoniem. But first we get to know YSG Studio a little better.

YSG STUDIO

Yasmine Saleh Ghoniem did not start her career immediately as a designer. At first, she was active in the entertainment sector as a dancer and musician, but thanks to an extra push from her family she eventually ended up in the design world. 'I grew up in a desert and spent most of my life in the Middle East. It could be very hot there, so I spent a lot of time indoors and interiors really became my world. My traditional Arab father thought I needed stability and wanted me to go to university. I reluctantly did so and studied interior design. I am now very happy that he pushed me,' the designer tells us. After her studies, Ghoniem ended up in Sydney with the intention of pursuing a career in music as well. 'I worked at an interior design studio in Rozelle, but was quickly let go because I was writing lyrics at my desk,' she laughs. In 2013, together with her sister Katy Svalbe, a landscape architect, she founded the award-winning design studio Amber Road. The designer was bursting with creativity, which prompted her to set up her own studio and so YSG Studio was born this year. Imagicasa is pleased that Ghoniem found her way to a career as a designer, because with YSG Studio she now realises beautiful projects that are

bit quirky, but always stylish. Her artistic talent and sense of rhythm form the basis for the beautiful residential projects in which, according to her, you can always 'expect the unexpected'. You will always find some daring detail or rebellious aspect. 'The studio's hallmarks are being unexpected and unconventional. It wouldn't be a YSG project without either component.' YSG Studio has already won several awards including Best Residential Design, the Belle Coco Republic Interior Design Awards Emerging Design Star (2017) and Best Residential Decoration at the Australian Interior Design Awards (2020).



BUDGE OVER DOVER

This wonderful residence on the Australian coast was designed for a newly formed family with a baby on the way. They wanted a fresh start in their recently purchased home and therefore called in YSG Studio for the furnishings. 'Almost all the furnishings were custom-designed and purchased to imbue a nurturing, sculptural atmosphere thanks to myriad rounded elements and abundant natural materials.' Openness was an important aspect of the design. That's why the floors of the kitchen, living and dining area were smoothly connected to the deck and the courtyard outside. In this way, lounge areas were created that could be adapted to the season and the boundary between inside and outside was blurred. Natural light now flows easily through the house because the central walls in the dining area have been removed and the ceilings in the kitchen and living areas have been raised. In this way, Ghoniem introduced a more sculptural aesthetic with rounded walls and arches.

Inside, the spaces merge into one another and harmony and openness reign thanks to the continuo-

us soft and daring palette. As soon as you enter, you are immediately immersed in the right atmosphere. The work of art in the entrance hall largely determines the palette of the house. A beautiful work by the French-Australian artist Stanislas Piechaczek in pink and peach tones is displayed here. This work also has a sentimental value for the owners as it was the first work of art the couple bought during their holiday in Byron Bay. It is not only the soft, dusty pastel colours that determine the colour palette of the residence, but also the textures and experimental depth of the painting were a great inspiration for the interior design. 'The softer palette complemented the existing travertine flooring and the client was particularly enamoured by pastels,' says Ghoniem. 'Surfaces are embellished by tonal and tactile variations to delineate open zones, including sage Marmorino polished plaster walls and blushing aubergine ceilings



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'DARING PALETTES, ORGANIC SHAPES AND UNEXPECTED PALETTE PLAYS ARE MY HALLMARKS'



to hand-made terracotta tiles lining walls and floors.' These materials and textures ensure a smooth connection between the spaces both internally and externally and are a stylish addition to the original travertine. In the Budge Over Dover project we find many different interesting details, colours, textures and decorations, but still it became a nicely balanced and not too hectic whole. 'YSG spaces are sculptural, everything's inter-connected, with the focus being on custom. Daring palettes, organic shapes and unexpected palette plays are my hallmarks. It's imperative that the end results imbue atmospheric. If I don't supersede a client's expectations, then I haven't done my job to the best of my capabilities,' says Ghoniem.

The whole house radiates pure craftsmanship and playful energy. The real YSG stamp. Because all finishes, furniture and decoration are made to measure, all pieces are very personal and unique. The young children were also taken into account and many natural materials and rounded elements were used, which immediately create a sculptural atmosphere. Thanks to the corrosive properties of sea air, natural aging is celebrated here

and the house acquires a lived-in atmosphere. For the furniture and finishes, an alternation of refined and rough surfaces was also played with to create a nice balance. In the living space, the wall was shrouded in a sage green colour which is reflected in the carpet. It is nicely complemented by the sober beige of the fireplace and the sofa but also contrasts with the burgundy armchair by Gerrit Thomas Rietveld for Cassina. The very playful sculptures are by Sanné Mestrom and Katarina Wells. If we continue to the second sitting and dining area, you will be surprised by a unique purple ceiling. The vintage leather chairs of The Vault Sydney provide a rich touch of material and fit nicely with the 'E15 Anton' table of Living Edge. The kitchen with its informal sitting area is Ghoniem's favourite space in this project: "This is by far my favourite because it blends into the outdoor areas. The immediate connection with the outdoors is such an inviting and seamless transition. A perfect way to live in Sydney."

The residence became a beautiful, tactile retreat in which nuanced colours and sculp-

tural forms are celebrated. Yasmine Saleh Ghoniem once again showed her sense of visual rhythms and unique design language. Unconventional, mixed and elegant are key words in the designer's designs and certainly in this impressive project. It is no surprise that Budge Over Dover, with its soft atmosphere but strong character and playful energy, has already received several awards at the Australian Interior Design Awards. The jury described it as follows: 'The beautiful palette of materials, colours, textures and accents uniquely meets the clients' assignment without relying on any conventional vernacular. The result is completely unexpected, yet understated and elegant. A sculptural aesthetic defines the overall image and there is also a clear relationship with the exterior resulting in a seamless integration between inside and outside.' Imagicasa fully agrees with this description and is happy to applaud this exquisite project. ❖

(Text: Caroline Meeusen)

