

FEBRUARY/
MARCH
2015

AUSTRALIA

DREAM
PASSPORT

ST. BARTHS
MARSEILLE
SHANGHAI
UTAH

Cool in *Capri*

*Luxe homes
from Melbourne
to Milano!*

Chic & petite
Smart spaces
with panache

plus

RURAL
IDYLL

Grand
Australian
garden

WE SPY Spanish style +
Ground control + Geometrics

RIGHT NOW

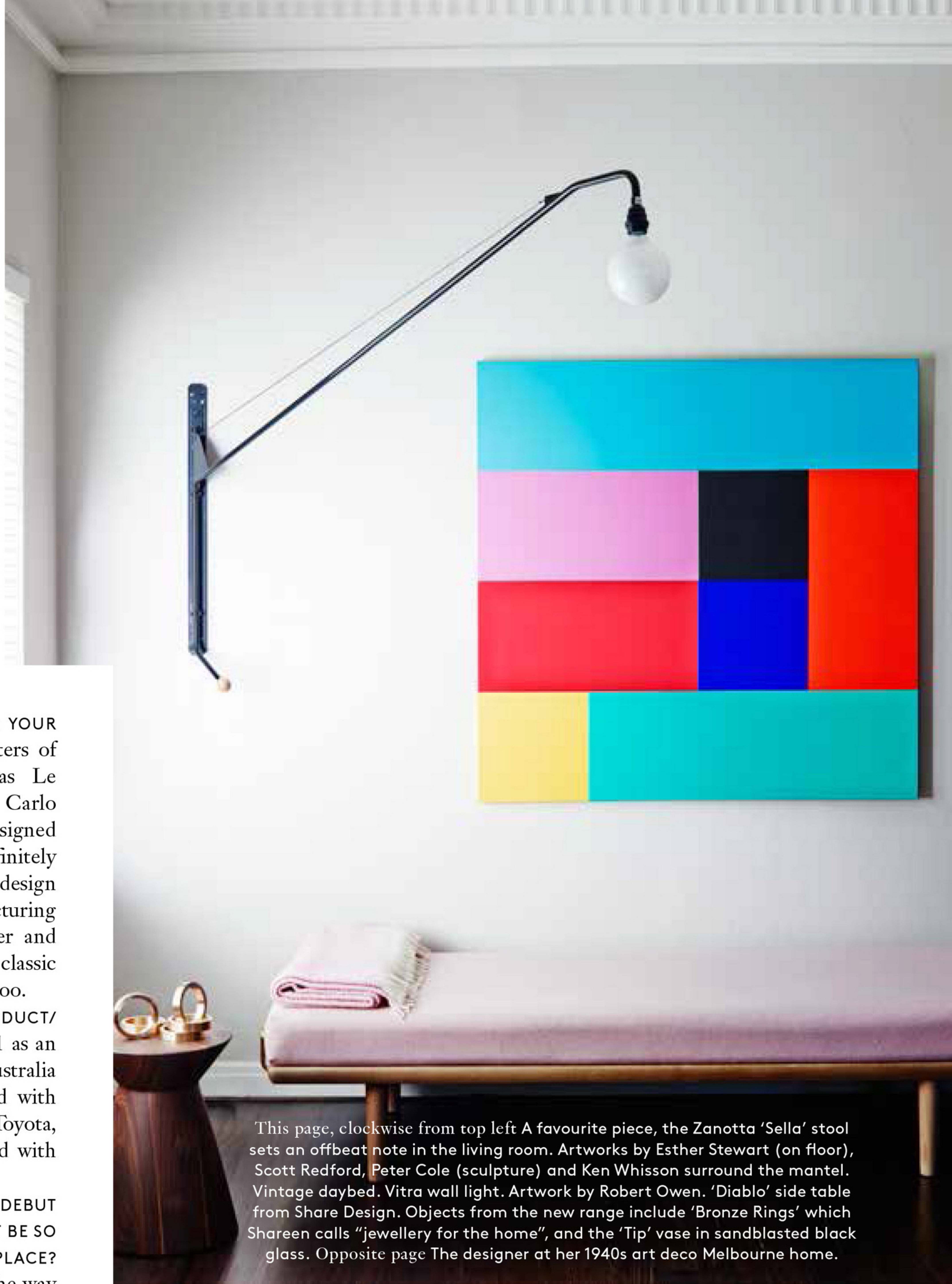
Creative Home

SHAREEN JOEL

The *designer's* home is a showcase for the quirky output of her twin passions for *industrial* and *interior design*.

Photographs MARK ROPER





This page, clockwise from top left A favourite piece, the Zanotta 'Sella' stool sets an offbeat note in the living room. Artworks by Esther Stewart (on floor), Scott Redford, Peter Cole (sculpture) and Ken Whisson surround the mantel. Vintage daybed. Vitra wall light. Artwork by Robert Owen. 'Diablo' side table from Share Design. Objects from the new range include 'Bronze Rings' which Shareen calls "jewellery for the home", and the 'Tip' vase in sandblasted black glass. Opposite page The designer at her 1940s art deco Melbourne home.



WHAT HAS INSPIRED AND INFORMED YOUR INTERIORS STYLE? The great masters of architecture and design, such as Le Corbusier, Achille Castiglioni, Carlo Scarpa and Philip Johnson, who designed

to last. I always prefer to strip back. Less is definitely more. I think my industrial design and automotive design background taught me a lot about the manufacturing process and how good design should last forever and never date. This has led to an approach that is classic quality. Fashion has always been a huge influence, too.

TELL US ABOUT YOUR EARLIER EXPERIENCE IN PRODUCT/ INDUSTRIAL DESIGN? I launched my career in 1991 as an industrial designer for Ford Motor Company in Australia and later Europe and the US. I also collaborated with automotive suppliers on trend palettes for Toyota, Mitsubishi, General Motors and Ford, and worked with leather artisans at Aston Martin.

WITH YOUR DESIGN BUSINESS, WEBSITE AND DEBUT HOMEWARES RANGE, AND AS A MOTHER, YOU MUST BE SO BUSY. IS YOUR HOME YOUR SANCTUARY OR WORKPLACE? My home doubles as my workplace, which is just the way I love it. I never switch off from 'design'. It is such a huge and important part of my life and my thinking.

HAS YOUR STYLE EVOLVED OVER TIME? Yes, with advances in technology and material and manufacturing processes, but I don't prescribe to design trends that will date. My design style and feel is very consistent.

TELL US ABOUT SOME OF YOUR FAVOURITE ITEMS IN YOUR HOME. I absolutely love my art and have been collecting since my teens. Every piece means so much to me and represents a significant time when it was purchased. The Zanotta 'Sella' stool with the bicycle saddle seat designed by Achille and Pier Giacomo Castiglioni is a favourite as it's quirky in a typically industrial designer's way.

WHERE DO YOU SPEND THE MOST TIME IN YOUR HOME? In my bedroom, which has always been my sanctuary.

IS THERE A PARTICULAR PERIOD OR STYLE THAT APPEALS TO YOU? I appreciate the 1930s to 1950s when design and architecture was solid, technical and built to last.



Clockwise from top left Under a work by Guy Benfield Shareen's worktable is packed with samples and objects, including the sandblasted black glass 'Global Vase' (far right corner). Material samples. The breakfast table doubles as a meeting spot. Artwork by Tim Crake.



WHAT COULDN'T YOU LIVE WITHOUT? Technology and the internet. However, it is such a shame that this generation of designers don't understand manufacturing, how things are actually made or built, and how to sketch their ideas on paper. Even handwriting is a dying skill.

IF YOU DIDN'T LIVE IN MELBOURNE WHERE ELSE WOULD YOU CONSIDER CALLING HOME? London has always inspired me. I lived there for five years while working for Ford in the UK and its design 'freedom' and accessibility to the rest of the world meant endless opportunities.

WHICH DESIGNERS, ARCHITECTS, OR INTERIOR DESIGNERS DO YOU ADMIRE AND WHY? Achille Castiglioni, Le Corbusier, Mario Bellini, Carlo Scarpa and Robin Boyd. Also, fashion designers Phoebe Philo, Raf Simons and Valentino.

WHAT ARTISTS DO YOU ADMIRE? Clement Meadmore, Inge King, Ben Quilty, Robert Owen.

HOW WOULD YOU DESCRIBE YOUR STYLE? Edited. The ability to remain true to my own style and not be distracted or compromise it. Design sensitivity. Appreciation of history and design periods. Classic warmth. Soft industrial. Sober looking but not minimal. Less is more. Peeling away layers. Contemporary classics.

WHAT PROJECTS ARE YOU CURRENTLY WORKING ON? A few very high-end residential projects as well as a retail/hospitality/office fitout for a client that we have also been collaborating with on their own home. Nothing beats working with a client who trusts and appreciates the value of design in all its forms. My heart has always been in product design, however, so it's been a wonderful year to get back to designing products that I can put my soul into and place in my clients' own projects. I love working with classic, luxurious, natural materials and industrial manufacturing and precision engineering.

TELL US ABOUT SHARE DESIGN? As a brand it expresses my passion for all aspects of design, from inspiration to the products that represent this. Timeless products that are steeped in craftsmanship, manufacturing and authentic materials are at the core of my design ethos.

For more go to shareenjoel.com; sharedesign.com.