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## SITCHU.

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#### COVER PHOTOGRAPHY:

Prue Ruscoe



**H**ello and welcome to the first edition of *Sitchu Living* for 2022. I hope you had a relaxing and well-deserved break after a monumental 12 months. We are excited to carry the sense of relaxation, inspiration and exploration that can only come from a great holiday period into the new year.

This issue is all about a sense of escapism, no matter where you are. We explore a beautifully styled 1920s apartment in Bondi, fusing authenticity with coastal living. In lieu of far-flung international holidays, we take you to the charming streets of neighbourly Annandale, a stone's throw from Sydney CBD. Finally, we explore the age-old question: should you buy or sell first?

We hope you love this issue as much as we do!

*Holly*

Editor-in-Chief  
HOLLY PERKS

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# AT HOME WITH INTERIOR DESIGNER *YASMINE GHONIEM*

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This beautiful makeover of a 1920s Bondi apartment is an expression of authenticity.

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“It’s a very plump and tactile space that really does invite you to flop into a state of complete relaxation the moment you swing open the front door.”

– Yasmine Ghoniem



Yasmine Ghoniem’s journey to becoming one of Sydney’s hottest interior designers has been unconventional – from a nomadic childhood in the Middle East to design school in the United States to fronting a rock band by night in Sydney. Yet, it’s the path she’s trodden that has given Yasmine her flair for transforming interiors into spaces of pure intrigue.

Having recently launched her solo practice, YSG Studio, Yasmine took on her most challenging client yet: herself – transforming a Bondi apartment that she shares with her husband, Tom. Their 1920s Art Deco build came complete with worn carpet, vinyl, and purple paint. The sensible layout attracted the couple to the apartment in the first place with no major demo or building work to contend with and having tall ceilings to play with, this was an apartment Yasmine could inject a whole lot of style into.

Giving the apartment a complete overhaul, Yasmine set to work bringing in modern touches while being empathetic to the Art Deco era; architectural cornices, skirting boards, a brand-new kitchen, all bedroom and bathroom joinery, construction of a built-in banquette, plus overall re-painting, including a ‘tile feature’ in the kitchen and entrance vestibule.

“I’d describe our home as an expression of our authenticity,” shares Yasmine. “That said, bold concepts and resourceful detailing plus a tapestry of discordant textures and patterns would be the best way to describe my design approach.”

Unlike the all-white palettes, blonde woods and maritime blues that dominate the interiors of beachside neighbourhoods, the home has an authenticity sparked by a childhood growing up in the deserts of Saudi Arabia and Kuwait, where interiors were filled with colour and patterns.

“I like to think of my home as Ground Spice: olive green, turmeric and nutmeg are the binary shades that link the spaces with washes of high-octane colours like peach in the kitchen, the mustard yellow dining table and the vibrant blue in the bathroom.

Yasmine continues, “Tom, at times, was puzzled by my inability to make fast decisions. My mind usually snaps to solutions when doing this gig for clients, and my gut instinct readily draws upon disparate parallels and experimentation with opposing elements to create perfectly imperfect settings. This heart investment was much harder!”

Having to economise on space, Yasmine built a banquette with shelving beneath to avoid the invasion of an oversized couch, and mirrors were strategically placed to expand the interiors visually. Everywhere, soft and hard textures invite touch. The spice-hued antique kilim runner in the bedroom from Kulchi and the Cadrys rug in the living room spread tales of faraway lands.

“It’s a very plump and tactile space that really does invite you to flop into a state of complete relaxation the moment you swing open the front door, that’s if you can get past Tom’s boards,” says Yasmine. “All the collectable curios and vintage textiles allude to my nomadic upbringing between Australia, Saudi Arabia and Kuwait with memories – old and new – intricately layered throughout.”

The kitchen, the most loved space within the home, has a fresh and punchy palette but is neutral enough not to tire of quickly. With so much jammed into a tight space, the kitchen needed some breathing space, which Yasmine achieved with the peach-toned ceiling, which makes it soar to infinity, while the darker olive shade for the below-counter joinery anchors it.





“One very clever touch was the painted floor in the kitchen. A rich tapestry of salmon pink tiles with white inlays grant an aged patina to the kitchen and entry chamber,” explains Yasmine. “Upon closer inspection, each is hand-painted on original timber floorboards by long-term YSG collaborators, Creative Finishes Sydney.”

Nourished by the layers of culture that have defined Yasmine’s upbringing, the bold concepts and resourceful detailing truly define the apartment, where everything flows with so much ease and effortless cohesion.

“I wouldn’t change a thing about the apartment other than sprinkling new things here and there on the open shelves and perhaps hanging an artwork or two on the walls,” Yasmine says. “There’s literally no room for any more furniture. That said, I’d love a garage, so Tom’s boards weren’t all stacked by the front door.”

**Interior Design:** Yasmine Saleh Ghoniem (YSG)  
**Styling:** Felicity Ng  
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**Words:** Margaret Quilter

# Shop the Style

BAIT BY YSG IS ABUZZ WITH PASTEL HUES, INTRICATE FABRICS, AND PURPOSEFUL FURNITURE THAT ALL BLEND SEAMLESSLY INTO ONE ANOTHER.



1. Soren Globe **Pendant Light**, Pinch, Spence and Lyda, \$5,120.00. 2. **Water Jug**, Chocolate Poet's Dream, Robert Gordon, \$59.95. 3. Tamsen **Cushion Set**, Urban Road, \$210.00. 4. Composition 01, Paper Collective, Mae Studio, Arrival Hall, \$99.00. 5. Winnie **Chair**, Olive, Fenton & Fenton, \$1,600.00. 6. Kapi Coco Fibre **Doormat**, Olive, Saarde, \$49.50. 7. Boucle **Cushion Cover**, Olive Green, Urban Road, \$89.00. 8. French Flax Linen **Cushion Cover**, Turmeric, Bed Threads, \$60.00. 9. Umpu **Vase**, Clay, Marimekko, \$185.00. 10. Terracotta **Vase**, Bee Collection, Bonnie and Neil, \$99.00. 11. Comodo **Table** Container Karakter, Lacquered Oak, Cult Design, \$1,910.00. 12. Marble and Copper **Dip Bowl**, Light Sienna, West Elm, \$32.00. 13. Adele Dining **Chair**, Amber, Life Interiors, \$595.00. 14. Afterglow, Mike Mike Staniford, Acrylic on Board, Becker Minty, \$1,200.00.