



Soft Serve
by YSG.
Photography
by Prue Ruscoe



Henley Beach Converter from episode 1 of
Grand Designs Transformations on the ABC

Yasmine Ghoniem heads up YSG, a practice dedicated to offering bold concepts and resourceful details. “Charging spaces with atmospheric potency, staging and storytelling is what drives our narrative process,” she says.

As well as her design work, Yasmine is also co-host of *Grand Designs Australia*’s own new ABC lifestyle series, *Grand Designs Transformations*. “The final reveals were my favourite filming component as spirits were high and everyone’s work over the past 12 to 18 months could finally be celebrated,” she says.

Yasmine has an Australian mother and an Egyptian father and grew up living between Kuwait, Saudi Arabia and Sydney. “It instilled in me a more global approach to conversation, points of view and my aesthetic appreciation,” she notes.

Her path into forging a formidable career in design took many fascinating twists and turns. She returned to our shores in 2008 after travelling the globe doing some humanitarian work. Yasmine began working in the design world again while carving out a career as a singer in a band with her brother. “I needed a steady ‘day gig’ to pay the rent,” she says. Yasmine then launched Amber Road, a design firm she co-founded with her sister. It won or was shortlisted for more than 40 design accolades. “Soon the work demands outgrew those of the music industry,” she says.

In 2020 Yasmine decided to fly solo, launching her own brand, YSG, and now has a staff of 15 with national and international clientele. She loves the variety of the job. “No one day is like another. I’m often visiting sites, meeting with clients and artisans who make a lot of custom pieces for us,” she shares.

One of Yasmine’s favourite custom design pieces is a timber chandelier crafted by a long-term collaborator, Maiden. “It hovers above a dining table like a halo,” she says. “We are also known for our painted ceilings and walls using Marmorino (a type of Venetian plaster) and French washes, among others.”

Sustainability is always front of mind for Yasmine. “I’m all for ensuring age-old crafts that demonstrate the human touch are not only celebrated, but are artforms that remain very much alive and explored,” she comments.

When it comes to colours, textures and furniture pieces, Yasmine’s current favourites are deep aubergine purples, poppy oranges and zesty limes. “I’m also a huge fan of incorporating timber into my projects,” she enthuses.

Her design dreams and goals centre on the altruistic, and she has a heartfelt desire to help others. “I’d love to create places of shelter for refugees, the homeless and marginalised people trying to find their feet,” she says. “Everyone deserves the basic right to have a slice of ‘home’ that can instantly buoy their self-esteem and sense of belonging.” ✨ ysg.studio



Yasmine Ghoniem

This creative is a global powerhouse in design, making her mark in the industry with her authentic, innovative approach

WORDS CARROL BAKER



Black Diamond by YSG.
Photography by Anson Smart



Budge Over Dover by YSG.
Photography by Prue Ruscoe

YASMINE SAYS

“I’m all for ensuring age-old crafts that demonstrate the human touch are not only celebrated, but are artforms that remain very much alive and explored”



Mornington Peninsula Eco Retreat
from episode 3 of *Grand Designs Transformations* on the ABC