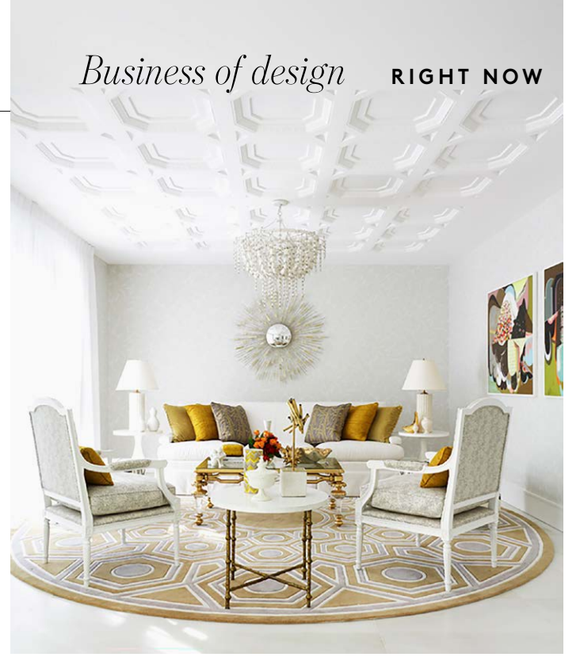
GREG NATALE TURNS 25

We look back on his life of style and exceptional body of design work over a quarter century.







Opposite page The designer with some of his best work. This page (clockwise from top left) Greg's New York House was nominated for Best Work with Colour at last year's *Belle* Fanuli Interior Design Awards. // Clontarf House. // Five Dock House. // Mosman House, which saw an evolution of Greg's style and was featured in his book, *The Layered Interior*. His team has a heady calendar of glamorous projects on the go, from Australia to Athens and Florence to Riyadh, and we look forward to celebrating them, too.



GLAMOUR HAS ALWAYS BEEN Greg Natale's north star. "It's a quality that clients come to me for, and an essence that naturally forms part of the studio's DNA," he says. While Greg's design aesthetic is definitely rooted in his Italian heritage, it's his personal interpretation of various design eras combined with luxurious material selections that have created his signature look. Which is ever-evolving.

The 'Natale look' is one of optimism and joy, all bold, striking patterns, geometric motifs and layered minimalist forms that bring action and atmosphere to homes – and Greg has applied this to an extraordinary array of projects, from holiday escapes in Queensland to elevated farmhouses in Oklahoma. He does have a favourite, though: a Sydney project he calls Mosman House. "That residence marked a shift in my style towards Milanese Maximalism, helping me to evolve from the Hollywood Regency and Art Deco styles I had practised before. It had a very generous budget, so I could explore materiality in another way. The furniture curation also required travelling with the client to Paris to source furniture pieces, which was fabulous," he says.

Greg's foray into product and object design organically led to opening a beautiful interiors and homewares boutique in Potts Point, as well as writing a number of design books. "*Belle* has supported me since the very beginning," he says. "For my first project as a solo designer, Eric Matthews (the editor at the time) created the 'Wild Card' award especially for me at the 2002 *Belle* Awards. This helped me shape and build my profile in the industry from the start. *Belle*'s ongoing support has been invaluable to my business." *gregnatale.com*

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