



Blog heaven

As well as her must-visit blog, Dana runs her own Yellowtrace interior design studio.

Carefully curated

Dana pays a "huge amount of attention" to the visual aspects of her blog – content, layout, and quality of images.



yellowtrace

Dana Tomic Hughes, Yellowtrace.com.au

Inspiration for creating your blog?

Back in January 2010, I had an amazing job, working at a high-profile firm as lead designer. But I began to question what was really important to me, and I started the blog as a place where I could share my love of great design and clever people.

Why has it become so popular?

Content is king. And authenticity. I quickly realised this means being brave, being candid with my thoughts, opinions, strengths and weaknesses.

Any interior design tips?

Choose pieces that you absolutely love, and don't be concerned if they are from different eras – express who you are!

Who do you hope your blog inspires...

Everyone! Good design shouldn't be reserved for the elite. It's about embracing possibilities with a big heart and open mind.

BLOGWATCH

We seek out the creative minds behind some of our **favourite blogs**



Cute as a button

Jen loves these Parker Knoll fireside chairs from the early '50s, which have been brought gloriously back to life by Flourish And Blume of Lismore, NSW.

Busy busy

Jen juggles a full-time job as a journalist with writing her blog, which is full of juicy interviews with designers and stylists.



interiors ADDICT

Jen Bishop, Theinteriorsaddict.com

Why did you start your blog?

I wanted somewhere to store everything that inspired me. It started off as a collection of photos and tips, but then moved on to interviewing industry pros.

What's the most important thing you have learned about interior design?

I've learned a lot of lessons, but one



Current favourite

Jen admires the Penfold 3-seat sofa in Lucia Smoke, \$1799, from Freedom.



Jen's a fan of...

Zig Zag canister, \$145, Orson & Blake.

of the most important is patience. Don't rush out and buy everything for a room too quickly. And don't take it all too seriously. Homes should be comfortable, and have personality.

Three websites you love to visit that aren't design related?

Thesartorialist.com, Theoutnet.com and Problogger.com

How do you know what to buy?

If something gives me butterflies in my stomach I know I have to have it!

Read more at Reallivingmag.com.au