



SHOPPING + NEWS

## the stats

**WHAT:** Yellowtrace

**WHO:** Award-winning interior designer Dana Tomic Hughes

**WHERE:** yellowtrace.com.au

**STARTED:** January 2010

**AUDIENCE:** 10,000 daily visitors and subscribers

**YOU'LL FIND:** "All the things that inspire me. Each post is written as though it's being told to a friend - serious design is discussed but the site never takes itself too seriously."



## BLOGGER PROFILE

# Dana Tomic Hughes Yellowtrace

Reluctantly started by a web-shy Sydney interior designer, this carefully curated blog mirrors its namesake by documenting awe-inspiring design creations **WORDS LEE TRAN LAM**

**Dana, have you always been a "self-diagnosed design tragic"?** Definitely not, although I've always appreciated great design and beautiful things. My obsession with design started while working in the industry.

I wanted to be a clinical psychologist like my father, as I've always had a great interest in people. Once my family immigrated from former Yugoslavia to Australia in the '90s however, I took a different path.

**Was it hard to start your blog?** I toyed with starting a blog for more than a year - it was an agonising time. The idea of putting myself out there was petrifying. One day, my husband Nick said, "just give it a go. What's the worst that can happen? Try it on for size and if you don't like it, you don't have to tell anyone about it." He was right and I owe him on that one - but don't tell him that.

**Where does the name come from?** Yellowtrace is a soft-tone transparent sketch paper ideal for overlaying to create sketches, concept drawings and studies for final renderings. The paper responds beautifully to ink, charcoal, chalk or felt-tip pens, and is used by designers, architects, engineers and illustrators. All design ideas are developed on yellowtrace, which seemed like a fitting name for a design practice and blog.

**What are some things you've recently sketched on yellowtrace?** A little furniture showroom, an office for a creative agency and a renovation.

**You were associate director at Bates Smart Architects. What was that like?** That was a really exciting and busy time in my life. I was responsible for some of the most wonderful projects, varying in scale and complexity. I was the lead designer on one of Australia's prestigious legal workplace interiors - 23,000 square metres for Clayton Utz at 1 Bligh St, Sydney.

**Now you run your own design practice - also called Yellowtrace.**

**Do you still live in stylist Megan Morton's old apartment (which appears on the cover of her book, *Home Love*)?** We bought our own place and moved around the corner. It was slightly odd having people tell me they knew my house, but it never bothered me.

**What's your life like, outside of blogging?** I have a one-year-old son so a lot of my time is dedicated to him. I often compare having a blog to having a child: they both take a lot of time and nurturing, keep you up at night and, as they grow, you're constantly faced with new challenges. You often feel like you have no idea what you are doing, but you make it up as you go along and do your best. ❖



For a list of Dana's favourite blogs, visit [blogs.homelife.com.au/insideout](http://blogs.homelife.com.au/insideout).