

BlogWatch yellowtra

"I FELT COMPELLED TO TRY SOMETHING NEW AND OUT OF MY COMFORT ZONE."

HOW DID YOU GET STARTED IN INTERIOR DESIGN?

Growing up, I never dreamed of becoming an Interior Designer or having anything to do with design. I always imagined I would follow in my dad's footsteps (he is a clinical psychologist), but once my family immigrated to Australia I quickly had to reevaluate my options. I ended up studying Architectural Drafting at TAFE, and afterwards continued on to study Interior Architecture at the University of NSW. After graduating and working in the industry for a few years, I had one of those "what the hell am I doing here" moments and came very close to giving up design and going back to uni to study Psychology. But I'm glad I decided to stick it out as I eventually found my groove and the rest, as they say, is history.

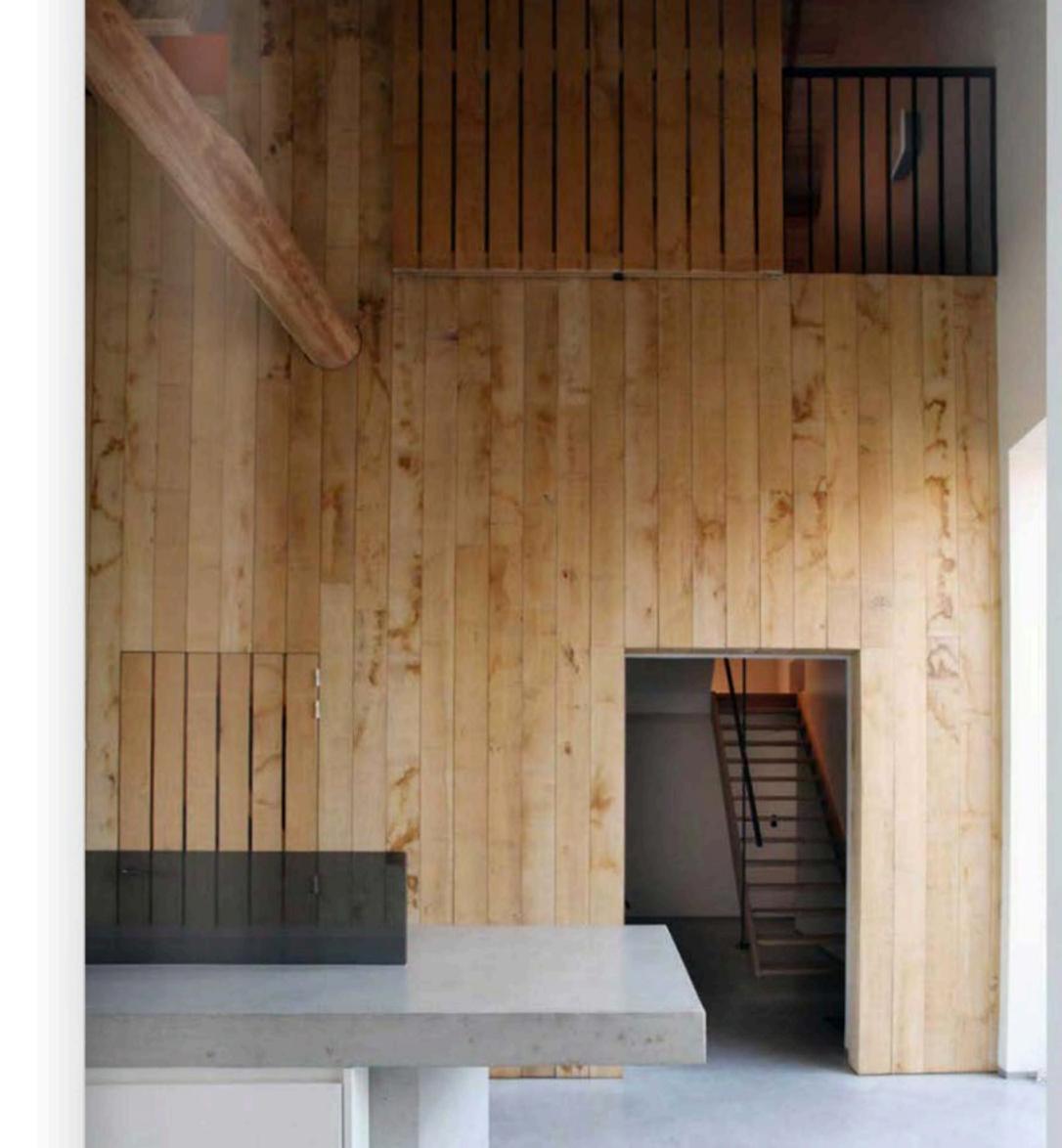
YOUR BUSINESS IS MULTI-FACETED, HOW DO YOU MANAGE TO WEAR SO MANY HATS, AND WEAR THEM ALL WITH SUCH STYLE?

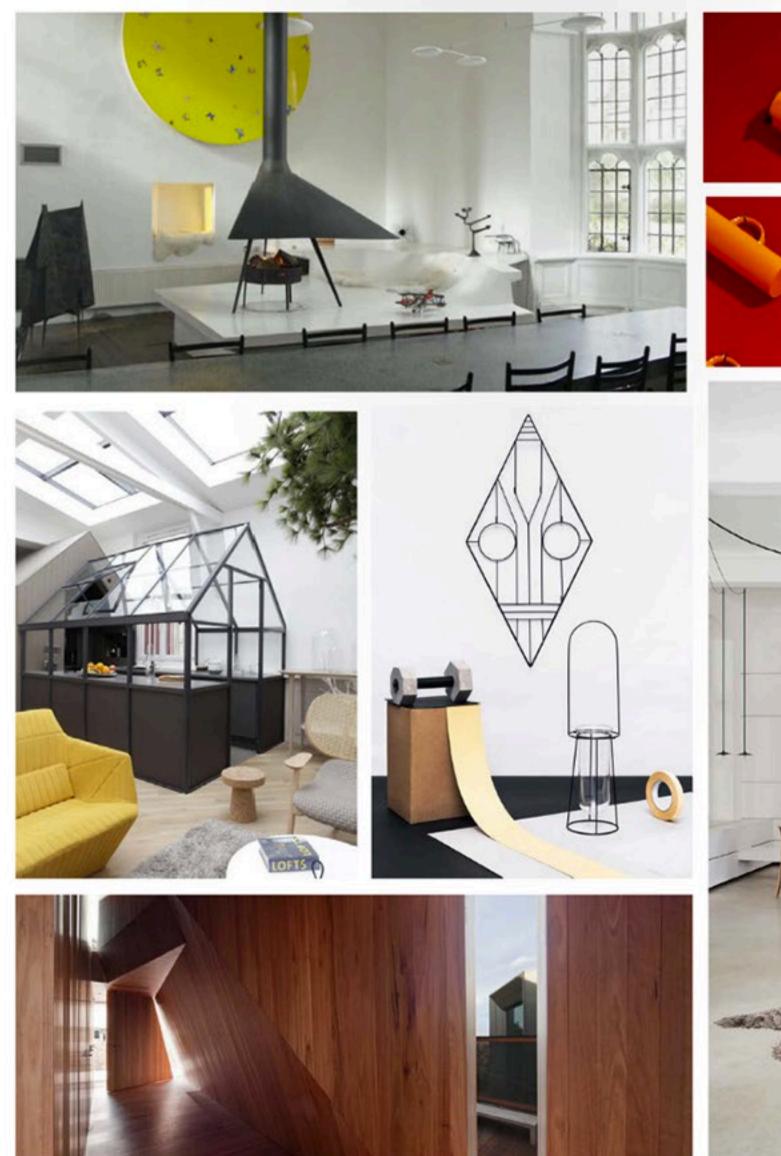
To be perfectly honest, managing an online publication, an interior design business and various other consulting & advisory commitments can be a struggle at times – I ain't no superwoman! Having said this, I am obsessive about constantly improving and looking at ways of becoming more effective and efficient, and having the right team around me. Most of the time I feel really lucky to be living such a fulfilled life – as chaotic as it may be – my work, my passion, friendships and motherhood seamlessly blend into one organic existence, and I get to do the things I love, with the people I love, on the projects I love... For me, this is a huge and ongoing source of energy and inspiration!

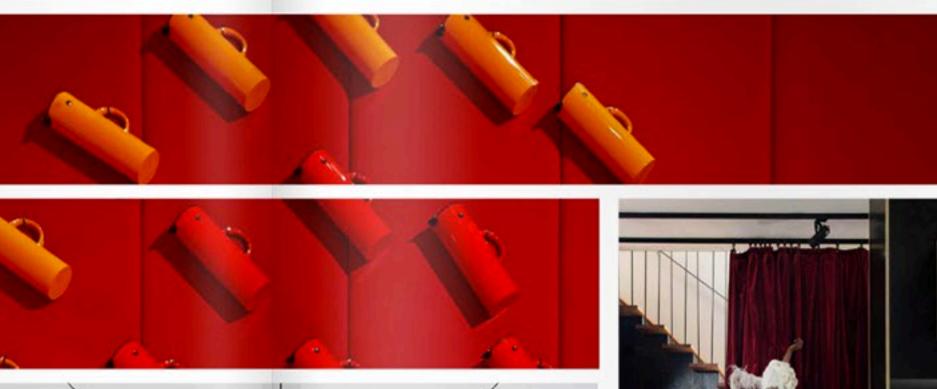
YOUR BLOG IS HUGELY SUCCESSFUL AND A SOURCE OF DAILY INSPIRATION TO SO MANY, HOW DID YOU MAKE THE DECISION TO LEAP INTO THE BLOGGING WORLD?

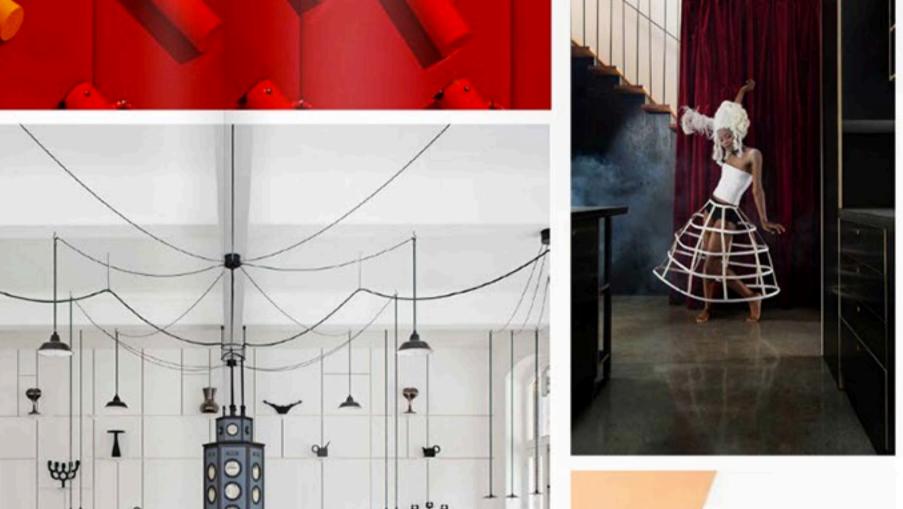
When I first started the blog, I had no idea why or what I was doing in so many ways. There was no plan or strategy in place, and I had to learn everything along the way. At the same time, I felt compelled to try something new and out of my comfort zone. I'd been collecting images, inspiration and all kinds of information during the 15 odd years of working as a designer, and at first I thought the blog was going be a good way to catalogue my research and share it with others. I never had any expectations from the blog and I certainly had no idea that people would actually read it! But I guess if I'm 100% honest, I think I was secretly hoping that the blog would somehow "show me the way" to my utopia, but I had NO IDEA how this was going to happen. It was like walking into a room full of thick fog and hoping I'd end up somewhere good, but I couldn't even see how big that room was, what was in it, where I was going... I literally just had to take one step at a time and trust myself and the process.

On a personal level, I used to be petrified of speaking publicly and putting myself 'out there' just like so many of us. My decision to start blogging was a conscious effort to get over myself and to 'face my demons' in order to become a better person and a better designer. So far, my decision to conquer one of my biggest fears has definitely been my best one.

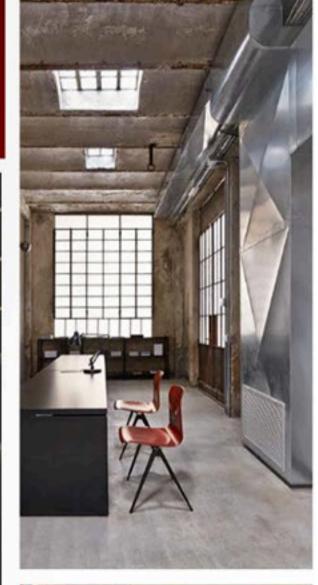














WHAT HAS BEEN A HIGHLIGHT SINCE LAUNCHING YELLOWTRACE BLOG?

There are so many, but the fact that Yellowtrace has been so well received, and has grown naturally and organically into a legitimate part of our core business is definitely up there! I absolutely love what I do, so all the hard work doesn't feel so hard most of the time.

WHAT IS SOMETHING OUR READERS WOULD BE SURPRISED TO KNOW ABOUT YOU?

English is my 2nd language. I was born in a little sleepy town in former Yugoslavia called Bosanski Brod, where we left when the Bosnian civil war started. I've called Australia home since I was 17. Talent and beauty can reduce me to tears in an instant – I easily cry when I'm inside a stunning interior / seeing an amazing peace of art / watching a talented performer etc. and i'd give almost anything to be able to whistle like a boy!

