

BIG READ

LIVING AND LOVING IT: Interior designer Melissa Reid is based on the Gold Coast but the world is her market.

Finding inspiration in design

MOST people wouldn't think too hard about the design of their workplace. But it's a very important element.

It can be the difference between being happy or miserable at work.

The psychology of design is a fundamental factor for Coolangatta interior designer Melissa Reid.

She breathes life into her design with a lively and humane emphasis.

When asked to think of three words that sum up her work, she chose timelessness, humanity and passion.

"Good design doesn't have to follow a trend," she said.

"It should reflect the evolution of a person's identity."

When she talks to her clients, she draws out their personal style.

"I've got my personal style, but I would never impose that on someone else," she said.

"I want to know what makes them tick.

"It's all about their individuality and their space and the expression of the self."

She workshops with clients to "get beneath their skin".

But designs also have to be functional and suit the budget of the client.

Creating an emotional connection with a person's workplace can be achieved through design.

Taking note of how someone operates within a space, how they relax or entertain, for example, are all very useful to the designer, according to Ms Reid.

She designed the interior of the Tweed Health for Everyone Superclinic and turned what could easily be a clinical atmosphere into one full of colour, warmth and vitality.

"That's so important in a medical centre," she said.

"It's important to emphasise the human side and create a positive vibe."

And how did design become such a big part of her life?

"I've always been passionate about art and design," she said.

"I loved Lego as a kid and I had a flair for art at school."

Since graduating in design she has travelled and worked in Europe, immersing herself in the design and architecture of London and the continent.

"But Scandinavia is my favourite," she admits.

"The use of timber is refreshing, yet warm."

With a 20-year career as a professional interior designer who has created design solutions locally, nationally and internationally, she is an expert in workplace, retail and hospitality design.

Working on projects such as Arnotts' Campbell head office, radio stations 4BH/4BC in Brisbane and 2GB/2CH in Sydney, and with blue-chip clients like Macquarie Bank, Investec Bank and British Telecom in London, her credentials speak for themselves.

But it's that human, vibrant touch that separates her from her peers in the design world



Reporter Mairi Manley talked to interior designer Melissa Reid about living and loving her work



HAPPY: Interior designer Melissa Reid believes in a well-designed workplace.



I've always been passionate about art and design. I work and breathe design... it never stops.

And family is a big part of her life.

"I'm lucky that my profession allows me to have a boutique design studio in Coolangatta and through the use of technology I can have clients internationally like Sheraton Waikiki in Hawaii," she said.

"It gives me the ability to have a balanced lifestyle with family and my career."

She describes her aesthetic design appeal as contemporary "with an eclectic infusion to address a sense of place or cultural context".

"As designers we are constantly refining and developing our ideas and our aesthetic approach as we are exposed to fresh inspiration, product and materials," she said.

"My style always incorporates authenticity: humanism through attention to detail and tactile qualities and enthusiasm.

"I work and breathe design... it never stops."

The co-ordinator for the Design Institute on the Gold Coast admits she's a nightmare to go shopping with or to a restaurant.

"I notice every design detail," she said.