



HELEN BRASININKA

DESIGN & RESEARCH DIRECTOR AND CO-FOUNDER
BLENDDDESIGNOFFICE

Helen Brasininka, the Design & Research Director and Co-Founder of BllendDesignOffice, stands at the forefront of innovative and human-centred design. Born in Greece and raised overseas, her multicultural upbringing has profoundly shaped her approach to design and lifestyle. With extensive training in interior and urban furniture design, architectural and spatial design, and a unique expertise in colour and materiality from the Pantone Colour Institute, Helen integrates a holistic philosophy into every project. Under her leadership, BllendDesignOffice has garnered numerous international accolades, recognized for its groundbreaking work in residential, commercial, and hospitality sectors. Helen's commitment to sustainability, adaptive reuse, and creating resilient, wellness-focused environments reflects her vision for the future of design, where tradition harmoniously blends with advanced technology and innovation.



IMAGES: MULTIFAMILY RESIDENTIAL | THE KNOT





blending light landscape environment & nature through design

HOSPITALITY • COMMERCIAL • RESIDENTIAL • HEALTHCARE • WELLNESS

Tell us a little about your background in design.

As a child, I was deeply curious and constantly experimenting with materials and constructions, often pushing their boundaries to their limits—even at the risk of my own safety. Design was initially an unrefined, inner drive, a raw urge to explore and create. Over time, this instinct was shaped by maturity and the influence of diverse disciplines, allowing me to develop a thoughtful, multifaceted approach to design. My training as a Colour and Design Expert by the Pantone Colour Institute has also significantly influenced my understanding of materiality, culture, and colour as essential components of my design philosophy.

Please explain a little of your career journey to get to this point.

My professional journey has been equally rooted in architectural and spatial design, engineering, urban sociology, and research. This combination enables me to work across scales, from interior and urban furniture design to urban design for social responsibility and master planning. I see every project as an opportunity to learn and transform—a collective experience that leaves a meaningful impact on stakeholders.

As the founder of BlendDesignOffice, based in Athens, Greece, I lead a multidisciplinary studio specializing in architectural identity, interior and lighting design, sustainable and landscape design, 3D branding, colour consulting, and research. My research background in culture, ethnography, and quantitative and qualitative research methods allows me to approach each project from a broad, informed perspective, ensuring that every design is tailored to its unique context.

Please describe the highlight of your career to date.

We gradually developed our focus from small scale residential and office projects mainly in Attiki and Athens, to getting commissioned for upper scale and demanding projects that require expertise and know how in the Healthcare, Hospitality and Commercial Sector all over Greece. During the past 8 years we have expanded our business abroad getting involved in the design, research, execution and project management for very demanding commercial and residential projects in Bucharest, UK and Emirates.

What inspires you? Please explain in detail your creative process.

I find inspiration in my multicultural background, extensive travels, and holistic approaches to living from the Far East. My diverse cultural experiences and the integration of research and empirical data into my design process provide a constant source of inspiration. Travel and cultural immersion are my way of recharging inspiration 'powerpacks'.

Do you manage to achieve a work/ life balance? If so, please tell us how you manage to achieve this.

I balance my work and life by integrating wellness principles into my daily routine and maintaining a focus on holistic living, which is also reflected in my design ethos. Being a designer is very transformative and sometimes hard evolution that demands diligence, focus, daily education to remain knowledgeable, efficient, and effective in a rapidly evolving and competitive sector. Working among a great competition of unique projects and design offices, we feel blessed and very proud that our work has received wide and international recognition bearing the

credentials of very prestigious and established International Design Competitions. When I say hard, I mean that constantly you must try to find balances, realign, negotiate, and keep a healthy distance to give the best at work and focus on family as well.

How would you describe your work/design style /ethos?

I was born in Greece but having lived abroad for many years the multi-cultural and educational background of different continents has infused my approach to design and lifestyle in general. Far East and its holistic approach to every living organism, plays a vital role in treating the natural and man-made environment from an organic perspective. This has informed our holistic approach to design and projects alike, and we choose to apply this approach in every phase of the design process, allowing elements from various disciplines to be incorporated in order to achieve the clients' visions and goals without compromising our social mission. From the very beginning of our establishment, we embraced an understanding of the enormous impact the building and our surrounding environment has on our life and wellbeing. Every project therefore starts from the axiom 'people first' and by incorporating research informed data, we aim to bring or realign the balance of all the elements that constitute our surrounding environment.

What are your forecasts/ predictions for the future of design?

I believe the future of design lies in resilience, sustainability, and human-centric approaches. Design should evolve to create spaces that live and adapt alongside their users.

The positive aspect of the disruptive era we experienced was that people became more aware of their surroundings and their strong impact on their daily balance and wellbeing. Healthy air, lighting and safety have gained an important place in spatial design—whether it involves residential, commercial or hospitality projects.

How is your work evolving?

All this effort cannot be achieved without studying nature and incorporating the lessons learned so far to inform better design, within a research and relevant contextual framework.

What areas of the design sector do you work in for the most part?

All of the sectors, mainly focusing on interior design, lighting design and bespoke furniture design & manufacturing.

What advice would you give to those starting out in their design career?

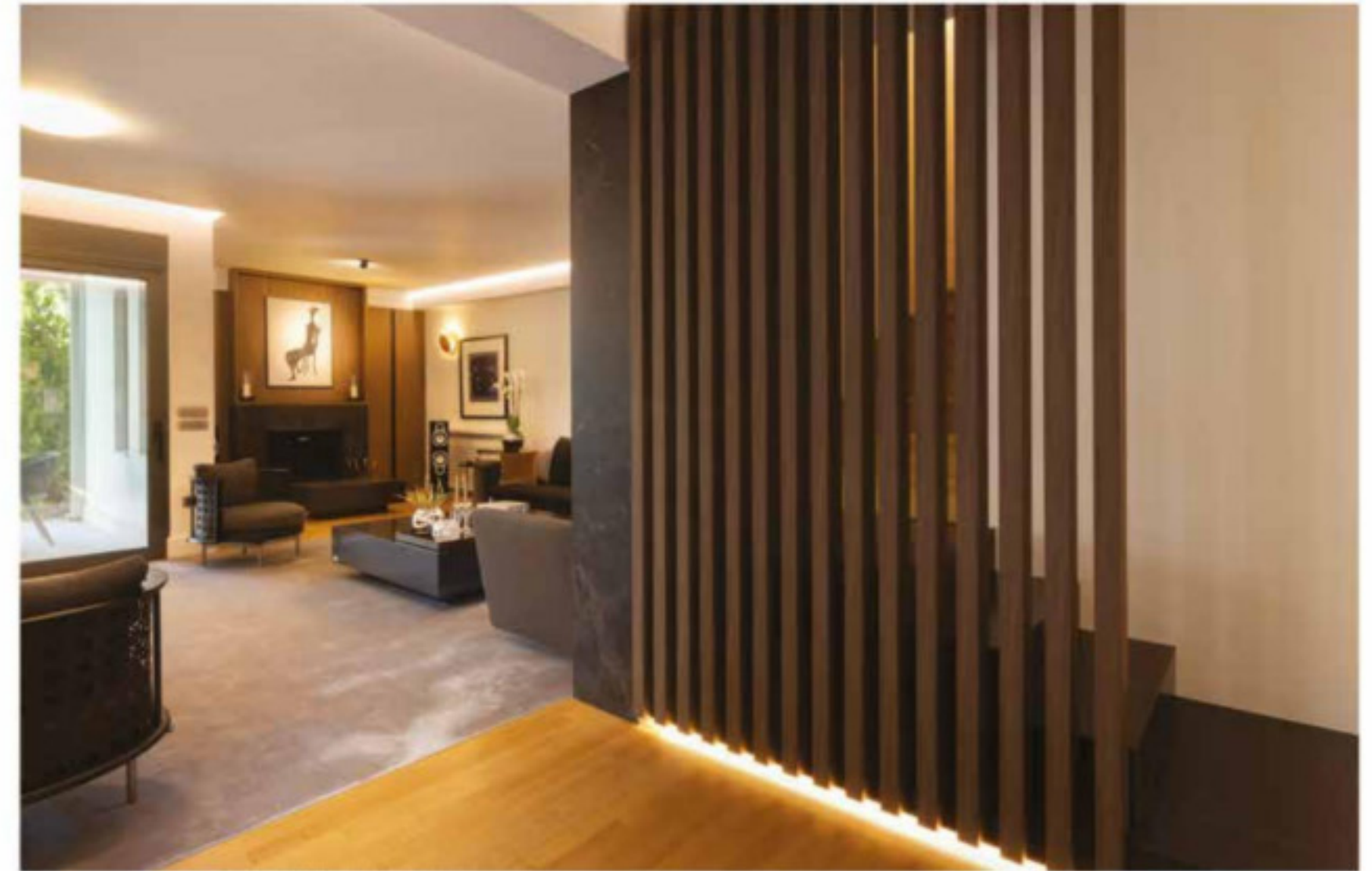
Design for purpose and experience

Which products/ services could you not live without when designing?

Materials and colours and the way they interact with the natural and manufactured environment.

Final thoughts, or anything else you would like to share with us?

Whether residential, commercial, or hospitality, space design now prioritises healthy air, lighting, and safety. BlendDesignOffice is determined to keep focused on human-centred design for resilient spaces.



SINGLE RESIDENCE | L HOUSE



Blend offers tailor made luxury designs, with meticulous attention to details by blending masterfully Colors, Materials, Form, Light & Human Experience within a context infused with Cultural Elements & Local Architecture