



HELEN BRASINIKA

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Helen Brasinika, the Design Director and Co-founder of BllendDesign & Research Office, possesses a unique and adventurous approach to design that traces back to her childhood experiments with materials and constructions. Her innate curiosity and drive evolved into a refined passion for design, blending architectural identity, interior and lighting design, landscape and sustainable design, colour consulting, and 3D branding. With a background spanning architectural and spatial design, engineering, urban sociology, and research, Helen's multidisciplinary studio navigates projects from small-scale interiors to socially responsible urban design. The highlight of her career includes the expansion of BllendDesignOffice to international landscapes, notably contributing to healthcare, hospitality, and commercial sectors in Greece, Bucharest, the UK, and the Emirates. Helen finds inspiration through travel and cultural immersion, recharging her "inspiration powerpacks." Helen's design ethos reflects a holistic, people-centric approach influenced by her multicultural background, with a commitment to balance, well-being, and a focus on family.



Tell us a little about your background in design.

My professional training and work experience balance equally among Architectural & Spatial design, Engineering on one side and Urban Sociology and Research on the other, while moving from small scale of interior or Urban furniture design to that of Urban Design for Social Responsibility and Master Planning. My research background in culture and ethnography, as well as quantitative and qualitative research methods, enables our studio to approach every context from a wide perspective, making every location and project an educational, transformative and collective experience that has a strong impact on every stakeholder.

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.

Please describe the project you are most proud of to date, with reasons why this was a success?

We are very proud of all our projects, but specifically one healthcare project the 'Healing Ribbon' RADIO Actinology Sector for IASO Healthcare has a special place in our heart and marks a stepping stone for us as a design office. Working in a sector that is associated with pain and loss, is difficult and demands special care, knowledge and expertise in many fields-spatial design, psychology, material technology, research and lighting human-centric design.

Where do you find inspiration for your work?

Inspiration for my work extends beyond the confines of traditional design sources. Travel and cultural immersion form the cornerstone of my creative process, serving as a dynamic means of recharging my inspiration "powerpacks." By venturing into diverse landscapes and immersing myself in different cultures, I tap into a rich tapestry of experiences that transcend the boundaries of conventional design influences. This approach not only broadens my aesthetic perspectives but also infuses my work with a global sensibility. The exploration of new environments, architectural marvels, and local traditions becomes a source of creative energy, allowing me to bring fresh and innovative perspectives to each project.

How do you relax and find your work/ life balance?

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 have to try to find balances, realign, negotiate and keep a healthy distance in order 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.

In what direction do you feel that design is moving towards in a general sense?

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 of 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 area(s) 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 are your aims and goals for the next twelve months and beyond?

In the next twelve months and beyond, my aims and goals are centred around witnessing the materialisation of our current projects and seeing them achieve the set objectives. It's a crucial step in the creative process, as it involves bringing our conceptual visions into tangible reality. Looking further ahead, my focus extends beyond individual projects to a broader mission – the design of healthier and resilient environments that positively impact a larger audience. This goal reflects my commitment to sustainability, well-being, and the integration of thoughtful design practices. I aspire to contribute to a more inclusive and sustainable future, where my design philosophy becomes a catalyst for positive change. By setting these objectives, I aim not only to meet immediate project goals but to make a lasting impact on the way people experience and interact with their surroundings.

Name five key themes to consider when approaching design in 2023 and beyond.

Biophilia, Organic Materiality, Adaptive Tradition, Cultural Infusion and Innovation.

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

Materials and colours and the way they interact with the natural and man-made environment.

If you could offer one piece of advice when it comes to design schemes, what would it be?

Design for purpose and experience.


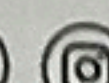
blend

blending light landscape environment & nature through design

HOSPITALITY • COMMERCIAL • RESIDENTIAL • HEALTHCARE • WELLNESS



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

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