



HELEN BRASINIKA

DESIGN & RESEARCH DIRECTOR | CO FOUNDER
BLENDDESIGN & RESEARCH OFFICE

Blend is a multidisciplinary design and research office developing unique identities in the fields of Architecture, Landscape, Interiors, Furniture and Lighting Design. BlendDesignOffice has acquired a reputation working in residential projects or commercial branded environments that in their majority have received international distinctions, among which the inclusion in the World's Best 2014-2015 International Property Awards for the Best Leisure & Office Interiors. Developing unique architectural identities involves working in unison with the clients within a contextual research-based framework, to develop a design concept that translates into a variety of design applications- architecture, industrial design, engineering and branding, or the interweaving of various disciplines in one project. The strong contextual impact every project involves empowers the bonding among scapes, materials, form, light & human condition in an organic substance that results in purposeful design for wellness and longevity.



Where were you born/ where did you grow up?

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.

Please explain your relevant training/ work experience?

My professional training and work experience balance equally among architectural and 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. Everything despite its scale is approached with the aim to achieve a general state of wellbeing for the end-user. This means that our approach is informed by research and guided by user experience in order to provide relevant, focused and useful design. For this reason sustainability and innovation are embraced wholeheartedly in order to design resilient and functional furniture or fit outs, spaces or neighbourhoods. 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. Moreover, being a Color and Design Expert trained by Leatrice Eisemann from Pantone Colour Institute, has altered the way I view materiality, experiences, culture and colour. Every experience is unique, affects our state of mind and psychology, providing rich resources and inspiration for every future or current personal or professional encounter.

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 UK, Bulgaria, Bucharest and Emirates. It is a transforming and sometimes painful evolution that demands diligence, focus, daily education to remain knowledgeable, efficient and effective in a rapidly evolving and competitive sector.

How did achieving this make you feel?

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. The projects and recognition are also very

rewarding, making amends for the hard work and continuous training to reach a destination.

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

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. Travel and cultural immersion is my way of re-charging my inspiration 'powerpack'.

Where do you find inspiration for your work?

Generally every time a new project begins, sparks an inspiration and a determination to work hard in order for the deliverables to be greater and more important compared to the previous ones. We work in order to give our best design concept and essence, and I love every project I have designed so far, no matter big or small in scale.

What project(s) are you currently working on?

At the moment we are involved in Urban Regeneration and Residential Design in Greece and Bucharest, as well as in Hospitality Design and Wellness. They all focus on sustainability, adaptive re-use and energy efficiency, innovation and resilience.

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

A great project that made us really proud is Agora Floreasca Urban Theory, a leisure mall in Bucharest that focused on creating a laid back and relaxed atmosphere for people to enjoy F&B, physical and mind rejuvenation all day round. It officially opened its gates to the public just before the Covid outbreak. We really think the meticulous attention to details, innovative and certified products, the successful lighting design and the focus on people and how they experience their surrounding environment in order to maximise their benefit were really successful. They managed to establish the place as a meeting spot that emits a sense of security, safety and a relaxed ambient environment that enables people to relax and connect.

How has the pandemic changed your outlook on work/ life?

For us the pandemic determined the need to stay committed and dedicated to our initial focus on human centred design for resilient spaces. Now more than ever, we value the need to create spaces that live and evolve together with their inhabitants and we will continue our strong effort towards this direction. All the current and future projects will follow the path of designing spaces that take responsibility to contribute to creating and forging the right circumstances for occupants to achieve balance and well being at their homes, working and recreation environment. All of this cannot be achieved without studying nature and incorporating the lessons learned for better design.



blending light landscape environment & nature through design



Blend a multi awarded design and research office offers tailor made luxury designs, with meticulous attention to details by blending masterfully Colors, Materials, Form, Light and Human Experience within a context infused with

Cultural elements & local Architecture



Find us on

projects@blend.com

www.blend.com