



Frank Masciulli from Designwise, Helen Tadiello from Sugar Designs with Wally Rao, owner of Orange Bean Café

## Sugar Designs

WINNER -Commercial Retail Fitout - less than \$300,000

**H**elen Tadiello is a multi award winning interior designer. Her company Sugar Designs took out the Commercial Retail Fitout less than \$300,000 award at this year's Master Builders and Boral Excellence in Building Awards for their vibrant interior design of the Orange Bean Café in the new Orange Benjamin Building.

Working closely with the client, Wally Rao and Frank Masciulli from shop

fitout company Designwise, Helen has created a very unique and individual dining space. "Wally's brief was to create a contemporary style cafe that had an open and generous feel."

Helen achieved this by using a combination of vibrant oranges and reds, dark chocolate blocks, and coffee colour tones with a splash of blue for vibrancy on the feature upholstery wall and a clever use of lighting.

The feel of the cafe is of a bustling, high-end marketplace similar to cafes

in Melbourne, presenting patrons with a visual odyssey of texture and colour which is combined with the corporate experience of a one-stop epicurean environment for people who really care about fine café food.

Helen, who has been working in the interior design industry since she was 18, is also much sought after by high-end, boutique residential clients who are seeking that something special.

"Designing for residential clients is a much more personal experience. As a

designer, you have to have a very close understanding of your client's lifestyle requirements."

Helen says she tries to reflect the personality of her clients in the design. "In a way, you have to design to the client's personality."

It is the professionalism of designing for commercial clients, combined with the sensitivity and understanding that residential clients demand, that makes Sugar Designs one of the best interior design companies in Canberra.