

MASSIMO SPERONI

ENSURES BEAUTY & BLISS IN YOUR HOME!

Born in Milano, Italy, Massimo Speroni unconsciously acquired the grandeur and the diligent character of his hometown.

Milano is the economic capital of Italy, the heart of the financial power and the busy hardworking city of the country. Milano is also renowned for its art, historical buildings, monuments and neoclassical architecture. It is the patron city and house of the masterpieces of Leonardo da' Vinci and Michelangelo.

This fabulous city has also achieved international recognition for setting the latest fashion trends since the Renaissance.

It is against this magical backdrop that Massimo found his natural creative inspiration.

His first contact with Australia was in 1998 when he decided to embark on a journey of pleasure and discovery. Coming from a very industrial city like Milano, he was immediately captivated by the charm of the vast Australian continent. This encouraged Massimo to make a life changing decision to move to Melbourne on his own, which occurred later that year.

It became apparent that it was easier said than done. The beginning of his new life in Melbourne was not without its challenges.

"I did all sorts of jobs to make ends meet" states Massimo, "I was a Jack of all trades, from working as a barman, toilet cleaner, newspaper delivery boy etc. Yet, I had a very clear vision, and I was determined to make a life for myself here in Australia."

In Italy, Massimo had embarked on a career as a Graphic Designer graduating at the "Centro Professionale R. Bauer" in Milano. Once in Australia he continued his education in the multimedia field completing his Masters in Multimedia in Design at "Swinburne University of Technology" in Melbourne. After completing his studies, he worked in several positions, before landing the post of Creative Director at Cornerstone Digital.

The milestone year for Massimo was 2007 when he was granted permanent residency in Australia followed by his long awaited Citizenship. It was after this that Massimo felt the freedom to pursue his goals and to realize his dreams in the new land that he now calls home.

Q&A With Massimo Speroni

Massimo has always had a passion for interior design "I remember helping dad put up wallpaper at the age of nine", says Massimo. So it was a natural progression to further his education with a Diploma of Professional Interior Design at "The Interior Design Academy" in Sydney.

Massimo is now living his dream. He settled down in a beautiful home, married to his long-term partner Peter and he is the creator and director of Massimo Interiors, established in 2010.

"Beautiful homes don't generally just happen they usually are created... and this is where I come in!" says Massimo.

What does it entail being an Interior Designer?

"Most interior designers are trained in art or design schools, and bring a variety of talents and flair to their profession.

"Yet style is something you are born with. An interior designer works closely with clients to transform and/or decorate rooms and other indoor spaces to make them functional and attractive with strong emphasis on safety and effectiveness. The designer usually has the final responsibility for the project, be it large or small, and often must approve of all the changes and make sure that

it meets the client's expectations."

What is your philosophy?

"Life inside of one's home should feel good in every sense. A well designed home should represent an extraordinary design that is timeless while maintaining a striking interior that is unique, luxurious, functional, liveable and comfortable. It should reflect the personality of its occupants in a unified and well-tailored design."

What is your approach to your clients?

"I am an open book with my clients, and certainly honest and I expect the same in return. Trust also plays a big part when you let a designer into your home setting the grounds for a long-term and personal relationship. I try to gather as much information as I can during the first site visit by asking numerous questions about the client's vision, preferences and lifestyle in order to satisfy his or her needs."

Massimo is firmly convinced that his job contains a good dose of psychology. "I deal with different personalities every day", Massimo says, "I guess the same applies to any other professions, yet I still have to take this into consideration when pitching a concept design or dealing with unexpected challenges... and believe me, there are many!"

The Master bedroom in Balwyn created by Massimo



How does your Italian heritage contribute to your design?

"When I look back at my designs, I'd like to know that I haven't lost my connection to my heritage, and somehow, whether it is a subconscious decision or not, there is always an element of Italian influence in my creations. Artistic elements like a modern Italian-designed piece of furniture, a breathtaking Italian painting from the Renaissance or a vintage 1940's Italian chandelier have a timeless appeal provoking a style of luxury and sophistication."

Massimo likes to mix the old and the new into an eclectic blend of periods and styles with a definite wow factor. What makes Massimo's work unique is his undeniable ability to put them together and make them work every single time.

According to you, why is Italian design famous and appreciated around the world?

"I mean... Just look at it! Whether it is interior design, architecture, fashion, industrial design, automobile, the designs and craftsmanship of each piece are impeccable."



Eclectic detail of the bedroom

THE HOUSE IN BALWYN

"Initially I was asked to redecorate a master bedroom and walking wardrobe for a young family of four. My client, a mother of two toddlers needed some rest after a long day with the kids, a childfree environment where she could close the door and just chill. This large empty room, cold and uninviting, needed some serious rescuing!"

"The husband asked me if I could implement somehow the Zebra photograph into the new design, which meant a lot to his wife. I took on his request and I used the image as a starting point for my inspiration for the entire room."

"I proposed a concept design, which was unexpected and dramatic, it pushed their boundaries and certainly their expectations! I presented a luxurious bedroom, moody and sexy yet comfortable for her and her husband. The size of the room allowed me to use a charcoal wallpaper to bring the walls in creating a sense of warmth and cocooning. The functionality of the room was improved by providing two sitting areas where both of my clients could sit down and relax. The four-poster bed creates a statement at the back wall, followed by the blue velvet sofa taking center stage in the room grounded and defined by the custom designed geometric rug. The two grand armchairs create a vignette by the windows completing an otherwise empty corner in the room... my client's favorite pieces."

"In the evenings the moody atmosphere comes to life created by soft lighting from vintage Italian 1940's wall sconces in Murano glass, a feeling of tranquil serenity that my clients could not find anywhere else in the house."

The common phrase 'Made in Italy' has a definite influence on people's perception and expectations. I realized this years ago when I came to Australia, growing up in Milano we pretty much take things for granted, and you do not realize that there's a whole other world out there... a fabulous world! It does make me proud being Italian."

Why should I hire Massimo Interiors to redecorate my house?

"Throw away the idea that interior designers are only for the rich and famous. Massimo Interiors can help you to avoid costly mistakes that will not only help you save money but can increase the value of your home with a solid plan of action."

"As a designer I can help to give you the "wow" factor you've been looking for and think differently, spatially I can see an overall picture that you may not."

"A well-designed space is not only functional and aesthetically pleasing it changes your mood and the way you feel when in it."

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The two armchairs by the windows