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Getting the inside story



Very decorous: Interior designers Rachel Luchetti and Stuart Krelle have established themselves in only two years

Everybody loves a make-over, but imagine a million-dollar project that demands long hours, hard labour and a keen eye for detail.

A career in interior design goes beyond examining the feng shui of a bedroom or meticulously straightening picture frames.

Just ask the owners of Luchetti Krelle, an interior design firm based in the heart of Sydney.

Owners Stuart Krelle, 31, and Rachel Luchetti, 29, started the company almost two years ago. They specialise in the design of restaurants and bars.

"There is a common misconception that interior designers are decorators, which can be very frustrating because what we do is more closely allied with architecture and is actually very technical," Ms Luchetti said.

She said that she has always harboured a fascination for buildings, which developed into a passion for interior design.

"Prior to starting our own business Stuart and I both worked for mid-sized architecture firms before

deciding to combine our expertise and start a business.

"I had never anticipated making such a big move at my age and then it dawned on me that it was actually perfect timing — with no mortgage and no kids what was there to lose?" Ms Luchetti said.

The transition paid off, as since its launch Luchetti Krelle have designed a number of popular restaurants and bars including The Bavarian Bier Cafe Bondi and Mocean Restaurant and Underground Bar.

Mr Krelle said interior design comes from the heart and is a very personal profession.

"Design and aesthetics can be extremely personal, and you really put yourself out there for all to see and judge. There is a lot of talent in the market locally, but you are also dealing with an international market," Mr Krelle said.

The pair enjoy working as a team and bounce ideas off each other regularly.

"We never argue over ideas but we don't always see eye to eye, which is the fantastic thing about design. We

have had different experiences which shapes us as designers and not always agreeing allows us to challenge each other to grow further," Mr Krelle said.

Both find their inspiration within day-to-day life.

"I love all kinds of antiques and salvaged materials and my design process will often start with the discovery of these objects. They all tell a story and embody a kind of energy that captures our imagination," Ms Luchetti said.

Employment in the field of interior design has doubled in the past decade, Australian government figures show, jumping from 4800 interior designers in 1999 to 9800 this year, with the majority employed in NSW.

Job prospects in the industry continue to be high, with an average 14 per cent of interior designers leaving the job each year, according to Australian government statistics.

"If you're really passionate about design, it'll be a rewarding profession and you won't mind working those long hours," Ms Luchetti said.

— ROSIE SQUIRES



Stepping stones: PR boss Matthew Dillon

Relations going into overdrive

Name: Matthew Dillon

Age: 26

Official job title and name of organisation: Managing director of Matthew Dillon Public Relations. Just three years after creating his own PR firm, Matthew opened another office in New York, where he's been since April.

You've been in public relations for how long?

After completing my HSC, I did traineeship at a local council. I then began training at a PR firm in Sydney where I learnt the tricks of the trade, and later created my own business. I have been running it for three years.

Qualifications or skills required?

Normally, you would complete a general communications/arts degree with a major in public relations, but I began working during traineeship. I took a part-time PR diploma through TAFE while working at Use My Mind PR.

As to skills, being able to push hard for clients and not letting people who deem your approach incorrect get to you is vital.

A typical day?

My current days in New York are filled with visiting and liaising with art galleries across Manhattan and working towards a launch at the end of 2009 for a client. After my day is winding down in NY, I am just beginning for Australia. I have a daily chat with my Sydney office and talk about the day's objectives for clients, press releases, etc.

Big break?

It came via a passion for music, which brought an amazing friend into



my life. Having followed the careers of members of pop group Bardot, I approached Tiffani Wood and joined her team when she went solo. We have been working together for nearly five years and have become the best of friends. My business grew into taking on other celebrities and corporate clients.

Advice for aspiring PR consultants?

When you're selling a story if you don't believe it no one will jump, but when your passion can be heard in your voice, or in the email or press release, an editor or producer is more inclined to run the piece.

Most rewarding part of your career?

Long relationships with clients and colleagues.

Most challenging?

I look at challenges as stepping stones to bigger and better things.

Any stereotypes or myths to bust?

One myth I always love to debunk is that PR is about parties — yes, it is true to a degree, but PR is about exposure, about "ink on page".

Proudest achievement so far?

Being able to relocate to NYC and work on a global scale.

— By ELIAS JAHSHAN

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