

FEATURE

EastWest Meets West



Souraya Hassan of Binti Home

By Hind El Ramly

Photography by: Souraya Hassan

At the young age of 27, Dutch-Egyptian designer and entrepreneur Souraya Hassan is already making waves in the design world. Living and working between the Netherlands and Egypt, Souraya has impeccable style. Her work seamlessly blending between seemingly opposing worlds: the east and the west. Her trademark style is truly her own. Think a unique balance of Scandinavian cool fused with traditional Egyptian elements. The result? Eclectic chic with a hint of bohemian quirkiness. A design jack-of-all-trades, Souraya has her own company, Binti Home, a studio for interior design, styling and photography. She also works on styling and design projects for private homes, businesses as well as photo shoots for brands, magazines and events. And if that weren't enough to impress you Souraya also manages her award-winning blog where she shares her inspirations, travels, and projects. Read on to find Souraya's secrets of style and marvel at her picture-perfect home.



How do you define your style?

My style is a mix of a modern base, Scandinavian design and Arab influences. Scandinavian modern meets Bohemian chic. I love colour as it is the key for all the projects I work on. Creating a colour palette that suits the client; a home or a product is the nicest thing to do. My favourite colours are earth tones like ochre yellow, camel, beige, green and blue tones. This always matches perfectly with pure materials such as wood, glass, linen and marble.

How do you combine between the minimal Danish design aesthetic and traditional Egyptian pieces?

I love to work with soft contrasts, mainly with pure materials. I start with a colour palette as a base with colours like white, grey and earth tones as an accent. This good base makes sure it is easy to combine strong Danish shapes with the tradition pieces. It's important that the products somehow connect, by colour, shape or material. I also have an online shop where I sell products from Dutch, Danish and Egyptian brands. I also work together with Egyptian craftsmen to create my own vases, cushions and more to come.

What are your favorite pieces in your home? Why?

All the textiles, like cushions, throws and plaids. It's definitely, in my vision, the most important part of styling a home. It makes any style cosy and it connects the different colours in the room together. Also, I can't live without being surrounded by plants! My home is like an urban jungle with a mix of big plants, small succulents and cacti. A must have for every home for a lively and cosy look!

How do you keep the design of your home looking fresh for each season?

Actually I don't really think about the season. I think an interior can be the same the whole year, maybe you add a bit more candles and throws in the winter, and softer products in the summer. But I believe that the most important part is to feel home and be surrounded by products you love. It doesn't matter which season you're in.



What are your favorite home and furniture brands?

I like the Danish brand House Doctor and Hay, Dutch brands Fest Amsterdam and Zuiver, and Egyptian brands Inca&Co, The Nile Co, Reform studio, Caravan Serai and Eklego.

What are your top tips for creating a put-together look for a home?

Always work with a colour palette consisting four or five colours. Make sure this colour palette is seen in your complete room or home. I often see that people have a basic interior and add the accent colour only through two cushions and a vase. But it's better to spread it over the room. For example, if you put a green colour on the wall, make sure this green, and lighter and darker tones, are coming back in the cushions on the sofa, maybe parts of a carpet, vases, paintings and small decorations. You can do this with all the colours. Make sure there is a balance.

Preferred social media?

I absolutely love instagram, I am heading to 50 thousand followers and that's amazing. Because of instagram I get to know so many inspiring people from all over the world. It's so nice to stay in close contact with followers from my blog. Even collaborations with brands come first through contact on instagram. For example, I discovered Egyptian brand Inca&Co on instagram and now one year later we're working on some amazing projects together. I sell their products in my online shop and also did some photography for them. You can follow me on [instagram.com/bintihome](https://www.instagram.com/bintihome). Also, my blog is the best marketing tool for my business.



What is your plan for the coming years and your dream project to work on?

I am already living my dream by living and working in two countries, which are in my heart. The following years I would like to focus even more on my blog and instagram. I already work on amazing projects, good collaborations with brands and I travel around the world and I hope it can stay like this. One of my big wishes is to design a hotel with the Binti Home concept and colours. Maybe one day! I would also start a business in Egypt, like an inspiration store where all my projects and products come together in a Binti Home style. We will see what beautiful things might happen. "Love what you do and Do what makes you happy!" I say.

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