

## **Broosk Saib's biography**

Broosk Saib was born in Baghdad but moved to England at the age of thirteen where he has remained ever since. He did not plan to become an interior designer but stumbled upon it by chance when he started studying business at the American College in London. He gradually became less interested in the business side of the school and took on more interior design elective courses, in the end he was told he was far more suitable as an interior designer.

On leaving college, Broosk began developing property on a small scale, buying and designing then selling on or renting out. He started to be approached by friends and acquaintances who wanted minor jobs done at first, this eventually developed into him interior designing entire properties. His client list was rapidly increasing and demand was high so he established his first showroom in 1985. He quickly moved from this small outlet in Knightsbridge to a larger studio and showroom on the Fulham Road. He remained here until 1993 when he decided that his home demonstrated his talent for elegant and stylish interiors in a far more intimate way and has worked from there ever since. The property demonstrates his flair for using traditional English lines with an international twist with the help of textiles, antiques and colours.

Broosk has been described as a lively designer who does not shy away from vivid living spaces and although his work can vary dramatically from very traditional to very contemporary he is very careful to maintain the element of luxury married with comfort throughout. Sumptuous fabrics, unusual materials and rich specialist finishes are present right the way through his work, these are all of the highest quality so even when things are kept simple, he manages to create a staggering effect.

Broosk works on a consultancy basis and rather than imposing his style he designs closely with the client offering a bespoke service to work with their requirements and desires. Broosk tends to see new projects as a stage set, a platform from where ambitions are achieved, comprehensive briefs are taken and together with his own inspiration and the clients participation he is able to achieve their dream.

Broosk has undertaken a wide range of commissions for a variety of clients both in the UK and abroad, establishing himself a reputation for unique perfection.