

## About Spiros Soulis

Spiros Soulis was born in Athens, Greece. Immediately after high school he moved to London, where he studied Architecture at London Metropolitan University. After completing his Bachelor's degree, he went on to postgraduate studies in Advanced Architecture and Interior Design at the same institution. On successful completion of his studies, he joined Foster + Partners, one of the world's most prestigious architecture firms, led by the visionary British architect Lord Norman Foster.

### The Design Studio

Thirteen years ago – and having lived in London for a decade – Spiros decided to return to his beloved Greece and put his academic and professional experience to use by establishing his own architecture firm **Spiros Soulis – The Design Studio**. Whether private homes or professional premises, the spaces he creates reflect balance, contemporary design, understated elegance, and are always designed on a human scale, paying particular attention to the use of materials and detail.

Spiros finds inspiration in the works of the great masters of architecture and is also inspired by his clients; *‘the people who will use the space itself are the most important element’* as he likes to say. Other great sources of inspiration are the natural environment as well as the experiences and knowledge he has derived from his extensive travels – one of his greatest passions and his *‘other important education’*.

He maintains the same passion and commitment whether it is for the conceptual design of a project, the construction phase or the final arrangement of furniture. In his own words: *‘I find great pleasure in working on the small details. The smallest of details give true joy and are the ones with the most significance for a coherent whole.’*

### Television and Media Career

It was very soon after his return to his birthplace Athens that Greek TV executives recognised his communication skills and outgoing character, and thought that Spiros would be the most suitable person to launch a new idea that hadn't been tried before on Greek television: home makeover TV shows. Before long, the first show of what soon came to be one of the most successful formats on Greek television aired. On

the show, Spiros and his team completely renovated the homes of people who needed it most, significantly improving their lives. At the same time, the audience would get ideas and solutions from the design and decorating ideas presented on the show. His warm personality, sensitivity and good-natured directness very quickly made him one of the most popular and beloved presenters on Greek television.

Since his first appearance in 2004 and during his continuous presence on Greek television for the last 12 years, Spiros has filmed more than 200 episodes of his very popular home makeover shows 'Allaxe To', 'Me to Dexi' and other shows for prime time slots. He has hosted among the most successful design and home decoration slots on the most popular morning shows, teaming up with some of the most popular and influential Greek TV personalities. He has worked for all the major broadcast networks and his shows were and are still aired via satellite to Greek-speaking audiences all over the globe.

### **The Home Issue – [spirossoulis.com](http://spirossoulis.com)**

In September 2014, Spiros launched the online magazine [spirossoulis.com](http://spirossoulis.com) – *the home issue*. The magazine focuses on design, decoration, architecture, tips and articles that bring solutions and ideas to its audience, as well as many DIY ideas. It also features articles on travelling, food, living and health, always from a design or well-being perspective.

The venture has been an instant hit. Audience numbers are constantly on the rise, making *the home issue* the most successful design, decoration and architecture website in Greece within four months of its launch – a position it still holds – and one of the most popular websites in Greece overall, recording very high visitor numbers each month.

### **Philanthropy**

Spiros' sensitivity regarding social matters extends far beyond the TV cameras. Joining forces with companies and organisations, he actively offers help to people and communities in need.

### **Iktinos Marmaron – Spiros Soulis Designs**

Spiros' drive for constant innovation has led him to design furniture and objects, inaugurating collaborations with leading Greek companies.

Spiros Soulis and one of the largest marble companies in Greece, Iktinos Hellas, have united their high regard for marble – the most precious and timeless material that comes out of the Greek land – in the creation of the Iktinos Marmaron – Spiros Soulis Designs brand, a pioneering new proposal showcasing the limitless possibilities of marble.

Through a variety of objects of high aesthetic value, avant-garde applications, integrated design, and the creation of objects, furnishings and premises entirely made out of marble, consumers are invited to change their way of looking at this precious material and discover its contemporary face.

The philosophy of Spiros' designs is inspired both by the natural properties of the material, such as its resilience and plasticity, and also by the authentic values derived from Hellenism: measure, reason, elegance and simplicity. All this has provided inspiration for contemporary and functional design imprinted on objects which are for daily use, but which are in essence unique, not only in character but also in changing the way we perceive marble and modern Greek design.

Spiros Soulis Designs have been presented at some of the most prestigious international design fairs and are already available in many countries, including the USA, the UK, the Netherlands, Portugal, Germany, Australia, South Korea, Taiwan, Dubai and France – to name but a few.