

SOPHIA
KOUSIOUNELOS

DESIGN | STYLING | SOURCING

CREATIVE PORTFOLIO / 2026

A LIFE IN DESIGN.



I did not exactly find design. I grew up in it.

My Nonni created a beautiful world around me from the very beginning. Her home was layered with antiques, artwork, family pieces and things collected over a lifetime. She even built me a playhouse as a miniature version of her own home. I spent much of my childhood with my grandparents and great grandparents, surrounded by rooms and objects that had already lived many lives. I learned early that a home could tell you an awful lot about the person who lived there, and I was always paying attention.

As a little girl, my favorite place to go was the wallpaper store. The fabric store was a very close second. I loved the endless books of pattern and color, the textures, the possibilities, and imagining how all of those individual choices could eventually become a room. I suppose I have been honing my attention to detail ever since.

My path to design has not been particularly traditional, but it has always been creative. I studied art and materials conservation, built a career in events and hospitality, worked in interiors and eventually created Guestroom Archive as a home for the old and beautiful things I am always finding. Each experience has shaped the way I think about spaces, objects and the people who live with them.

My own style is collected and layered, but the last thing I would want is for every space to look like mine. Where would the fun be in that? I have always thought that seeing inside someone's home is one of the best ways to really know them. The things we keep, the places we remember, the colors we are drawn to and the way we choose to live all say something about who we are.

That is where my process begins. I want to know what someone loves, but also why they love it. Their favorite memories, the places they return to, the things they would never part with and the way they want to feel when they walk through their own front door. My job is to take those pieces and translate them into a space that feels considered and beautiful, but above all, unmistakably theirs.

INSIDE.

A collection of spaces, celebrations, objects and ideas.



INTERIORS

EVENTS

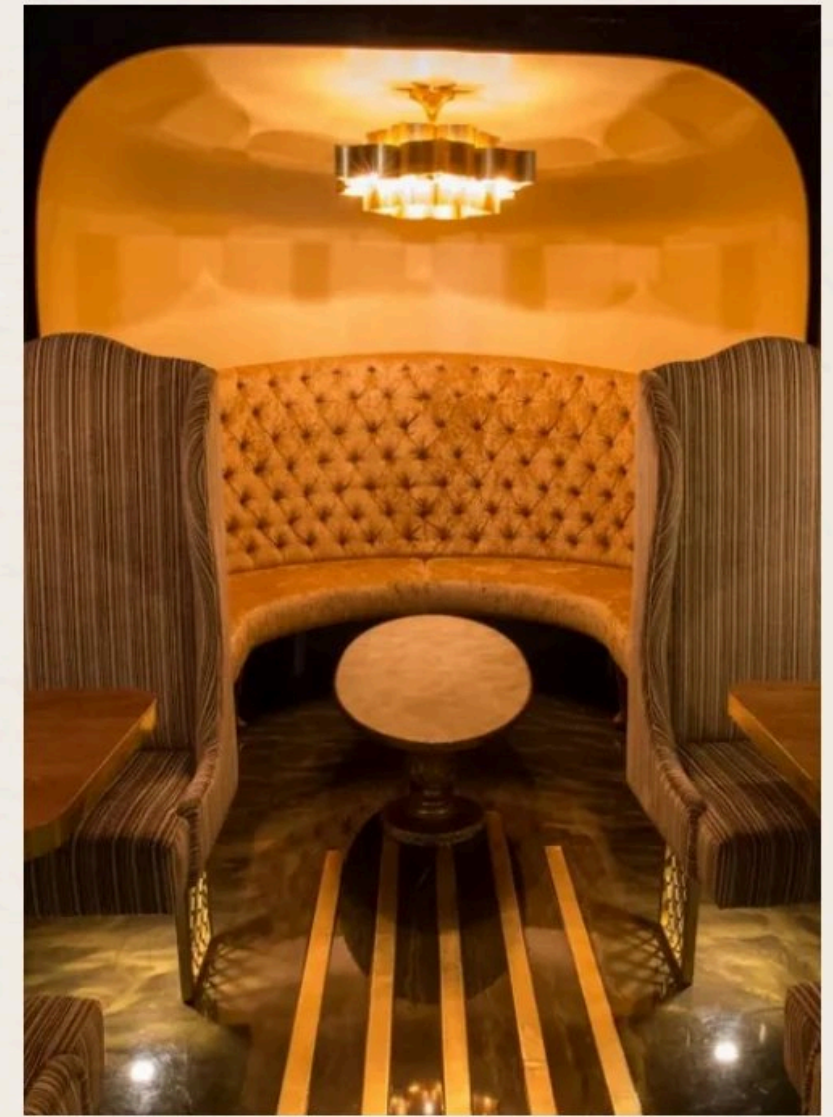
STYLING & SOURCING

GUESTROOM ARCHIVE



OPTIMA.

Hospitality Design



A study in sculptural forms, tailored upholstery and rich materiality. Designed in collaboration with JB Ciao Interiors, the space features custom curved architectural elements, brass-inlaid flooring and bespoke furnishings. A specially designed banquette anchors the interior, complemented by striped upholstery and layered architectural lighting.

Design collaboration with JB Ciao Interiors
Custom banquette design by Sophia Kousiounelos



THE SECOND FLOOR

A series of intimate gathering spaces balances sculptural architectural elements with richly layered finishes. Curved forms, warm metallic details and distinctive furnishings establish a cohesive atmosphere throughout the upper level.



CUSTOM LIGHTING & MILLWORK

Designed to follow the curvature of the custom bar, the illuminated ceiling feature accommodates varying ceiling heights while creating a continuous architectural gesture. A custom suspended back bar was developed to complement the lighting and resolve the spatial constraints above.

Custom lighting and suspended back bar designed by Sophia Kousiounelos.





COLLECTED & CUSTOM

A layered interior combining custom furnishings with found objects and music-inspired details. Individually sourced vintage speakers form an architectural installation, while enclosed banquettes, textured finishes and illuminated signage contribute to the character of the space.

Vintage speaker sourcing and installation design by Sophia Kousiounelos in collaboration with JB Ciao Interiors.





A WALL OF STORIES

Conceived as a bespoke photographic installation, the first-floor wallcovering began with the selection of thousands of candid images of musicians and rock icons. Working alongside JB Ciao Interiors, each photograph was individually arranged across custom-sized panels to create a continuous, layered composition.

Developed in collaboration with a specialty artisan, the imagery was applied to a custom red leather wallcovering and finished by hand, transforming an extensive photographic archive into an immersive architectural feature.

Image curation, composition and installation layout by Sophia Kousiounelos in collaboration with JB Ciao Interiors. Custom wallcovering fabrication and finishing by a specialty artisan.



Featured in Eater Chicago, Travel Insider Magazine & Windy City Times.

GUESTROOM
archive

THE ART OF COLLECTING

An evolving collection of vintage and antique objects, sourced for their craftsmanship, character and enduring appeal. Through thoughtful curation, styling and visual merchandising, Guestroom Archive brings together pieces from different periods and origins to create layered, collected interiors.



Independent sourcing, creative direction, styling, photography, and merchandising by Sophia Kousiounelos.





THE ART OF MERCHANDISING



Designed to evoke the atmosphere of a collected European interior, Guestroom Archive's instillation at Randolph Street Market brought together antique furnishings, decorative objects and layered textiles in an intimate retail setting. A rich velvet backdrop, curated wall displays and thoughtfully arranged vignettes created visual depth while allowing individual pieces to stand on their own.



Booth concept, visual merchandising, sourcing, styling and installation by Sophia Kousiounelos.

STARRY NIGHT

A Wedding Inspired by Van Gogh

Lake Geneva, Wisconsin | 2021





LAKE GENEVA, WISCONSIN • 2021

A WORK OF ART

Inspired by Vincent van Gogh's *The Starry Night*, this Lake Geneva wedding was conceived as an immersive, art-inspired environment. In collaboration with Derrick Taylor of Taylor & Co. Event Design, the concept was brought to life through custom-built floral installations, sculptural greenery, natural materials and atmospheric lighting.

From hand-constructed botanical backdrops to trees integrated into the tent's architecture, each element was designed to transform the setting into a layered, experiential space.

Creative direction, design, fabrication and installation in collaboration with Derrick Taylor.

Featured in Modern Luxury & Brides



THE ART OF TRANSFORMATION

A hand-built, double-sided floral installation served as both an illuminated escort-card display and the reception's head table backdrop. Inspired by the movement and color of *The Starry Night*, the installation transitioned from a painterly floral composition to a lush botanical wall, creating two distinct environments within one celebration.

THE DETAILS

Natural trees were incorporated into the tent's structural poles and centerpieces, while handmade fern arrangements, greenery-clad bars and layered tablescapes extended the botanical concept throughout the property. Rich midnight-blue linens, warm wood furnishings and candlelight balanced the organic installations with an intimate, atmospheric setting.



Taylor & Co. Event Design | Planning by Michigan Avenue Events

Photography by Olivia Leigh Photographie



THE ART OF MAKE-BELIEVE

Inspired by the theatrical elegance of The Nutcracker, this holiday window installation brought a whimsical cast of characters to life through custom fabrication and movement. Hand-cut wooden figures were individually painted, embellished with glitter and adorned with real macarons before being mounted on rotating mechanisms. Ornate, hand-finished window surrounds completed the festive storefront transformation.



VANILLE PÂTISSERIE

Holiday Window Installation | Chicago, IL

Design and fabrication in collaboration with Derrick | Taylor & Co.





JOSÉ CUERVO

Brand Activation | Chicago, IL

Created for the rebrand of José Cuervo Tradicional, this immersive brand activation brought the Tequila Made concept to life through innovative uses of agave-based materials. From the bar's bricks to drinking straws, cups, hats and decorative installations, every element celebrated the versatility of the agave plant. Working alongside the José Cuervo creative and production teams, venue-side planning and coordination helped transform the existing space into a fully realized brand experience.

Featured In Time Out Chicago • José Cuervo

Venue-side planning & production in collaboration with the José Cuervo team.



THE ART OF TRANSFORMATION

Wedding Installation & Floral Design | Chicago, IL

A romantic, garden-inspired setting brought to life through cascading florals, suspended blooms and sculptural details. The ballroom was transformed through an intricate two-day installation of individually suspended flowers, custom floral arrangements, and handcrafted white peacocks adorning the grand staircase.

Floral installation, custom fabrication & event styling in collaboration with Taylor & Co.

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