



Date 16-05-2017

HeadLine: Interior Design- an added luxury or a necessity?

Newspaper: Architecture Update

Language: English

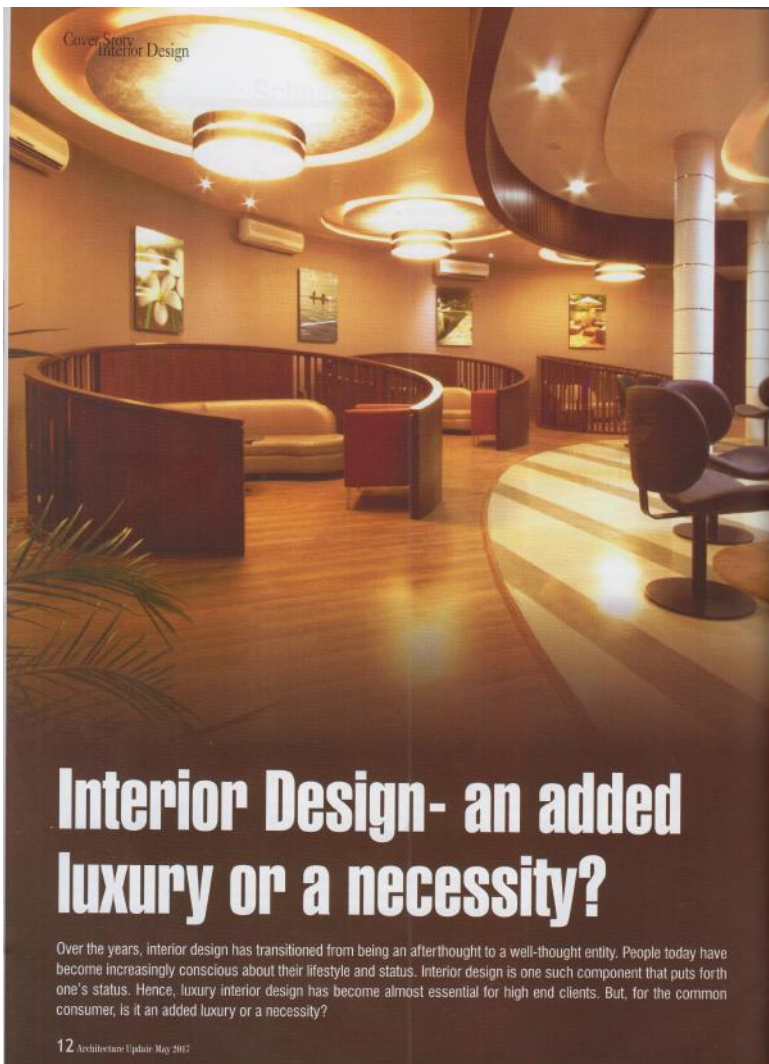
Journalist:

Edition: National

Page No. 12, 13, 14, 15 **Position:** Top

Height: 25

Column: 2





Nida Chikte

In the past, interiors were put together instinctively as a part of the process of building. As human needs have evolved and become more specific and varied, the need for specialised design to address those needs developed in tandem. Just as homes expanded to accommodate the widening requirements of owners, work spaces have also become increasingly complex, requiring specialised knowledge. Also, the arena of available materials has also multiplied, and with it the needs for specialised professionals to best utilise them.

In this vision of urban living, interior design is much more than decorating – it marries functional requirements with spatial planning and yet at the same time is more soulful and much more individual.

"Interior design creates a unified design narrative for a space, sets up the lifestyle proposition and ties disparate design cues together to create a unique identity. It allows for personalisation with both designers and homeowners comfortable curating spaces using a palette of elements from the latest pieces in design collections to old classics," quips Anubhav Gupta, Chief Design Officer and Head CSR & Sustainability, Godrej Properties Limited.

Interior design is a human-centric approach that has allowed designers to design spaces that work quietly, simply, elegantly and unobtrusively, to make life enjoyable everyday for generations alike.

"Our interior design led product development approach is to provide maximum flexibility in terms of space usage that would evolve over the lifestyles and life stages for our residents," adds Gupta.

Interior design is not just about the looks of the building's interior it is also the functionality because even the largest premise can lack space if having a poor interior design, while a tiny apartment can be transformed into a cozy residence with enough space for just about everything with the right design and the use of a contemporary staircase. Interior design is indeed much more important than it may seem at a first glance and can be easily compared with the importance of architecture in terms of design of a space.

Sachin Goregaokar and Rajan Goregaokar, Directors, GA Design sum up, "We believe that interior design is more of an art, than a science. It provides a space optimum functionality as well as increases its aesthetic appeal. A well-thought out interior design reflects the personality of the user and enhances its visual appeal by creating a specific look or following a design concept. The use of various materials, colours, textures and lighting create a symphony within the space, thereby accentuating it."

NEED FOR INTERIOR DESIGN

A sense of space can be a rare commodity in densely textured cities. The idea of brighter living through this sense of space is a key proposition and each project should be planned to maximise on space, light, ease of use and sustainability. Interior design helps put together well thought through design details that form the glue that hold efficiency, flexibility and space together.

Curiosity, creativity and the desire to use space effectively with optimum functionality has perhaps lead to interior design evolving into a commercial profession. Interior designers can transform living or working spaces into stylish and comfortable places where people are happy to spend time.

, believes, "The primary function of a design is to define a space and not merely occupy it. In my view, interior design accentuates a space and gives its occupants a nimble nudge to embrace it."

TRANSITION OF INTERIOR DESIGN

The profession of interior design has been a consequence of the development of society and the complex architecture that has resulted from the development of industrial processes. The pursuit of effective use of space, user well-being and functional design has contributed to the development of the contemporary interior design profession.

Also in the current times, there has been a clear change in the mindset of people, especially of the newer generation who is not hesitant to express their views and social status in all aspects including personal style, work ethic and lifestyle choices. There is no doubt that an increase in the trend of luxury living has led to an influx of high end projects, luxury brands and cutting edge design. In today's day, newer and innovative materials are being explored in ways never done



before. Furniture has been transformed into pieces of art while art is increasingly used and adapted to define and help modify the space to add elegance, and style to the end-product.

According to Directors of GA Design, "As economies grew in size and prospered, the materialistic need to display wealth to establish a status in society resulted in the business of interior design growing rapidly. This paved the way for skilled artisans, artists and several traders and vendors to be recognised under the broad umbrella of interior design."

CONCEPTS

The transition of concepts in interior design has been immense in the last century. This has been mainly due to different materials being invented through innovations in science and technology. For example, up until the mid-century, wood was widely used as a finishing material for furniture. However, veneer started gaining popularity as it was more versatile and then eventually glass, laminate, corian, powder coated metal followed. Thus, the design ideas and concepts also went through a change and keep evolving even today.

"Sustainable materials are a new trend with avant-garde furniture/accessories such as hand-formed plastic furniture with unusual, soft-looking structures making a debut at international fairs and finding resonance in the city. It is heartening to see the shared interest in sustainable sources and their application in design. Trends vary and yet we've seen consistent focus on blurring the lines between lighting, furniture and technology," comments Gupta.

Apart from the advent of new materials, designers are also consciously coming up with innovative concepts by either adhering to current trends, mix-matching them, creating concepts of their own, going by the clients' design idea and further enhancing it, etc.

Khanna explains, "Going by the current trend, there is change in two aspects—the behavioral trend and the design aspect. Now, people don't feel the need to have a matched look. Instead, people are picking up things and mixing: a three-seater sofa from some brand, different armchairs from another, and an altogether different coffee table.

People are mixing looks and price points. Expensive sits easily with cheap and cheerful."

LUXURY QUOTIENT

It is a well-known fact and an accepted society norm today that the way one dresses, one's lifestyle choices and the home and environment one live in reflects their social standing. It is therefore not unusual that the concept of luxury living, an ever-evolving concept is definitely here to stay.

Luxury is a state of design and experience. For true luxury, spaces must be well designed to offer great experiences. Luxury also means different things to different people and is fluid across segments. Interior design works within a wide range spanning thoughtful luxury, affordable luxury and high-end luxury to create special spaces for everyone.

"From a design perspective, we think out of the box in preserving past legacy, enhancing present thinking and anticipating future trends of what luxury may encompass," says Gupta.

At the end of the day, everyone strives to achieve the perfect lifestyle that not only becomes one's comfort zone and an extension of one's personality, but is a luxury quotient. Today, homes and stores have graduated from being just comfortable living/work spaces into the luxury segment that was earlier associated only with the hospitality industry.

"Interior design and styling of one's space has become intrinsic to this expression of the self, almost becoming a story told through design. The spaces are being passionately converted into 'objects' of possession reflecting the social status of the owner and his personality," elaborates Khanna.

The modern world today is a reflection of advancement in science and technology. People are subject to all kinds of exposure due to social media. In fact, it appears that social media helps people gain popularity and thereby establishes their status in society.

"A lot of people in the modern society resort to splurging on luxury, be it in interior or assets or travel, which directly decides their status in society. Moreover, in this fast paced hectic life, luxury is often associated with comfort and is the need of the hour for people who can afford it," opine the Directors of GA Design.

INTERIOR DESIGN- AN ADDED LUXURY OR A NECESSITY?

For many people, the term 'Interior Design' conjures images of high end designers producing opulent interiors for the private homes of wealthy individuals, or perhaps as part of expensive branding for luxury hotels. However, there is growing evidence that well-designed interiors can genuinely enhance the lives of ordinary people.

Khanna believes, "Making sense of our environment is paramount to health and quality of life. Well considered interior design can help reduce anxiety among its occupants by providing cues to help people make sense of their surroundings. Hence, interior design is a necessity more than just luxury. Luxury may still have its place in society but good interior design should be accessible to all to make happy spaces."

A professional interior designer can transform a simple home or office into a stylish and comfortable place where people enjoy spending time. Any person irrespective of his financial or social circumstances would like to spend time in a comfortable environment. Having said that, interior design is a necessity today due to the rise of the popularity of social media. People work hard to earn a living and would like to show their earnings unapologetically. Interior design is also a reflection of good taste and therefore a necessity in progressive society. This necessity can easily transition into a luxury if you have the means.

"Our interior design approach is predicated on the idea of timelessness – a sense of space, light, warmth and expansiveness. Each project narrative also encompasses unique design and cultural cues from the city it sits in to set it apart. Apart from aesthetic sensibilities, climatic response and sustainability play a critical role in material selection and interior finishes. Well designed spaces work quietly, simply, elegantly and unobtrusively, and, are in the true tradition of luxury, held in trust as precious heirlooms and worthily passed on from generation to generation," explains Gupta. ▲

Anubhav Gupta, Chief Design Officer and Head CSR & Sustainability, Godrej Properties Limited



"Interior design creates a unified design narrative for a space, sets up the lifestyle proposition and ties disparate design cues together to create a unique identity. It allows for personalisation with both designers and homeowners comfortable curating spaces using a palette of elements from the latest pieces in design collections to old classics."

Sachin Goregaokar and Rajan Goregaokar, Directors, GA Design



"We believe that interior design is more of an art, than a science. It provides a space optimum functionality as well as increases its aesthetic appeal.

A well-thought out interior design reflects the personality of the user and enhances its visual appeal by creating a specific look or following a design concept. The use of various materials, colours, textures and lighting create a symphony within the space, thereby accentuating it."

Amit Khanna, Head, AKDA Design Studio



"Interior design and styling of one's space has become intrinsic to this expression of the self, almost becoming a story told through design. The spaces are being passionately converted into 'objects' of possession reflecting the social status of the owner and his personality."



