

# INDIA PRICE ₹200 APRIL 19, 2024

# **INNOVATE** IN INDIA, FOR THE WORLD

Novartis is making Hyderabad a key development hub in its global innovation gambit

Novartis CEO **Vas Narasimhan** 



Network 18 www.forbesindia.com



# Dazzling Designers

Many renowned architects are leaving a mark by creating spaces that are luxurious and in harmony with nature

Revolutionising Luxury Living



bin Chaudhuri's journey into the world of architecture and design was anything but conventional. As the son of a mathematician, a career in engineering and mathematics would have been the obvious choice for him. However, a chance encounter with Charles Correa's iconic 'Sen House' in Kolkata instilled in him a passion for architecture. The magnificence of the building sparked curiosity to unravel the secrets behind its creation. After completing his formal education in architecture and industrial design, he founded

### **Abin Chaudhuri**

Principal and founder director, Abin Design Studio

Abin Design Studio in 2005.

As Chaudhuri and his team embark on a new project, the process of creation becomes a source of inspiration. From conceptualisation to execution, every step is infused with passion and purpose. For Chaudhuri, beyond opulence and grandeur, architectural luxury is about creating spaces that resonate

with the resident's feelings, where every element is meticulously curated. "Choosing timeless, skilfully crafted elements and arranging them in ways that exude timeless beauty and functionality define this notion of architectural luxury," he says.

Chaudhuri is excited about the convergence of smart building technology and biophilic design. By integrating cutting-edge technology with a deep connection to nature, spaces can be created that are both luxurious and sustainable. This convergence has the potential to revolutionise luxury living by enhancing well-being, sustainability and connectivity with the natural world.

ADS's recently completed 'NRA Villa' project is the epitome of its commitment to the environment. By seamlessly combining advanced smart systems with natural elements, it has crafted an environment that cultivates a profound connection to nature.

As someone with over two decades of experience, Chaudhuri believes that as a designer, his greatest challenge lies in harmonising opulence with sustainability, balancing the selection of visually appealing-yet-environmentally conscious materials while maintaining energy efficiency and comfort in luxurious spaces. He foresees a future where green practices and sustainability will be pivotal trends in the realm of architectural luxury.



**Ajay Arya** 

Principal interior designer and founder, A Square Designs

## In Pursuit Of Timeless Spaces

or Ajay Arya, the journey into the world of interior design was a natural progression—he had a lifelong passion for art and took interest in the design process. Growing up, he enjoyed sketching and painting, and designed furniture while in college. These led to him bagging small interior design projects. He then pursued interior and furniture design as a full-time career, establishing A Square Designs in 1999, which specialises in interiors for residential and commercial spaces.

Arya believes that luxurious homes showcase the inhabitant's personality, passions and interests, and are not only aesthetically pleasing but calming and relaxing as well. The intricate intersection of smart buildings and biophilic design holds the promise of a truly transformative shift in the paradigm of luxury living. From incorporating natural

light dynamics to the infusion of greenery within living spaces, this amalgamation paints a vivid portrait of luxury living that embraces nature at its core and the impact extends beyond mere aesthetics, transcending the ordinary.

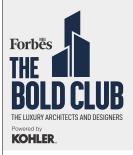
A Square Designs is a leader in successfully integrating smart buildings and biophilic designs in many of its projects, redefining luxury living using techniques such as sunlight-filtering smart windows, intelligent climate control, sensor-driven lighting and sustainable high-rise green rooftops. Some examples are 'The La Opala Headquarters', 'Ospira', 'The Birla Sugar Building', and many private residences.

Every new project brings a sense of excitement and possibilities for Arya, fuelled by fresh ideas and commitment to innovation. However, designing spaces that are both luxurious and environmentally

responsible presents a unique set of challenges. Striking the perfect balance between opulence and environmental sustainability in interiors requires navigating costs, perceptions and material limitations. However, through innovation and clear communication with their clients, A Square Designs endeavours to craft sumptuous spaces that are both luxurious and eco-friendly.

Arya foresees a future with homeowners desiring experiential spaces where luxury architecture focuses on crafting distinctive and unforgettable experiences and spaces. While keeping up with the ever-changing trends in interior design and architecture, A Square Designs is committed to creating spaces that are meaningful and timeless for clients, and provide them with elaborate tactile experiences.

• MOHAN SIDDHARTH



# An Eye For Mindful Designs

VA (Arvind Varuna Associates) is an architecture and interior design firm founded by Varuna Arvind and Arvind Rangan in 2004. A fine arts graduate, Varuna's journey was a blend of artistic inclination, a love for travel, and a keen eye for detail that gradually led to a passion for creating aesthetically beautiful spaces. For Rangan, an IIT-graduate, the curiosity to unravel the mystery behind structures and buildings inspired him to pursue a career in architecture.

Over the years AVA has carved out a reputation for providing quality design solutions that are practical, functional and aesthetically pleasing using modern concepts and techniques coupled with traditional concepts.

They highlight the importance of client briefs and the project's location as the source of inspiration when starting a new project. They emphasise on creating spaces that not only fulfil functional requirements but also resonate with the surrounding environment.

Beyond opulence and grandeur, Varuna and Rangan stress on the importance of mindful designs while designing luxury spaces. They believe that true luxury emerges from a harmonious integration of natural elements and keeping details of the built design sharp and simple rather than mere extravagance. The design must resonate with a perfect balance between luxury and functionality while being environmentally responsible.

The convergence of smart buildings and biophilic design excites the duo, envisioning a future where technology seamlessly enhances



(From left): Varuna Arvind, principal designer, and Arvind Rangan, principal architect, Arvind Varuna Associates

## Varuna Arvind & Arvind Rangan

Principal designer and principal architect, Arvind Varuna Associates

living spaces while reconnecting inhabitants with nature. They emphasise the potential of smart homes to streamline daily life while incorporating biophilic principles to foster a deeper connection with the environment.

AVA is committed to embedding nature and greenery in its designs for the well-being of the inhabitants. Within their portfolio, a school projects holds a special place where the classrooms and building spaces are punctuated by courtyards and light wells with natural and seminatural plants that liven up the space and improve the wellness quotient. In one home project, they designed a courtyard with a skylight that could open and close when required for light and air to pass, hence requiring no artificial lights.

Varuna and Rangan foresee a trend towards simplicity where timeless elegance takes precedence over fleeting trends. They emphasise the importance of preserving traditional craftsmanship and ancient techniques in an increasingly digitised world.

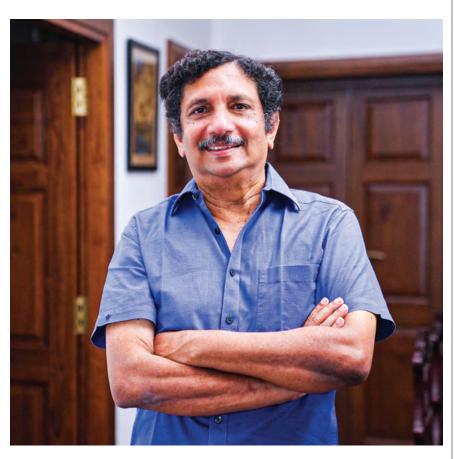
99

r Benny Kuriakose is a renowned architect who made his mark in architectural conservation and designing structures using natural materials, taking his roots from the vernacular architecture of South India. After his graduation, he gained a multifaceted realm of architectural design working as an apprentice under the tutelage of Laurie Baker, a pioneer renowned for his cost-effective building methods. Kuriakose established Benny Kuriakose & Associates, an architectural and conservation consultancy firm, in 1991 to develop high-quality and sustainable architecture that respects historical context and the environment.

For Kuriakose, luxurious living embodies the concepts of 'Shanti' (peace) and 'Ananda' (bliss of joy) creating living spaces and lifestyles that nourish the soul, promote well-being, prioritise peace, tranquility and profound joy. It is about living comfortably with all the amenities and being in harmony with nature, with oneself, and with the surrounding environment.

Kuriakose believes that the fusion of smart buildings and biophilic design represents a paradigm shift in luxury living, where technology and nature converge to create spaces that are not only visually stunning and comfortable but also sustainable, healthy, cost-effective, and adaptable to the needs of occupants and minimising their impact on the Earth at the same time.

In all his projects—whether residential, office or recreational— Kuriakose tries to use eco-friendly measures and creates a biophilic environment to not only enhance aesthetics but also promote wellbeing and a healthy connection to nature for its inhabitants. His designs incorporate smart building features such as solar panels, waste management systems, electric vehicle charging provisions, etc, which



## **Enhancing Comfort**

help with energy efficiency. These harmonious blends of technology and nature create sustainable, healthy and vibrant living.

A project that exemplifies this approach is the 'Sankalp School'

## **Dr Benny Kuriakose**

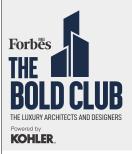
Founder and principal designer, Benny Kuriakose & Associates

in Chennai whose architecture is characterised by simplicity, featuring courtyards with ample natural light serving as expansive classrooms, thereby enhancing the learning experience. The design of the building is interactive, incorporates nature, and integrates sustainable technologies such as water harvesting and solar

panels to promote environmental consciousness and energy efficiency.

Kuriakose is committed to vernacular architecture, creating good quality architecture that is eco-friendly and sustainable in the long run. Maintaining luxury levels of comfort and convenience while minimising energy consumption and environmental impact is a complex task that requires careful planning and innovative design solutions.

He foresees a future with greater emphasis on designing spaces that prioritise the health and wellness of occupants, foster a deeper connection with nature, and incorporation of cutting-edge technology to enhance comfort, convenience, and efficiency with an emphasis on eco-friendly materials and energy-efficient design.



ayathri & Namith Architects (GNA), co-founded by the dynamic duo Gayathri Shetty and Namith Varma in 1993, is a multiple award-winning architectural firm whose avant-garde designs curate a unique blend of the past's grounded richness and the future's sense of utility. Equipped with the mantra 'reduce, recycle, retrofit and reuse', GNA is committed to contributing and ensuring sustainability in today's times.

Shetty pursued architecture driven by its intrinsic creativity, fuelled by her determination to

### **Gayathri Shetty & Namith Varma**

Co-founders & principal architects, Gayathri & Namith Architects

explore the realms of imaginative expression and delve into the fascinating domains of physics and mathematics. For Varma, architecture provided him with a platform to translate art into a dynamic reality on a larger and more expansive scale.

According to Shetty and Varma, "Luxurious living, beyond opulence, grandeur and aesthetics takes on a profound dimension when architects prioritise the seamless integration of nature with form." It is characterised by harmonious coexistence between the built environment and the natural world, transcending material wealth to embrace sustainability, well-being, and a profound connection with the surroundings. This paradigm shift prioritises elements that contribute to both physical and mental well-being, fostering a sense of balance and tranquility.

Shetty and Varma believe that the



(From left): Gayathri Shetty and Namith Varma, co-founders and principal architects, Gayathri

# Translating Art Into A Dynamic Reality

integration of smart buildings with biophilic designs holds promise in shaping the future of luxury living. The seamless integration of cuttingedge technology with the inherent human desire for a connection to nature transforms living spaces into intelligent, responsive environments with well-being at its core, emphasising a balance between technological innovation and ecological sensitivity. GNA projects like 'Jaquar Headquarters', 'Bosch Learning Centre', 'Bhakti Residence', and 'Niramaava Survasamudra' are examples of their commitment to this integration of creating spaces that inspire, give comfort and contribute to the well-being of both residents and environment.

However, designing spaces that seamlessly marry luxury and

environmental responsibility comes with its challenges. The delicate balance between opulence and sustainability demands meticulous research, innovation and a shift in mindset towards responsible resource management.

For Shetty and Varma, the future of architectural luxury in India promises a blend of tradition and innovation. According to them, sustainable and eco-friendly design practices, smart home technologies, culturally inspired designs, and a focus on wellness and holistic living will shape the architectural landscape reflecting a deep commitment to sustainability, technological advancement, cultural identity, and the overall well-being of its inhabitants.

## **Rooted in Sustainability**

uelled by a vision of defining sustainable architecture for contemporary India, Sonali and Manit Rastogi established Morphogenesis in 1996, one of India's leading award-winning architecture and urban design practices with offices across India and abroad. Both are alumni of SPA Delhi and AA London, and their firm has been listed among the top 100 architectural design firms worldwide.

For Rastogi, the allure of architecture and design to blend creativity and functionality to shape environments that resonate with the human spirit motivated him to pursue a career in architecture. Coming from an architectural background and with an innate knack for observation and sketching, Sonali was organically destined to pursue architecture design as a career.

Luxurious living, for the Rastogis, transcends material wealth; it encompasses creating spaces that elevate human experience and are harmonious with nature and sustainability. Luxury in architecture can be found in the experiential richness of space, the interplay of lights and shadow, and the enduring relationship between architecture and landscape. According to the Rastogis, the fusion of smart buildings and biophilic design represents a future trajectory of luxury architecture and design, promising to integrate cuttingedge technology seamlessly with nature, offering occupants a holistic, immersive experience that fosters wellness and sustainability.

Morphogenesis is committed to providing design solutions rooted in sustainability, optimisation, uniqueness and liveability (SOUL). Some examples from their portfolio



## **Sonali Rastogi & Manit Rastogi**Founding partners, Morphogenesis

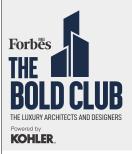
are projects like the 'Pearl Academy of Fashion', where they have strategically designed the corridors, verandahs, and façade to optimise space and enhance environmental quality, and 'Surat Diamond Bourse', which sets a benchmark by consuming 50 percent less energy than the highest green standards and boasts of one of the world's largest radiant cooling systems.

The Rastogis draw inspiration from the surrounding environment, local traditions, and the needs and aspirations of the community to craft designs that are both relevant and timeless. However, designing luxurious-yet-environmentally responsible spaces requires a delicate balance between aesthetics, functionality and sustainability.

The challenge lies in integrating eco-friendly materials, energy-efficient systems, and biophilic elements without compromising on the luxury and comfort expected by clients.

Looking ahead, the Rastogis anticipate a shift towards more holistic and regenerative design approaches and the adoption of biophilic principles and technological advancements to define luxury. They perceive the adoption of environmental consciousness and social sustainability as essential for both the field of architecture and the global community.

KAMAYNI



## Focus on Quality, Adding Value

ajiv and Ekta Parekh founded research|enquiry|Design, or reD, an architecture and interior design firm in 2004 with a process-oriented approach to design. Their vision is to ensure that the design solution generates an environment that surpasses trends and fads by offering a more enriching spatial experience.

For the Parekhs, luxury is about having the freedom of choice, customisation, and quality tailored to individual preferences. The client is the focal point of their narrative while conceptualising a project. It is about understanding the client's needs and ideas of luxury, and translating them into spaces and lifestyles customised to add quality and value to their living experiences.

Biophilic design is core to reD's philosophy, whether it's integrating nature within the spaces or the blurring of the boundaries between indoors and outdoors. The integration of biophilic design with smart building technology makes this blend seamless, enhancing comfort and convenience and promoting sustainability, creating spaces that are not only efficient but also environmentally responsible.

One example of their commitment to designing sustainable and efficient spaces is a recent home



## Rajiv Parekh & Ekta Parekh

Founding partners, reD

### **Maithili Raut**

Partner, reD

project completed in Delhi where green walls were positioned on the boundary walls allowing the internal spaces to be opened to the outdoors and view a large screen of healthy green vegetation. Also, a drip irrigation system and heat lamps were connected to the building automation, so that the maintenance of the plants could happen promptly through the technology that was integral to the building system.

At reD, they believe in promoting local materials, the workmanship of regional artisans, and innovating the idea of reuse and recycle, so that the project that is delivered is luxurious by way of being specific to the end user's sense of self. There is a constant struggle to try and look for solutions that leave the least carbon footprint.

Looking ahead, the team foresees the integration of artificial intelligence into the design process of architectural luxury. Embracing these technologies opens up endless possibilities to enhance the luxury living experience, to stay relevant in the ever-evolving architectural landscape.

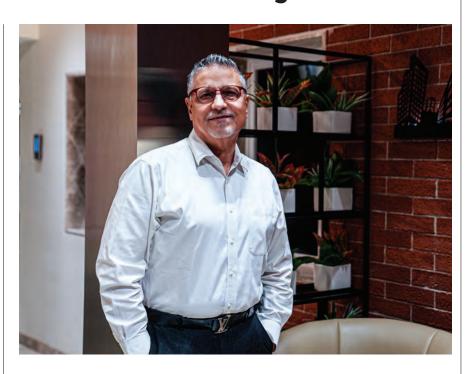
## HANDARE

# **Blending Beauty With Practicality**

eza Kabul, a renowned and award-winning architect with a career span of three decades, founded Reza Kabul Architects in 1988, a full-service architectural, interiors, landscape design and planning company. Kabul was inspired to pursue architecture by a close friend whose passion, enthusiasm and creativity sparked his interest. This led him to explore the art and science of creating spaces that harmonise functionality, aesthetics and human experience.

Luxurious living, Kabul believes, transcends opulence and grandeur, encompassing comfort, functionality, sustainability, and personalised experiences tailored to individual lifestyles and needs. It's about creating spaces that seamlessly blend beauty with practicality, offering a sense of tranquility, and well-being, while also being environmentally conscious and technologically advanced. It is about elevating everyday experiences and providing a sense of exclusivity, craftsmanship and attention to detail that enhances the quality of life for its occupants.

For Kabul, the convergence of smart building technology with biophilic designs offers a holistic approach to luxury living that prioritises health, sustainability and comfort, while pushing the boundaries of architectural innovation. While smart building technologies optimise living experiences through efficient energy systems, personalised comfort settings, and seamless integration with other smart devices, biophilic designs incorporate natural elements like plants, natural light and green spaces into the living spaces, promoting health,



### Reza Kabul

President architect, Reza Kabul Architects

productivity and overall happiness.

The studio boasts of various projects where it has strategies like climate-based building orientation, mist evaporative, the use of heliostats for energy generation, etc. which demonstrate their commitment to sustainability and innovation. A few examples are 'FINTECH HUB', 'Regalia 2', 'Kanakia Wall Street', 'Regency Antilia', 'Taj Skyline', and many others.

Embarking on a new project, collaborating with clients, understanding their vision and needs, and exploring creative solutions to complex problems motivates Kabul to create meaningful and impactful designs. He gets his inspiration from diverse sources,

including nature, cultural influences, historical context and innovative technologies to shape the built environment and positively impact people's lives through architecture.

However, designing spaces that are both luxurious and environmentally responsible presents several challenges. Balancing aesthetics with sustainability, navigating cost implications, integrating technology seamlessly, sourcing sustainable materials, and meeting client expectations require creativity, innovation and collaboration.

Kabul foresees the future of architectural luxury characterised by a harmonious blend of sustainability, flexibility, technology, wellness, customisation and cultural richness, creating spaces that offer a truly elevated and enriching living experience.



## **Understated Elegance**



arir Mullan and Seema
Puri Mullan, alumni of
the prestigious Rachna
Sansad's 'Academy of Architecture',
have impressive careers spanning
over three decades in the field
of architecture and interior
design. The dynamic duo cofounded SEZA Architects &
Interior Designers in 1998, which
has won numerous awards and
accolades since its inception.

For Mullan, luxurious living extends beyond opulence and grandeur. It encompasses a delicate balance between understated elegance in design and the integration of state-of-the-art technology. True luxury is achieved when these elements seamlessly merge, enhancing both

functionality and aesthetics.

The theme of exploring the fusion of smart buildings with biophilic design holds immense potential to shape the future of luxury living. Their designs not only reflect contemporary aesthetics but also integrate the latest state-of-the-art technology. Rapid advancements in technology necessitate its incorporation in every aspect of design to ensure that projects stand the test of time.

By integrating technology and biophilic principles, SEZA strives to create spaces that not only exude luxury but also prioritise environmental responsibility and well-being. Across the projects, their focus is on creating naturally lighted and ventilated spaces that blur the boundaries between indoors and outdoors. Green pockets and water features visually connect with the architecture, softening the overall visuals while promoting a sense of harmony with nature. In their 'Terrace Duplex Apartment' project, they have integrated greenery within the entertainment room to create an immersive outdoor garden environment and used smart technology such as thermal break windows, lighting control systems, and VRV air conditioning to enhance the sensory experience

### Zarir Mullan & Seema Puri Mullan

Partners, SEZA Architects & Interior Designers

while promoting energy efficiency.

Puri Mullan states that in pursuit of designing spaces that are both luxurious and environmentally responsible, it is imperative to adopt a restrained and balanced approach, from selecting sustainable materials to adopting ecofriendly systems. Environmental responsibility must be integrated into every decision-making process, ensuring that luxury does not come at the cost of sustainability.

Mullan foresees a future where luxury would shift towards understated elegance and simplicity; not defined by ornamentation and opulence but by seamless integration of technology into everyday life. While embracing these advancements, it is also essential to reflect on their impact on human life and nature. How we navigate this intersection between technology and humanity will shape the future of luxury living.

KAMAYNI



# Play Of Aesthetics And Innovation

ishal Sharma and Vineeta Singhania Sharma are accredited industry leaders who have won various accolades in their 25-year careers. They came together in 1999 to establish Confluence Consultancy Services, a leading multi-disciplinary architectural and engineering solutions firm, driven by a desire to positively impact lives and shape communities. They are committed to contributing meaningfully to the built environment and creating spaces that are functional, aesthetic and conducive to well-being.

For Sharma, luxurious living extends beyond opulence to encompass curated experiences with a high level of comfort, convenience and personalisation. From well-defined spaces with smart home technologies and amenities to the use of high-

quality materials and superior craftsmanship and attention to detail contribute to an elevated luxurious living experience. With a focus on health and fitness, while fostering community and social connections, luxurious living encompasses a holistic and tailored approach to one's living environment, wellbeing and overall lifestyle.

Singhania Sharma believes that the fusion of smart buildings and biophilic design represents a frontier of architectural innovation that can result in long-term cost savings through energy efficiency, reduced maintenance and increased property value, making it not only a luxurious but a paradigm shift in architecture. By integrating advanced technologies with natural elements, architects can create personalised and adaptive environments setting new standards for luxury living that prioritise

### Vishal Sharma & Vineeta Singhania Sharma

Founder partners & principal architects, Confluence Consultancy Services

both technological advancement and the fundamental human need for a connection to nature.

County 107, a luxury group housing project, is the epitome of their commitment to this integration with technology, innovation and sustainability. With every apartment featuring outdoor trees nurtured through advanced drip technology, triple-height lobbies adorned with greens, and beautifully landscaped stilt areas, these projects set new standards for luxury living.

For them, each new project is an opportunity to convert the client's vision into reality, to create something exclusive and aesthetic through their design philosophy, which is the sustainability element of the project, wellness of the occupants, use of advanced technology, ensuring innovation of design and creating functional design spaces. However, designing spaces that are both luxurious and environmentally responsible poses unique challenges, requiring a balance between opulence and sustainability. Achieving energy efficiency, managing and minimising waste, commitment to local sourcing, supporting local artisans, and respecting cultural and environmental contexts are key considerations in responsible designs.

They foresee a future where the emphasis on sustainability, energy efficient designs, eco-friendly materials and environmentally responsible construction practices will grow in defining luxury spaces.