

GoodHomes

INDIA

A Times of India Publication
VOLUME 14 ISSUE 06 SEPTEMBER 2021

GOOD DESIGN CHANGES EVERYTHING

@goodhomesmagazine
@goodhomesmagazineindia
@goodhomesindia

**Let your
imagination
run wild**

THE INDIAN
TOYMAKERS
WHO DO NOT
PLAY BY
THE RULES

EASY & CALM

The New Luxury

A SPECIAL CURATION OF MINDFUL HOMES,
STYLES, SHOPPING AND LOTS MORE

CONTENTS

September 2021

28

08 SPECIAL FEATURE

08 THE TOYMAKERS OF INDIA

Yes, our precious little ones can't go outside and play...so let's bring the fun to them! We bring you innovative toys, and the makers behind them.

14 BEFORE & AFTER

A closer look at dynamic transformation projects by three amazing space stylists and designers. These unique approaches to space planning have our complete attention.

20 HAPPY FALL YA'LL

Taking after the gentle tenor and soothing nature of autumn, we bring you vignettes that coax you to step outside and get inspired!



THE COVER

FEATURE AVRIL NOEL D'SOUZA
PROJECT BY KUMPAL VAID, FOUNDER,
PURPLE BACKYARD
PHOTOGRAPH ISHITA SITWALA

28 HOMES

28 LUXURY INSPIRED BY MINDFULNESS

Step inside this Mumbai home for a spectacular lesson on restrained luxury.

32 A PLACE IN THE SUN

Calm, serene and muted, this home proves that even in quite spaces, can we find joy.

36 SOUL, HEART & MORE

With an outdoor space that's bigger than the interiors, this apartment inspires us by this larger-than-life illusion.

39 THE LOFT LIFE

Designed for a bachelor, this multi-functional home morphs from den to entertaining quarters, in no time.

42 FEELS LIKE A WARM EMBRACE

For the making of this home, the original bones have been celebrated in a way that doesn't hide or make any excuses about its relic-appeal.

45 UNABRIDGED LUXURY

Luxurious and practical, we love how these two spectrums are combined to create a purpose.

48 ELEVATED LIVING

Colour, texture and drama...the trinity of design is celebrated in this home.

51 THE GREEN HOUSE

In order to echo the depth and density of the rainforest, this home emulates that tonality through colour, materiality and more.



NEXT ISSUE

The best of festive décor, living, styling...the works. October is our biggest issue yet. We bring you the best of design from across the country and collaborate with the best designers to curate looks that will leave a lasting impression. Let's get the party started, shall we!



Calling all stylists – especially those based in New Delhi and Mumbai. Quick! Send us your resume if you'd like the opportunity to work with us.

Email:
goodhomes@wwm.co.in



GoodHomes

CEO
DEEPAK LAMBA

EDITOR IN CHIEF
RONITAA ITALIA

Managing Editor Avril Noel D'souza
Associate Editor Tina Thakrar
Content Producer Radhika Sheno
Senior Editorial Coordinator Harshal Wesavkar
Deputy Art Director Shalaka Shinde
Senior Graphic Designer Anushree Kumar

Chief Financial Officer Subramaniam S.
Head Human Resources Meghna Puthawala
Printer & Publisher Sunil Wuthoo
Content Studio Vidyut Patra
Head Marketing & Digital Solutions Priyadarshi Banerjee
Marketing Manager Chandni Chopra

SALES HEAD
SUNITA QUADROS

BRAND SOLUTIONS

WEST
MUMBAI
Vice President
- Brand Solutions &
Business Head
- Femina Salon & Spa
Gautam Chopra
gautam.chopra@wwm.co.in
PUNE
Aditi Shrivastava
aditi.shrivastava@wwm.co.in

NORTH
Vice President & Sales Head
- Long Format Content
Anjali Rathor
anjali.rathor@wwm.co.in
EAST
Assistant Vice President
Alka Kakar
alka.kakar@wwm.co.in

SOUTH
Vice President - South
& Business Head
- Femina Tamil
Pravin Menon
pravin.menon@wwm.co.in

SUBSCRIPTIONS

Asha Kulkarni, Manager Marketing
asha.kulkarni@wwm.co.in

Senior Manager, Subscription
Sakshi Kate, sakshi.kate@timesgroup.com
Editorial Enquiries goodhomes@wwm.co.in

FOR SUBSCRIPTIONS

Online: mags.timesgroup.com
SMS: GHSUB 58888
Mail: subscriptions.wwm@wwm.co.in
Call: 18001210005
(All India toll free number)

GoodHomes takes no responsibility for unsolicited photographs or material. All photographs, unless otherwise indicated, are used for illustrative purposes only.

For marketing queries, e-mail goodhomes@wwm.co.in. For editorial queries, e-mail goodhomes@wwm.co.in.

Printed and published by Sunil Wuthoo on behalf of owners Worldwide Media Pvt Ltd, The Times of India Building, Dr DN Road, Fort, Mumbai 400001, and printed at Rajhans Enterprises, No 134, 4th Main Road, Industrial Town, Rajajinagar, Bengaluru 560044, and published at Worldwide Media Pvt Ltd, The Times of India Building, Dr DN Road, Fort, Mumbai 400001 Processed at Colour Processing, The Times of India Suburban Press, Kandivali, Mumbai 400101

All rights reserved worldwide. Reproducing in any manner without prior written permission prohibited

CIN: U22120MH2003142239

INDIA'S FIRST CURATED LUXURY LIVING SHOW IS COMING TO BANGALORE!

TEJAS

AUTOMATION | LIGHTING | HOME CINEMA

PRESENTS

D/code

A Times Group Initiative

CURATED BY

Shernavaz
Bharucha

S O U T H E D I T I O N 2 0 2 2

HOME & DESIGN

TRENDS

TO PARTICIPATE, COLLABORATE AND KNOW MORE,
WRITE TO US AT DCODE@WWM.CO.IN
FOLLOW US @ [@_DCODE](https://www.instagram.com/_dcode)





PHOTOGRAPH ABHEER DHANU

WRITE TO ME goodhomes@wmm.co.in
SUBSCRIBE mags.timesgroup.com/good-homes.html
FOLLOW US ON:
INSTAGRAM @goodhomesmagazine
FACEBOOK @goodhomesmagazineindia
TWITTER @goodhomesindia
LOG ON NOW www.goodhomes.co.in

September, for me,
stands for the cusp. It's the threshold to everything
celebratory, and this year is no different.

We have a lot to look forward to before 2021 pulls its shutters down on us and rolls into a hopeful 2022. More on that later. For now, let's focus on September as she rings out the dregs of the monsoon over the west coast of India and gets ready for festival-heavy October. Like her, all of us look forward to getting our homes ready for the auspicious days ahead too. There's much cleaning – this used to be a perennial peeve once upon a time, but I seem to be enjoying it these days! Clearly a lot has changed.

Speaking of change – which, as you all know by now, is one of my most favourite subjects to wonder aloud about – what do you guys think of all the changes we're now leading our normal lives with? To start with, I'm totally for all the effort we're all making toward fixing up our homes. And this isn't just small, fly-by-night fixes. All my architect and designer friends have been talking about how they've been inundated with some of the most unusual and exciting requests for home updates.

This, to me, is the most delightful bit of learning. I have to say, I did expect it. In fact, I've been looking forward to it since the midst of the very first lockdown. I can't say I'm glad for the pandemic, but I do believe in silver linings, and bright lights at the end of tunnels.

So here's diverting all your attention to the light for this festive season. Stay home. Stay safe.

A handwritten signature in black ink, reading "Ronitaa Italia".

RONITAA ITALIA
Editor in Chief

MEET THE JURY

TRENDS EXCELLENCE AWARDS 2021 - DECADE SPECIAL



NEESHA ALWANI
RAHUL KADRI
ROOSHAD SHROFF
SHRUTI JALAN
ZUBIN MASTER

STAY TUNED

Instagram @trendsmagind

Facebook @trendideas

Twitter @TRENDSMagIndia

Website www.trendsawards.in

TEJAS

AUTOMATION | LIGHTING | HOME CINEMA

PRESENTS

TRENDS

EXCELLENCE
AWARDS 2021

FOR ARCHITECTURE & DESIGN

DECADE SPECIAL



THE TOYMAKERS OF INDIA

The right kind of toy plays a pivotal role in the early development of a child. From designs that focus on environmental topics to those that encourage free-thinking...we bring you seemingly simple playthings all of which are crafted from natural materials and created with a lot of thought

FEATURE **AVRIL NOEL D'SOUZA**



“

Play is vital. It is a form of subconscious learning that stays with a child. A simple peek-a-boo teaches the concept of cause and effect. So babies learn from everything they do.

— Kriti Goyal,
Founder, Berry Bee



BERRY BEE

Founded by Kriti and Vidit Goyal, Berry Bee was born when Kriti, a fashion designer was trying to find toys for her daughter. Her knowledge of fabric led her to make most of the toys herself. "I was fascinated by the idea of helping my child's develop through visuals and textures." Kriti makes conscious toys that connect children with their surroundings and the people around them.



BIRCH & BUG

Overwhelmed by the lack of gender-neutral toys that promote open play, Vicky Bamrah started Birch & Bug towards the end of 2020. About these wooden toys, she says, "They honour nature and are Montessori-inspired designs that encourage curiosity, stimulate imagination and inspire children to embrace the beauty of nature." Made and painted by hand, each toy is unique.



“

Our mission is to create unique eco-friendly wooden toys that connect with natural materials. This helps children discover and understand the merits of open-ended play.

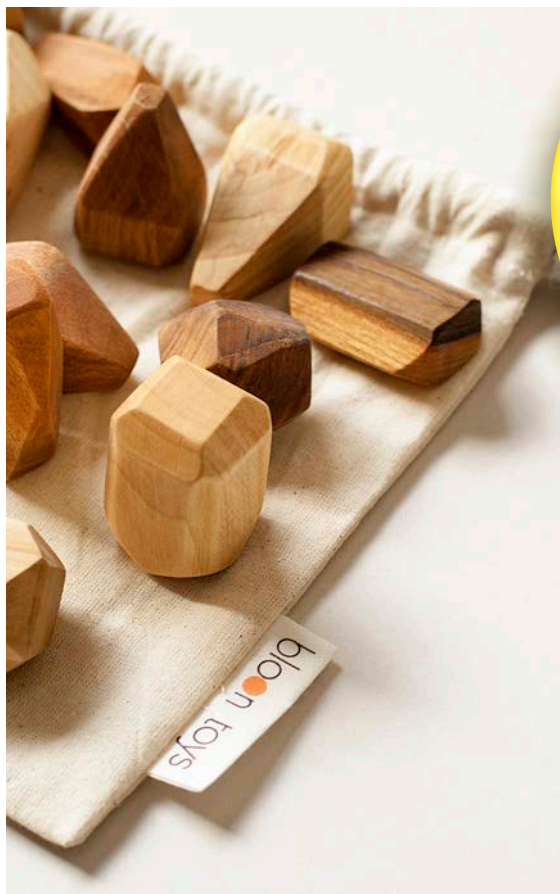
— Vicky Bamrah,
Founder, Birch & Bug





BLOON TOYS

Isha Gupta, the founder of Bloon Toys believes in creative play. From balance boards, drawing books, zen blocks, and modelling beeswax to dinosaur sets and handcrafted tiny people, everything is made from warm materials with the message to play with it however you feel like. She says, "Open-ended toys or toys that facilitate self-directed play, encourage learning. They are the need of the hour."



“Toys made from wood, wool, beeswax are ‘warmer’ and more nurturing than colder materials like stone, clay, plastic or metal. They make children feel safe and encourage free play.”

— Isha Gupta, Founder, Bloon Toys



“

We believe children should interact but not be dictated by toys. Less goes a long way and allows for interpretation with age. Our natural toys do not overwhelm or overstimulate.

— Namrata Rai, Co-founder, Loyora

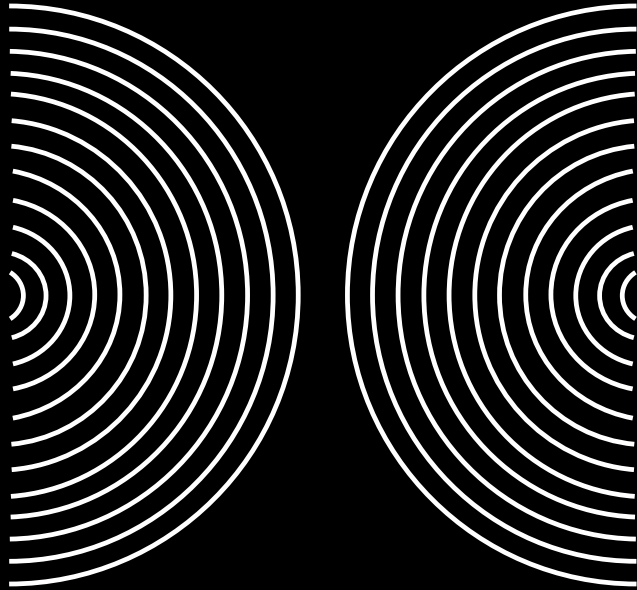


LOYORA

What started with three toys is now a growing range of 50 products+. Loyora is helmed by Namrata Rai and Rajesh Narasimha, who also raise their two children. Being designers, they understand the power of sensible forms. The toys are smart, innovative, sustainable, stoke the imagination and safe. "Our toys are simple with features that self-teach and entertain."

ANNOUNCING

THE ECONOMIC TIMES



DESIGN
COUNCIL

THE AID THINK TANK

Brought to you by



An Economic Times Initiative

Powered by

HOME & DESIGN
TRENDS
GoodHomes INDIA

@trendsmagind
@trendideas
@TRENDSMagIndia

@goodhomesmagazine
@goodhomesmagazineindia
@goodhomesindia
www.goodhomes.co.in



PASHOOPAKSHEE

Founded by Savini Sonavaria, PashooPakshee designs socially responsible toys that celebrate India's rich bio-diversity. She says, "We noticed almost all animal-related toys portrayed African wildlife. There was no representation of our own. With forest covers reducing, this fueled our cause. What better way to raise awareness than to start young... when children get their first toys."

“

Our toys are organic in nature and devoid of plastic. They represent Indian wildlife and help children with early identification and appreciation for nature.

— Savini Sonavaria, Founder, PashooPakshee



SHUMEE

In 2014, when Meeta Sharma Gupta, an alumna of IIT Delhi and Harvard, returned to India to raise her two boys, she found there was a lack of toys that contributed to early development or were safe. And that's how shumee came to be, "Our toys, games, and puzzles are open-ended and engage children in meaningful ways without taking away the simple joy of play."



“

Children thrive best in an open environment where rules play a minimal role and there are no expected outcomes. Play should be 90% child and 10% toy, where toys should not guide a child.

— Meeta Sharma Gupta, Founder, shumee



SHOWCASE



EXACTING DESIGN

FERROART INTERIORS PVT. LTD. IN NAGPUR HAS BUILT A NICHE FOR ITSELF IN THE INTERIORS SPACE BY **MERGING DESIGN WITH PRECISION ENGINEERING**

In an industry first, Nagpur-based design firm Ferroart Interiors Pvt. Ltd. has managed to amalgamate art, technology, engineering and design in some of the country's most luxurious spaces. Established in 1995 by Sagar Bhadbhade, Ferroart is first and foremost a design firm, but it's the precision engineering, unmatched finishes and material exploration that has led to the creation of some unparalleled design concepts. With its own state-of-the-art furniture manufacturing unit and 22,000sqft experience centre, Ferroart is poised to be a force of design.

"I studied engineering and management, but I decided to become a designer because I wanted to make



positive and creative spaces. When you see good design around you, it inspires you to create something beautiful too, and the cycle continues. I'm currently working on Mantra-charged spaces based on Saptachakra; I am partial to soulful designs with positive vibes, as well as luxurious and functional spaces. A pure form of designing should bring happiness and prosperity into the space," says Sagar.

Sagar and his team's determination stems from the fact that they work towards making the clients' dreams come true, through not only spatial innovation, but also strong relationships and timeless designs.

Ferroart Interiors Pvt. Ltd.

D 27 Central MIDC, Nagpur 440016

Webiste: www.ferroart.net

email: ferro_art@yahoo.com

Fast Five with Sagar Bhadbhade, Managing Director, Ferroart Interiors Pvt. Ltd.

Q: If you had to describe yourself in one word, what would it be?

A: Passionate

Q: What is the need of the hour?

A: Engineered interiors

Q: A material you're partial to?

A: Metal, especially mild steel

Q: What inspires you?

A: People, nature and travel

Q: What advice would you give to aspiring designers?

A: Enjoy your work

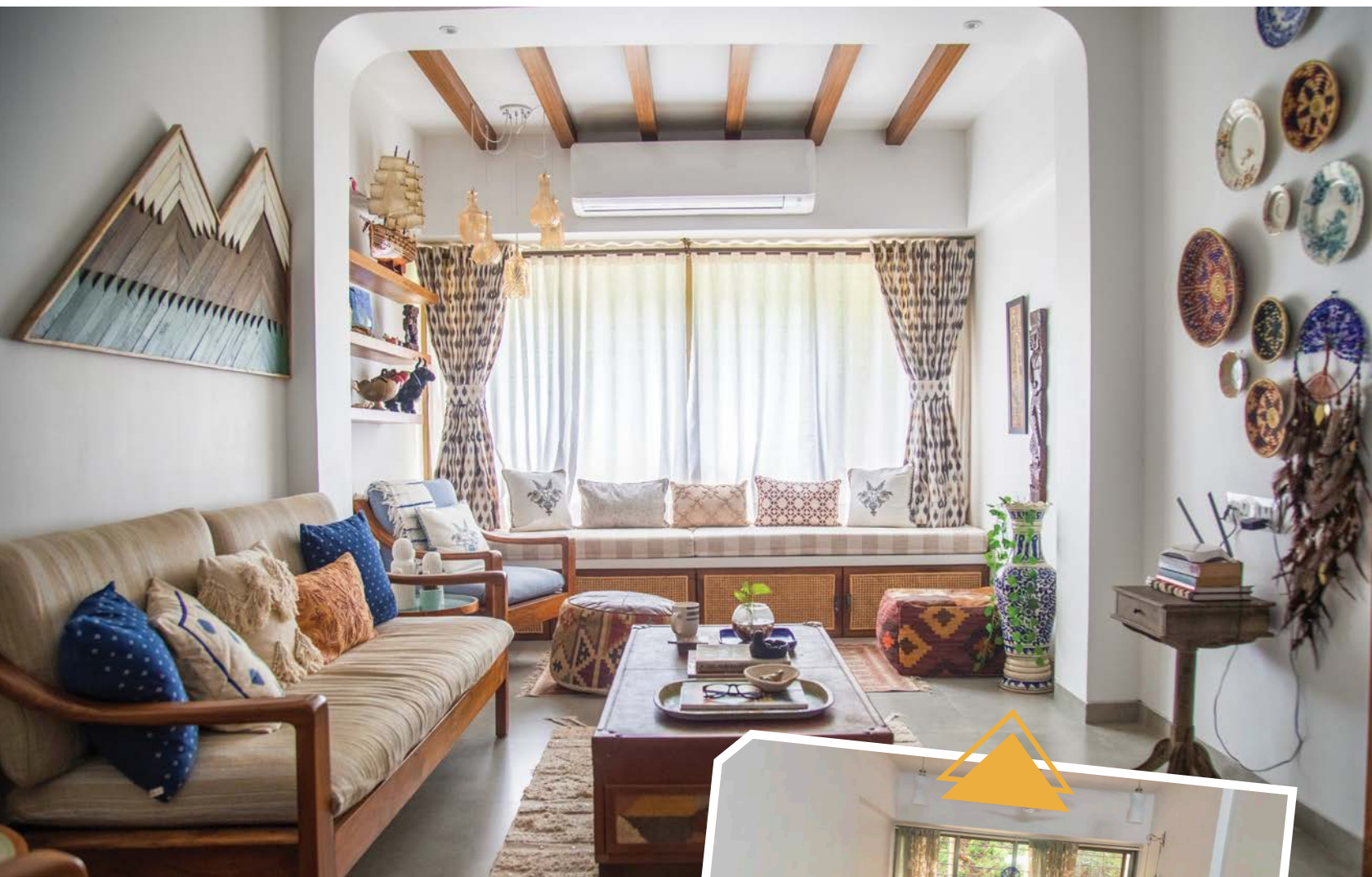


Sagar Bhadbhade
M. D. Ferroart
Interiors Pvt. Ltd

Before & After

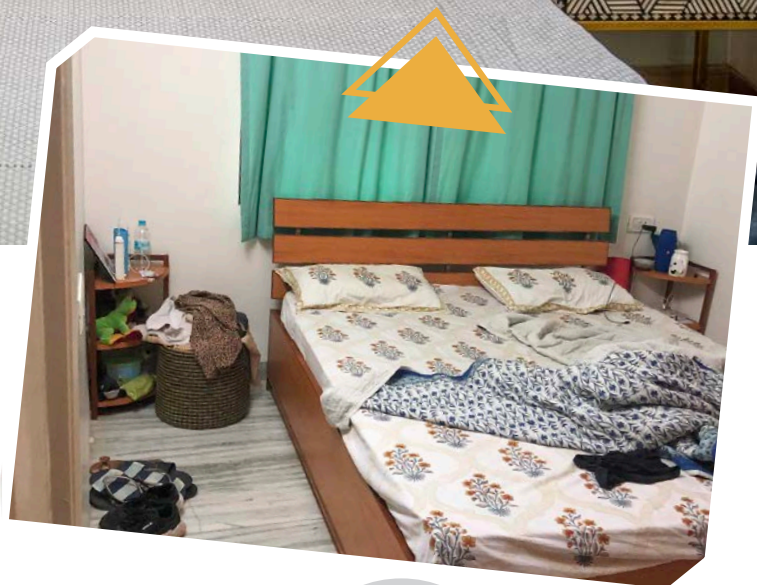
We've gathered some of our favourite home renovation ideas here, so whether it's a drab living room, an awkward kitchen, or a bland bedroom, we've got ideas here for you to transform your home from Dull to Dazzling...

FEATURE **RADHIKA SHENOI**



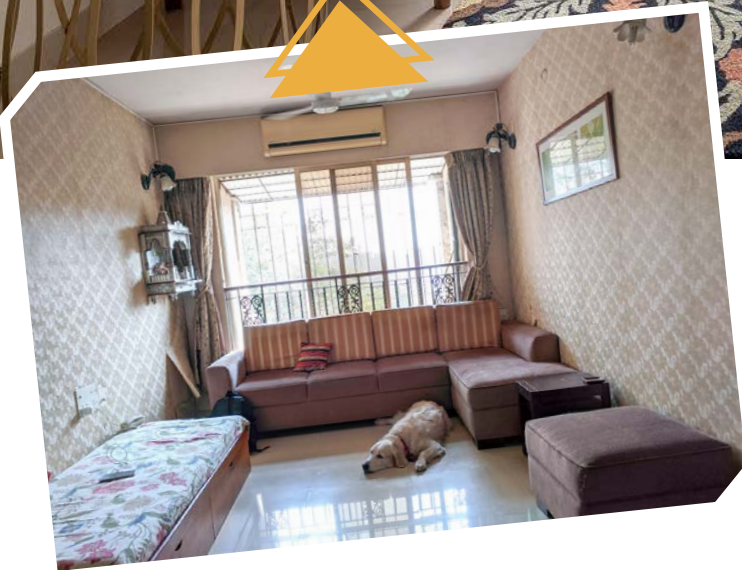
We believe things that your space is your paraphernalia telling a story of who you are. Hence decide a style for your home which resonates the most with you. Contrasting textures is very important in creating a layered home with character and depth. Play with different tones of wood, colour, Natural textures etc.





PURVA AGARWAL,
Founder & Designer, Attirail

PURVA AGARWAL IS THE FOUNDER OF ATTIRAIL. SHE BELIEVES THAT UNDERSTANDING THE CHARACTER AND CONTEXT IS PIVOTAL IN SHAPING THE MOOD AND TONE OF ANY SPACE, WHICH IS A PHILOSOPHY IMBIBED AT THE VERY CORE OF ATTIRAIL.



When refurbishing smaller spaces, remember to keep the walls as light and white as possible. Having your wall and ceiling of the same colour helps add height to the room. Use smaller, lighter pieces of furniture to give you functionality without overcrowding the space. Use the softer hues as your base and add pops of colour with your decor accents and artwork.



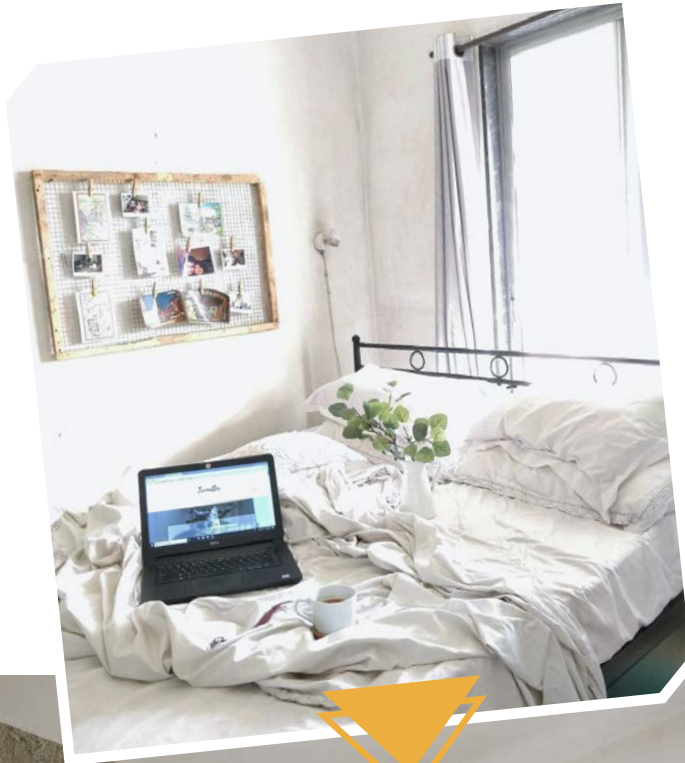
SPECIAL FEATURE



RITTIKA CHOKHANY,
Founder & Designer at Ariyona Interior

RITTIKA CHOKHANY IS THE FOUNDER & PRINCIPAL DESIGNER OF ARIYONA INTERIOR, A BOUTIQUE INTERIOR DESIGN FIRM THAT SPECIALISES IN TURNING HOUSES INTO PERSONALISED HOMES. SHE ALSO WRITES A DECOR BLOG CALLED 'ONE BRICK AT A TIME'.

SPECIAL FEATURE





Design should be creating or repurposing for good. The idea is not to 'transform the environment' but to instill a sense of familiarity; impregnate a boring space with elements that somehow bring in the essence of home after a long day. A bit of creativity and a bit of paint can take one a long way in getting that perfect home and one doesn't need to spend large bucks for that.



RUKMINI RAY KADAM,
Founder, Editor & Stylist at Trumatter

RUKMINI IS A MULTI AWARD WINNING INTERIOR AND DECOR BLOGGER, CONTENT CREATOR AND FOUNDER OF TRUMATTER- A WEBSITE THAT IS ONE OF INDIA'S MOST FAVORITE HOME DECOR DESTINATIONS. TRUMATTER FOCUSES ON HOME DECOR AND LIFESTYLE IDEAS THAT ARE SIMPLE TO ACHIEVE, LOOKS LIKE A MILLION BUCKS AND BRINGS IN COMFORT AND HOMELY FAMILIARITY TO A SPACE.



HAPPY *Fall* Y'ALL

It's time to welcome the coziness of Fall – the textures and the jewel colors mixed with neutral tones We bring to you some inspiration to add some fall design to your home

FEATURE AND STYLE **RADHIKA SHENOI** PHOTOGRAPHS **RAGHAV SETHI**

CLASSIC FALL TEA

The fall season brings the need for you to look for warm autumn colors and a blend of spice and berries infused in your tea. Wrap your hands around a mug of your favorite fall-flavored tea and enjoy the cosy weather.

A FALL HARVEST PICNIC

Colourful trees and overgrown grass is the perfect setting for a harvest picnic. So grab your picnic basket, an autumnal throw, some wine and enjoy the fun of drink and dine surrounded by the new season's beauty.

(PREVIOUS PAGE)
Mug, Trumatter
Fabric Pumpkin, The
Yellow Dwelling
Plate, Home centre
Pine cones, Itsy
Bitsy Craft Store

(NEXT PAGE)
Picnic Basket,
Daisy Life
Basket,
Natures Weaves
Chopping Board,
Madras Prop Store
Wine Glasses, Pure
Home and Living
Throw blanket, Tjori

(THIS PAGE)
 Bed Linen,
Spaces India
 Diamond Tufted
 cushion, **The**
Velvet Box
 Coffee Mug,
Fab India

(NEXT PAGE)
 Blanket, **Tjori**
 Wooden Board,
Ellementry
 Terazzo plate,
Westside Homes
 Coffee Mug,
Fabindia
 Loafers, **Label Life**
 Cushion, **FabIndia**



AUTUMNAL BEDROOM

The brisk autumn breeze is perfect to curl up under the covers in your bedroom . Set a warm and lively mood for the entire season with brilliant warm toned bed linen taking colour cues from the natural fall palette.

AUTUMN GARDEN SCENE

The garden or balcony is the perfect space to be in during the fall. Lay a blanket on your lawn, cozy up with a fall-themed book, some autumn tea and indulge in the lovely weather.

(THIS PAGE)

Quilt, **Amazon**
Floral Cushions,
Hometown
Macrame Cushion,
The Velvet Box
Diamond Tufted
Cushion, **The**
Velvet Box

(NEXT PAGE)

Painting,
Trumatter
Cushion, **Belleven**
Wicker Baskets,
Westside Homes
Headphones,
Marshall



FALL WITH BLUE

Blue is the perfect colour for the fall. It pairs so beautifully with every other shade- gold, burgundy, spice or sage. Add it through cushions, decorative items, quilts for a touch of classic fall style in your room.



RUSTIC FALL

Baskets are a great starting point to create an autumnal accent. You can add them as your bedside tables for a rustic autumn look. The exotic trimmings of large, lush leaves and vibrant colors add that pop of colour to the space.

(THIS PAGE)
Cushions, Weaves
and Looms
Throw, The velvet
box
Runner, Indiholic

(NEXT PAGE)
Speaker, Marshall
Glass Vase,
Apartment 18
Audrey Poster,
Amazon
Curtains, Fabindia



MODERN BOHEMIAN FALL

Though Bohemian spaces are known for their summery vibe, they are also easy to cozy up to create a fall style.

Add layers and textures through cushions, throw blankets and accessories in warm colours for the perfect fall boho look.

AUTUMN VINTAGE CONSOLE

Console tables can be used to style any room in the home. Add a vintage fall charm to your console with a glass vase with dried flowers and branches, some classic books and a few antique accessories.



LUXURY

inspired by mindfulness

In the pursuit of crafting a home with a conscious narrative, Kumpal Vaid blurs the thresholds between living and outdoor expanses in this Mumbai home

FEATURE **AVRIL NOEL D'SOUZA** PHOTOGRAPHS **ISHITA SITWALA**



Shibui is a Japanese word that refers to a particular aesthetic of simple, subtle, and unobtrusive beauty (imperfect). Kumpal was inspired by this context, hence the concept of Shibui has been juxtaposed with the idea of blurring the line between the outdoors and indoors and has been rooted in the Indian context through the use of locally available materials.



A KEY FEATURE WAS TO ACHIEVE A SPACE THAT EMBODIES THE IDEA OF CONSCIOUS LIVING. WE DID THIS BY USING ORGANIC MATERIALS AND TEXTURES, WITH TACTILE FINISHES AND GREENERY. WE WANTED THE OUTDOORS TO EBB AND FLOW INTO THE INTERIOR SPACE.

— Kumpal Vaid, Founder, Purple Backyard

KUMPAL VAID

Founder, PURPLE BACKYARD

A young powerhouse with a steadfast impetus to craft spaces that are organic, cohesive and context driven, Kumpal Vaid doesn't believe in frills. If anything, she believes in simple, to-the-point, and well-articulated spaces. Her mission to reimagine traditional narratives of opulent and grandeur as unobtrusive and pure designs, is imaginative and unique. Kumpal looks inwards to India for inspiration. Since 2010, Purple Backyard has created a portfolio of projects across residential, hospitality, commercial spaces, and shop floors. Timeless design with uncluttered and optimistic vision best describes the studio's aesthetic.



THE JAPANESE CONCEPT OF SHIBUI HAS BEEN JUXTAPOSED WITH BLURRING THE OUTDOORS AND INDOORS AND HAS BEEN ROOTED IN THE INDIAN CONTEXT THROUGH THE USE OF LOCALLY AVAILABLE MATERIALS.

— Kumpal Vaid, Founder, Purple Backyard



Designer Kumpal Vaid of Purple Backyard believes in creating spaces with a decluttered aesthetic. Her efforts rest on crafting strong visuals with strong foundations. In this Mumbai home, on the 15th floor, she has homed in on the natural characteristic of materials while refrained from introducing distractions like claddings or superficial embellishments. Pure, imperfect, simple and rooted...there is so much soul here, and even though it was designed in 2020, it has an old-world charm, a subtle comfort to it. Kumpal says, "The clients, a young couple who enjoy yoga, exercise, art, and the great outdoors, are extremely detail-oriented. We worked closely with them to design an 'activity paradise' with plenty of open space throughout the house."

In terms of materiality, Kumpal expertly balances raw with soft. This play creates crisp and delicate contours and shadows depending on the time of day...and of course this melds well with a conscious narrative that embraces hard edges and gentle curves, in the same breathe. The designer says, "Concrete and its textures have been used throughout the house. The use of greenery, green colour details, and natural materials like teak wood, veneers and can, offset this brute visage of concrete. Indian stones like olive green and brown river-washed kota have been used as a flooring material throughout the house to provide a sense of grounding and being one with nature." CH

Designed during the lockdown of 2020, a key feature of this project was to achieve a space that embodies the idea of conscious living. This has been done through the use of organic fabrics, textures, and finishes with a wide range of greens in a way that the outdoors ebb and flow into the interior space.

A PLACE IN THE SUN

The delicate nature of this Mumbai by Anushka Contractor, blurs the lines between the outdoors and indoors

FEATURE **AVRIL NOEL D'SOUZA** PHOTOGRAPHS **ZHEN WEI STUDIOS** – **YADNYESH JOSHI**



The living room was meant to be open and empty in the center. A brown leather sofa was placed on the right with a set of two nesting tables custom made in Indian marble and metal.



THE OVERALL TENOR HERE IS CALM AND COOL, WE COLLUDED WITH THE GENEROUS PROFUSION OF SUNLIGHT TO HIGHLIGHT DESIGNS AND INTRODUCE CONTOURS.

— Anushka Contractor, Founder, Anushka Contractor

This 1,077sqft apartment is for young couple, their elder parents, and their twins. Designer Anushka Contractor was approached to craft a home with a soothing and inviting narrative, high on functionality with an interactive nature. The first thing she did was to create openness by celebrating the profusion of natural light. The designer adds, "We also commissioned an artist to paint animals and birds in every window. An occasional artwork does wonders to elevate a living space, doesn't it?" We agree. Next, she introduced a material scheme that navigates the eye through a sensorial experience, from simple cane and rattan to distressed textures and warm wood...this home envelopes you and keeps you in a tight embrace.





ANUSHKA CONTRACTOR

Founder, Anushka Contractor

Armed with a work experience of over 3 and a half years with Sameep Padora and Associates (SP+a) and a year with her father's company MAN Associates, Anushka Contractor is at the forefront of the young talent leading India into a stylish future. Known for her contemporary style with a classic touch, Anushka's main influences come from Europe, and along with her urge to visit Europe, she wishes to showcase her creative skills and expand her reach in the field of Interior Design.



DOWNLOAD YOUR FAVOURITE MAGAZINES FOR FREE!

Stay Indoors. Stay Safe.



worldwidemedia.in

SOUL, HEART & MORE...

Fashionista Summiyya Patni calls on Ekta Khialani of Casa Novo to transform her house of four years into her idea of heaven

FEATURE **AVRIL NOEL D'SOUZA**

When Summiyya Patni was ideating with Ekta Khialani of Casa Novo on the transformation of her home, she was inspired by the edgy style of Parisian homes. Based on the canvas they had before them, the ideas were refined and adapted to create a gorgeous and cosy, chic farmhouse look.



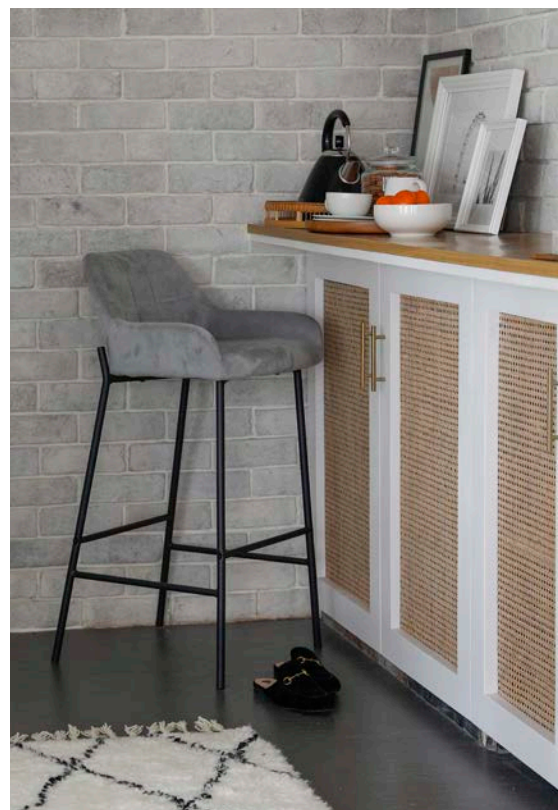
SUMMIYAA PATNI

Homeowner

Undoubtedly, the showstopper is the view. Summiyya agrees, "The big windows open out into the large, expansive outdoors, giving our small home a larger than life feel." The fashionista and entrepreneur, reveals that the colour of her sofa was the guiding force that set the tone for the rest of her home. While creating and collaborating on the design with Ekta Khialani of Casa Novo, Summiyaa and her husband adopted a kitten. The adorable ball of fur matches with the decor, so much so, her guests ask if she based the design off her kitten!

MY HOME IS A COZY STUDIO SPACE THAT OPENS INTO A TERRACE. WHEN I MARRIED, I HAD TWO CHOICES, GO IN FOR A REGULAR HOME WITH NO TERRACE OR STAY PUT. I WENT WITH THE LATTER.

— Summiyya Patni, Homeowner





After marriage, the biggest challenge for Summiyaa was staying true to the vision she had for the style of her home of four years, without making it overtly feminine. "I wanted our studio apartment to be a union of both our personalities." To offset the natural effervescent of her home, she introduced black detailing in the lights, the centre table and the art for a masculine under note.



THE LOFT LIFE

Rasneet Anand designs a bachelor pad fashioned on a typical New York-style loft but reimagined it for the city of Mumbai

FEATURE **AVRIL NOEL D'SOUZA** PHOTOGRAPHS **PULKIT SEHGAL** STYLIST **SAMIR WADEKAR**



“

DESIGNED FOR A BACHELOR, THIS HOME IS A NEW YORK-STYLE LOFT REIMAGINED IN THE CITY OF MUMBAI. WE CRAFTED AN OPEN PLAN AND DIFFERENTIATED SPACES THROUGH VARIOUS MATERIALS, WHILE NEUTRAL TONES OF GREY, WHITE AND TEAKWOOD DICTATE THE AESTHETIC.

— Rasneet Anand, Founder, Rasneet Anand Design

Designed to cater to a bachelor, this 1,500sqft home, located in Mumbai, was envisioned with a monochrome palette. With the pandemic forcing everyone to spend a majority of their time at home, Rasneet Anand's client wanted a home that would have everything he needs. She adds, "As someone who enjoys hosting, the home was designed with the main focus on the bar in the centre of the living room and as a comfortable area with a projector screen for movie nights." To facilitate the work-from-home mode, the living room is connected to the den via a metal glass partition which also doubles as a home office. These efficient demarcations offer a larger sense of space.



OUR FOCUS WAS OPENING UP THE SPACE AS MUCH AS POSSIBLE SO THAT OUR CLIENT WOULD HAVE A LARGE SPACE TO ENTERTAIN IN AND ALSO ENOUGH NOOKS TO RELAX IN THE PRIVACY OF THE BEDROOMS.

— Rasneet Anand, Founder, Rasneet Anand Design



RASNEET ANAND

Founder, Rasneet Anand Design

After completing her Bachelors in Architectural Design in 2014 from BSSA, NMIMS, Rasneet Anand worked under the tutelage of Shabnam Gupta and Richa Bahl, both "alpha females" (as she refers to her mentors). They played key roles in her evolution. Rasneet enjoys melding function with style. She started her studio in 2018 with the aim to move away from the token understanding of luxury design and bring a detail-oriented approach and modern outlook to her projects.





Tech was given key importance with a special focus on acoustics. The living room was designed with the bar and the projector screen as focal points. Rasneet chose a retro bar fridge placed in the living room rather than disguising it or hiding it. The material board of concrete, metal and wood ensure the home is equal parts raw and warm.

Since the house is for one person Rasneet didn't want to box the layout into three bedrooms and a living area. She opened up a room and created a den-cum-home office that can easily serve as another bedroom if needed. The visual connectivity makes the living room seem larger.



FEELS LIKE A WARM EMBRACE

Shabnam Singh and Nanaki Singh of Project Co, approach the transformation of this 60-year-old, Faridabad, New Delhi home with utmost care. They update it, while preserving its vintage charm

FEATURE **AVRIL NOEL D'SOUZA**



Never judge a book by its cover, at least that's the lesson learnt while exploring this expansive 60-year-old bungalow. Tucked away in a charming neighbourhood of Faridabad, New Delhi, designers Shabnam Singh and Nanaki Singh of Project Co restored the original bones and details of the exterior of this bungalow, while curating a modern, warm, and elegant narrative for the

interiors. They based this meld of old-meets-new on the philosophy of Kintsugi, an ancient Asian practise with the belief that anything broken or aged is still beautiful, and with a little mend can be restored. Inspired by this, Shabnam and Nanaki have not disguised the repair work rather have lovingly treated it, to become part of the overall charm of this refurbishing project.



“

RATHER THAN CHANGE ITS INHERENT CHARACTER, WE WANTED TO CELEBRATE THE ORIGINAL CURVES OF THIS HOME. WHILE THE FURNITURE IS MODERN, WE'VE BALANCED IT WITH NATURAL ELEMENTS LIKE LUSH GREEN PLANTS AND HERITAGE ELEMENTS LIKE SANDSTONE CARVED PILLARS TO PAY HOMAGE TO THIS INNATE AESTHETIC.

— Nanaki Singh, Co-founder, Project Co



SHABNAM SINGH AND NANAKI SINGH

Co-founders, Project Co

Founded by Shabnam Singh, Project Co is a design firm based in the Capital known for their interiors, exterior and landscape work. The green arm of this leading design firm is headed by Shabnam's daughter, Nanaki Singh. Together, this mother-daughter firmly believe that the exteriors are as important as interiors to create a functional and stylish space. Project Co believes in curating and creating sustainable designs that advocate and facilitate the merits of mindful living.



A NOD TO THE THREE GENERATIONS THAT HAVE RESIDED HERE, WE KEPT THE EXTERIOR OLD-WORLD. WHILE THE EXTERIOR IS REMINISCENT OF AN ERA GONE BY, THE INTERIORS ARE MODERN AND LUXURIOUS.

— Shabnam Singh, Co-founder, Project Co



UNABRIDGED LUXURY

reD Architects crafts a sophisticated home in Mumbai
that stands out for its intuitive space planning

FEATURE **AVRIL NOEL D'SOUZA**



FOR US THIS PROJECT IS A STATEMENT IN
SIMPLICITY - STAYING TRUE TO THE BRIEF WHILE
PEPPERING IT WITH DESIGN ELEMENTS THAT
SURPASS CURRENT TRENDS AND KEEP IT TIMELESS!

— Ekta Parekh , Partner, reD Architects

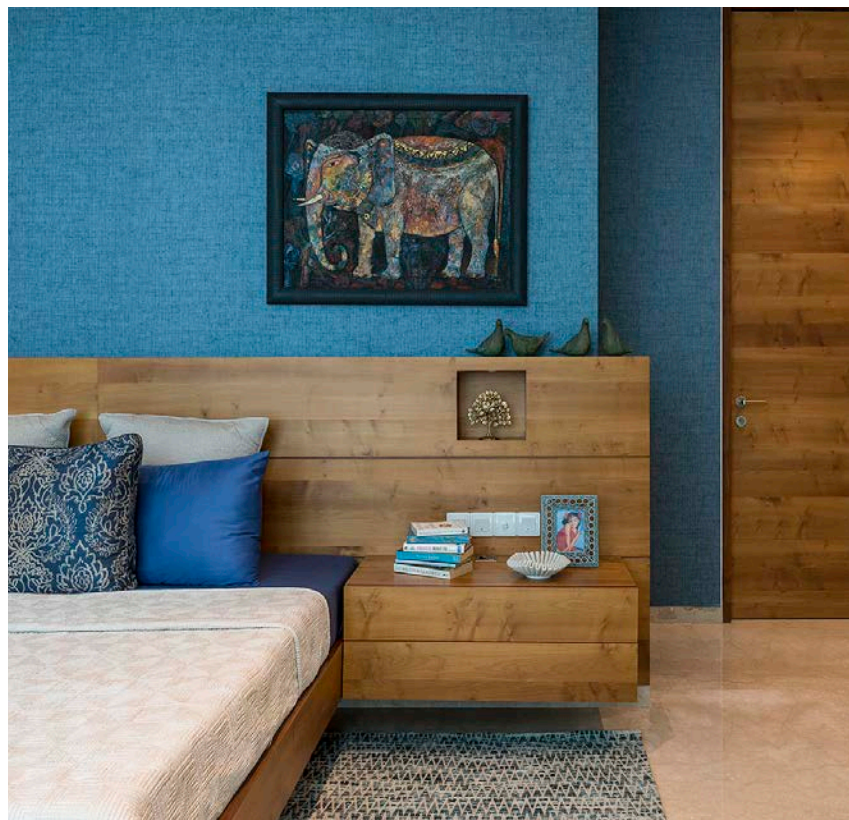


RED ARCHITECTS

Ekta and Rajiv Parekh, Founding Partners with Maithili Raut and Apoorva Shroff, Partners, reD Architects.

Established in 2004 by Ekta and Rajiv Parekh, reD Architects is joined by partners, Maithili Raut and Apoorva Shroff. Considered as one of India's leading design ateliers, their tagline, "research, enquiry, design" remains at the heart of everything the firm creates, curates and collaborates on. The firm's process-oriented approach results in impeccable quality, detail and longevity. reD Architects started as a two-person team, but today has grown into a team of 30 architects and interior designs.

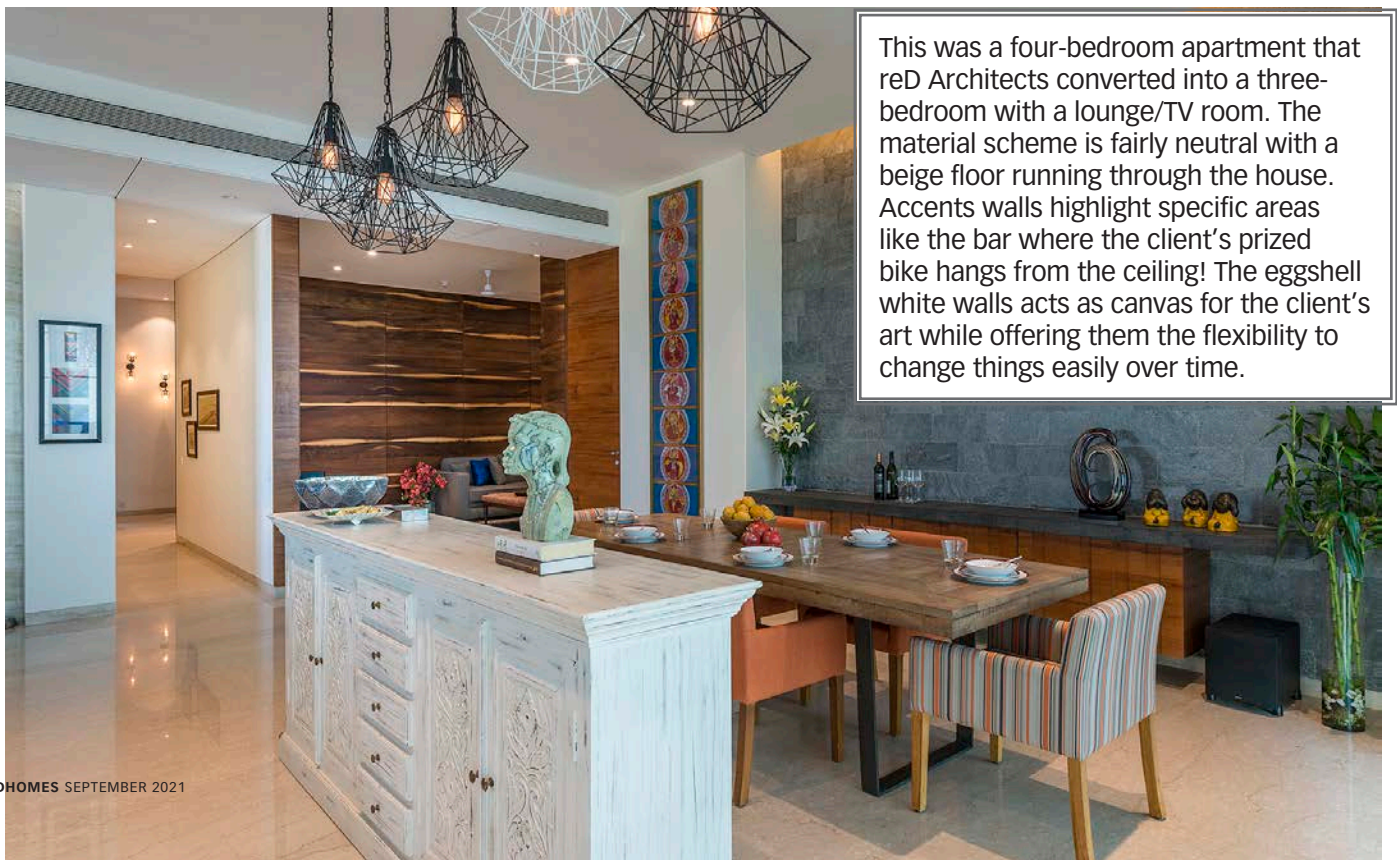
The owners of this 2,500sqft home approached reD Architects with the brief of crafting a simple space that was functional and interactive. Ekta Parekh elaborates, "The design is a reflection and translation of the people who live in it. The neutral floor, the subtle use of earthy walls in their raw form or painted, the warmth of subdued wood tones and the accents of art, keep this home on the edge of classical contemporary."





THE CRITICAL FIRST STEP FOR THIS HOME WAS SPACE PLANNING. THERE ARE BARELY ANY CORRIDORS WHILE LARGE SLIDING DOORS, DOUBLING UP AS WALLS, CHANGED THE CONFIGURATION OF THE SHARED SPACES TO MAKE THEM LARGER OR SMALLER, AS NEEDED.

— Ekta Parekh, Partner, reD Architects



This was a four-bedroom apartment that reD Architects converted into a three-bedroom with a lounge/TV room. The material scheme is fairly neutral with a beige floor running through the house. Accents walls highlight specific areas like the bar where the client's prized bike hangs from the ceiling! The eggshell white walls acts as canvas for the client's art while offering them the flexibility to change things easily over time.

ELEVATED LIVING

Bound by views of Pune city, this luxurious home by Venturebee Interiors allows its owners to live life, king size

FEATURE **AVRIL NOEL D'SOUZA** PHOTOGRAPHS **BIJOU GOPAL**



BHUVANA
SUREN,

Founder, Venturebee Interiors

Founded in 2011 by architect Bhuvana Suren, Venturebee Interiors creates spaces that are in direct response to the client's individual preferences. Bhuvana goes on to punctuate these personal style narratives with edgy details that are high on quality and deep-rooted in context. We admire how Bhuvana traverses deep into a brief to curate spaces that are functional, stylish and dynamic. As seen in this 1,800sqft home in Pune, Bhuvana introduces bold statements in clever bursts.

The design is a result of our client's impetus to create a home that amalgamates their traditional roots and love for travelling.

— Bhuvana Suren, Founder, Venturebee Interiors





Despite its large footprint, this is a cosy home. This can be directly attributed to the panoramic view of the city that forms a backdrop for all spaces of the house, both outdoor and indoor. Expert zoning by architect Bhuvana Suren of Venturebee Interiors, gives the homeowners a taste of luxurious comfort. The heavy pieces of furniture have been balanced out well, while the accessorising is elaborate in nature. If you were to take a walk through the apartment, you'd notice that every single room has a dramatic colour element...while the living room has the sensual red, one of the bedrooms has a vivid black-and-white geometric surface treatment, while coarse distressed work near the console creates a soothing, almost wabi-sabi vibe.



THE GREEN HOUSE

Taking clues from mother nature, unTAG conceptualised the extension for an existing apartment in Ahmedabad, as a living rainforest

FEATURE **AVRIL NOEL D'SOUZA**

PHOTOGRAPHS **IRA GOSALIA, PHOTOGRAPHIX INDIA**



Conceptualised as the extension for an existing residential apartment in Ahmedabad, this 1,800sqft apartment, includes an entertainment-cum workspace with a lavish home lounge, a home office and two guest bedrooms. unTAG referred to the greenest tones to crafts a wing that is indulgent, generous, and larger-than-life!



untag

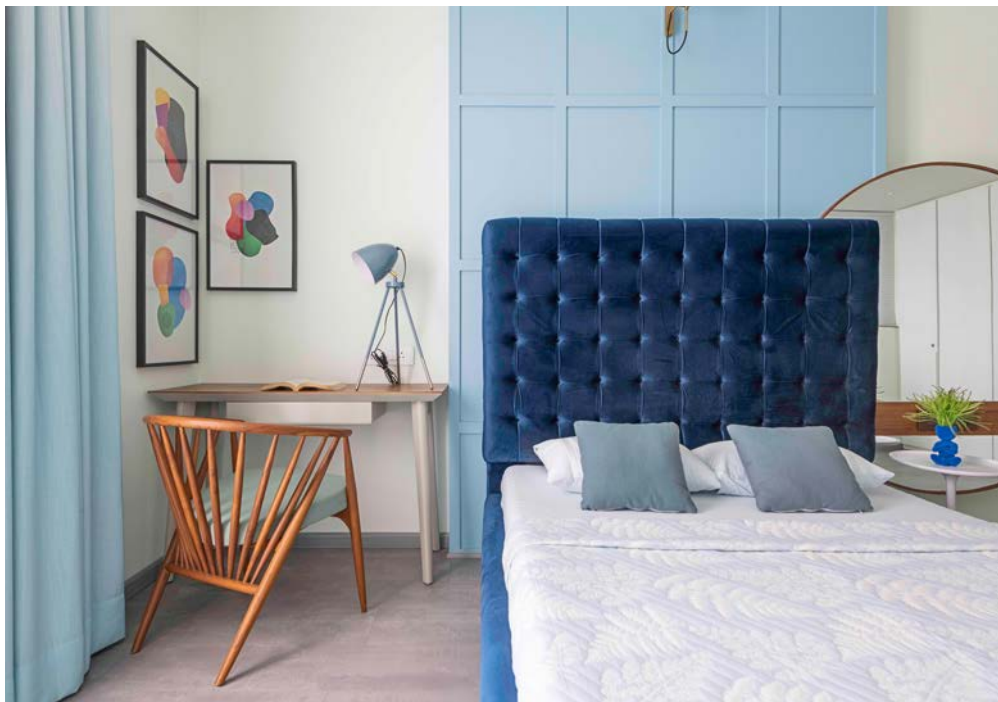
**Gauri Satam and Tejesh Patil,
Co-founders**

untAG is a union of two contrasting architects, Gauri Satam and Tejesh Patil, who have come together to craft a Mumbai based design studio since 2015. Both graduates from JJ, they have independently worked with reputed firms in India, assimilating their creative learnings, before starting on their own. The studio is a multi-disciplinary practice, currently engaged in designing sustainable eco-retreats, public institutions and single homes.



“
THE VOLUMINOUS ENTERTAINMENT LOUNGE REFLECTS A
TROPICAL RAINFOREST, WITH HUES OF EMERALD GREENS AND
TEAK WOOD, GIVING A NOTION OF A DARK YET COMFORTING SPACE

— Tejesh Patil, Co-founder, unTAG



Architects Gauri Satam and Tejesh Patil of unTAG architecture and interiors, consciously crafted this home-extension with hues that are reminiscent of a tropical rainforest. Gauri reiterates, “The overall aesthetics aims at curating a biophilic indoor space. We focused on designing a ecosystem where the owners could destress and rejuvenate. We did this via metaphorical visual connects with nature through creative interpretations of mother nature.” The duo pair scale with deep colour tones, to address the feeling of being in awe in the presence of greenery for miles to come.

ABCD

Artychoke www.artychoke.co

Amazon www.amazon.in

Apartment 18 @apartment18.in www.apartment18.in

Belleven @bellevenhome www.Belleven.com

Berrybee www.berrybee.in

Birch and Bug www.birchandbug.com

Bloon Toys www.bloontoys.com

Daisy Life www.DaisyLife.in

Ellementry www.ellementry.com

EFGH

Fab India, www.fabindia.com

Home Centre www.homecentre.in

Hometown www.hometown.in

IJKL

Indiholic www.indiholic.com

Itsy Bitsy Craft Store www.itsybitsy.in

Label Life www.thelabellife.com

Loyora www.loyoraplay.com

MNOP

Madras Prop Store @madras_prop_store

Marshall www.marshallheadphones.com

Natures Weavers @natureweaversofficial

PashooPakshee www.pashoopakshee.com

Pure Home and Living

www.purehomeandliving.com

QRST

Spaces India @spaces_india, www.spaces.in

Shumee Toys www.shumee.in

The Velvet Box @thevelvetboxbv

The Yellow Dwelling @theyellowdwelling,

www.theyellowdwelling.com

Tjori www.tjori.com

Trumatter @trumatter, www.Trumatter.in

UVWXYZ

Weaves and Looms

www.weavesandlooms.com

Westside Homes www.westside.com



GoodHomes INDIA