



# DESIGN CONNECT

PROMOTING GOOD TASTE

## AFFILIATED TO NATURE

DUBBELDAM INC. ARCHITECTURE CRAFTS A  
CONTEMPORARY HOME IN TORONTO USING  
BIOPHILIC DESIGN STRATEGIES

## THE V-PLAZA

CREATING A SPACE FOR SOCIAL  
TRANSFORMATION

## HAPPY HOMES IN SURAT

A PROJECT DESIGNED BY  
SANJAY PURI ARCHITECTS

## SIT BACK AND RELAX

@ CAFE GOT IN THE KIMPTON VIVIDORA HOTEL  
IN BARCELONA

# Design Inclinations Could Be A Product Of The Cultural Syntax



*A designer can be influenced by culture as also the exposure the individual receives while travelling across the world says Neha Arora, Founder Principal at Neha Arora N, a commercial hospitality design studio.*

## What is your idea of good design?

Good Interior design, is not just about designing beautiful spaces. It's about creating an immersive space that transports people to another world. Especially in the hospitality interior design. After all, people want to escape reality and there should be a place for it.

Good design is about creating a strong sense of narrative, and weaving a story in the entire design scheme. From the light fittings to the wall décor, from the paint color to the photo frames, from the tactile sensations to the staff costumes, everything should be designed to bring the story to life and transport the guests to another world.



**In any interior design project what is one of the core challenges which needs to be addressed?**

In commercial hospitality design, especially in today's times, one of the core challenges one needs to address is, how to maximize the property's ROI (Return on Investment), by using compact spaces and tight budgets; while at the same time, creating Instagram worthy designs that are engaging, exciting and an experience for guests.

**As a professional what do you believe is the hallmark of a good interior designer?**

A good designer is a visual storyteller, who can transport people to another world.

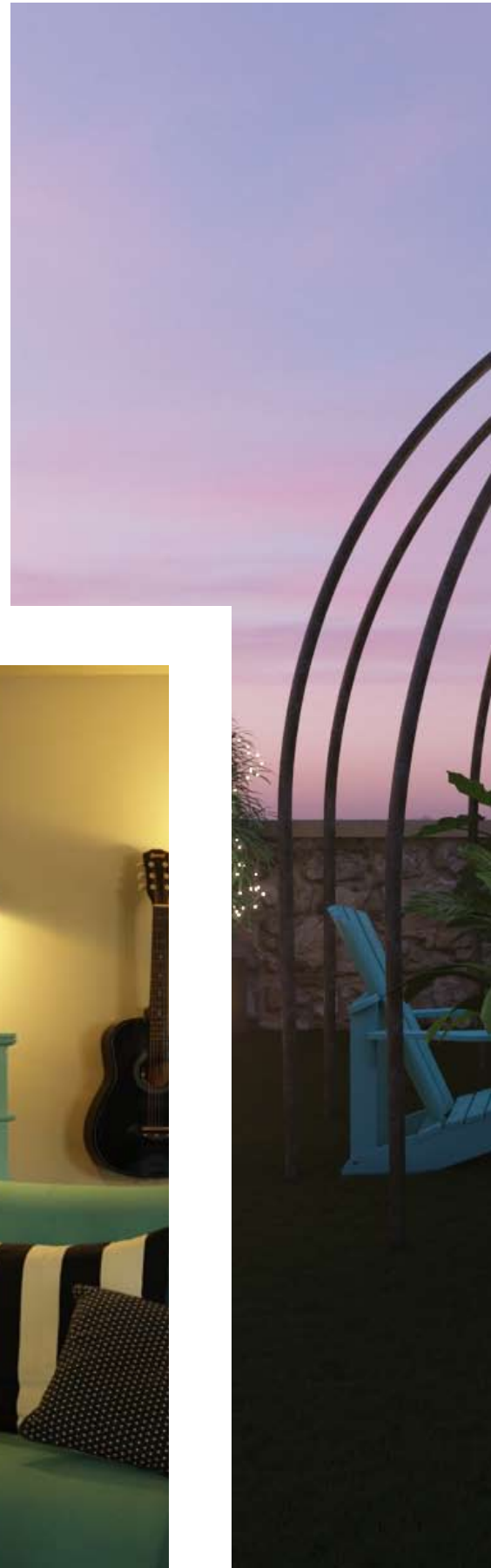
**Which was one of your initial projects which was widely appreciated?**

One of my most notable works has been for FF21, a millennial co-living brand based out of Bangalore.

The design story created for their property was – 'a home where friends become family'. And every space was designed to bring that story to life! The reception area was designed to transport residents to a home study in nippy Berlin; the lounge area masqueraded as a living room, with a seductively inviting electric blue couch; and other magical elements like the blue faux fireplace and laddered coves, were created to exude a warmth that hugs you like home.

**When it comes to design inclinations, is it defined by the cultural syntax an individual is part of, or is it altogether a different factor at play?**

Design inclinations could be a product of the cultural syntax that you're a part of or the cultural syntax that you're influenced by. For me, my design inclinations are influenced by my international travels. From Swiss Chalets to Danish Hygge Homes; Scandinavian Chic to Parisian Splendor; Tuscan countryside to English Cottages; they all inspire me to create work that transports people to different parts of the world.





**With increasing globalization, has the Indian design taste undergone a radical change or do you still find traces of Indianness in the design sensitivities of the global Indian?**

The global Indian is definitely veering towards global design tastes. However, traces of Indianness are visible especially when it comes to their homes. Interestingly though, it's different for commercial hospitality designs. Hoteliers, real estate developers, co-living and co-working brands prefer more global designs in their properties, in order to be at par with international standards! And this trend will soon catch up with residential designs too.

**As an interior designer what are some of the branded products you have utilized in the projects you have executed? Mention your favourite brands?**

I don't have any set brands. For me, whichever brand has the materials or products that fit my design story, for the project that I am working on at that moment, is my favourite for that time period. It's about curating them from online stores, flea markets, independent artists, established home stores or even DIY projects.

**What are the checks and balances you have in place to ensure that the commissioned projects are completed on time?**

I keep a master project checklist with monthly, weekly and daily planners that help keep me and my clients on track and complete projects within the mutually agreed deadline.

**Many clients prefer customized offerings to be utilized in their respective projects, in such cases do you double up as a product designer or outsourcing is the keyword?**

Yes. When it comes to loose furniture, decor and lamps, very often I double up as a product designer to create custom pieces that are unavailable or out of budget.

**What are some of your ongoing and recently completed projects?**

I am presently working on two co-living projects, one student accommodation project, and one service apartment. I have recently completed the designs for the 7<sup>th</sup> building of FF21 reaching 800 rooms in total.

**Connect Online @ [www.nehaaroran.com](http://www.nehaaroran.com)**