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Product Spotlight
Veneers & Laminates

**HOMES
STYLED
WITH LUXE**

Luxury homes are getting a new twist of décor, where there is focus on detailing as well as a practical thrust that does not compromise aesthetics



and an increased seating and activity options," says Abhigyan Neogi, principal architect & founder, Chromed Design Studio.

THOUGHTFUL HOMES

The way we look at our homes today has changed immensely due to the pandemic. "In the luxury segment, I see many people spending more time in their getaway homes like farmhouses or holiday homes. In terms of city living a lot of people prefer larger size apartments with all the amenities included so that the family is self-sufficient within the property," says Smitha Zachariah, creative head, ZXP Design.

Theme-based luxury residences are in great demand among HNIs and NRIs. Homebuyers are looking for larger-than-life, 'theme-based residences' which itself is a glamorous concept. "Developers are offering innovative theme-based projects ranging from cultural themes like Mediterranean, Spanish, Japanese, Roman and Greek to hobby-based themes like sports, art, etc. This trend is here to stay in the luxury housing segment with more focus on personal workspace which was primarily 'small office home office' (SOHO)," says Vineet Nanda, director, Sales & Marketing, Krisumi Corporation.

BALANCING ACT

Luxury has become mostly about multi-purpose-driven usable spaces that cater to a seamless lifestyle encompassing opulence and comforts. It is no longer about flamboyant displays of wealth.

"The first word that comes to my mind when I think of the new definition of luxury is 'minimalism', being more subtle with luxury design. Materials, furniture, and accessories with a luxury touch including majorly handcrafted stuff made from purer materials are absolutely on fleek like rich fabrics, mirrors and textured metals, interesting textures such as parchment or eglomise mirror and veneers with varying tones and lacquer finishes and a lot of textured fabrics such



as suede, wool and bouclé for upholstery pieces, which lend themselves to the rounder, softer furniture. Clear spaces are becoming more desirable with few furniture pieces as they glorify simplicity," says Aakanksha Shridhar, principal design director, Aakanksha Shridhar Designs.

DESIGN MANTRA

Luxury designs today refer to how different elements are brought together to create a larger than the typical effect. "This ranges from spatial effects on a macro level to the bespoke fabrics you use for the sofa. The spectrum which



4. A living room with beige hues designed by Hocomore a tech-based building construction start-up, headquartered in Hyderabad.

5. Entertainment area for a luxury apartment designed by La Sarageeka Associates.

6. Manasa Kasa, interior design-head, Hocomore.

7. Mayank Ruita, CEO, MAIA Estates.

8. Abhigyan Neogi, principal architect & founder, Chromed Design Studio.



9. Smitha Zachariah, creative head, ZXP Design.

10. Vineet Nanda, director, Sales & Marketing, Kritisumi Corporation.

11. A home that embodies everything luxury by Urban Zan.



defines an interior project from ordinary to premium is huge, and not to mention comes with a price tag," says Pankaj Poddar, co-founder, Hipcouch. Large spaces, tall ceilings, and high luxe is the new trend for mega homes today. Luxury homes are not just about design aesthetics, they also focus on amenities and functionality.

"As per aesthetics, the trend has moved more towards simpler designs complemented with dramatic art. Nowadays clients prefer having spaces designed in their house catering to different activities such as a study room, gymnasium and entertainment lounge. The client seeks a luxury residence that focuses on a work-life balance culture. The COVID-19

pandemic has changed the requirements of a home to include entertainment at home, with amenities such as spas, 5.1 surrounds sound Dolby atmosphere home theatres to get a cinematic experience at home, enormous dens with bowling, a pool, DJ deck and the like," explains Kashish Raheja, creative director, La Sorogeeke Associates.

TECH TRENDS

Home automation has received a thrust in luxury homes especially touch-free electronics and sensor-based fittings. Lighting solutions that use motion sensors, emission-free paints. Cast in situ flooring materials and metals like brass, in furniture, or

CASE STUDY

NIKHIL KAMATH'S HOME, CO-FOUNDER OF ZERODHA

Each room has its own little world of colours, textile and forms, borrowed and married from school of aesthetic.

Every element used is ethical, sustainable, custom made, sourced, repurposed or restored locally from a small medium and macro business. Saunak Sen Barat, co-founder & creative director, House of Three, says, "our approach to design is more holistic, it isn't just the physical tangible aspects that matters, what matters is to translate a Nikhil's energy and overall psyche into a space that they can call home". The interiors for Nikhil's house were designed keeping in mind the true vision of design sustainability, to showcase design-based collaborations, highlight the beauty of Indian luxury and the art of being self-sufficient as a country/industry. Every piece from every collection is a celebration of India in not just the textile and embroideries, but also in its intensely researched historical/cultural anecdotes of India's magnanimous past.



Saunak Sen Barat, co-founder & creative director, House of Three.



CASE STUDY

SHUBHRA CHADDA'S HOME, CO-FOUNDER AND CREATIVE HEAD, CHUMBAK

Shubra and Vivek together designed their 4700 sq.ft penthouse in Bangalore's upscale Indiranagar with a vision of building a blank canvas and playing with colors through accents. The penthouse in Indiranagar is where the Chumbak founders reside with their daughter. The kitchen is designed to give a Brooklyn loft feel that is open and ventilated. The wooden floorings all over the house were brought into to give an element of comfort and warmth to the house. The colours used across are peach, Mustard, olive and everything in that palette. A lot of souvenirs and trinkets from their travels are placed across the house signifying their wanderlust souls. As a founder of a design rich brand, Shubra and Vivek don't follow trends but love to mix and match prints and colors which will be clearly visible. Shubra Chadda boasts of her green fingers as she takes care of over 200 plants. "The house sees a vivid use of soothing colours like teal, aqua and blues. Most of the furniture is given a distressed look so that the colours in the background pop up without being too overwhelming. The house does not have a television in the living room and guests first see a huge bookshelf which has books from different genres, mostly travel, since both of us are avid travelers," says Chadda.



Shubra Chadda.



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as accents in wall cladding are popular. People love to have automation in their homes. 'Alexa' and 'Siri' based technology in automation is a new age facility that people are excited to have in their homes.

"We feel that the layers of automation must be carefully thought of since it depends on the lifestyle of the people. In some cases, most of the facilities won't be used even after successful installation," said Amrish Patel and Darshan Soni, founders, Apical Reform Studio.

Newly advanced security systems are trending as they make residents feel safe and sound in a luxury home. Latest exterior cameras are now a common component that strengthens and safeguards against potential break-ins by implement-

ing night vision capabilities. "Another example is fingerprint recognition, which is used to protect locked safes, vaults, and private areas. Automation features are key in modern homes. Many updated residencies contain controlled lights, shades and temperatures along with voice activation abilities to create a lifestyle of ease," says Rahul Singha, director, Mapsko Group.

GO GREEN

Concrete exposed as well as finished surface is also seen used in multiple ways to enhance its true qualities and bring out the calm and the cool of each space. The designing of an eco-friendly luxury residence primarily entails controlling the



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15. Kashish Raheja, creative director, La Sorageeka Associates.

16 & 17. Amrish Patel and Darshan Soni, founders, Apical Reform Studio

18. Sankalp Designers have designed this luxury family room with accents of beige and grey.

19. A luxurious living room in a high-rise apartment in a prime location in Ahmedabad by the Apical Reform Team.



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