

# TFOD Profile Of The Week: Ar. Pavan and Ar. Medha Kakade, Kreative House, Hyderabad

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One of the most promising and talented studios we unearthed on TFOD - comes from Hyderabad!! **Kreative House**, co-owned by **Pavan and Medha Kakade**, has successfully completed over 15 lakh sq ft across several projects in the commercial, residential, retail and hospitality segments – in Andhra Pradesh and Maharashtra. While they have perfectly grasped the immense platform TFOD offers for them to showcase their talent/projects to the world, the firm's nicely made Profile, and repeated visits have helped them bag this week's **Profile Of The Week!!**



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The past decade has seen a paradigm shift in the sensibilities, awareness and preferences of end-users of design and products. It is most heartening to see good design spreading to all parts of the country; with of course the metros leading the way forward.

“From Concept to Concrete”.... is the work-mantra of **Kreative House** - a young and vibrant, multi-disciplinary firm with a team of architects, interior designers, civil engineers, research assistants and surveyors. The team designs and executes customized amenities to suit individual personalities and needs of the clients. **Projects handled by the studio reflect the studio's focus on good space planning, explorations with varied decor styles, and intricate attention to detail.**

Founded in 2002 by Medha Kakade, by 2008, Kreative House grew in size and credibility – handling more than fifteen projects a year. Pavan, after completing architecture, joined HDFC Bank as their in-house architect, and later moved to AHIDCO (Aditya Housing & Infrastructure Development Corporation) as the Chief Architect. He quit the job in 2012, and joined Medha in the now very well-established Kreative House.

**The Kreative House team prides itself on the multidimensional nature of the service it provides clients** – which combines the services of an architect, engineer and construction manager. “Ours is an Architect led Design Build. From the first concept sketch until the completion of construction there is one team. Our focus is on quality within planned budgets, improving cost performance and accelerating project delivery” says Pavan. Over the course of their practice, they have developed methodologies for project delivery that increase quality, reduce snags, lower costs, shorten schedules and accelerate close-out time. By combining design, project management, and construction and technology teams in one place **Kreative House** provides clients with a single-point contact. This strategy ensures high quality construction, within set timelines and at a competitive cost.

**Architecture, Design Build, Interiors and Landscape** are the four verticals they list as services offered by the studio. “We strive for architecture that enhances an organizations function and expresses its vision by embracing human behavior within its contextual social structure enriching the ways, in which people work, live and play. Architectural and interior design is the combination of our clients' needs and values, art, technology,” says Medha. In Interiors, “access to views and daylight, individual climate control and lighting control add to individual comfort. We believe in creating environments through space planning, spatial formation, finishes and furnishings selection, signage design, building systems engineering and facilities management.”

**Kreative House**, presently a reputed firm in the twin-cities of Hyderabad and Secunderabad, aims at creating and designing spaces that will leave a permanent and rich impression, on the local as well as global scenario. Currently, the studio is working on over 20 projects, in various stages of design and execution.

With the professional approach and pursuit of excellence apparent in all their work, the studio will surely achieve its goals! We, at **TFOD - The Future Of Design** wish them well for their future!







**Designer :** Kreative House, Hyderabad  
**Photography :** Courtesy the architects