

THE 10 INNOVATIVE INTERIOR DESIGNERS TO KNOW

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COVER STORY



26

Creative Interior Designer
Kreative House
Innovative Designs,
Quality Execution



Interview with
Insights Success
20 Ormate Projects:
Creating Beautiful
Interiors



Outstanding Interior Designers
32 Experience Distinctively
Designed Spaces by
Mansi Desai



58

Leader's Insights
Future of Workspace



38

7Elements Interior Studio
Professional Designing
Expertise Delivered
Exquisitely



50

**Geeta Vaibhav Design
Studio (P) Ltd**
Designing Aesthetically
Functional Spaces



42

**Contours | The
Design Company**
Designing Dreams &
Transforming Spaces



54

Milind Pai Architects
Creating Inspiring Spaces



46

Dzign Thoughts
Designing Novel Spaces

THE 10 INNOVATIVE INTERIOR DESIGNERS TO KNOW

Innovative Interior Designers: Designing the Future

Simple yet sophisticated! Today, many of the innovative companies are providing new directions that can actually help a space to evolve more and adding more sweetness to it!

The interior design market is ready to provide an incredible modern designs with expected greenery, deep colour dashes, and etc. Also, to keep the things interesting, they are making a constant interplay between textures, patterns, and solids.

Keeping in mind, that 'ideas rule the world', and it has never been truer than it is today. This is the time when 'wild ideas' seem to be making up the lion's share of all ideas. Thus, this month, Insights Success has come up with the special issue "The 10 Innovative Interiors Designer To Know". Here, we have tried to focus on innovative interior designers and their company's portfolios with unique solutions. Some of the below mentioned innovative interior designers in India have grabbed our attention most to become the most innovative interior in this edition.

On the Cover of the magazine, we have featured the special story of **Infinity Architect & Interior Designers**. Infinity is an interior design company catering to the **Luxury Interior Design** market.

We have also focused on different companies with their creative core persons, who have come up with most unique solutions. Thus, we have chosen, **KREATIVE HOUSE** as a '**Creative Interior Designer**'. Kreative House is one of the most sought after firm for residential architecture and interior design in India. And, **Manel Desai** as an '**Outstanding Interior Designer**'. Manel Desai-Designs for living is a firm creating interiors and products that are functional and aesthetically exquisite.

Apart from this, we have preferred innovative Interior Designers, **7Elements Interior Studio-7ELEMENTS INTERIOR DESIGN** is a full-service interior design company in Hyderabad specialising in interior design, decorating and architectural renovations. **Contours the design co. -CTDC** offers a designing platform that encompasses research, development, and implementation of design in architecture and interior designing. **DESIGN THOUGHTS**-Dsign Thoughts wishes to translate every four walls and a ceiling into an expression of art, emotions, imagination and ideas. **Geeta Arya & Associates-Geeta Vaibhav Design Studio (GVDS)** is a full-fledged architectural and interior designing company. **Milind Pai Architects & Interior Designers -MPA** offers comprehensive services in the field of design, construction, interior ornamentation and project consultation.

Along with this, we have an exclusive '**Interview with Insights Success**'. Here, the head of the company **Ornate Projects LLP**, **Pankaj J. Popat** and **Bhakti Bhojwani** have shared some insightful answers highlighting the influences made by their firm, service offerings, winning honors, current and future perceptions.

This magazine also includes leaders' thoughts as well. **ANISHK MOTWANI**, the driving force behind **Anish Motwani Associates** discusses the topic "**Future of Workspace**".

So, flip the pages of our magazine and explore interesting insights into the world of business! 

COVER STORY

kreative house

Innovative Designs, Quality Execution



“If designing great structures and interiors is challenging, then building it and executing them within strict timelines and to the finest of quality is the bigger one and we do both with ease”

Medha Kakade
Founder & Principal Architect

Hyderabad based **Kreative House** is one of the most sought after firm for residential architecture and interior design in India. It has gained popularity in Hyderabad and Pune as a firm for perfect Design and Execution of Luxury and Green High-end Residences without compromising on quality and workmanship. In more than a decade, Kreative House has completed sustainable and innovative designs for close to 15 lakh sq. ft. of space across commercial, residential, retail and hospitality spheres.

Complementing Each Other – In Life and Work

The design firm with husband-wife architect duo – **Pavan Kakade and Medha Kakade** at the helm has grown to become a single-stop shop for its prospective clients.

An astute sense for the design comes naturally to Medha, the **Founder and Principal Architect**. Her first job was with the reputed architectural and interiors' firm in Sangli. Her strong design sensibilities saw her handling major interior projects completely on her own. Her stint at the firm came to an end in 2002 which paved the way for the foundation of Kreative House.



**“ From Concept
to Concrete’....
is the work-mantra
of Kreative House ”**

In 2012, she was joined by her husband Pavan who was working in the capacity of ‘**Chief Architect**’ at AHIDCO (Aditya Housing & Infrastructure Development Corporation). Hailing from Solapur, Maharashtra, Pavan was born and brought up in Hyderabad. With a passion for architectural design, Pavan enrolled in JNTU (Jawaharlal Nehru Technical University) to pursue Architecture. His creativity was acknowledged by NASA (National Association of Students of Architecture) when Pavan designed a “*Futuristic Living Module*” which was selected as one of the best designs in the competition. His career started with a leading architecture firm, moving on to the role of lead Architect with HDFC for architecture and interior works of their new branches and project evaluations, then AHIDCO and finally Kreative House.

Medha and Pavan’s working styles and expertise are a perfect complement to

each other and Kreative House’s abilities are only poised to grow. With their rich knowledge in designing and project handling, they have taken the firm from a home office of staff four people to one of the leading architecture and interior designing firm in Hyderabad and Pune. Its work is also seen in Vizag and Solapur.

Services That Enthrall

Team Kreative House comprises of architects, interior designers, civil engineers, research assistants and surveyors. The team designs and executes customized amenities to suit the 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 minute attention to detail. Its services comprise of:

- **Luxury High-End Residences**
Luxury high-end residences add

multiple aspects which make our lives safe, secure and more comfortable. While a basic home consists of kitchen, bedrooms, living and dining, luxury residences have a home theater, spa and sauna rooms, gymnasium rooms, private terrace gardens, infinity pools, recreation rooms, sensor and temperature controlled sanitary and plumbing accessories, dimmer and sensor-controlled mood lighting and more.

Architectural design plays an important role in deciding the outcome of all the above aspects and giving that sophisticated yet pleasant look. A good design also redefines the overall experience of the space.

- **High-End Green Residences**
Green is the new black. Saving our planet and ecology has become more important today, than ever before. Green building design in general and residence in specific has to be sensible



in reducing carbon footprint and it should consider the site factors like local climate, locally available building materials and how technological advances can be used for the betterment of this objective. Goals of the green building are:

- Life Cycle Assessment
 - Building Design Efficiency
 - Energy Efficiency
 - Water Efficiency
 - Material Efficiency
 - Waste Reduction.
- ***High-End Interiors***

High-end Interior is a matter of choice and selection. There are different styles in interiors like contemporary, classical, neoclassical, country etc which is defined by specific design, material, finishes, colours and so on. It is Kreative House's job to design, find and source the right products to achieve a stunning interior experience. Luxury finishes range from premium exotic veneers, gold or silver leafing/gilding works, very premium Italian



marble for flooring or cladding, and more.

• **Project Execution**

Kreative House has well-designed systems and process in place to handle large luxury and green residential projects. Dedicated and experienced team of professionals supervise the execution works in minute detail. It ensures that the client approved design is strictly adhered to and deviations if any in special cases are done only after proper consent of the design team and clients.

Keeping it Kreative!

Team Kreative House keeps exploring the new ideas in designing, by understanding the individual client choices and requirements. This makes every project unique from others. It is also leveraging the services of technology and using a new material which is energy-efficient and eco-friendly. It uses new software like lumion, 3d max etc to develop 3d concept, which makes it easy to convince the client's, by presenting the 3d views. Use of project management software facilitates the completion of a project on time by keeping a track on project daily basis.


Being a single stop solution of all the Architecture and Interior works makes the client happy to be associated with Kreative House for their project. Added to that, the hard work, creativity and dedication of its employees make things easy in designing and handling the projects. Attention to detail is strictly adhered to and therefore the results are never short of being superlative.

Word for Newbies

The couple's advice for the budding designers:

"Interior design industry is one of those industries, which changes with time, technology and new materials in the market. So, it is very important to be updated."

Futuristic Designs

For a decade and a half, Kreative House has been delivering nothing but the best, within stipulated deadlines. It has completed several prestigious projects across multiple cities in the states of Andhra Pradesh and Maharashtra covering a wide spectrum of residential, institutional and commercial spaces. Each one of these projects has been received with great appreciation and satisfaction from individual clients and corporate groups. Their ability to redefine living concepts with aesthetical designs and innovative ideas has been greeted with high regards. The company aims at creating and designing spaces that will leave a permanently great impression, even on the global scenario. And going forward, as an architect, interior designers and landscape architects, it would like to handle multidisciplinary projects across India and the globe. 

Pavan Kakade

Partner & Principal Architect

"We are a member of the Indian Green Building Council, one of the main body working towards a green and eco-friendly architecture for spreading awareness and educating professionals"





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