



INTERIOR DESIGN TRENDS IN INDIA

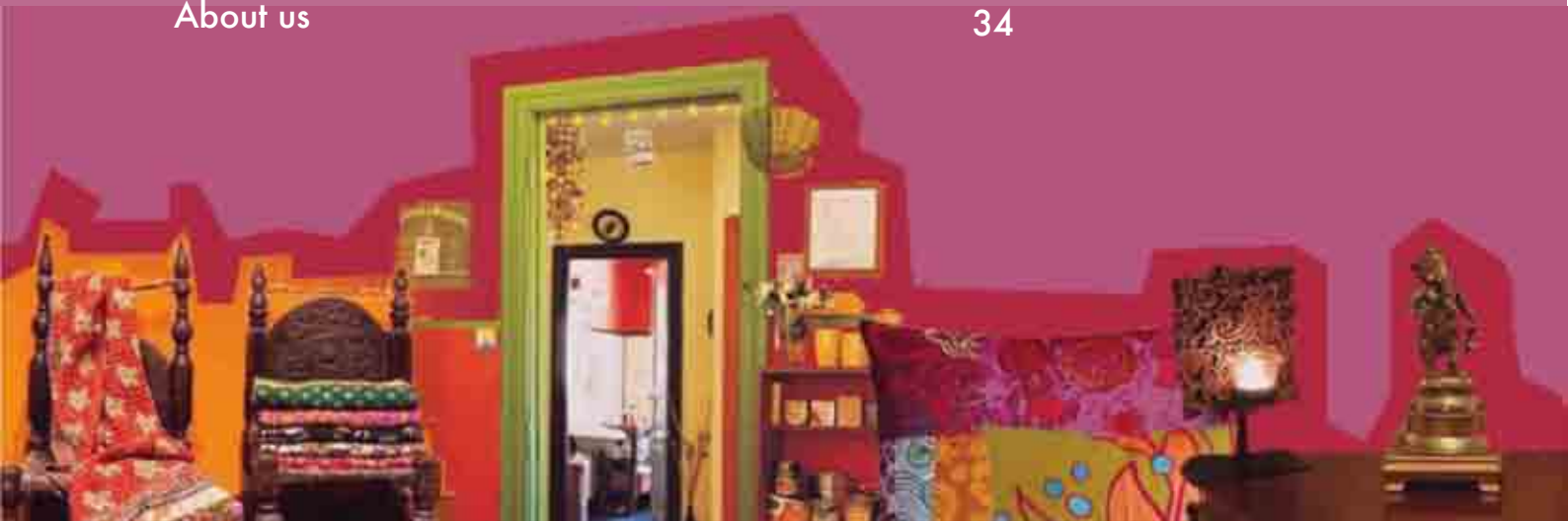
A research compilation
2009

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RESIDENTIAL

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TRENDS

AN INTRODUCTION



Before we start with this report on Interior design trends in India, let's look at what trends are, or are supposed to mean.

Trends are a manifestation of new enablers unlocking existing human needs.

Human needs are constantly changing with time. Some core needs remain constant throughout where as others evolve in alignment with external variables. Some trends remain, only modifying themselves

along the way whereas others disappear making way for newer manifestations.

Global events give rise to global trends. Local cultures are impacted by local events that shape local trends. Any which way one looks at it, trends are fluid in terms of their dynamics and most certainly affect all kinds of businesses.

"I never predict. I just look out of the window and see what is visible – but not yet seen."

- Peter Drucker

This is certainly a great thought on "predicting" the future. Businesses don't really have to predict things. Knowing the future is not really possible. It is not exactly given to us.

The point is, however, to better see and understand today's landscape in order to be successful in the future. This report from Insight Instore aims to achieve that.

HISTORY AND TRADITION OF INTERIOR DESIGN IN INDIA



Interior Design is, in essence, a part of a larger discipline that is Architecture. Both Interior Design and Architecture are the act of designing within either a building or a space and have been adopted to differentiate the unique foci of work of the interior environment. However, it wasn't until the late 1980's that Interior Design was recognised as a discipline separate from Architecture in India. The historical aspect of Interior Design is almost incomplete without a reference to the grand Architecture that the nation fashioned.

From the times of the Rajahs and till today, Indian arts and crafts have embellished plush luxurious homes around the world. Traditionally, the luxury of a designed space was enjoyed only by the affluent in India since it was only the rich who could afford to use expensive materials and hire craftsmen. This is established in the many palatial buildings that India is home to.

On the other hand, the lower income groups worked with what nature provided and created wonders in the least available. They created marvellous structures which mark the resourceful and energy efficient approach of the majority of Indians. India's rich culture, diversity and heritage have left us with a wonderful architectural legacy whether its mud houses in Rajasthan, sloping roofs in Konkan or the Tanku houses



with wind catchers in Khambat.

Post Independence, a new India was formed. Poverty stricken, India's growth had stagnated at a GDP of 3.5%. India maintained this GDP for almost the next 40 years, until the economic liberalisation in 1991. The economic reforms brought about, changed the face of India by exposing it to the open market, giving way to new avenues in the design fields.

Until then Indians themselves never truly explored the potential of design in the interior sector. Traditionally, Indian interiors are driven by a pure utilitarian motive. Functionality is of prime importance. Simplistic in its style, the interior design of an average house would often consist of stone or mosaic flooring, painted walls, colonial furniture handed down for generations and local arts and crafts adorning the walls.

Over the years, architects took on the responsibility of furnishing a space and designed every aspect that went to its conception – from the furniture to the art work to the tapestries. However, this level of comfort, amenities and beauty, were restricted to spaces belonging to the rich.

Over the last decade, urban India has grown leaps and bounds, from the failing third world country it once was. India is now one of the world's largest democracies and its continuous growth despite the global meltdown has put money into the hands of the middle class youth, who are now living a lifestyle their parents had only dreamed of. A well planned, professionally designed space is now well within their grasp and its being reflected in the growing industry of Interior design.



AN INTRODUCTION TO THE INTERIOR DESIGN INDUSTRY



Interior Design, as a separate specialised design discipline, is a relatively new field in India. It has now been recognised as a profession different from decorators and architects dominating the field for historic reasons. Today, Interior design in India has come a long way. It has gained autonomy from Architecture and is not just reduced to decoration and furnishings anymore. Interior Design sees space as a living environment and is a holistic resolution of the socio-cultural, emotional and resource conditions of the context it represents.

In the context of design, 'Interiors' refers to any space within an enclosed structure that is inhabitable and human centred. These spaces include residences, offices, institutions, schools, hospitals, theatres, restaurants, hotels and resorts, airports and the like. This context also spills onto the structures' extensions such as porches, entrances, swimming pools, landscaped areas, decks, patios etc.

The scope is so diverse in today's times that the aspects of Interior Design encompass all those contexts and more. This has led to Interior Design's fragmentation into a variety of specialised micro-disciplines such as Residential Design, Office Design, Retail and Commercial Design, and Hospitality Design. In this report, we focus on trends in the Residential sector.

RESIDENTIAL TRENDS

1 CONTEMPORARY OPULENCE

● Mumbai Residence

2 TREND

● Example

3 TREND

● Example

4 TREND

● Example

5 TREND

● Example

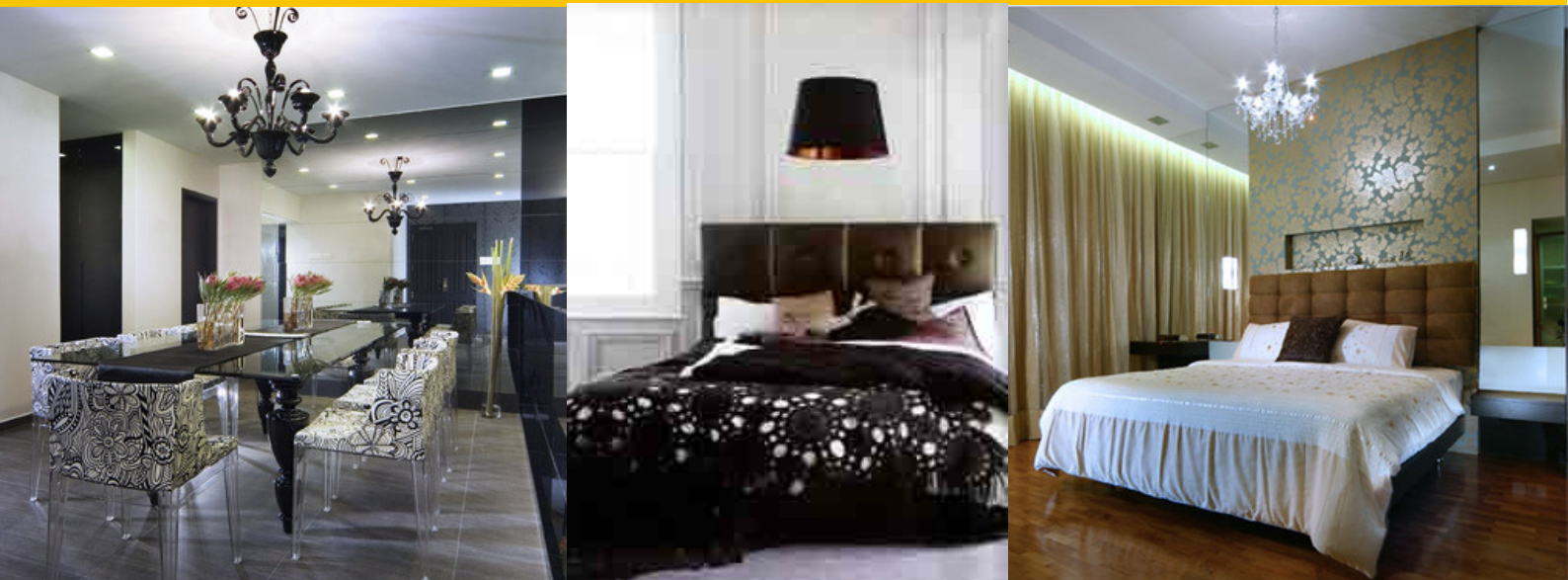
6 TREND

● Example

SIGNIFICANCE

CONTEMPORARY OPULENCE

RESIDENTIAL TREND 1



This latest trend is a definite shift from the Zen philosophy that ruled design trends in the past five years. Minimalism is out, Maximalism is in. Gone are the days of Spartan furniture, muted tones and unembellished interiors. Today, people love showcasing their new stature in society. Opulence and luxury are key words in residential design.

The classical opulent styles of the bygone eras have made a comeback with new contemporary modern overtones. The emphasis is on detailing and accessories play a very important role in completing the look. Chandeliers, artwork along with the other embellishments such as inlay works and cutwork jali* screens are popular.

Bold patterns with baroque influences is the newest rage and this is reflected in the printed wallpapers, upholstery, chandeliers, mouldings and mirrors.

Darker hues and English color tones such as khaki and indigo as well as shades in greys, beiges and even blacks are juxtaposed with natural materials such as sandblasted stones and dark woods like walnuts and teaks.

*A jali is the term for a perforated stone or latticed screen, usually with an ornamental pattern
Source : Wikipedia

CONTEMPORARY OPULENCE

EXAMPLE - MUMBAI RESIDENCE

RESIDENTIAL
TREND 1



The trend of contemporary opulence can be seen in this immaculately done up residence in Mumbai. This luxury infused space is a perfect example of how simple elements can be put together to create a truly opulent space.

The wooden flooring creates a sense of warmth within the house. The dark woods used for the loose furniture and cabinets further add to creating a warm and cozy interior. Crystal chandeliers hanging from the ceilings in focal positions, such as over the dining table and in the living room, are eye-catching and further emphasize the lavishness of the décor.

Comfortable and rich furnishings in bold patterned textiles and upholsteries add richness to the house. Wallpaper in a bold print in dark hues and colours such as blues in the furnishings and reds in the accessories further accentuate the space.

INTERIOR DESIGN TRENDS ANALYSIS & CONCLUSIONS

Residential trends in India are many, given the diversity factor. Add to India's rich and varied cultural heritage, the new wave of progressive development in both urban and rural areas, and diversity deepens. In the past, each region had its own distinct characteristic elements. Although even today, places have their own design language, the 'genius loci' or the spirit of the place has undergone minor to massive changes. While some old features continue to exist, some others have reinvented themselves in the light of development, while still others have merged with influences from other quarters, with the world becoming a much smaller place. Given the current day scenario, it is indeed difficult to fit all the trends signifying India into a few pages. In realizing that, we chose a path, where we scanned the most prominent trends in a few sectors. These trends are more depictive of the Indian urban lifestyle and of course, are not free from influences of rural elements. What we have done in compiling these trends is to give a bird's eye view of interior design in the urban scenarios, some of which have a deep yet new cultural significance and others that are highly relevant to fast-paced global India.



TRADITIONAL WARLI WALL ART
FROM THE WARLI REGION IN MAHARASHTRA

In conclusion, like an iceberg, design has a deeper invisible portion than just the small portion that one can see above the surface. Design has a deeper meaning and responsibility than the superfluous trends that come and go.

One must define intentions, explore options and eventually create compositions that can take design to a new level. This can result in judgements that create innovations, and implement, promote and nurture concepts, that can build a foundation of good and deep design.

Today, design comes under the umbrella of “Social Sustainability”. Here, there is a commitment to universal design over design being just about the individual and it also looks to include many aspects of design that work to improve quality of life globally. This movement addresses the issues of sensitivity and diversity and brings socially responsibility to everything that is designed.

Indian design needs to advance at a faster pace, to constantly evolve in tune with global demands and expectations. All design decisions have environmental, social and ethical impacts and so there is a pressing need to provide guidelines for designers and design students within an overall framework, that takes a holistic approach to socially responsible design. Indian design is now coming of age and possesses the promise of responsible design.

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ABOUT US

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