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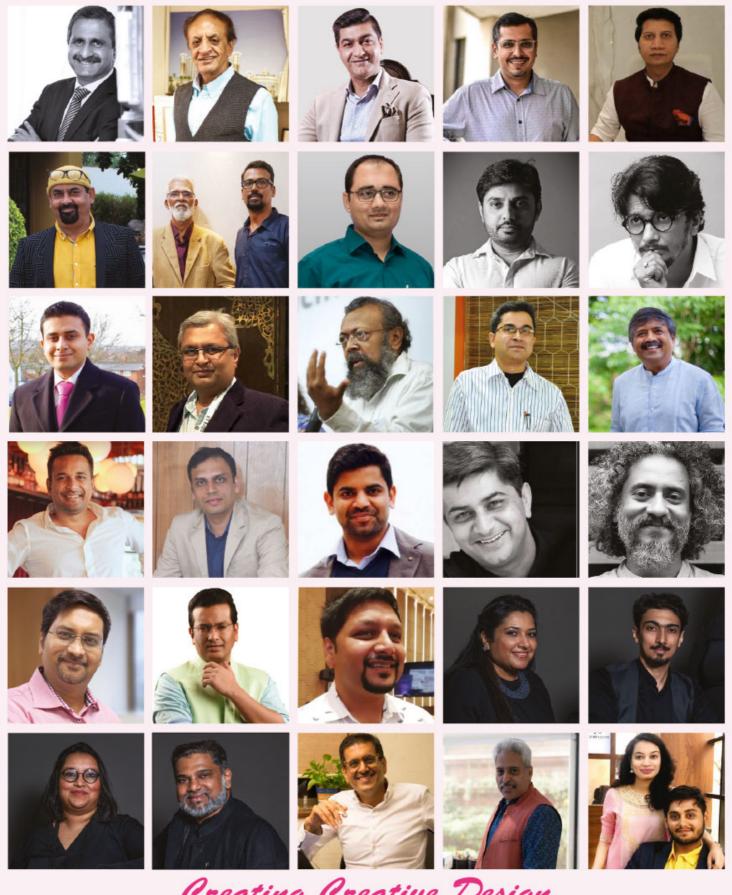








An architect is a Creative Eye



Creating Creative Design

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INTERNATIONAL WOMEN'S DAY 2020 Celebrating the elegance of womanhood



HIMANI AHUJA (COMMUNICATIONS DIRECTOR & FOUNDER AT ONE DIGITAL.)



NITA MANOHAR (DIRECTOR AT STUDIO F, FEATHERLITE)



SUJATA CHITALWALA (PRINCIPAL DESIGNER AT DESIGNERS GROUP)







Hotel Sarovar Portico







Ar. Khozema Chitalwala **DESIGNERS GROUP**

Location: Junagad, Gujarat Area: 23,450 sq.ft. Completion: October 2019 Typology: Hospitality Photo Courtesy: Khozema Chitalwala



The reception backdrop acquires a fusion of Kutch embroidery & Lippan artrwork in honeycomb pattern. The ceiling accessorized with lights in the same honeycomb pattern complements the schema of the space. Artwork with the influence of elements and characteristics from the heritage architecture prevailing in Junagadh forms the core inspiration of the wallpaper in guest room. The headwall is instilled with graphical custom wallpaper and metal jaali with geometrical pattern in public and guest area. Bequeath to a lush, fresh and vibrant vibe to the ambience is the pensively designed terrace. Global in terms of look and feel but primaeval with the touch of influences, this exquisite hotel unfolds a dynamic experience, standing out amongst the most adored destinations in Gujarat.



Situated in the land of legends and lions, Hotel Sarovar Portico accentuates the imperial wonder, the city radiates. Spread over a span of 8267 sq.mt., this fascinating hotel highlights the rich cultural heritage and undulating landscape. Inspired by art, craft and cultural influences of Gujarat, the overall schema has been outlined in a minimalistic design language with a theme highlighting a unique identity with the incorporation of locally sourced indigenous materials. The soft color scheme radiates glory. The overall planning is meticulously depicted in a trailblazing design scheme circumscribing public areas on the ground and the guest area at upper levels to serve an efficient functional regime.





Women are pioneers of the society we live in and their empowerment is intertwined with the aura they create for themselves. There is no field that they have not conquered and the stories of their triumph have been inspiring generations. Moreover, the world is witnessing a significant change in all possible arenas highly influenced by women. Women are leaders everywhere, from the CEO who runs a Fortune 500 company, to the housewife who raises her children and heads her household, our country was built by strong women and continues to break down walls and defying stereotypes.

Leading by example, Ar. Himani Ahuja, Founder of One digital, glorifies the virtues of ingenuity and conscientiousness. Integrated with a tenacity to achieve her goals, it was her dynamism that resulted in the amalgamation of Communications with Architecture. Heading one of the only Architectural Communications firms dedicated to Architects, Interior Designers & allied product brands, she is a celebrated member of the communications fraternity. Next, Chartering unknown territories fearlessly, Mrs. Nita Manohar Director at Studio F and Featherlite Living is proceeding with gumption and unbridled enthusiasm to change the world around her, make a difference with her ideas, seek solutions that have never been sought, run successful ventures and scripting her own success story in the new age world. Trained as a textile designer and later as a well established interior designer, Mrs. Sujata Chitalwala, Principal Designer at Designers Group, has always had an eye for aesthetics and a flair for people management, this has helped her position herself perfectly in managing and guiding the design team.

There is no limit to what women can accomplish and these women have grabbed every chanceto prove it. Around the world there are countless examples of women rising, taking leadership, taking their destiny into their own hands, inspiring one and all.As women's day is around thecorner the chronicles of these women are sure to persuade you to follow your passions, sincerely and truthfully.

Mrs. Sujata Chitalwala- Shaping New Perspectives



Mrs. SUJATA CHITALWALA Principal Designer at Designers Group

Trained as a textile designer and later as an Interior Designer, Sujata Chitalwala has always had an eye for aesthetics and a flair for people management. This has helped her position herself perfectly in Designer Group- managing and guiding the design team. The switch over to exclusive hospitality interiors gave Sujata more scope to explore talent & she, therefore, took up the responsibility of advising the team on the selection of soft furnishings.

Her vision for Designers Group is to make it a company that can become a holistic consultancy for the hospitality sector. To that end, she sees herself growing into a role where she can lead the team to accessorize the projects. In the year 1996-97, Designers Group was introduced to a few hospitality consultants and Sujata Chitalwala found the process of creating a new identity for each project which was very challenging and stimulating. For instance, The Taj Group of hotels turned out to be the flagship project as Designers Group appointed the local consultant for the entire remodelling scheme which gave a good glimpse into their expertise and experience.

Sujata mainly looks after the administrative aspects of the office and manages the soft furnishings section; that is so crucial to the hospitality industry. The trends and styles in the hospitality industry are ever-changing and it is quite a task to understand the specific needs of each project and come up with suitable options for the client to select. She is also involved in the planning and discussions around the design process. As the administrative head she always makes sure that everyone amongst the project team maintains a professional approach towards work and no team member interferes heavily into each other's zone of work.

Presently, Designer's Group is the only firm with core hospitality practice. Their long-term objective is to build an international repute and to establish a niche for themselves so as to inspire the new-gen architects. Also, currently, a lot of hospitality brands consider Indian design firms lesser than the international practices, their aim is to break that perception and prove that Indian design fraternity is as superior as any other practice on a global level. The firm's work has been published by various design-led publications including Hotelier India, Society Interiors, IFJ etc. Placing its stalwart in the design fraternity, Designers Group today is associated with multitudinous national and international hotel brands.

Mrs. Chitalwala virtually follows the brief given by the client; and believes in creating a well planned, efficient and functional spaces in a style that can be classified in a simple, minimalist and contemporary technique. Nature has always been a great source of inspiration for her design and sustainability has always been a key focus while creating astounding hospitality designs. She believes that contextual and sensitive design adds in-measurable value to any project. According to her design pedigree, she firmly believes that "being simple is difficult" which is an evident feature in her designs. Overall, her designs cater to the clients' needs holistically by designing the total experience.

Since its inception in 1987, the firm has redefined luxury, comfort and innovation in hospitality interior design for a number of Indian & international hotel chains. For the last 25 years, the firm's design professionals remain keenly attuned to the pulse of changing industry trends and are in sync with today's rapidly evolving ideas of sophisticated living, design, comfort and luxury. Over the years they have achieved an excellent combination of design and materials blending both in perfect harmony to produce a superior end result. their projects continue to hold the visual appeal even after several years as they have a balance of practicality and creativity. They have been in the industry for 20 years and over 10 years in the hospitality sector. The Designers Group let their work speak for themselves. The creative hub of modern, aesthetic interior design and architecture designers group focus on the optimal and functional utility of a space. From a modest garage which functioned as their studio in the early years to the current spacious one, vibrating with energy and enthusiasm, Designers Group's journey has been a long and successful one. Visit their website: www.designers-group.com/site/index.php/our-team