

# Crafting spaces that are uniquely

Drawing inspiration from various cultures, colours and tastes, each of Phylosophy's project represents a diversity of design, textures and colours. Their work is contemporary and has global references

# you!

infused into it, to produce a timeless yet timely scenario.

The Phylosophy team believes in interpreting each client's story to create a dream home that reflects their unique personalities.



## Your style

I love doing European Transitional. Contemporary comes a close second. I may not do complete Eclectic homes but most of my homes do have one Eclectic element.



## Classic components of your style

I love a lot of natural material and stone; and right now we are working with Indian stones like Jaisalmer, Tandur and Kota stones. I love solid and natural wood. I love natural textures, cement finishes, cement floors; I am not a big fan of glass, but when I am doing a contemporary home, I have done stained glass doors for the puja room, with a Frank Lloyd Wright kind of design. The lotus detail by Frank Lloyd Wright is one of my all-time favourites.



### Latest trends

I don't know if you would call it a trend, but I think the homeowners today are more aware than they were in the past. With Pinterest and Instagram, people are exposed to more and more options; so when owners come to me they are quite clear about what they want. Technology has made things so much easier, a WhatsApp group is created, reference pictures are shared, so I know exactly what they are looking for.

### What does a homeowner need to know before they sign up with you?

I think they need to have some clarity on the kind of look they have in mind and the budget. When someone comes to me and says they don't have any budget, it gets very difficult for me. Are they looking at a budget of 20 lakhs or 2 crores? I need to have some ballpark figure so that I can guide them accordingly. Many a time people are very clear about the look they want but then there are times when people are not sure, so it is our job to try to figure out what they want and I love doing that!



### What are some of the challenges that you face in this style?

In Hyderabad, one of the biggest challenges that I have faced are the restrictions imposed because of Vastu. I understand that there must be some science to it, but at the end of the day you know your kitchen and master bedroom has to be there, you can't really play around with the layout. I would love to see a day when people come to me and say "No Vastu, just do what you want!" but sadly that doesn't happen.

Phylosophy  
Design Studio  
Established 2010

Founders:  
Vasundhara Sampath  
& Nikita Sahney

Design

Style:  
European Classical

Substyle:  
European Transitional

Design Budget:  
Premium to  
Ultra Premium

Timelines:  
6-8 months

Team Size:  
4

No. of projects  
handled in a year:  
18-22

Project Footprint:  
Hyderabad, Bangalore  
Chandigarh, Chennai  
Goa, Rajahmundry  
Melbourne



We have never advertised our work, all of it has come to us through word-of-mouth.

”

#### **Proudest achievement**

I think what's most important to me is when the client thanks me at the end of the project. I don't think any award can compete with that feeling of appreciation. We have never advertised our work, all our work has come to us through word of mouth. When I go to a client's house warming, I sign at least two projects then and there. We had a client for whom we had done a home about seven years ago. He has two young daughters. They bought another villa recently and apparently the daughters wanted me to do up their house. So that is something that I am very proud of. I connect to everybody in the house. In the last 10+ years that I have been working, I don't think that I had bad blood with any one of my clients. They have all remained great friends, they are in all age groups — it can be a 65-year-old lady to a 21-year-old — I get along brilliantly with all of them. I have made a lot of friends and this is the biggest award ever.

#### **Signature design element**

I am clear that the houses we design should reflect the owners' personality and not mine. People shouldn't walk in and say this is very Vasundhara. But yes, I do tend to leave a bit of my stamp in every home and it is usually art. I have a couple of artists that I really favour as far as artwork is concerned and you will end up finding that art in every second home of mine. However, I make sure it goes with the homeowner's sensibilities as well.



## Favourite project

I really wouldn't be able to narrow down on any one project. This may sound clichéd but it's like asking a mom who is your favourite child. For me, each and every project is very close to my heart. It could be that I was going through some emotional turmoil and doing the house was like a healing process for me; it could be a project I did when I was at my absolute peak; it could be a project where the client trusted me when I was not doing very well... so each home has a different significance.



## Design inspiration

What inspires me is to be able to create a home which is absolutely what the client wants, that is something I really look forward to; I want to be able to do work where people walk in and ask "Who is the designer?" The house should have the wow element. It's not about pleasing other people, I should be happy that I have given my best. At the end of the day, I want my family to be proud of what I have done. When I see my parents or kids sharing my work pictures with their groups, that's a different high... My dad has always been a very hard working and self-sufficient person; and I am inspired by him.