



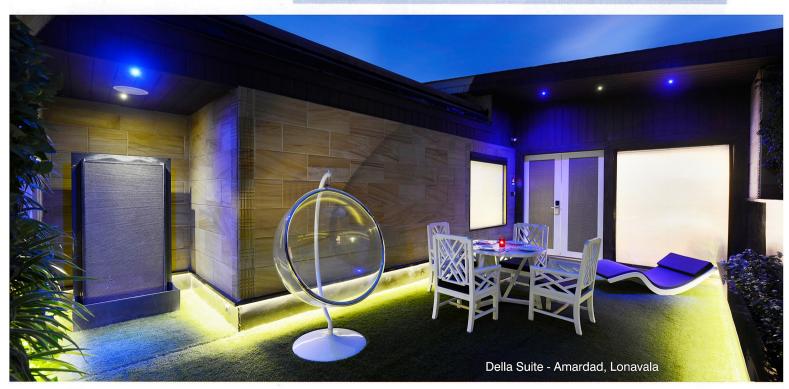
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Three dimensional (3D) computerised designs will extend to manufacturing of new gen materials and products. More straight lines, slimmer structures having the ability to take organic shapes, interesting use of clay in multiple colours and finishes, innovative use of steel and glass for balconies and elevations, are some of the trends that will continue into 2017.

Lighting: COB LEDs and slim light emitting filaments will find increasing acceptance as they enable interior designers' greater design flexibility on super thin surfaces. Plus, these devices offer higher energy savings, better luminosity level, light distribution, with multi-light controlling to change the environment's ambience.

Space: The trend is veering towards smaller, more compact homes, as is being seen across homes in Europe. In Indian metros too, builders are making smaller apartments. The challenge for architects is to enable

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optimum utilisation of space, for example, by making storage places cleverly hidden behind wall panels, etc, and creating a sense of openness optically by use of mirrors and glass partitions.

Colour: We will see more use of greys as one of the primary colours. Gold will be back in fashion too, so we will see gold embellished with matt/muted grey. The gold colour will be used more as an embellishment across décor, be it wall panels, furniture textures, bed frames, furnishings, wall coverings, etc. Four Seasons apartments in Mumbai have used a lot of matt gold, and many of the luxury properties coming up will also be using matt gold as accentuation.

Indian designers follow trends set by big international fashion houses with each having their interior and home stores, and design labels such as Armani Casa, Robert Cavalli Home, Zara Home, Versace Interiors, Fendi Casa, Boca do lobo and many more across Europe & US. Here in India, companies like Asian Paints too invest a lot of time, effort, and energy in coming out with next years colour palette. In 2017, wall textures being launched by paint companies will also have greys and gold.

Wall coverings: Wallpapers will remain in trend for their sheer ease of application, variety, and cost-effectiveness vis-a-vis wall paints. The new generation fabric-backed vinyl wall coverings will be another option as they offer a lot of advantages: they take away the undulations from the walls, give protection against dampness, hide cracks, and most importantly, are instantly appiled.

Design: As regards innovations in design, people are looking for uniqueness along with quality and afforability. The overall understanding of interior design, brands, materials and quality in Indian consumers is improving day by day. They are looking to upgrade their lifestyle and are willing to spend more for quality.

As a designer, my aim is to democratise design and bring affordable luxury to the design conscious Indian consumers. This year, we will be opening large format stores across Indian metros, which will offer complete supply solutions for interior designers and decorators from bedroom set-ups, dining spaces, offices, to hotels, and will showcase interior products from garden furniture, tableware and sanitaryware, to lighting, furniture and furnishings, etc. Our sample flats specifically for builders and developers will each have a unique décor, and these concepts will be available at our stores, making it easier for consumers to select complete set-ups.