

'EVERY DESIGN MUST BE UNIQUE'

Sumesh Menon, designer and founder of Sumesh Menon Associates, an interior design firm, takes us through the growing demand for bespoke interiors, experimental designs and innovative concepts



movable and multi-purpose furniture are recommended while natural light and space must be optimized.

Design sensibilities

Creating cutting edge design that is equally timeless and sustainable, is what defines my style.

Design 101

Understanding basic human needs and the functional usage of the space to cater to those needs effectively is what defines the success of a design. Key factors like purpose of space, feasible budget, available natural light and

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Background

Creative design has always intrigued me from the very beginning, so making a career in it was a natural result. Preparation for this industry came only through hands-on experience of on-site work. One of my earliest projects was 'Hole in the Wall', a restaurant in New York, which I consider to be my big break and a major landmark in my journey.

USP

The exclusivity of each project I work on is our USP. I try to be careful that there is no design overlay between any two projects and at the same time, deliver seamless design in terms of smooth functioning of the restaurant while creating new, cutting edge

design concepts and adhering to project restraints, if any.

Futuristic and sustainable living

Futuristic or modern design is basically design that promotes and accommodates modern concepts, something inevitable in today's design scenario whereas



sustainability is all about environmentally conscious design. It is the blending of both of these that can produce meaningful designs.

scope of multi usage should be considered while designing a space.

Homes in metros

Modern metro home designs are all about decluttered, multifunctional spaces that follow simple, linear lines, open floor plans, with maximum usage of natural light and efficient space usage. Flexible,

Trends to look out for

Simple straight lines and monochromatic, back-to-basic designs are trending currently. Importance is being given to biophilic elements and natural greenery, be it residential, hospitality or even office spaces. There is a need for uncluttered and fresh spaces.