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AUTHORED ARTICLE

Engaging Home Buyers: The Art of Designing Luxury Show Flats

In today's real estate market, there is a growing demand for spaces that offer comfort, exclusivity, and, most importantly, a reflection of the buyer's identity. This shift in mindset, from homes being just places to live to spaces that enhance our lives, significantly impacts the design of real estate developments. Buyers now look for homes that align with their values and aspirations rather than only focusing on their day-to-day needs. I believe this change has led show flats to become far more than just walkthroughs - they are where luxury living comes to life, setting the tone for high-end residential developments.

For me, interior design is not just about creating aesthetically pleasing spaces; it has always been about creating experiences. Design has this incredible ability to shape how people feel, how they connect to a space, and ultimately, how they see their future. Show flats, in particular, are the ultimate stage that creates a dialogue between space and the buyer. They allow us to turn a set of design ideas into an immersive story, where each detail—whether it's the spatial flow or the materials we choose, helps a buyer visualise their future homes. By thinking about how design can influence emotions, designers and developers can create better opportunities for buyers together. This is where design becomes art; it's how we make luxury living tangible.

Using Artful Elements to Create A Serene, Grounding Effect

For me, art is a powerful anchor; it is an element that can help create and enrich the design story for any space. For a show flat, the right pieces help forge a deeper connection between the user and their space. By mindfully selecting certain pieces, designers can accentuate the essential architectural nuances. For example, to help emphasise the spatial flow in a show flat, one can start with a well-arranged furniture layout with certain decor pieces to draw attention to how a space can be envisioned.

Various creative pieces can also help set the tone for a home's lifestyle, sparking an emotional connection and inspiring potential buyers to visualise the space better. Using artistic elements is not about showing how to decorate a space, but bringing the design to life.

Materiality as a Statement

I truly believe that luxury comes from subtle details.. Using materials like exquisite marble, polished stone surfaces, brushed metal fittings, or even bespoke furniture can add character to a space, forming a timeless ambience. These choices reflect impeccable craftsmanship, demonstrating that this is a space where every aspect has been thought of with meaning and without compromise.

Besides their immediate visual impact, high-quality materials provide easy maintenance, durability, and long-term cost-efficiency, ensuring the space remains exceptionally functional without losing its value. In essence, investing in quality isn't just about luxury—it's about reassuring buyers that their investment is built to stand the test of time.

Lighting Design- The Invisible Artist

Lighting has the potential to add depth and drama to every corner of a space, and it is a tool that will undoubtedly help redefine the designs of show flats. The right lighting strategy or fixtures is not just about illuminating a space; it's about creating a mood and guiding the flow of a room.

A well-planned combination, from natural to task and ambient, can improve the emotional impact of a space, turning it into a warm, inviting refuge. For example, indirect lighting can add a soft glow that makes a room feel more expansive and serene, while statement fixtures can act both as art and

Anju Mukhi Mistri is the Principal Designer at Open Atelier Mumbai, a design studio renowned for transforming spaces with simplicity and elegance. With over two decades of experience, she specializes in crafting spaces that evoke deep emotional connections. Her design approach merges sophisticated aesthetics with a keen focus on materials, drawing from the natural world to create environments that are both contemporary and timeless.

A graduate of Rachana Sansad's School of Interior Design, Anju began her career at Kardraveya Designs in 2008, eventually becoming a partner there. In 2021, she joined Open Atelier Mumbai as Principal Designer, working alongside Rahul Mistri. Anju's expertise in space planning, conceptualisation, and styling is complemented by her deep passion for understanding client needs, ensuring each design is not only innovative but also highly practical and client-focused.

Anju Mukhi Mistri
Principal Designer
Open Atelier Mumbai

A strong advocate for adaptive, forward-thinking design, she continually pushes creative boundaries while prioritising functionality. By collaborating with local artisans and incorporating global trends, she ensures each project has personal significance while maintaining broad appeal.

At Open Atelier Mumbai, Anju oversees every project from concept to completion, infusing her passion for detail and cultural influences into her designs. The studio's philosophy is rooted in creating spaces that are not only functional but also refined and aesthetically pleasing. With a presence across India and internationally, Open Atelier Mumbai is committed to designing spaces that enhance everyday experiences and tell a story through each detail.

Anju's love for travel, photography, and fashion inspires her work, influencing her design process and helping her create experiential, aesthetic environments. She views each space as a narrative, thoughtfully curating materials, colours, and textures to form harmonious atmospheres that connect people to their surroundings. Her work reflects a dedication to creativity, sustainability, and crafting detailed, experience-driven spaces.

Education:

- Masters in Interior Design, Rachana Sansad School of Interior Design, Mumbai | Batch of 2006
- Bachelors in Interior Design, SNDT university, Mumbai | Batch of 2005
- Certification Program in Basic Residential Vastu, Nirvana Institute of Art, Design & Technology | January - March 2005
- Amrik Singh Associates | January - June 2005
- Preliminary Internship with Ar. Premnath & Associates Mumbai

Interests:

Travel, Photography, Food, Fashion.

as focal points. Thoughtfully curated lighting can provide an experiential experience, turning the space into a visual and emotional haven.

Smart Home Automation for Modern Living

Today's home buyers are invested in experiences, and an innovative, tech-forward home brings just the right balance between enhanced comfort and long-term practicality. Integrating smart-tech features like sensory-based automation systems, air quality sensors, customisable lighting controls, thermostats, and energy monitoring solutions makes the property stand out while conveying the developer's forward-thinking approach.

While these features add a touch of luxury, they are a step forward towards conscious living. Whether improving air quality or promoting energy efficiency, these technologies reflect a commitment to sustainability and long-term value, making the property feel like a smarter investment for modern homeowners.

Ultimately, a show flat is not just about showcasing a property but narrating a story. By mindfully keeping the design at the forefront, a show flat can invite the buyers to imagine a future and inspire them to dream. With thoughtful design techniques and an understanding of the little details, designers and developers can create an experience that profoundly resonates with the buyers. Designing a space that seamlessly balances functionality with luxury turns the space into a sanctuary, a house into a home, and a potential buyer into a proud homeowner.

❑

AUTHORED ARTICLE

Educational Space Design in Dense Urban Settings

Twenty-two Indian cities house more than 16,500 people per kilometer – they are among the most densely populated cities in the world. With more than half of India's population projected to live in urban areas by 2050, urban environments in India will only be getting denser.

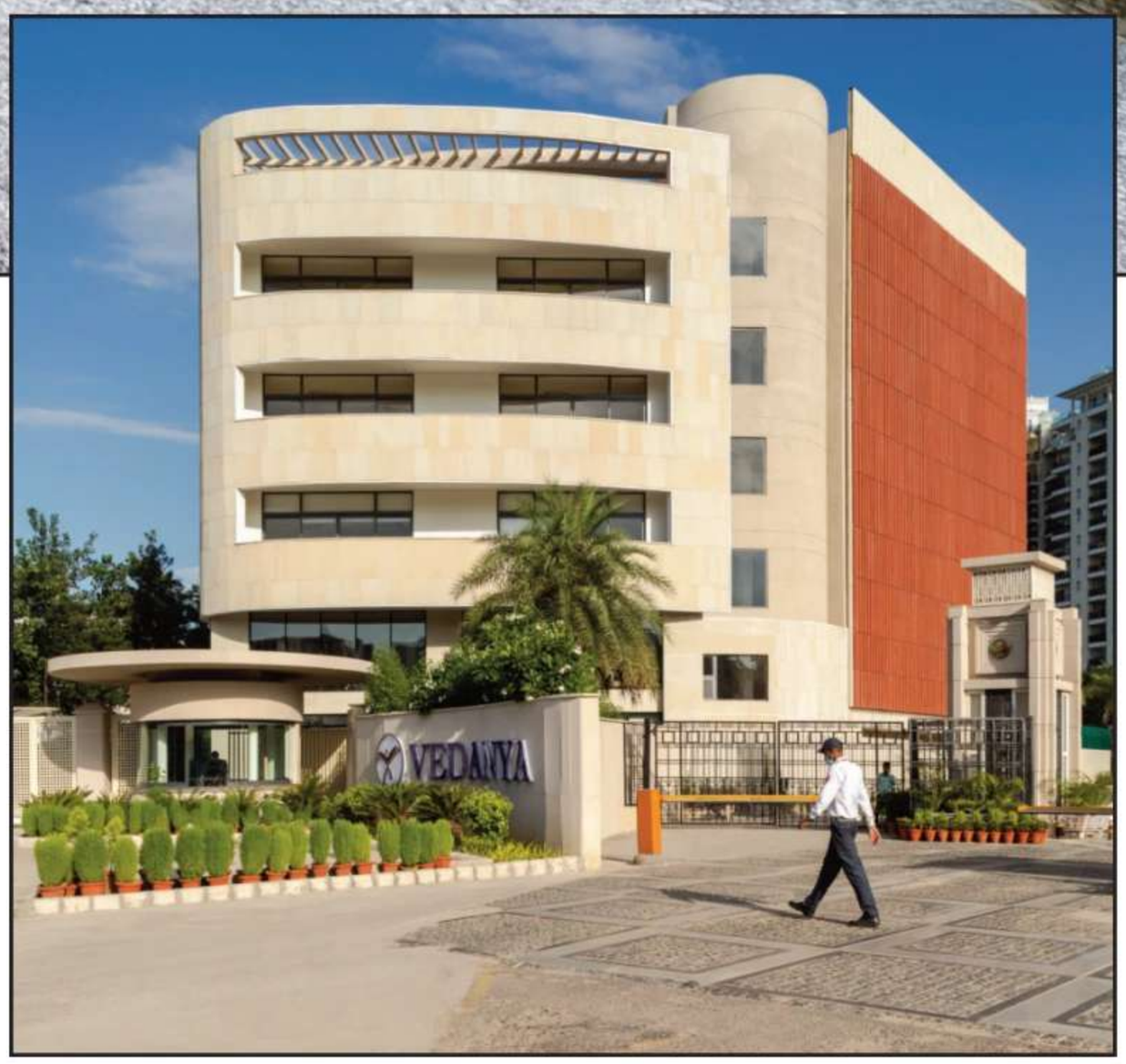
In such a context, building educational institutions away from the cities would deprive a huge majority of the population of accessing quality education. Apart from this, it would also rob the locals of multiple job opportunities. Moving schools and other

educational institutes away from the cities is not an option – we need to look at ways of designing them within our cities, tackling the challenges of urban density creatively.

Building schools on small parcels of land

Sites for educational institutions in cities are often small, irregularly shaped, and located far from open greens, either abutting noisy roads or in the middle of dense settings like housing. Accessibility is a major issue on most sites.

These small parcels of land still need to cater to the extensive educational institute programs while accommodating ancillary requirements such as parking. With more people now accepting newer education systems, the institutes must also live up



Saurabh Gupta
Partner
Vijay Gupta Architects
B. Arch, TVB School of Habitat Studies, Delhi
M. Des Product Design, School of Planning and Architecture, New Delhi

Saurabh Gupta is a Partner at VGA, a well-established multidisciplinary design practice based in New Delhi. Leading the firm's significant body of institutional work, he prioritises a rigorous, research-driven approach to design. His knack for finding innovative solutions to challenges of varying complexity has resulted in a thoughtfully crafted and multidisciplinary portfolio at VGA.

He develops a distinct design language for each project through an iterative process that balances creativity with pragmatic spatial solutions. Through VGA's educational projects, Saurabh continually pushes the boundaries to create spaces that foster holistic development for children of all ages, guided by the fundamental principle of designing interactive environments where children can learn, grow, and prosper. Passionate about nature and its preservation, sustainability is integral to his design process, where spatial planning, material choices, and construction techniques converge to create environmentally responsive buildings.

Recent Projects

- Amity International School, Mohali
- Euro School, Bannerghatta, Bengaluru
- Vedanya School, Gurugram
- Rishihood University, Sonipat

Notable Awards

- Kyoorius Design Awards for Architecture (Civic Building), 2023 Euro School, Bannerghatta, Bengaluru
- WADE ASIA Awards 2023 for Public Building (Institutional Buildings), Euro School, Bannerghatta, Bengaluru
- Indian Building Council Award for Excellence in Built Environment (Institutional), 2022-23, Euro School, Bannerghatta, Bengaluru

Recent Publications

- Euro School, Bannerghatta
  SEAB Magazine | May 2025
- Crafting Joyful Cities for Children
  The Hindu | April 2025
- GD Goenka Public School
  Education Snapshots | Feb 2025
- Crafting Joyful Cities for Children

to the aspirations of parents and students.

Building upwards while maintaining efficiency and a sense of openness is a strategy that can help us create beautiful learning environments even in dense urban settings. Vertical volumes can be broken into horizontal silos of a few floors catering to a particular age group, creating communities of students. Each community only needs to move within these zones – cutting down circulation time, and reducing the relative scale of the built mass. Each of these zones with its own set of facilities, open spaces, and volumes with distinct characters facilitates a sense of freedom and fun in student communities.

Navigating the changing Development Control Regulations for educational institutions

Dense urban environments are subject to strict development control rules concerning Floor Space Index (FSI), building height, percentage of open space, etc. For example, a few years back, the minimum site area for a high school in Gurgaon would have been five acres with an FSI of 1, meaning that the built-up area would have been five acres. Today, however, the minimum site area is reduced to two acres with an FSI of 1.5, reducing the allowable built-up to three acres, while the number of students to be catered to remains the same.

The efficiency of the floorplate becomes paramount in such settings. We still need to create facilities that are not merely provided, but actually enjoyed by kids. One way to do this would be to look for possibilities in the brief for spaces that can be used in more than one way. Treating the height of spaces cautiously and avoiding redundant areas

Conscious Cities Journal | Nov 2024

- How is India Future-Proofing Its Infrastructure
  Commercial Design | Oct 2024
- Nature's School
  Indesign Live | Euro School, Bannerghatta | April 2024
- Educational Space Design in Dense Urban Settings
  The Hindustan Times | March 2024

Vijay Gupta Architects (VGA) is a New Delhi-based multidisciplinary design practice founded in 1964. With a pan-India built footprint, the firm has a diverse body of work across varied scales and typologies in both public and private sectors.

The practice is helmed by four Partners – Saurabh Gupta, Alpana Gupta, Arti Gugnani and Akanksha Gupta with the aim to create impactful architecture which embraces social, economic and environmental responsibility. Grounded by a distinct user-centric approach that responds to present needs and the future, their work is tempered with the vast wealth of wisdom and knowledge built over 60 years of experience. The practice prioritises sustainability, which translates into optimising services, building technology, and engineering for holistic solutions that prioritise functionality, flexibility and the ever-evolving needs of the future.

are some more strategies to improve the efficiency of the design.

Creating a sense of openness in learning spaces

Indian cities like Mumbai and Chennai manage to provide only around one square meter of urban open space per person when the ideal average recommended by WHO is nine square meters. Our designs for educational institutions need to evolve new methods of creating open spaces, and if that is not always possible, of creating a sense of openness in the spaces. This is crucial to ensure the physical well-being of students.

Since we cannot create courtyard spaces in a vertical typology, we can look at creating internal volumes that open up the floor and create visual connections within the building, akin to courtyards in traditional architecture. A well-proportioned atrium around three to four floors high can help achieve a sense of openness for the community of kids utilizing those floors. Curvilinear volumes and high ceilings can also be strategically incorporated to accentuate openness.

We can also look at ways of sharing open spaces with the residents of the city – playgrounds near the school campus could be utilized by students and residents at different times during the day, or a nearby municipal ground could function as a playground for kids.

Incorporating nature into the campus

Highly urbanized environments seldom leave space for vegetation and natural landscapes, which are crucial to the creation of good learning environments. Designing buildings that look inwards at landscaped courts and incorporating natural elements and materials into the interiors by creating green facades or vertical greens within the atriums are ways to bring nature to the campus. These strategies need to be complemented with passive climate-response strategies that optimize natural light and ventilation in all spaces.

Creating terraces on lower levels and tapering the buildings as we move upwards can allow us to accommodate parking and other requirements while creating green spaces for students on higher levels. The terraces can be designed to act as a second ground for a community of students and take on various functions – break-out spaces, play areas, sports facilities, or nature-based learning activities like farming and hydroponics.

Refurbishing old institutional buildings

An important question we need to ask today is whether we really need new buildings. In many cases, refurbishment of old institutional structures is enough to adapt to the newer requirements posed by changes in educational pedagogy. Shifting the focus to optimizing already existing spaces for better functionality, energy efficiency, and well-being of users is what we need today.

Designing educational spaces in dense urban settings poses multiple challenges, but is crucial to offer good quality education to city dwellers at their convenience. With rising urbanization rates, such situations are only going to rise. Approaching the design challenges creatively can help us create sustainable and nurturing learning environments for our future generations even in the hearts of our busiest cities ❑

How Artificial Intelligence Is Transforming Healthcare Design

The New Era of Healthcare Architecture

Healthcare facilities are evolving into intelligent ecosystems powered by artificial intelligence. These smart systems fundamentally transform how spaces respond to and support both patients and medical professionals. The integration represents a shift from static institutional buildings to dynamic environments that actively participate in the healing process.

Predictive Intelligence Reshaping Infrastructure Design

Predictive maintenance has

revolutionised infrastructure planning and management. Through integrated sensor networks and intelligent building systems, AI algorithms can now design infrastructure that anticipates its own needs and prevents critical failures before they occur.

This predictive intelligence fundamentally changes how mechanical, electrical, and plumbing systems are specified. Redundancy is engineered for continuous learning and adaptation, ensuring operational continuity in critical care environments where system downtime could be life-threatening. The approach also significantly reduces long-term maintenance costs and extends the lifespan of the infrastructure. Most importantly, this technology processes large amounts of data to show real patterns in how patients move and behave. This means spaces can be designed around actual human needs, not assumptions.

Integrating Digital Interfaces into Physical Design

The integration of Natural Language Processing (NLP) and AI-powered assistants is transforming the way patient interaction zones within healthcare facilities are envisioned. These shouldn't be afterthoughts or add-ons - they're fundamental design elements that influence spatial layouts, acoustic planning, and technology infrastructure requirements.

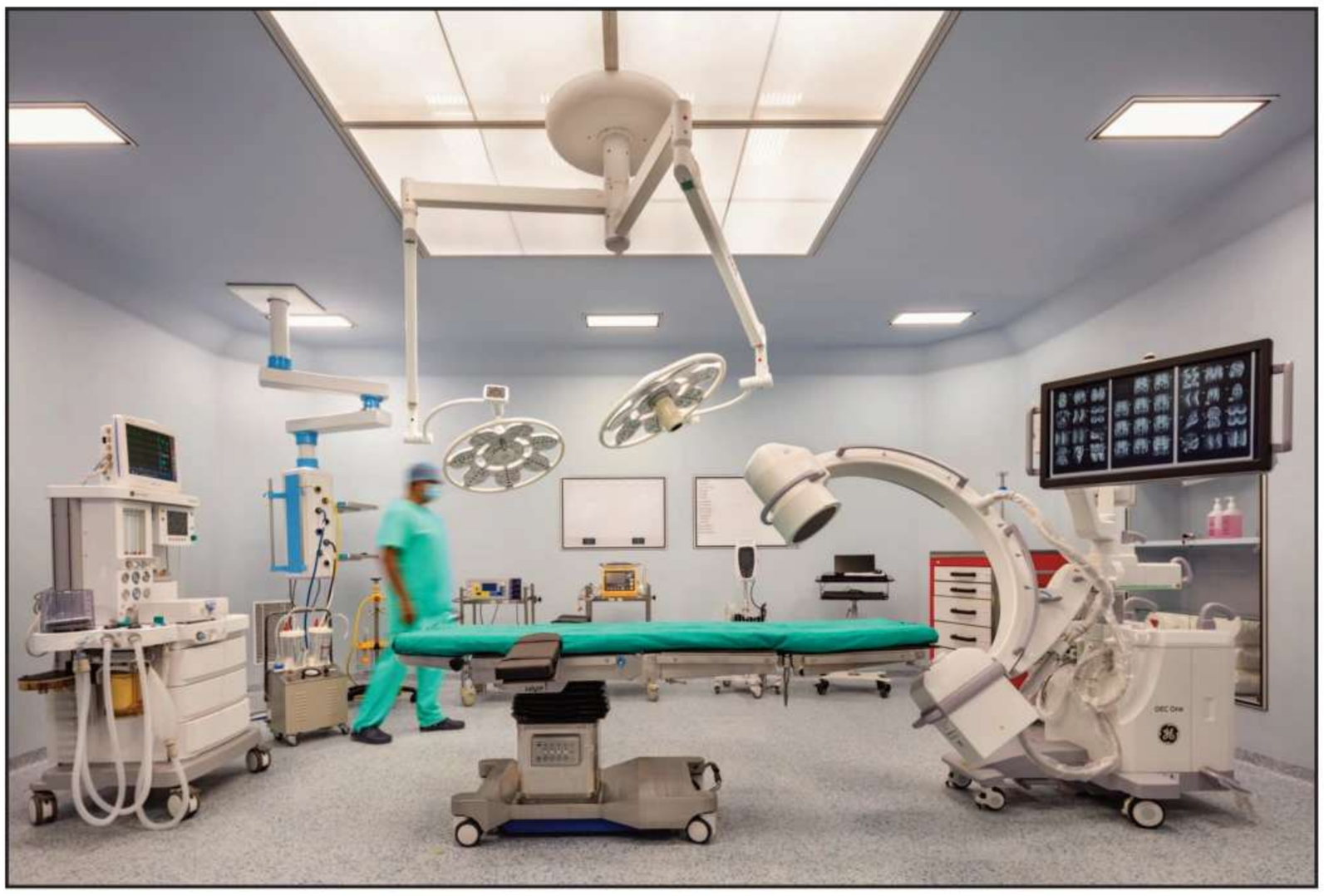
Technologies like virtual reality (VR) can transport bedridden patients into calming natural settings, while augmented reality (AR) can make navigation easier through intuitive wayfinding. In the design process, these tools should be treated as architectural elements in their own right, influencing sight lines, equipment placement, and overall accessibility.

Cellular Design Philosophy and Adaptive Infrastructure

Hospitals are moving away from rigid layouts of fixed rooms and long corridors. Instead, modular "cellular" spaces are emerging—flexible zones that adapt to changing needs and bring comprehensive care directly to the patient. This marks a fundamental shift in how healthcare facilities are being planned and built.

The cellular units are designed for rapid reconfiguration based on real-time operational needs identified through AI analysis. During respiratory pandemics, these spaces automatically prioritise enhanced ventilation and isolation protocols. During standard operations, the same infrastructure transforms into rehabilitation-optimised environments. This adaptive capability requires sophisticated mechanical systems, flexible power distribution, and modular architectural elements that we integrate from the earliest design phases.

The telemedicine integration capabilities of these cellular units eliminate geographical boundaries while maintaining intimate, personalised care environments. This approach reduces the need for large building footprints and heavy infrastructure, while also supporting better patient outcomes and more



Ravideep Singh
Associate Director
Creative Designer Architects (CDA)

Ravideep Singh is the Associate Director at Creative Designer Architects (CDA), a New Delhi-based architecture firm that is an established leader in design for health and wellness, as well as institutional and commercial projects. Ravideep is a leading voice in healthcare architecture, with nearly a decade of experience. He has championed a transformative approach to design, driven by the belief that healthcare environments should not only be efficient but also inspire healing, comfort, and human connection.

As a leader at CDA, Ravideep has spearheaded over 55 projects nationwide, ranging from major national institutions, such as AIIMS Guwahati, to vital community hospitals in India's tier-two and tier-three cities, in Uttar Pradesh and Punjab. Notable projects include the Max Nanavati Hospital in Mumbai, the Fortis Hospital in Greater Noida, and the Max Super Speciality Hospital in Vaishali. His work also highlights his advocacy for adaptive reuse as a sustainable solution, with notable projects including the Paras Yash Kothari Hospital in Kanpur, Sarvodaya Hospital in Noida, and the La Midas Wellness Centre in Gurugram.

Beyond architectural design, he has pioneered the establishment of the Healthcare Management Services vertical at CDA. This division offers comprehensive support for healthcare facilities, including market assessments, financial feasibility studies, and operational optimisation, empowering clients with the tools for informed decision-making and sustainable growth.

Ravideep's design philosophy is characterised by a profound focus on people, viewing architecture as a "quiet partner in healing." He crafts spaces with empathy and vision, integrating sustainable practices and digital innovations to enhance care delivery. His designs prioritise the patient experience, featuring elements like sunlit atriums to relieve anxiety and intuitive pathways that guide individuals without fear. His work is dedicated to building resilient campuses that serve not only today's needs but also those of generations to come.

A recognised expert, Ravideep was named a "New Age Trailblazer" by Architect & Interiors India. His work has been published in The Times of India, Financial Express, The Sunday Guardian, ETHealthworld, Express Healthcare, Healthcare Radius, Architecture+Design, Architect & Interiors India, MGS Architecture, Commercial Design, Society Interiors, and Architecture, among others. Ravideep has also been widely featured in international media, including Built Environment Middle East, Indesign Live, Healthcare Design Magazine, Mobi Health News, Health Post, and Work in Mind UK, among others.

Looking forward, Ravideep's vision is to advance inclusive, equitable, and profoundly human healthcare environments. He designs spaces that empower institutions with new care models, embodying a sense of healthfulness in every detail. His work is a powerful demonstration of how architecture, guided by empathy and a clear vision, can truly transform lives.

Speaking Appearances

- Healthcare 360 Summit | Lucknow | 2025
- Medgate Today HPIE | Delhi | 2025
- CityScape Global Speaker, Riyadh | 2024
- PHDCCI Summit | Delhi | 2024
- CII Healthcare Summit | Panelist | 2023
- EDS Breathe In Dialogues | Webinar | October 2023
- The Décor Journal | Healthcare Architecture Summit |

Panellist | June 2022
- iDAC ConExpo | Smart Healthcare Assets | Panellist | May 2022
- WFM Media | Emerging Trends in Window and Door Designs: Innovative Designs and Materials | May 2021
- CA and Healthcare Design Magazine | Webinar with The Centre of Health Design (HCD) | Speaker | February 2021

Awards and Recognitions

- Paras Yash Kothari Hospital | Winner | Healthcare Category | Geevees Awards 2025
- Sarvodaya Hospital | Shortlisted for Aces of Space | 2023
- Second Runner Up | Godrej GeeVees | La Midas | March 2022
- First Runner Up | Architecture Ideas by FOAID 2021 | La Midas | November 2021
- Winner | iGen 2021, New Age Trailblazer | July 2021
- Honourable Mention | Healthcare Environment Awards by HCD Magazine | August 2020

List of Notable Projects

- Yashoda Medcity, Indirapuram, Ghaziabad
- Sarvodaya Hospital, Noida
- Northern Railway Diagnostic Center, Delhi
- All India Institute of Medical Sciences, Guwahati
- Max Nanavati Hospital (Expansion), Mumbai
- Paras Yash Kothari Hospital, Kanpur
- Pragma Medical Institute, Bhatinda, Punjab
- Sarvesh Health City, Hisar
- Fortis Hospital, Greater Noida
- Fortis Hospital, Ludhiana, Punjab
- Max Super Speciality Hospital, Vaishali
- Aakash Healthcare, New Delhi
- La Midas Wellness Centre, Gurugram
- Mayo Institute of Medical Sciences, Lucknow

sustainable design.

Evidence-Based Environmental Design

Today's design decisions must be informed by measurable data on environmental factors and recovery outcomes. Research consistently demonstrates that exposure to daylight and nature, acoustic comfort, and spatial privacy function as quantifiable therapeutic interventions. AI algorithms now analyse sun paths and patient data to inform fundamental design decisions, from optimal window placements to material selections. This data-driven approach validates many traditional architectural principles while ensuring every architectural element measurably contributes to a patient's healing.

facilities that are not merely efficient but specifically engineered to support both caregivers and patients in achieving optimal health outcomes.

Future Implications

The convergence of intelligent systems and empathetic design is redefining the capabilities of hospitals, turning them into responsive environments that understand and adapt to human needs in real-time.

The future of healthcare design demonstrates that intelligent technology can make healing spaces more efficient while maintaining essential human-centred care principles. These advancements represent not just architectural evolution but a fundamental reimagining of how built

Collaborative Design Process Revolution

Advanced modelling tools enable architects, engineers, and medical professionals to collaborate in virtual environments, identifying and resolving conflicts before construction even begins. This collaborative intelligence reduces errors, minimises costs, and accelerates project timelines. The integration ensures that final structures serve their intended purpose effectively. Smart construction methods result in environments can actively promote healing.

Ravideep Singh is the Associate Director at Creative Designer Architects (CDA), an interdisciplinary architectural practice that is an established design leader in healthcare, institutional, and commercial projects.