

# iDECORAMA

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100

DESIGN LUMINARIES



**AR. AMIT AURORA (AA) &  
AR. RAHUL BANSAL (RB)  
GROUP DCA**



“  
**AA+RB:**  
**Instead of using mass  
produced items, we should  
use items produced by the  
masses**  
”

### **Our design philosophy is...**

**AA+RB:** We remain true to each project's site, context, design, materials and conceptuality. Rather than following current trends, or pursuing gimmicky approaches, we believe in designing for the long-term wherein the designs are well balanced, contextual and appropriate. At groupDCA, nature and greens are a way of life for us. Endeavouring to enhance human engagement with nature in order to craft spaces that promote happiness, good health, and well-being, we make a conscious effort to minimize the impact on environment and use as many sustainable materials and technology as possible. Each project is treated individually, with an approach that is most suitable to the project's identity, vision, business format, target clientele, code of ethics, site location and budget. Another crucial aspect of our design ethos is striving to put together the right narrative to craft immersive experiences for the user.

### **An advanced architectural technique/ Innovation you wish to bring in Indian practices?**

**AA+RB:** There should be more emphasis on the appropriateness of all activities with regards to local cultures, local craft and working with local people and encourage the usage of only what is required to address issues of ecological and environmental impact. In essence, this can be interpreted in design by way of working with locally available materials and produce as much as possible. In today's global economies, the world is adopting local, handcrafted approaches that results in a more equitable and sustainable lifestyle.

### **An Infrastructure upgrade that is need of the hour for India ...**

**AA+RB:** Technologies like BIM, Rhino etc. are changing the way architecture is being conceptualized, designed and implemented. They not only allow playfulness but ensure deliverance by helping in analysis of metrics leading to designs that are optimised. These systems have allowed our design interventions to find greater specificity in their environments, building services to become as much a part of our design process as our materials. These technologies have added to detail not only on design level but management and visualisation too.

### **What, in your opinion, is the future of design in India?**

**AA+RB:** Design is increasingly moving towards solutions that are personalised and customised, as opposed to solutions that are mass produced. It is moving towards ideas that respect human biology. People are looking for sensorial and experiential environments, that respond to the local context and its challenges. In the future, architecture and design will increasingly be re-defined in light of climate change, shifts in ecosystem structure and function, water scarcity, human rights violations as well as the complexity of building technology will play a major role in shaping the future world.

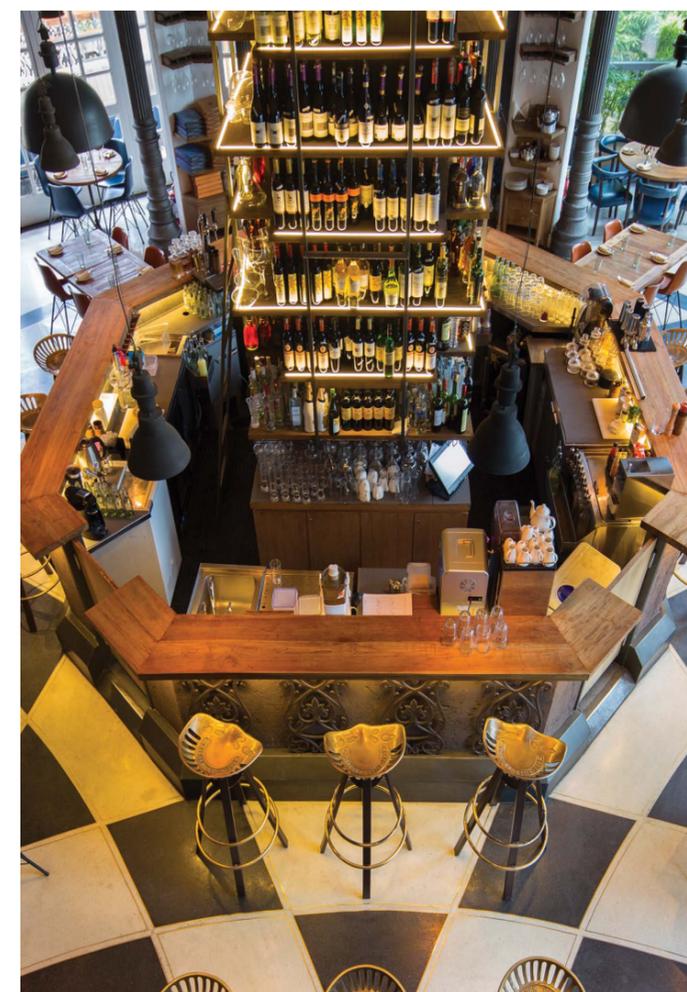


Photo Courtesy: Andre J Fanthome For Townhall Project

