

# Give local touch to your interiors

Hitherto, developers were depending on designers from Mumbai and Delhi. But, over the few years, the local talent of designers are being preferred to get that Hyderabad touch, says **M. SAI GOPAL**

Till couple of years back, developers in the city intending to 'smarten-up' up interiors invariably had to depend on designers from Mumbai or Delhi. Times have changed and so has the attitude. These days Hyderabad interior designers are calling the shots. So much-so, that 70 per cent of city-projects are being done-up by local designers.

Starting from Irani hotels like Basra near Osmania Medical College, hotels under Udipi restaurants category such as Taj Benson, Taj Mahal of Koti, Taj Tristar, Dwaraka hotel, Venkateswara lodge are being re-done from scratch by local talent.

## Welcome trend

Buoyed by their 'local' success several of them even have made forays into international projects. Experts familiar with the sector inform that all major interior-designing works including the gleaming edifices coming up in Hitec City zone are being done by local designers, which was not the case earlier.

This reversal of trend and demand for local talent began two to three years. Before that, developers had no option but to shell-out exorbitant 'hourly' rates including flight charges to visiting designers from other metro cities.

The growing pool of designers in city has also led to lot of competition giving rise to innovative ideas.

"The local talent is aware of the ground realities. They know the mindset of local workers, Hyderabad taste, how to liaison with Government agencies for permissions and they are talented too. Because of globalisation, the local talent is able to produce a high-standard product at lesser cost," explains Chairman of Institute of Indian Interior Designers (IIID), AP Chapter, Yeshwant Ramamurthy.



**A CUT ABOVE THE REST:** Local interior designers are in great demand.

- PHOTO: K. MURALI KUMAR

There is no hard and fast rule that these designers should have architectural background.

## Flourishing sector

"Some of these talented people started designing as a hobby and now because of the huge demand, they have become professionals. However, the general accepted norm is architects

taking up interior-designing courses," points-out Mr. Ramamurthy said. By last count, there are around 300 interior designers in twin cities and an on average and about 20 designers graduate every year from the Post-Graduate in Interior Designing course being run by JNTU School of Planning and Architecture, Masab Tank. The real-estate

boom and growing awareness on the need for ergonomic spaces has in a way helped the flourishing local interior designer sector.

"Previously, the awareness on this aspect was limited to cities like Mumbai and Delhi. Talented designers from City had search for work there. The trend has also reversed," Mr. Ramamurthy added.