

better interiors

134-page Issue
NOVEMBER 2014 ₹ 100

IDEAS AND DESIGN FOR BETTER LIVING

KITCHEN CLASS

100+ ways to discover perfection with our stunning ideas for every home and budget



FEATURING

Arthur Casas
Gaurav Roy Choudhury
Sona Reddy
Usine Studio

BEST BUYS

50 essentials to turn the utilitarian cooking space into an urban chic oasis

DO IT YOURSELF

A slick modular set-up replete with stainless steel swagger
The latest trends from leading experts in the kitchen business

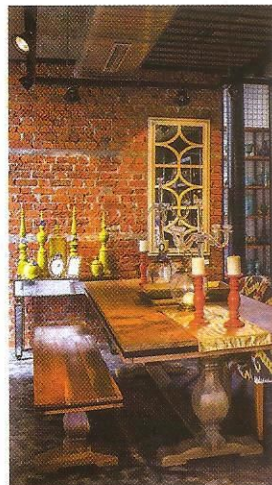
Perfect 10

ARCHITECT SONA REDDY, THE FOUNDER AND CREATIVE HEAD OF THE HYDERABAD-BASED LIFESTYLE BRAND ROOM THERAPY SHARES HER DESIGN JOURNEY WITH US.



ARCHITECT

SONA REDDY



When in your life did this passion for design engulf you?
Probably in school when the only thing I did with all my heart was arts and crafts and a subject called geometry!

After working for over four years in the field of architecture and construction in the States, what made you return to India and set up your decor store, Room Therapy?

Well, life plans certain things for you. Cliche! I got married and was forced to move to Hyderabad. The city is great but lacked decor stores where I could find products for my own projects and hence the big move.

In Indian design, a war is waging between traditional aesthetics and contemporary sensibilities. What according to you is the way ahead?

I think we are in the most perfect place. I love mixing old and new and Indian and European/Asian. I think the future looks beautiful with a mix of tradition and modernism. That being said, some things remain classic and a few traditional elements will never go out of fashion.

Which is that one essential element found all across your work... be it product or space design.

Traditional elements — be it traditional tiles and inlay work on furniture, walls and flooring. I just can't get enough of Indian elements. It's innate.

At Room Therapy, do you also provide turnkey solutions to homeowners? What is the way forward for Room Therapy? Will you open more stores across India?

I'd love to open a store by the beach. That's my ideal workspace. As of now we are concentrating on Hyderabad. We are changing the world one room at a time and as of now one city at a time. We do provide complete solutions. The main aim

at Room Therapy was to have a store that can help furnish most of the house if not all without it looking like you bought all this stuff from one store. We have a certain style but it's not permanent. We plan to change and evolve with time and the need.

ON A LIGHTER NOTE...

How do you unwind?

I come back home and play with my dogs for an hour atleast. Best part of my day.

Your quirkiest, most unusual inspiration?

A kid's birthday party I went to. I just fell in love with the colours and textures used. I don't know why; but I know I secretly use that colour combination a lot.

A movie you keep going back to?
Finding Nemo.

A song you are humming...
Carla Bruni, Quelqu'un m'a dit.

The title of your autobiography would be?
It's all in the THERAPY.