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# LUXURY STATEMENT HOMES

**DÉCOR-PRENEUR AJAY ARYA'S DESIGN PHILOSOPHY REVOLVES AROUND UNDERSTANDING PEOPLE BEFORE TRANSFORMING THEIR HOMES INTO COSY YET ASPIRATIONAL SPACES**



**I**f you love something, it works... and that's the only thought I had when I decided to come up with A Square Designs," says Ajay Arya, a Kolkata-based interior design honcho whose eye for detail mirrors in his label's state-of-the-art space planning and design detailing. "Our forte is to design luxury homes and commercial spaces that make a statement," adds Ajay, who was listed among the Top 50 on the iGen in 2016 for adding brilliance to the Indian urbscape through innovative design.

## Steering away from stereotypes

As a staunch loyalist of timeless trends, Ajay maintains that he's always steered clear of stereotypical design such as 'classic' or 'modern'. "The focus of an interior designer should be the client and the client's lifestyle, not formulaic," he says. "Interior design is about the realities of what creates a timeless environment that is attractive and meaningful, which transcends the notion of simply incorporating what is 'trendy.'"

## On a perpetual quest to create

With an eternal focus on timelessness, Ajay

creates plush décor with great functionality. "This is a practice that evolves constantly," he shares. "The everyday challenge is to have the vision to understand and create 'design' to suit the client's taste and to keep up with ever-changing global trends. With knowledge gained from past experiences, one develops a sharper eye for good taste. When I see my designs come alive and get to see a smile on the faces of the people who are going to move into the newly done up space and their excitement, it truly makes my day! It inspires me to work harder. I just get intrigued by simple yet crisp and chic interior settings."

## Versatility at its helm

In keeping with the need for constant customisations, Ajay avers that A Square was conceptualised keeping the grain-to-bread concept in mind. "I wanted the firm to include client consultation, space planning, design detailing, execution to perfection and fine workmanship," he says.

What's more, A Square also specialises in the art of integrating heirlooms owned by aristocratic families into a contemporary yet exquisite backdrop. The designer's love

for vintage also led him to restoring and repurposing art and antiques collected by his clients over generations. Ajay has pulled together the subtle style of juxtaposing traditional, miniature paintings, antique Tanjore work, ivory pieces, Jamawar shawls, Persian and Kashmiri silk carpets, grandfather clocks and antique furniture.

## An illustrious clientele

Ajay's portfolio of clientele includes some of Kolkata's elite families and homes, like CS Nopany of the KK Birla Group, Jyotsna Poddar of the Adventis Group, KK Bangur of Graphite India and the late BC Jindal of the Jindal Group, to name a few. His repertoire of clients continues to grow year after year, as each completed project is handed over with high paradigms of mood, aesthetic and function. When clients move into their new space, they invariably testify to experiencing an upgraded lifestyle.

## Support system

Ajay's love for décor is taking him places, and he says he owes it all to his wife. "She's the wind beneath my wings," he concludes. 