

Advertisement

HOME >

A+D EXCLUSIVES > WHERE THERE IS A WOMAN THERE IS MAGIC: WOMEN-LED STUDIOS INFLUENCING THE DESIGN INDUSTRY

A+D EXCLUSIVES / OPINIONS

Where there is a woman there is magic: Women-led studios influencing the design industry

TEAM A+D | PUBLISHED : MARCH 8, 2024 7:50 AM





RELATED POST



#OnTheCover:
 Young, vivacious and driven, Noorein Kapoor and Kumpal Vaid navigate the realm of design with equal panache and vigour



5 things you need to know about Riken Yamamoto —The 2024

Women-led studios have changed the face of the design industry and given it a new perspective over the years. With their in-born creativity and unique capabilities, women fit perfectly into the design industry and make it richer. Women-led studios are hallmarks of creative spaces that redefine the spirit of innovation. The influence of women-led studios extends beyond the creative realm, it permeates the industry’s ethos. By championing equality and providing platforms for emerging talents, these leaders inspire a new generation of designers to challenge norms and embrace their individual voices. We spoke to a few inspirational women who are leading by example with their studios that are creating a more inclusive, forward-thinking, and socially conscious design industry:

Advertisement

PRITZKER
Architecture
Laureate



The Mastermind of Modernity— Aman Aggarwal, Principal Architect at Charged Voids, is on a quest for a sense of temporal continuity



Aparna Kaushik, Founder and Architect – Aparna Kaushik Design Group

Aparna Kaushik, Founder and Architect – Aparna Kaushik Design Group

In the dynamic world of architecture and interior design, the rise of women-led studios in India has been a transformative force. As a passionate female architect and interior designer, my journey in reshaping spaces reflects a commitment to innovation and breaking the glass ceiling.



Advertisement

Our studio stands as a testament to the enduring power of diversity in design. Challenging stereotypes and pushing against gender barriers, I have been driven by a vision that goes beyond aesthetics. Through my work, I bring forth fresh perspectives and creative solutions that resonate with the evolving design landscape in India.

A key element of my design philosophy revolves around sustainability and inclusivity. Through a synthesis of craftsmanship, technology, and a deep understanding of human behavior, I aim to shape environments that elevate the human experience. Moreover, my dedication to nurturing young talent, especially women in the industry, is evident in the vibrant and diverse team we have cultivated at our

STUDIO.



Sweta Arya- Founder and Designer, Ochre at Home

Sweta Arya- Founder and Designer, Ochre at Home

The design-industry is a richer place with women at the forefront, leading narratives and making an impact on this ever-evolving space. With their unique perspective and ideas, women-led studios are establishing a niche of their

own and leading by example. Women-led studios contribute not only to the aesthetic evolution of design but also foster inclusivity and diversity within the field. Breaking traditional molds, these studios embrace a wide range of styles, materials, and narratives, reflecting the multifaceted nature of contemporary design.



Our studio was born with the idea of creating bespoke furniture that is in-tune with trends and yet resonating with individual styles. Just like women who make it their business to delve deep into unique preferences, the magic of women-led studios like ours lies in their customization. Our by-appointment-only is a testament to the new-age design perspective pampering the design-driven heart with choices that are new-age modern with a classic twist.





Shuchita Sancheti Garg- Founder and Creative Director, vVyom By Shuchita

Shuchita Sancheti Garg- Founder and Creative Director, vVyom By Shuchita

Unique sensibilities, global perspectives and a timeless appeal are at the heart of women-led studios that are having a deep-rooted impact on the design industry. Gifted with natural creativity and resilience, women fit into the design industry effortlessly. When a studio is women led, it exudes the unshakable energy of the women and their quiet

the unstoppable energy of the women and their quiet strength that reflects in the studios' leadership ethos. A woman's role in spearheading a design house is much more than its tangible impact. By bringing their unique understanding of the society to their workspace, women design-houses are creating their own niche by bringing together like-minded people under the same roof.



At our studio, we committed to ensuring the rich artisanal heritage of Jaipur remains relevant and tangible. Our unique prints are based on original artwork and assimilate the traditional with the contemporary: proposing a solution to interior space that is delicate, durable, captivating and timeless.

Women-led studios like ours address global challenges through design aesthetics. Sustainability, social responsibility and ethical practices are woven seamlessly

responsibility, and ethical practices are woven seamlessly into our projects, showcasing a commitment to a holistic and responsible design ethos.



Anushka Ahuja – Co-Founder, Studio by Agni

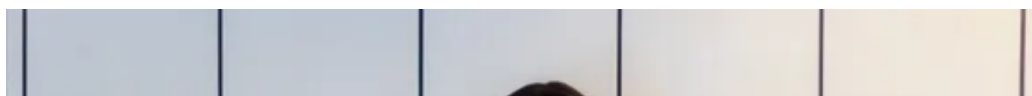
Anushka Ahuja – Co-Founder, Studio by Agni

From repurposing the tiniest home essentials to conceptualizing entire design studios, women seamlessly

navigate the diverse realms of design with both ease and panache. It comes as no surprise that women-led design studios are significantly influencing the industry by introducing a multi-faceted approach to the creative spectrum. When women take the helm of a design company, they bring forth a distinct perspective that transcends across industries.



In the world of design, women not only redefine spaces but also revolutionize the narrative. Their ability to infuse innovation into the minutest details reflects a commitment to excellence. Women-led design studios are more than creators; they are pioneers, shaping the design landscape with an unparalleled combination of creativity, skill, and vision.

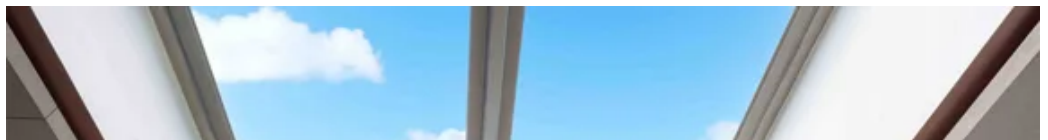




Rashi Bothra and Ruchi Gehani, Founders and Interior Designers, Azure Interiors

**Azure Interiors: Rashi Bothra and Ruchi Gehani,
Founders and Interior Designers, Azure Interiors**

Women are not just participants in the industry anymore. Today, we are transformative forces, shaping the future with creativity, innovation, and determination.





We are not only crafting beautiful spaces but also rewriting the narrative of the design industry. With every project, we embrace diversity, empower varied perspectives, and challenge traditional norms. As friends who embarked on this journey together, we truly advocate for a sisterhood within our industry. We stand united in our belief that women supporting other women is not just a mantra but a powerful motivation.





Shubhika Bansal, Creative Director, Stone Art

Shubhika Bansal, Creative Director, Stone Art

“I truly believe in the transformative power of design to celebrate and empower women. It’s an undeniable fact that women are the architects of innovation and the designers of possibility, shaping the world with their creativity, vision, and unwavering determination.



Our spaces are crafted to embrace and celebrate the diverse experiences and identities of women, whether it's through the inclusion of inspirational artwork, comfortable and functional furniture, or thoughtfully curated accessories. Soft colour palette, artwork and textured fabrics evoke a sense of beauty and grace. By creating environments that resonate with the inherent magic of women, we aim to empower them to thrive and shine in every aspect of their

.. ..

lives.”



Saba Kapoor, Co-founder, Nivasa

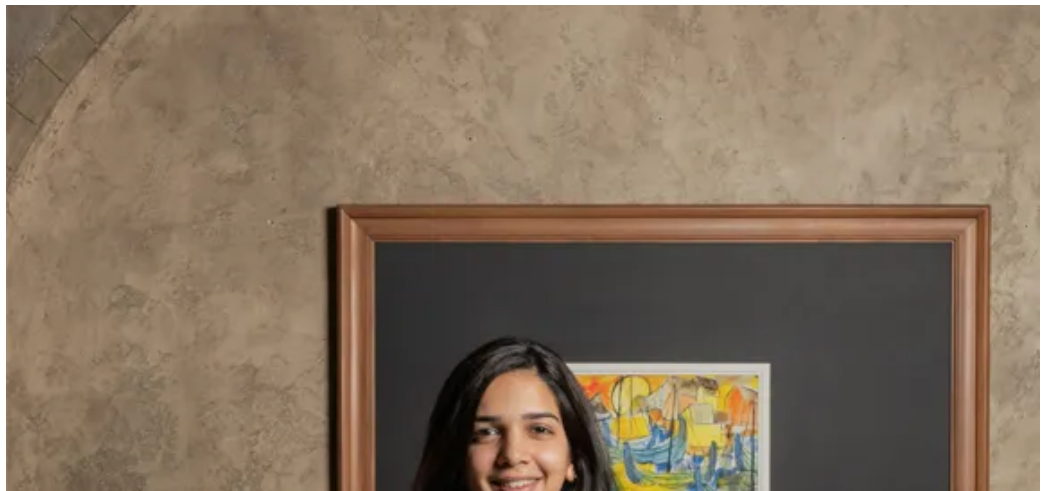


woman. At the heart of all our curations, lies a deep appreciation for the transformative power of design to reflect and honour the strength, resilience, and creativity of women

and honor the strength, resilience, and creativity of women everywhere. Soft lighting, mirrors, artistic decor pieces create environments that evoke feelings of inclusivity.



By embracing the mantra – where there is a woman, there is magic, individuals in the design world can tap into the unique strengths and perspectives that women offer, fostering environments that reflect their resilience, creativity, and boundless potential.”





Pranya Jain, Chief of Communications, Innovative Design Studio

Pranya Jain, Chief of Communications, Innovative Design Studio

“Harnessing the power of storytelling within the design process allows for the conveyance of narratives that amplify the voices and achievements of women.

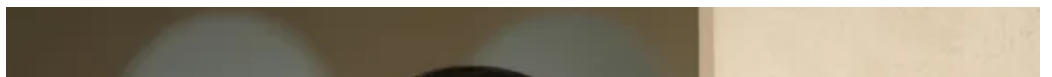




If intended, each element in design can be an ode to the magic within every woman, woven with elegant lines, vibrant hues, and inclusive narratives. It can be a testament to the strength and grace that defines the feminine spirit. Curved furniture, pastel colours and textured linen create a sense of warmth and tenderness.



As the CEO of IDS, ultimately my vision for feminine elements in design is rooted in respect, empowerment, and a deep appreciation for the inherent magic that accompanies the presence of women.”





Shivani Anand- Co-founder, Bay Window

Shivani Anand- Co-founder, Bay Window

As we proudly celebrate Women’s Day and reflect upon the profound theme, “Where There is a Woman, there is Magic,” we find ourselves astonished at the captivating influence women wield within the realm of architecture and design. With each stroke of creativity, they fill spaces with a sense of wonder and possibility, transforming simple structures into living, breathing reflections of humanity’s aspirations.

living, breathing reflections of humanity's aspirations.



Yet, it is not merely their artistic mastery that sets women apart in the field of design. It is their resilience in the face of adversity, their unwavering determination to rise above challenges, and their visionary leadership that truly sets them apart. From navigating male-dominated industries to overcoming societal barriers, women have demonstrated an extraordinary capacity to thrive and excel, leaving an

extraordinary capacity to thrive and excel, leaving an undeniable mark on the architectural and design community.



Their creations stand as proof of the potency of imagination, resilience, and collaboration, inspiring future generations to dare greatly and reach for new horizons.