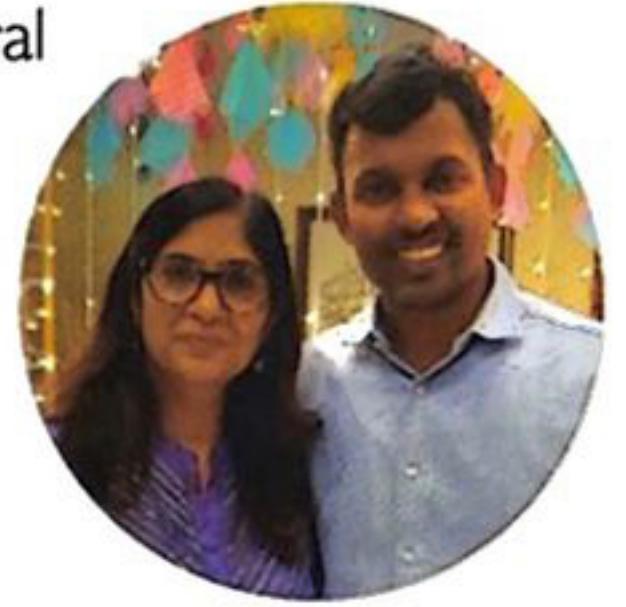


Creating a fine

balance

Tru Designs is a premier design company specializing in offering innovative and cutting-edge design solutions in architecture and interiors. The firm believes in delivering design solutions that balance lateral thinking with modern day practicality, aesthetic brilliance with cost efficiency, and creative freedom with environmental consciousness. Tru Designs is actively engaged in the creation of contextually appropriate solutions in an increasingly changing world.



Your style

Our personal favourite is Contemporary. We also enjoy doing Classical and have done this for several of our clients.

Classic components of your style

We use simple, clean lines in our interiors and very subtle colours. We consciously stay away from bold colours. Another important thing is creating an entire theme through accessories, like carpets, fabrics, curtains, etc.





What does a homeowner need to know before they sign up with you?

To be honest, we don't take up every project that comes our way. We are quite particular about the projects we select — it is not so much about the size of the project or even its value — it is about how much we can be involved in the project, about how much freedom we have to experiment and innovate.

Time is another critical aspect. Most clients who come to us are in a hurry and we are able to respond quickly and meet reasonable deadlines without compromising on the quality.

It would also help if homeowners understand how we work. We first understand our clients and their requirements. Many a time we find that clients are confused about what they want. So we try to educate them about the different styles that are available to them, we show them reference images and only after they are convinced about the style they want, we get into the designing stage. We are very clear about not promoting the style we like, but rather understanding what the client likes, because ultimately it's the client's home, not mine.

Latest trends

Personally, we have now started experimenting quite a bit, though this is quite challenging in Hyderabad because architecture and interiors are 100% Vastu-driven here. So while we would like to think out-of-the-box and do things differently, clients are always compromising on the design in order to get a Vastu-compliant house. There are just a handful of clients who give us the freedom to work outside the boundaries of Vastu.

**Tru Designs Architects
& Interior Designers
Established 2000**

**Founders:
Praveen Kumar
& Sandhya**

Design & PMC

**Style:
Contemporary**

**Substyle:
Fusion**

**Design Budget:
Mid to Premium**

**Timelines:
9-10 months**

**Team Size:
25**

**No. of projects
handled in a year:
40+**

**Project Footprint:
Hyderabad
Vijayawada**



What are some of the challenges that you face in this style?

Now-a-days, one of the biggest challenges we face is that of getting reliable manpower. Getting people with the right skills and good workmanship is not easy. Since we don't take on contracting, we have a list of contractors that we recommend to clients. But sometimes clients say they have their own contractors. In such cases, we visit the sites they have done, study their workmanship and only then give our go-ahead of the contractor. This is important because at the end of the day, people will ask 'Who's the designer?' Nobody will ask 'Who has done this?'

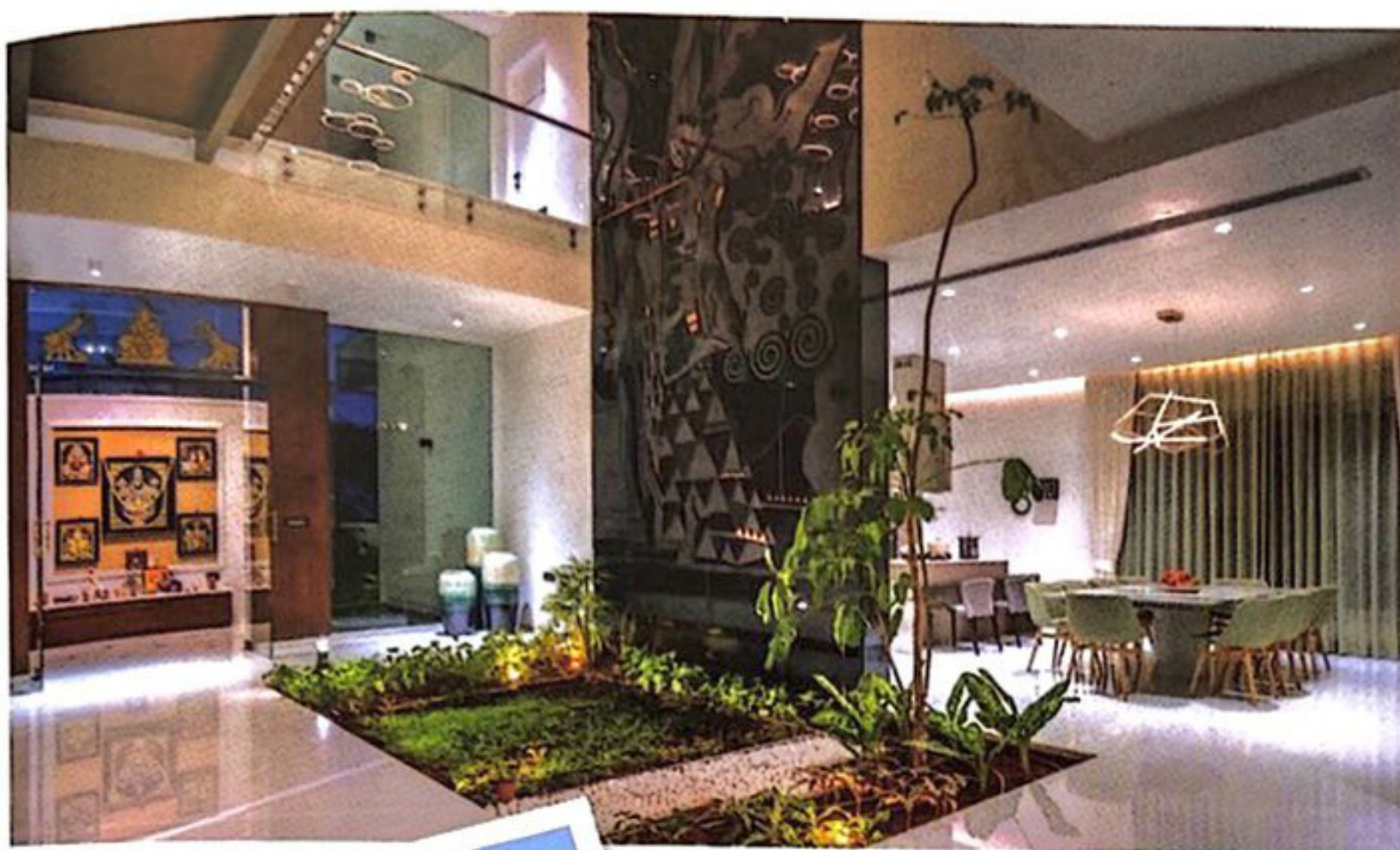
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When it comes to materials,
the choice these days is limitless.
It all depends upon the client's
taste and resources.

Signature design element

We love to do courtyard houses and our focus is always on allowing a lot of natural light into the house. When it comes to materials, the choice these days is limitless. It all depends upon the client's taste and resources. And of course, they need to be appropriate for the spaces we are doing.





Favourite project

Without doubt, it's the Diamond House that we did for a client in Hyderabad. We even got an award for this. The entire house is done in the shape of a diamond and we really experimented a lot with this unique project. For a change, we were not bound by Vastu and the client gave us a free hand. In fact, he refused to accept anything ordinary and wanted something different in every corner, in every room. So we had to challenge ourselves constantly and come up with something really creative and extraordinary.

Design inspiration

I am very keen on sustainability, so I am inspired by architects such as Geoffrey Bawa and other sustainable designers.

