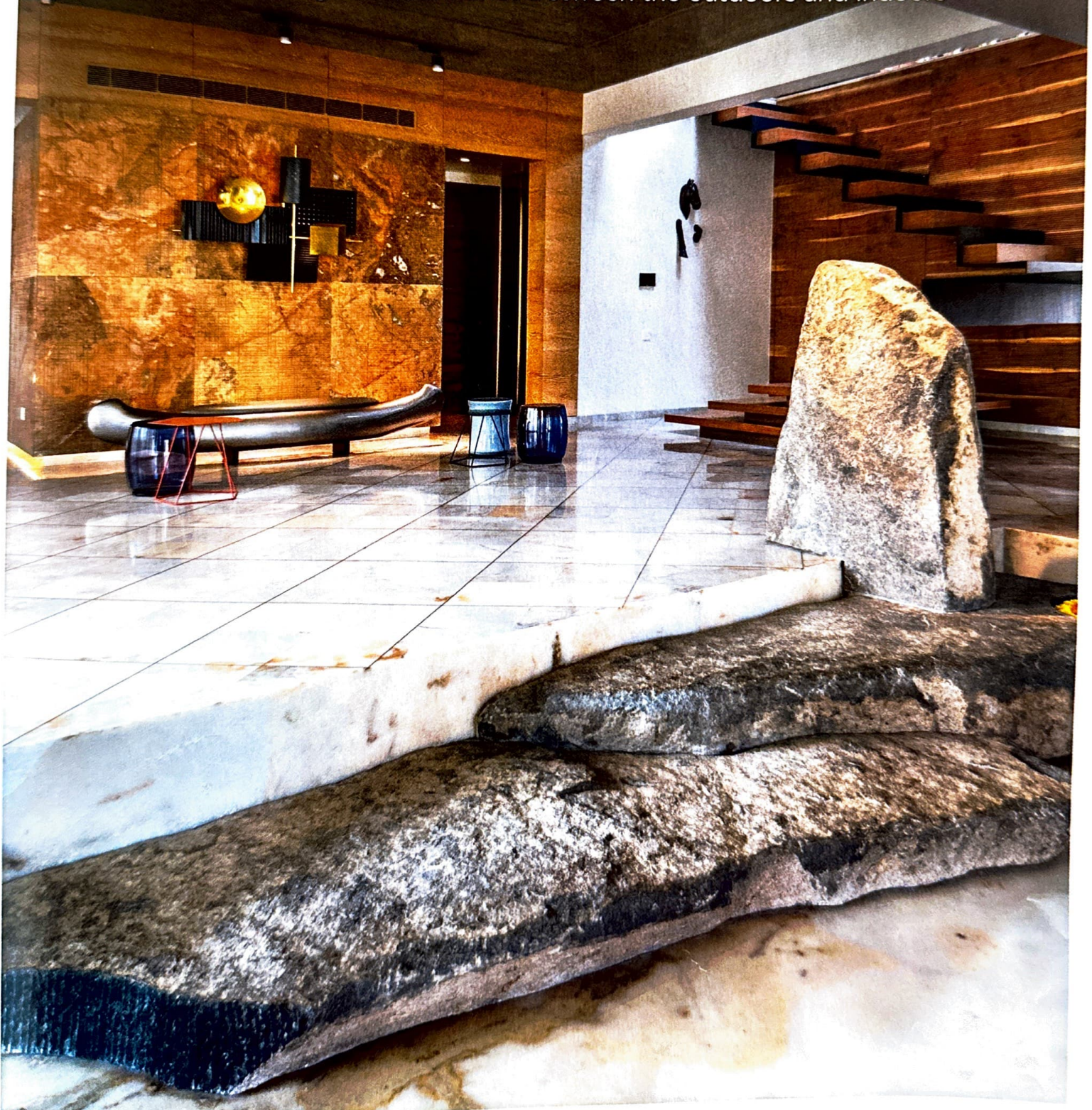


WHERE NATURE MEETS LUXURY

A holistic approach with superior design that brings together light, materials, space, form, function and environment is Hyderabad based architect Niroop Reddy's forte. His 9,500 sqft sprawling house in an upscale Hyderabad neighbourhood is a seamless culmination of rustic charm and modern luxury while blurring the boundaries between the outdoors and indoors







RUSTIC YET LUXURIOUS

Reddy's house is simple, calming and has an uncluttered appeal with clean, minimalistic usage of colour and material. But at the same time, he wanted his house to exude a hint of luxury. "Normally if you see rustic homes, they have simple furniture with stone flooring and concrete ceilings. But I wanted to build a luxurious home with a rustic touch. And since it was my personal home, I wanted to experiment and see what I was capable of," says Reddy. Building his house took him close to a year-and-a-half and the entire ceiling flaunts patterns that have been moulded into a concrete slab. "For me, I always feel luxury is about what catches your attention. Even a small house can be luxurious, if it has the right decor. The focal point in my house is the main door that is 20 feet tall. For me, that is luxury. With every small detail, we at NA Architects try to add an element of luxury," he explains.





GREEN HOME, CLEAN HOME

Reddy who set up his architectural firm, NA Architects, in 2003 with wife Rupana, says that building sustainable homes has always been a priority for his company. "When we started, there was no awareness about green homes and we didn't have any ratings, but we have been using sustainable resources for the past 12 years. We like our homes to be flooded with natural light and we don't like forced ventilation," Reddy says. His house was built with an 'inside-out' design where all indoor spaces are enveloped by nature. In fact, his house is platinum rated IGBC certified, which is the highest certification for sustainable practises being adopted by any establishment.



DESIGN PHILOSOPHY

NA Architects' approach towards design is such that it prioritises the client's need through intense conversations and design sessions. "My design strategy is to blend architecture and interior elements with client's comfort and requirements as a palette. As the end user is the client, it's wise to provide a design and style of architecture that adapts to the client's comfort rather than inflicting a trend that discomforts them", says Reddy whose design style is minimalistic and contemporary. In fact, when they started in 2003, their firm was known for their clean designs and their single-tone palette. But they've started experimenting with colour in the last few years. "Contemporary homes are our style. We gained popularity for using the white colour scheme that blends throughout the house but now, out of the 100 homes we design, 95 are contemporary and five are classic," he explains.

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