

# TRAVEL & ART TOOK ME TOWARDS ARCHITECTURE



Ar. Manmeet K. Arora, Interiors & Architecture, The Arch  
Photos: Red Carpet Photography

**D**riving inspiration through her travel experiences around the world, by Manmeet K. Arora always wanted to set up her own business and pursue architecture, as her profession. For her architecture is something that has always caught her eye. Talking about her journey, she also shares some insights with Urban Melange about how the architecture of homes of India is evolving with time.

**When did you know that you wanted to pursue architecture as a profession? Tell us about your journey.**

As a child I was always artistic, colors and sketching were my playground. The passion continued from school to university and I bagged many awards for my work along the way. I was also very much interested in unique designs and architecture. As such, heritage buildings always caught my attention and I decided

to further my interest in the field, becoming an architect by profession.

**Where does your passion for architecture and interiors come from?**

My interest in architecture and interiors stemmed from my travels in India and abroad. My travels opened my horizon and introduced me to the rich mosaic of architecture and detail that heritage buildings offer - they still continue to inspire me to excel in my field. As an artist by hobby and an architect by profession, I try to amalgamate my color palette, sense of space and design, with my interest in unique architecture styles -contemporary or historic to produce quality results.

**What inspired you to start with The Arch? What's the USP of your brand?**

I had always wanted to work for myself and pursue my interest in architecture professionally. After finishing my degree in

architecture, having my own architecture firm was a natural pathway for me and I decided to start The Arch.

Our work speaks volumes about our brand and our USP. We don't just build houses or buildings; we turn our client's dream spaces in living or commercial spaces as per their requirements. We offer world class service with unique approach to overall design, feel and practical advice in alignment with current trends and interior styles - all under one roof.

**What is your target audience and what's your marketing strategy?**

We offer a range of services across the residential and commercial spectrum. As such, our target audience ranges from a family looking to build their dream home or an entrepreneur looking to launch a few locations of a franchisee gym or any retail showroom or restaurant design.

Our output (spaces that we have built or designed) speaks volumes about the quality of our work and also helps us with

marketing, including referrals from current clients. Besides referrals, our brand is very active on social media platforms including Instagram (@thearch07) where we showcase our projects and work. Further, I personally attend social events and architecture meets to build my network in the field, actively pursuing leads.

### What are some of your favourite decor or design elements?

Well, I Love working with color palettes, Mood lighting and Indoor Plants which gives the positive vibes in the house or working space. Arches, brackets and other ornaments of building are our favourite while designing exterior or interior luxurious Spanish or classical villas.

### What do you aim for in the near future?

We are currently operating pan-India, including a couple of projects in London. My aim would be to pursue projects globally and build a recognized brand for The Arch. I would also be interested to pursue collaboration opportunities with other renowned architects or brands.

### How has the design aesthetic changed over the years when it comes to Indian homes?

With the COVID-19 pandemic and the resulting lock down, people have recognized the importance of having cozy spaces where they spend the majority of their time along with their family or loved ones. They are open to new design concepts and want to maximize the use of their spaces installing elements such as indoor gardens or waterfalls to build an aesthetically appealing space. I would say people are more open to experiment with their space than they used to.

### What are the trends in interiors that are ruling everywhere these days?

Using the Color schemes, beat it the fresh pastel color palette or Bold Monochromatic Colors like Cobalt Blue or Kelly Green are in trend. Dark colored doors, amalgamation of Spanish and modern design elements like arches or wicker which warmly reminds me of my childhood and has evolved in fresh and exciting ways whether in furniture, partitions, or lighting, it is the perfect layer to balance modern and traditional style.



### A message for our readers.

As an individual, my journey has been really interesting with some key lessons learnt along the way, both professionally and personally. Life is going to throw a lot of curve balls at you- it depends how you choose to play it. Face your

fears, stop comparing yourself with others, confidence is your key accessory that you should wear every day and don't be afraid to ask for help when you need it. While it's important to plan for the future, try to live in the moment as well. ■