

Minnie Bhatt

MINNIE BHATT DESIGN

Since the inception of Minnie Bhatt Design in 2008, founder and principal Minnie Bhatt has always maintained a strong belief that every project is unique in its own right. While the firm has evolved from its humble beginnings ten years ago, it still remains resolute in its versatility. While her designs are eclectic, timeless and discerning in style, Bhatt insists that with every project the studio undertakes, the finest of details which adhere to the design language of the space. "From the beginning, my design philosophy has been to give the client or brand a distinct personality, bearing in mind the client's taste and aesthetic sensibilities," says the alumna of Sophia Polytechnic, Mumbai.

Having grown up in South Mumbai, the exposure to heritage structures and the charm of vintage buildings and old-world neighbourhoods is deeply embedded in her design sensibilities. In a subconscious way, these often find their way subtly into the spaces she creates. She has worked on residences of some renowned names from the entertainment industry and a whole lot of popular restaurants and bars in Mumbai, Delhi and Bengaluru.

As for the future, Bhatt is optimistic about the possibilities in design that have opened up with travel and the internet revolution. Even in terms of client response, there is a greater receptivity to ideas, and many are steering clear of the generic. Avoiding the hunt for definitive goals, Bhatt insists that only truth, passion and integrity are the magnets that have brought in the tides of success in her career, and it will be these core values that will continue to lead her on. "I intend to continue working with the same ethos and philosophy and allow my practice to be steered by putting up good work consistently. A decade into the future would hopefully mean a lot of additions to the body of good work we have done so far," she envisages.

In conclusion, she believes it is imperative for budding designers to find their own niche in the field of design and be true to it. "After all, it's important to be resolute in creating spaces that are original and distinctive in personality – rather than just alternative versions of another designer's work." ASI

LOOKING BACK

Bhatt notes that past projects like the Silver Beach Café, Burma Burma, Fable and True Tramm Trunk were significant.

These were bagged after proving their mettle with a number of celebrity residences and premium residential projects. But these hospitality projects established the firm's position in the field of design.

LOOKING FORWARD

Presently, the designer and her team are focusing their efforts on exciting projects like the experience centres for the Kanakia Group's Powai projects (Mumbai) and Shapoorji Pallonji's project at Sewri. They are also looking forward to the villas project for Isprava developers in Goa.