

Minnie Bhatt

MINNIE BHATT DESIGN

THE ROOTS

What started just as a career 'option' for interior designer Minnie Bhatt, is now growing into a satisfying, fulfilling work life. "I took up studying interiors whilst studying commerce. But steadily, my passion for it grew enough to do an internship and, later, start a practice," she says. Though there were parental apprehensions about how she would handle interior projects and all that it entails, those fears disappeared with the growing confidence of their daughter.

THE NURTURING

Bhatt is a commerce graduate from HR College, Mumbai, and a diploma-holder in interior design from Sophia Polytechnic, Mumbai. "The lessons I learnt while studying mainly revolved around focus and dedication to whatever it was that you choose to do in life. While I lacked the seriousness towards a career during college, things changed once I started working... and I realised the importance of these teachings," she states.

Other than formal education, Bhatt also attributes a significant amount of learning to Sunil Jasani and Sangeeta Mansharamani at Finelines Designers, where she did her internship. "They taught me every aspect of the work – be it handling the site, drawings, design work, checking contractors' and vendors' bills... That experience of over four years gave me a strong and solid foundation in the field as well." Evolved design inspires her – be it products, spaces or fashion, especially architect Charles Correa's monumental work, with its simplicity of lines, emphasis on light and natural ventilation.

THE FRUITS

After having freelanced as an associate, Bhatt felt the need to have greater independence with regard to design, which would otherwise always have to be approved by the principal designer. This is when she took the step of setting up a tiny office in Bandra, without a single project in hand! "Three of my clients encouraged me to move forward, and gave me the courage to make the move. My friend and associate Misbah Kapadia was also a great source of strength and, when we first started our own practice, it was only me and her. Fortunately, our practice grew slowly – and word of mouth through previous clients got us bigger projects," she mentions.


Minnie Bhatt Design is a design-focused firm which undertakes customisation of furniture and accessories, among other things, to make every project bespoke.

Their design philosophy is to create spaces that are eclectic and timeless, whilst being true to the clients' sensibilities, or the perception and positioning of the brands they work with. "We have even contributed to brand positioning and perception for many new restaurant brands," Bhatt adds.

THE TURNING POINTS

"Our milestones include a celebrity residence in Juhu, Silver Beach Café (our first hospitality project), and a temple in Vrindavan, Mathura," says Bhatt. After Silver Beach, the firm designed over 30 restaurants! The different requirements for all these milestones tested Bhatt's versatility as a designer.

THE DESTINATION

Bhatt, who dreams of designing a resort in the hills, has always believed in going with the flow. Fortunately, she has been presented with creatively satisfying projects without having to pitch for work. Her focus will remain on doing good and fulfilling work. 



- ◆ A built structure that gets a perfect score... and why.
Kanchanjunga Apartments at Pedder road, beautifully designed by architect Charles Correa.
- ◆ An Indian practice that you would give a perfect score... and why.
Architect Charles Correa. Simple, perfectly-laid-out structures focused on natural light and ventilation, and aesthetically appealing in their modernity.
- ◆ An international practice that merits a perfect score... and why.
Designer Philippe Starck; his contemporary and surreal concepts are refreshingly new and evolved.