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Jimmy Mistry, Della Group



COVER STORY

Workspace Innovation

by DSP Design Associates

EXCLUSIVE INTERVIEW

the journey within

Sonal & Bobbi Tuli, Principals at the New Delhi based premium Interior Design firm - 'Within', talk about their firm's design journey, USP, emerging trends and other interests in an interview with Nisha Shukla



“Forging relationships with our clients is at the heart of what we do. We listen, interpret, sometimes counsel (laughs) and then deliver more than expected”

As I step into the Within experience centre looking forward to a tete - a - tete with Bobbi and Sonal Tuli , I am welcomed by a beautiful writing on the wall in gold leaf - The light within me honours the light within you, Namaste ! The profound words echo the warm and embracing tenor of the expanse in front of me. There is a unique amalgamation of luxury and warmth that flows effortlessly through the space. And then I meet the masters of the trade themselves, Bobbi and Sonal; and follows this wonderful conversation over an affectionate cup of coffee and the feeling that I have always known them!



Let's begin with your journey in the design world and finally, "WITHIN"!

Sonal: Well, a passion for art and design, paved my way to study Architecture. But, after a few years, my love for furniture design, colours, textures, art and intricate details made me choose interior design as my realm of creative work. Bobbi and I formed Within as a creative, luxury interior design brand that embodies a vision of eternal design. We make the greatest team ever! We are the ultimate critics, admirers and inspiration for each other.

Tell us more about 'Within'.

Bobbi: Within is a dream, a commitment towards innovation and excellence in design, masterful attention to detail, uncompromised craftsmanship and personalised service. At Within, our mantra is to design and build unforgettable experiences through beautiful and timeless spaces and design objects. We offer our clients a holistic range of Interior Design Services - Interior Architecture, Turnkey Solutions and Soft Interiors!



What is your design philosophy?

Sonal: Understated timeless design delivered impeccably with personal attention!

What forms the basis of your design language?

Sonal: The spaces we create are an expression of an international language complemented with love of Indian history. Our travels, love of nature, arts, poetry and literature form the base of our inspiration that is translated into the rich vocabulary of our work. Our experiential expertise in design tops it all, resulting in splendid and exquisite interior spaces.

To what extent do you allow customisation in products?

Bobbi: All our products are completely bespoke. We work on unique design, materials, textures and colours for every client to express their individual needs and identities.

Any material you'd like to experiment with?

Bobbi: Oh yes, both of us get bored very easily. So, there's constant experimentation with new materials and techniques - whether it is wood, fabric, metal, canvas, stone or paint finishes.



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How do you strike work-life balance?

Sonal: When you are connected within 24x7, that's not at all hard to do !

One thing that your clients really appreciate about you?

Bobbi: Forging relationships with our clients is at the heart of what we do. We listen, interpret, sometimes counsel (laughs) and then deliver more than expected! Also, we are a one stop shop for end to end solutions in interior design which allows a client stress free time while making a home.

What interests you outside work?

Sonal: Bobbi and I love to travel and explore new destinations and experiences together. Nature brings the best in both of us. I enjoy reading, writing poetry and singing while he prefers to bike.

What are the key emerging trends in design?

Sonal: Mixing materials, finishes, patterns, textures and styles well produces an eclectic and chic design statement.

Tell us about your current projects?

Bobbi: At this point, there's a lot of cross-pollination of creativity happening in the design studio. We are working on various luxury home interiors, furniture design, lighting design etc.

Would you like to share a piece of advice to young design minds?

Sonal: Master the art of observing, always explore innovative design possibilities instead of obvious answers, interact with creative people in various fields and get inspired, be well organised and be unique in whatever you do ! 

