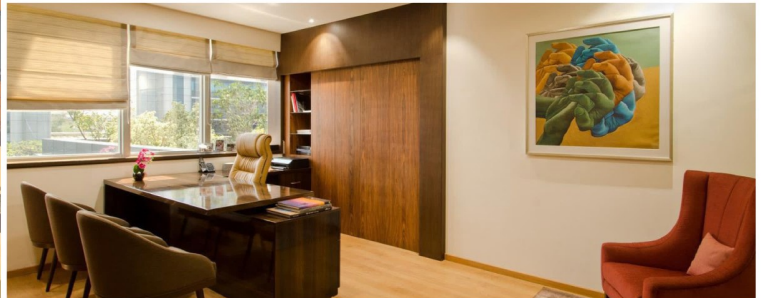


FOR DESIGNERS & ARCHITECTS BY TOP DESIGNERS IDEAS



PSR ARCHITECTURE

FOUNDER & PRINCIPAL ARCHITECT
PARVATHI S. RAO
MASTER OF ARCHITECTURE
UNIVERSITY OF PENNSYLVANIA (UPENN) USA

Parvathi S. Rao, Principal Architect of PSR Architecture, is an architect and designer based in Bengaluru. Growing up, Parvathi lived and studied in various countries across the globe which exposed her to various cultures and varied styles of architecture. This left a lasting impression and resulted in a deep interest for the subject. In addition to experiencing contemporary architecture across the globe, Parvathi has also pursued her interest in classical dance, which has developed her sense of the traditional.

The culmination of these interests was the inclusion of Design and Technology as part of the International Baccalaureate (IB) program in high school. This exposed her to architecture and spatial design. She began the undergraduate degree in London and finished her B.Arch degree from Kamla Raheja (KRVIA) in Mumbai. She spent over a year working with the Studio of Environment and Architecture under Kapil and Jayashree Bhalla, before moving to her hometown, Bengaluru.

The next three years she worked with Sandeep Khosla, Principal Architect of Khosla Associates, before she acquired her Master's degree in Architectural Design, from the prestigious Ivy League School of Design at the University of Pennsylvania, (UPenn) USA. During her time at UPenn, she had the opportunity to study under and work with professors who were world-renowned architects, thereby allowing her to learn cutting-edge design and implementation skills invaluable for innovative architectural design practice.

In 2011 PSR Architecture was set up, and their portfolio now includes retail, residential, corporate and institutional clientele. The firm's design philosophy embraces transformation and progress while responding to and addressing aspects of the urban, architecture, interior, and landscape design. They are committed to creating designs address the local culture, climate, sustainability, and materials while optimizing costs.

INTERVIEW HIGHLIGHTS WITH PARVATHI S.RAO

Q: What do you feel is the greatest challenge when it comes to designing for environmental sustainability?

While designing a sustainable building there are 2 challenges that we encounter. The first is to ensure that the architectural design and the ecosystem complement one another. The second is to make clients aware that a sustainable design can reduce overheads. The initial costs maybe high but later they will see a return on investment.

Q: One should design their buildings with a strong focus on both user experience and natural light. To which extent is this correct? Can you tell us more about this?

In my firm, the emphasis during every stage of design development & implementation is to harness the natural elements to create a warm and welcoming environment. In addition to being focused on client well-being, this also helps in reducing the running costs of a building.

Q: Are you concerned about environmental and social sustainability in your buildings? If so, what role does green building play into your work?

Sustainable architecture is a constant focus at PSR Architecture. We always strive to deliver designs that are environmentally conscious & try to reuse existing resources irrespective of the scale of the project.

Q: What inspired you to start your own Architecture & Interior Design Firm "PSR Architecture?"

After working in two offices & acquiring degree in a very challenging & competitive environment, I felt I was equipped to fulfill my long term goal of establishing my own firm.

Overall, building a practice has been both a rewarding experience and a tremendous learning curve.

Q: What is your ultimate goal when it comes to your work? What do you want to be remembered for?

As thoughtful and sensitive designers, our goal for every project is to craft meaningful spaces while respecting the environment. I would like to be remembered for creating designs that are current but timeless, that are a reflection of our values and those of our clients.

Q: What books do you have on your bedside table?

I am interested in a variety of books ranging from fiction to non-fiction, history, spiritual, business and design books as I draw inspiration from all these subjects to design projects.

Q: Do you ever read design and architecture magazines?

Yes I do read architecture magazines as it is important to keep abreast of current trends that highlight the use cutting edge methods and technology to design buildings.

Q: What do you think is the most effective way of presenting a project?

We engage with the client at every stage of the project. During the initial phase where we go through a thorough process to develop a detailed design brief in order to customize designs for clients ensuring we convert them into reality. We use multiple techniques to present our ideas

which physical models, 3D renders, sketches and walk throughs.

Q: When you were a child did you always want to become an architect?

I have always had an artistic bent of mind. Growing up, I lived in different countries which exposed me to various cultures which laid the foundation for my interest in architecture and spatial design.

Q: Can you describe an evolution in your work from when you began until today?

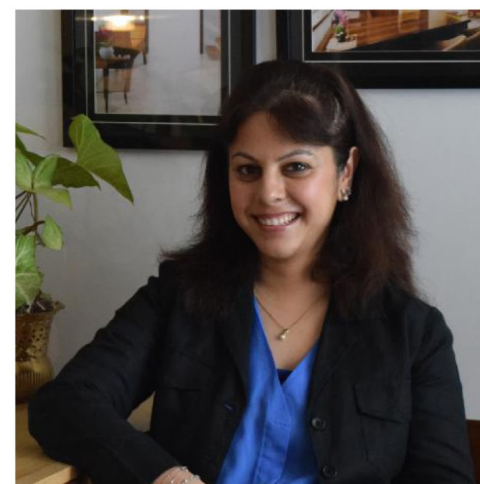
From the time I set up PSR Architecture in 2011, we began working on small projects and have grown into a larger practice undertaking projects in various segments. We are committed to being a practice that fosters dialogues for inspiration, innovation and personal growth. We thrive in a learning environment that attracts and challenges our talent.

Contact PSR Architecture for any of your architecture & interior design requirements.

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