



# #3 DE MODE

BEST WOMEN ARCHITECTS  
FROM INDIA TO WATCH IN  
2020 FOR MODERN  
ARCHITECTURE & INTERIORS



# Parvathi S. Rao

**Founder, PSR Architecture**

ARCHITECTURE | INTERIORS | GRAPHIC DESIGN

Parvathi S. Rao, Principal Architect of PSR Architecture, is an architect and educator based in Bengaluru. During her formative years, Parvathi lived and studied in various countries across the globe which exposed 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 then embarked on her undergraduate degree in London, and after a year transferred to Mumbai for the remaining four years. After she obtained her B.Arch degree from Kamla Raheja (KRVIA), she spent over a year working with the Studio of Environment and Architecture under Kapil and Jayashree Bhalla, before moving to her hometown, Bengaluru.

# About.

[www.psrarchitecture.com](http://www.psrarchitecture.com)

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 Ivy League institute, the University of Pennsylvania (UPenn), USA.** During her time at UPenn she worked with renowned professors which equipped her with the technical analytical and interpretive skills for a cutting-edge and 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 that address the local culture, climate, sustainability and materials while optimizing costs

PSR Architecture undertakes a large spectrum of work spanning retail, residential, corporate and institutional projects. They are committed to creating designs that focus on artistic expression, environmental concerns and the practical aspects of design. Their work aims to integrate the local culture, materials and climatic conditions and also seeks to optimize costs. They believe in creating designs that are current but timeless and that are a reflection of their values in addition to those of their clients.

**DE MODE interviewed an amazing architect 'Parvathi S. Rao' and learnt a lot about her skills and her intelligence in interior designing & planning.**



# INTERVIEW WITH PARVATHI S. RAO

*Architect & Interior Designer Parvathi S. Rao answered our questions about her profound projects and her expertise in architectural design & interiors, reading which will make you believe why is she among "DE MODE Best Women Architects to Watch in 2020."*

**Q: What kind of projects in your portfolio are you most proud of and why?**

At PSR Architecture we take pride in the wide variety of projects we undertake. Our focus is to cater to our client requirements ensuring our proposals are aligned with their vision.

**Q: What kind of projects do you usually prefer?**

While we have no preferred scale or type of project, our focus lies in creating designs that engage people. We approach our work in a holistic manner, concentrating on the finer details of the reuse of materials, cost efficiency and harnessing natural resources thereby reducing the carbon footprint.

**Q: Explain one of your projects that required the most technical expertise.**

PSR Architecture, with the assistance of our technical partners, built a self-sufficient residential project for a client, which involved disconnecting the house from the main water supply, sewerage and electricity. We incorporated rainwater tanks, solar panels and batteries to make the home completely sustainable. The solar panels stored the energy produced during the day, for usage at night, both for heating and lighting purposes. The grey water collected from showers, basins and washing clothes were used for cleaning and landscape purposes. These measures significantly reduced the running expenses for the clients.

**Q: What all factors do you prioritize during a project?**

Each new project begins with great attention to the site conditions and its inhabitants as we are always focused on the social impact of our projects. Our firm prioritizes a rigorous process of ideating through two and three dimensional mediums to exchange ideas, as well as the exploration of light and diverse materials while optimizing costs. We speak at great length with our clients encouraging a sense of participation. PSR Architecture believes the two qualities that are paramount to meaningful and effective design are optimism and empathy as a way of looking and relating to the people for whom we design. This is an important part of the process for

us to help make it possible to give shape to our architecture and design projects.

**Q: Which aspect attracts you most in a design? Appeal or practicality?**

At PSR Architecture we focus on enhancing the welfare of our clientele by incorporating the functional aspects of comfort and efficient planning along with the innovative use of colour, material and light. Our strength lies in the experiences and memories we create for our clients.

**Q: If a client asks you to design a room that is visually pleasing and non-practical, how would you react and what would you do?**

At PSR Architecture we believe in working closely with our clients to make their vision a reality. During our rigorous and critical design process, we discuss and highlight the practical and aesthetic aspects of the project to our clients there by addressing to their immediate and future requirements.

**Q: When you are working on a project, if by chance you are behind your schedule, what will you do?**

At PSR Architecture we have robust processes to adhere the committed project deadlines. At the outset we outline our progression against various tasks and milestones that need to be met and ensure this is communicated to our vendors and partners. We track these deadlines closely by creating checklists for every stage of the projects and provide our clients a regular update on the project development.

**Q: How easy it is for a client to meet you (virtually or physically) and discuss the project?**

PSR Architecture is grateful for the partnership of our clients, consultants, collaborators and staff as we face the COVID-19 health and economic crisis together. We have and will continue to work and meet with people as planned through online platforms. At present, we are using technology and successfully working remotely, in accordance with state guidelines.