

# WEAVING STORIES THROUGH INTERIOR DESIGNING



COVER STORY

# SAIMA *Gupta*

A penchant for colours, fabrics and furniture peppered with a natural eye for all things aesthetically pleasing. An iron will and a determination of steel coupled with diligence and a sense of meticulousness.

**M**ix all of the above and you get Saima, the founder and owner of Casa Rouge and the author of her client's personal biographies through the medium of design, furniture and fabrics.

### The Interior Designing Utopia: Casa Rouge

Saima's professional qualification is a bachelor's degree in interior architecture, that best amalgamates her flair for creativity, passion and art into a degree rich in technical aspects. Saima pursued this degree from Singapore before launching Casa Rouge, which literally translates into "Red House"; Casa being the French word for house and "Rouge" embodying passion, boldness, energy and power. Her company thrives on the motto, "You inspire, We create." With Casa Rouge, creating beautiful spaces is both a dedication and a commitment.

### Saima's Credo: A Personal Work Philosophy

Ask Saima about what her clients mean to her and trust her to meticulously elaborate on why her client is definitely king. "We take inspiration from the client and heavily customise and curate our designs in strict accordance with their vision." Celebrity interior designer Meredith Heron once said that she sees herself as a storyteller. Clients hire her to write their biographies, but instead of words she uses fabric, furniture and architectural elements. It is with this vision that Saima continues to march to the drumbeats of success, because at the end of the day serving a happy client is of utmost importance to her.

### The Exclusive Tone And Tenor Of Her Work:

Minimalistic designs with a stroke of glitzy glamour is the main tone and tenor of her brand's style of interior aesthetics. Her designs are mostly smart and contemporary, embodying the less is more phenomena. Convenient, congenial and alluring her designs wear perfection without the baggage of excessive garishness. Ask her how she induces glamour into the spirit of her work and she has an instant answer for that: mirror work panelling on walls and expensive mother of Pearl inlay work coupled with the smart practicality of her brand's chic designs.

### Breaking Barriers And Shattering Glass Ceilings:

Her father's insistence on female economic





# Viewing INTERIOR DESIGNING Through A More Realistic Lens

independence motivated Saima to tread seriously on the career trajectory. " When I founded Casa Rouge in 2016, I was spearheading an entourage of men who were initially recalcitrant." Since women entrepreneurs are scarce in the field of construction, men are not used to " taking orders' ' from them and it requires a woman of steely determination to display her mettle in the face of a restive group of men.



## Viewing Interior Designing Through A More Realistic Lens:

People commonly view interior design through the cliché lens of femininity. They are mostly ignorant of the highly technical aspects that interior designing encompasses. Many factors such as environmental psychology, human factors and ergonomics, CAD proficiency and architectural detailing play extremely important roles and are therefore indispensable to holistic interior designing . People need to realise that interior designing isn't just about pretty wallpapers and ornamental decoration.

An alluring portrait of girl power and an "architectural marvel" of finesse, Saima is a visionary in her own right. From her meticulously planned blueprints, detailed drawings and careful selection of raw material to the actual end product, her work is impeccable to say the least.

“

We take inspiration from the client and heavily customise and curate our designs in strict accordance with their vision

”