

Amardeep Gulri: Designing Beyond Precedent, Driven by Pure Imagination



Amardeep Gulri's professional journey defies convention and thrives precisely because of it. Beginning his career in the structured, numbers-driven world of banking with Citibank, Amardeep's transition into interior design is not a pivot driven by trend or circumstance, but by instinct. What distinguishes him is not formal lineage in design education, but an innate spatial intelligence—an ability to look at an empty shell and envision its complete transformation. This rare, intuitive approach has shaped him into a designer who does not rely on references or repetitions, but on imagination and clarity of vision. Today, as the Founder and Principal Designer of New Delhi-based Deco-Arte, Amardeep stands as a creative force whose work is rooted in originality rather than precedent.

Over the years, Amardeep Gulri has designed and executed more than 600 projects spanning residential, hospitality, commercial, and retail domains—each one distinct, each one reflective of a fresh narrative. What sets his body of work apart is the absence of a signature that confines him. Instead of repeating a formula, he responds uniquely to every brief, space, and client aspiration. His designs are not iterations; they are individual stories shaped by context, scale, and purpose. This ability to reinvent while maintaining coherence has earned Deco-Arte a reputation for spaces that feel personal yet sophisticated, expressive yet timeless.

At the core of Amardeep's creative identity lies a deep affection for Art Deco—a style he resonates with not for its nostalgia, but for its geometry, materiality, and sense of restrained opulence. He is drawn to the language of strong shapes, rich textures, and bold compositions, reinterpreting them through a contemporary lens. As a result, his interiors often carry an eclectic character—layered, chic, and confidently modern—without feeling excessive or ornamental. Whether through bespoke furniture, curated art, or material contrasts, his work reflects a thoughtful balance between artistic expression and

functional elegance.

What truly fuels Amardeep's design practice is passion—an unwavering love for interiors that manifests in every detail he creates. Every project emerges from his own imagination, shaped by hands-on involvement and a deep understanding of execution. This end-to-end engagement ensures that concepts are not diluted in translation, but realized with precision and intent. His background outside traditional design pathways has, in fact, become his greatest strength, allowing him to approach challenges without preconceived limitations and to innovate freely.

Underlying this expansive portfolio and creative freedom is a clear personal philosophy. Amardeep Gulri's mantra for success—integrity, honesty, quality, and good service—is not merely aspirational, but foundational to his practice. These values guide client relationships, project execution, and long-term trust. In an industry often driven by speed and spectacle, Amardeep's work stands out for its sincerity and substance. Through Deco-Arte, he continues to craft spaces that are not just visually compelling, but deeply considered—spaces that reflect individuality, imagination, and enduring design sensibility.