

# Shailja Awasthi: Weaving Stories Through Spaces



In the world of design, some creators craft interiors; others craft experiences. Shailja Awasthi, Founder and Principal of her eponymous design practice, does both and more. An acclaimed interior designer, lifestyle products creator, and visual storyteller, she brings to life spaces that are not only visually stunning but also deeply reflective of the people who inhabit them. For Shailja, design is not just about walls, furniture, or décor—it is about timeless stories told through space.

## A Creative Force of Nature

Recognized as one of the Top 10 Designers in India by Business World in 2018, Shailja has established herself as a rare creative voice in the Indian design landscape. Her work is often described as magical—original, delightful, and imbued with a sense of wonder that turns the ordinary into the extraordinary. Each project she undertakes is a canvas, an opportunity to capture the personality, aspirations, and lifestyle of her clients in a way that feels both intimate and unforgettable.

Her signature lies in her unparalleled attention to detail. Whether curating interiors for a private home, conceptualizing a destination villa, or styling a restaurant, Shailja ensures every element—material, texture, color, and light—is orchestrated with precision to create environments that feel alive.

## Philosophy: Breaking Rules, Building Dreams

What sets Shailja apart is her ethos of fearless creativity. Inspired by nature, science, art, mythology, and technology, she approaches design with a mindset that boundaries are meant to be challenged. “Rules in design exist to be redefined,” she believes, and her portfolio is a testament to this philosophy.

Her process is meticulous yet fluid: beginning with a deep dive into client needs, moving into a rich stage of visualization, and culminating in spaces and products that blur the line between functionality and storytelling. From bespoke furniture and artifacts to lifestyle products and immersive spaces, every creation bears her distinct signature of innovation.

### A Vast and Versatile Portfolio

Shailja's versatility is reflected in the diversity of her work. Her projects span:

Private homes and destination villas that exude warmth and individuality

Apartments and urban residences tailored for modern living

Treehouses that blend imagination with sustainability

Hotels, restaurants, and retail spaces designed to be destinations in themselves

Offices and co-working hubs that inspire productivity and collaboration

Educational and healthcare facilities that balance functionality with aesthetic appeal

Her clientele is equally diverse, including families, celebrities, sportspersons, real-estate developers, and corporate teams, all of whom trust her ability to deliver not just designs, but experiences.

### Recognition and Thought Leadership

Shailja's work and insights have been featured in leading publications including Design Essentia, India Today Home, Business World, The Tribune, Your Story, Deccan Chronicle, Hindustan Times, Silicon India, and Indian Age. Beyond her design practice, she is a thought leader and change-maker, currently serving as President of the Real Estate Council for the Women's Indian Chamber of Commerce & Industry (WICCI) in Karnataka.

Her academic foundation is equally strong—an MBA graduate, Shailja combines business acumen with design intuition, making her a unique presence in the industry.

### Designing the Future, One Story at a Time

What makes Shailja truly remarkable is not just her ability to design beautiful spaces, but her vision to create living, breathing stories. Each project becomes a narrative—of the people who occupy it, the culture it reflects, and the future it seeks to shape.

As she continues to push boundaries, her mission remains clear: to create spaces that are timeless, meaningful, and unforgettable. With every design, Shailja Awasthi reminds us that architecture and interiors are not just about aesthetics—they are about the magic of belonging.