

**W**ith their understanding of creating distinctive spaces and interiors, Asro Arcade deals in architecture, interior designing, landscaping and urban planning services. Headed by Ar. Robin Sisodiya, Founder and Principal Architect of Asro Arcade, they aim to create spaces that maximize human interaction and concur with its surroundings.

**Tell us about the journey of Asro Arcade? What was your vision when you started it?**

Founded in 2014, Asro Arcade has been involved in a variety of projects including residential buildings, apartments, farmhouses, hospitality, schools, workplace and retail design from the get-go. The vision of ASRO lies in fulfilling supreme quality projects through premium designs, expert knowledge and solutions by giving utmost value to the clients. Our design philosophy revolves around creating architectural buildings and spaces that are in sync with the environment and emit a positive inviting aura. Our journey has been wonderful and smooth in providing innovative and sensitive solutions to our eminent set of clients.

**How is your brand different from the rest in the industry?**

Our brand ASRO Arcade is renowned for its distinguished design with creativity and attention to detail. We focus on providing outstanding end-to-end architecture with an absolute depth of understanding of creating distinctive spaces and interiors. Our projects strive to create exceptional human-to-space experiences that differentiate our brand from others. With our impeccable ability to transform spaces, we always commit to our best in all projects while staying true to the environment.

**There are various kinds of facades that you work with. What is your favourite type of all? Why?**

Yes, we have worked with several

kinds of facades through these years. Our favourite of all is the cubist facades because these facades create a significant look to the exterior without allowing for any change in the interiors. Apart from the style, we are always conscious of the use of sustainable materials and the inclusion of greenery in the facades. We always believe that facades also play an important role in the interiors and design facades that allow optimal natural light and ventilation, through porous aluminium screens for instance.

**What is that one element/material that you love to work with while designing a space?**

We always love to infuse nature and greenery, on the facades, walls, interiors, and wherever necessary. Asro is well known for its creativity and sensitivity to surroundings. We are passionate about sustainable architecture, and it reflects in all the works of Asro Arcade. Green plants help reduce the carbon footprint of the surroundings, striving towards a sustainable future. Greenery in the facades expresses an eye-catching and eye-soothing effect on the buildings. It has also been proven to have a positive impact on the user experience and health.

**What has been your biggest challenge till now?**

With an esteemed list of clientele, we have the marvelous potential of providing the finest and most elegant architectural services with open dialogue and confidence. Our mission is to create spaces that maximize human interaction and concur with the surroundings. However, our biggest challenge has always been gratifying some of our clients with our innovative approach, while they already have a preset mindset. Although every project of ours is creative and innovative, our best projects have always been a result of clients with the same vision and faith in our architecture.

**What is the style of architecture that Indians mostly prefer? Why?**

The trend of minimalism, in recent

times, has influenced the Indian people at a distinct level. Minimalistic designs are prevalent through the media such as Pinterest and Youtube and they attract most Indian people. Indians today, mostly prefer minimalistic, flowy spaces which they feel are modern and elegant. They wish to build a simple and uncluttered home with delicacy and luxury. They prefer the use of light materials such as glass and steel, which provide a sense of simplicity yet sophistication.

**What is the next project that you are working on?**

We have a substantial set of residential projects and Farmhouses in South Delhi. We are establishing a new office at Greater Kailash, in the course of construction of these projects. These projects will be in clear visibility in about another six to nine months.

**Share some tips for people planning on building a new home?**

In a dense city like Delhi, which is almost devoid of greenery, people should at least try to bring greenery into their new homes. They should opt for green materials and methods of construction, aiming to build sustainable homes. They should encourage the use of smart technologies in order to enhance the efficient use of energy and lighting. And they should strive to bring in more nature and natural light, which also help in their well-being.

**A message for our readers**

To the widespread readers of Urban Melange, I always suggest building homes that are ecological and economically sustainable. People should be open to new ideas and innovations in architecture. Architecture is the mother of all art that is used not only by humans but also by living things on earth in everyday life. So, always aim to construct buildings and spaces that are inclusive and in sync with the environment. This will not just enhance the field of architecture but will improve the quality of life of the people and environment. ■