

## 10 Most Promising Interior Decorators - 2017

**A**esthetic appeal is no more the forte of the rich and the resplendent. With growing incomes and lifestyle awareness, social class is merely a word that exists in the newspapers and magazines. Today, people are not content with just owning a house. They want to have the modern ulterior look that perfectly complements the nature and style of the owner. Interestingly, these preferences have existed since time immemorial that can still be seen in centuries old monuments spread across the nation. However, it wasn't until the late 1980s when interior design took shape as a reformative part of lifestyle. By tweaking the traditional styles and blending it with the modern designs & trends, the Indian Interior Decorating industry now boasts of a commendable position in the design world. With 3D art, hologram presentation, and many such unique attributes coming into play, the academia as well as the

industry is constantly striving to bring in new and refreshed ideas that will continue to challenge the existing norms of the design universe. Addressing to this fast-paced and growing industry, siliconindia brings to you '10 Most Promising Interior Decorators - 2017', a directory listing the companies which are offering exemplary services in the industry. An expert panel of designers, decorators and industrial experts, along with siliconindia's Editorial Board has performed a diligent evaluation of the industry before listing the front-runners. The organizations listed here have distinguished themselves through successful ideation and implementation of practical ideas that complement with the market requirements as well as cater to the end consumer. This listing will assist our readers in selecting well-suited, complementing, in vogue and client centric decorators that will not only help understand the nuances but also help simplify the approach to such services.



### Company:

Cutting Edge Design Studio

### Description:

A unique artistic interior designing company crafting fully functional and aesthetically appealing living spaces with passion and creativity

### Key Person:

Phanidhar Paturi, Director  
Jhansi Paturi, Principal Designer

### Website:

fountainheadinteriorz.com

## Cutting Edge Design Studio: Carving Awe-Inspiring Living Spaces with Creativity & Passion

**I** Sprout Business Centre in Kondapur village of Hyderabad was recently in news (WOW Hyderabad, and The Hindu) for designing an alluring interior, with positive vibes and narrating a unique story. Mounted on a grey canvas, its lounge unveiled with a cycle in a corner and a wall quote saying 'Believe in yourself'. Adding charm to space were pendant lights, a calling booth, quotes of Ratan Tata, Steve Jobs, and Rabindranath Tagore on glass doors, and a lawn-like arrangement in the balcony; in a whole - glorifying the workspace. Big thanks to Cutting Edge Design Studio who with intense hard-work, planning, and design reasoning concocted a dreamy workplace.

Turning a normal workplace into the most happening space was one of the many feats that the company has accomplished. Incepted in 2012 by Phanidhar Paturi (Director & Senior Designer) and Jhansi Paturi (Principle Designer), the Hyderabad-based Cutting Edge Design Studio is an interior designing company with a passion to create living spaces which are fully functional as well as aesthetically appealing. Brought up on the films of Mani Ratnam & Sanjay Leela Bhansali, the dynamic young professionals behind Cutting Edge were nurtured with Art in their heart and the creativity imbibed from the experience is incorporated into their designs.



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### Bringing Design to Life

Standing out from the herd with its passion for every project and creative solution to every dream, Cutting Edge epitomizes integrity in its work by understanding the needs, desire, and visions of its clients and bestowing simple & elegant designs. An immense amount of dedication and a huge database with a portfolio filled with a collection of original designs is the company's trump card to woo its clients, differentiating itself from other designers who lure clients with computer generated designs and fail to execute it. "Bringing the designs to life is a seemingly relentless and Titanic



Phanidhar Paturi, Director

Jhansi Paturi, Principal Designer

task, calling for a huge amount of time, energy, management skills, and knowledge & expertise in the craft. But with our turnkey tactics, Cutting Edge transforms the mammoth activity to fun-filled experience. We are different in what we do and how we think," claims Phanidhar.

Setting its footprint in the commercial and residential sector, the firm beautifies villas, apartments, and farmhouses to reflect the personality of its residents and transforms commercial spaces, boutiques, and restaurants to enhance productivity and creativity in workplaces. Cherishing its technical background that helps them remain professionally updated and not just aesthetically, Jhansi avows, "We not only pride ourselves in bringing out the best designs, but also in executing them exactly in the same way with proper finishes and charm".

Realizing that no two clients are the same, Cutting Edge employs creative reasoning in bridging its perception and clients' aspirations to form a design that amalgamates the visions of both. Its designers pour their hearts and souls in molding the spaces to perfection with the help of a tenacious team comprising of executive and associate designers, supervisors, project managers, as well as contractors and vendors who aid the company in procuring materials at wholesale price which in turn helps it in giving the best price to its clients. "We travel, read books, and take inspiration from everything including the best project of our competitors," cites the duo enlightening about its endeavors in bringing the antique-rustic designs it currently incorporates in commercial sector to the residential sector. **SI**