



Google™ Custom Search

SEARCH

[Inspiration](#) ▾ [Interior Design](#) ▾ [Market](#) ▾ [DIY](#) ▾ [Celebrity Homes](#) ▾ [Spring Decor](#) ▾ [More](#) ▾

SPONSORED: WHAT'S YOUR STYLE?



Vote For the Readers' Choice
MOST INSPIRATIONAL Beauty ▶

bellasugar Olay

Top Stories



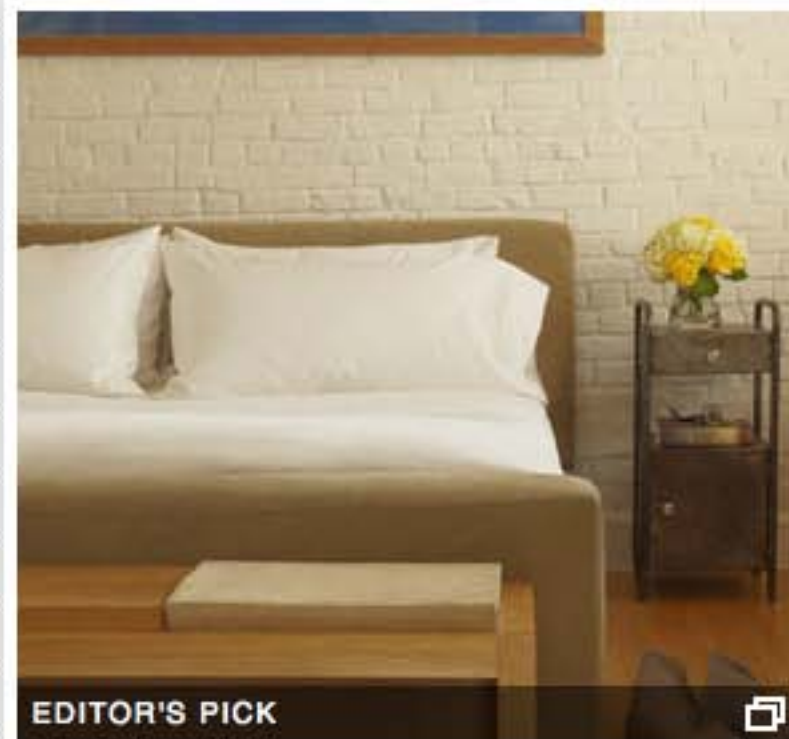
VIDEO

1 Vote Now in the BellaSugar Beauty Awards!



DIY

2 65 DIY Projects That Will Make You Proud!



EDITOR'S PICK

3 Interior Designer Purvi Padia Chats About New York, Color Theory, and

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 OTCALPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

1 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)

New York-based interior designer [Purvi Padia](#) founded her design firm on the idea that luxury and style are available to everyone, and can vary depending on the project or person. Thinking of these concepts as creative works of art, she merges modern and traditional concepts and designs to create beautiful interiors for her clients.

Many of Purvi's clients are based in New York, and her designs reflect the need for serenity amidst the hustle and bustle of the city. Presenting interiors that are a reflection of the city, yet simultaneously a refuge from its more overwhelming tendencies, Purvi creates homes that are balanced, serene, and positively gorgeous.

Purvi recently took time out of her schedule — she's just about to take maternity leave — to chat with us about design trends, her dream projects, and her philosophy as a designer. Keep clicking to take a look at Purvi's portfolio and to read the interview!

[◀ Back to Story](#)

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING](#)
[INSPIRATION](#)

Join The Conversation:[Sign In](#)**1 comment 1 person listening**[+ Follow conversation](#)Post to [t](#) [f](#)[Post comment as](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 CYTOSPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES



◀ PREVIOUS

2 / 11

NEXT ▶

Posted on March 13, 2012 10:00AM by [Elka Karl](#)

CasaSugar: You were born in New York City, and moved back there from the Midwest. How does your identity as a New Yorker guide your designs?

Purvi Padia: In my opinion, NYC is full of nontraditional beauty, both in its architecture and its residents. Beautiful disarray is everywhere and imperfection is what makes things interesting. My designs are never perfectly matchy or super-refined — there is always a touch of warmth and an unexpected point of interest to keep things eclectic. I feel so lucky to have the most amazing city in the world as a daily inspiration.

[◀ Back to Story](#)

**Save Time. Save Money.
Shutterstock Footage.**

Get the perfect clip at the perfect price.

shutterstock
footage[Learn More](#)

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2010 CITICORP, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

3 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)**CS:** Are there any projects in particular that you most enjoy tackling?

PP: I think projects of all scopes can have unique challenges and rewards, but I especially love when I get into a project early, either new construction or when a client is starting from scratch. Having a blank canvas to work with is tremendously freeing (and fun!). With these projects I can really get into the nitty-gritty of getting to know the client, and this helps ensure that we'll be able to create something special and ideally suited to them.

[◀ Back to Story](#)

WHAT'S YOUR STYLE?

It's All Here.



you might also like [INSPIRATION](#), [NEW YORK](#), [EDITOR'S PICK](#), [INTERIOR DESIGNER](#), [DECORATING INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 CYTOSPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[< PREVIOUS](#)

4 / 11

[NEXT >](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)

CS: Your color palettes in some of your New York projects borrow from nature, with neutrals dominating for a serene effect. Do you use these calmer colors to help balance the hectic lives/ feel of the city and your clients' lives? What about these colors most appeals to you?

PP: Yes, absolutely. Your home should be your haven. Regardless of your aesthetic, you should walk in the door and feel an instant sense of calm — even if the world around you is chaotic (as it usually is in NYC!). Neutral colors and organic, natural accents immediately ground a space in a kind of serenity. I also love the idea of starting with a neutral palette and then letting the accessories be the statement pieces.

[◀ Back to Story](#)

0

Like

1

Tweet

0

Pin it

Submit

0

+1

0

Comment

0

Email

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 OTCREPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

5 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)**CS:** How do you balance more traditional and modern elements in your designs?

PP: I think it's so important to mix modern and traditional elements to create original spaces. I never want my designs to look like a showroom. I want them to look and feel like homes, and in a home there are different personalities and moods and these should be reflected in the design.

Adding a vintage piece or a modern take on a traditional item (such as a washed-out antique rug) is what makes a space interesting. It's crucial to get the balance right though. Too many or too few of these kinds of accents can totally throw off the harmony. I have a few go-to sources for fabulous accents. Online, you can often find great pieces at a great price at [One Kings Lane](#). In New York, I visit [Abhaya](#), [Andrianna Shamaris](#), and [Ochre](#) when I'm on the hunt for really special pieces.

[• Back to Story](#)**Stock Footage
That Moves You**

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING](#)
[INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 CYTOSPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[< PREVIOUS](#)

6 / 11

[NEXT >](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)**CS:** What's been a memorable challenge you've had to face on a design project?

PP: I had a client this year who was moving to a larger space but wanted to keep much of his existing furniture. It was very difficult to create a fresh aesthetic while incorporating so many pieces from his past. To overcome this, we used color theory to develop a palette that worked for both the existing pieces and the new additions. We played with proportion so that the eye was drawn to the new pieces first. And we invested in eye-catching window treatments and wall coverings to transform the space.

[◀ Back to Story](#)

Save Time. Save Money.
Shutterstock Footage.

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2011 OTTERPOINT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

◀ PREVIOUS

7 / 11

NEXT ▶

Posted on March 13, 2012 10:00AM by [Elka Karl](#)

CS: Whose home would you most love to decorate?

PP: This is a tough one! There are so many people whose style inspires me and it would be such an honor to take them through the creative process to create their ideal home.

However, I think the most rewarding projects are those in which the clients don't have an overt style — maybe they aren't even sure what they want at the outset of a project — and you really have to work hard to get to know them, uncover their creative side, and then design a space that is stylish, functional, and feels true to them.

[◀ Back to Story](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2010 CITICORP, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

8 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)

CS: What trends for 2012 are you embracing? Which ones do you think will stand the test of time?

PP: My two favorite trends are the Moroccan influence we are seeing in design right now and the prevalence of nature-inspired wall coverings. I think both of these add interest to a space without being overwhelming. The Moroccan influence gives us a way to add color and interesting patterns to a space while the organic-feeling wall coverings add a huge dose of warmth and comfort.

I think that both of these can stand the test of time as long as they are used judiciously.

[◀ Back to Story](#)

you might also like [INSPIRATION, NEW YORK, INTERIOR DESIGNER, DECORATING INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 CYBERPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

9 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)**CS:** Is there any dream project you have your eye on?**PP:** I'm actually working on a dream project right now: my own home. We are moving to a new apartment in a couple weeks to accommodate our growing family and designing it has been such an amazing, creative process. It is definitely a work in progress, but being able to do what I love for the people that I love is truly a magnificent experience![◀ Back to Story](#)

bellasugar
SAMPLE SQUAD

RECEIVE + REVIEW PRODUCTS

[JOIN NOW](#)

SPONSORED BY

Schick
HYDRO
Silk

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2012 CYBERPORT, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

10 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)**CS:** Is there any designer advice you could offer CasaSugar's home decor enthusiasts?**PP:** The most important thing to remember in design is to have fun! Interior design is about creating a space that makes you feel happy, comfortable, and at ease. Experiment with color, texture, and proportion. If you're stuck, a good way to get the creative juices flowing is to envision your favorite outfit, piece of jewelry, piece of art, etc., and figure out what you love about it.

Try to create those same elements in your space. And keep in mind that you don't have to do a total overhaul to refresh a room — a change of throw pillows, one fabulous piece, adding wall coverings or new accessories are just a few of the many ways to quickly and effectively reinvigorate your home.

[◀ Back to Story](#)

belasugar Olay

Vote For the Readers' Choice
MOST INSPIRATIONAL
Beauty

[VOTE NOW ▶](#)

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING INSPIRATION](#)

FINISH EVERY WORKOUT RIGHT. **MUSCLE MILK** | Drink. Evolve.

© 2011 OTWENTY, INC.

Purvi Padia Interior Designer Portfolio and Interview

INTERIOR DESIGNER PURVI PADIA CHATS ABOUT NEW YORK, COLOR THEORY, AND CREATING BEAUTIFUL SPACES

[◀ PREVIOUS](#)

11 / 11

[NEXT ▶](#)Posted on March 13, 2012 10:00AM by [Elka Karl](#)**CS** How does your background in style and beauty influence your interior design process?

PP: It plays a huge role, actually. Interior design is, in essence, an extension of personal style. Just as people use fashion and beauty to convey a certain style and feel a certain way, interior design can communicate an attitude, a feeling. Many of the concepts used to create interesting fashion/beauty design overlap in interiors — color, texture, proportion, and pattern, just to name a few. And many of the strategies are similar as well; for example, mixing high- and low-end pieces, adding a pop of color to an otherwise neutral palette, and including one crazy, eclectic piece in an understated landscape.

It was a very seamless transition to go from fashion and beauty to interior design — you just have a larger canvas to work with!

[◀ Back to Story](#)**Stock Footage
That Moves You**

you might also like [INSPIRATION](#), [NEW YORK](#), [INTERIOR DESIGNER](#), [DECORATING INSPIRATION](#)