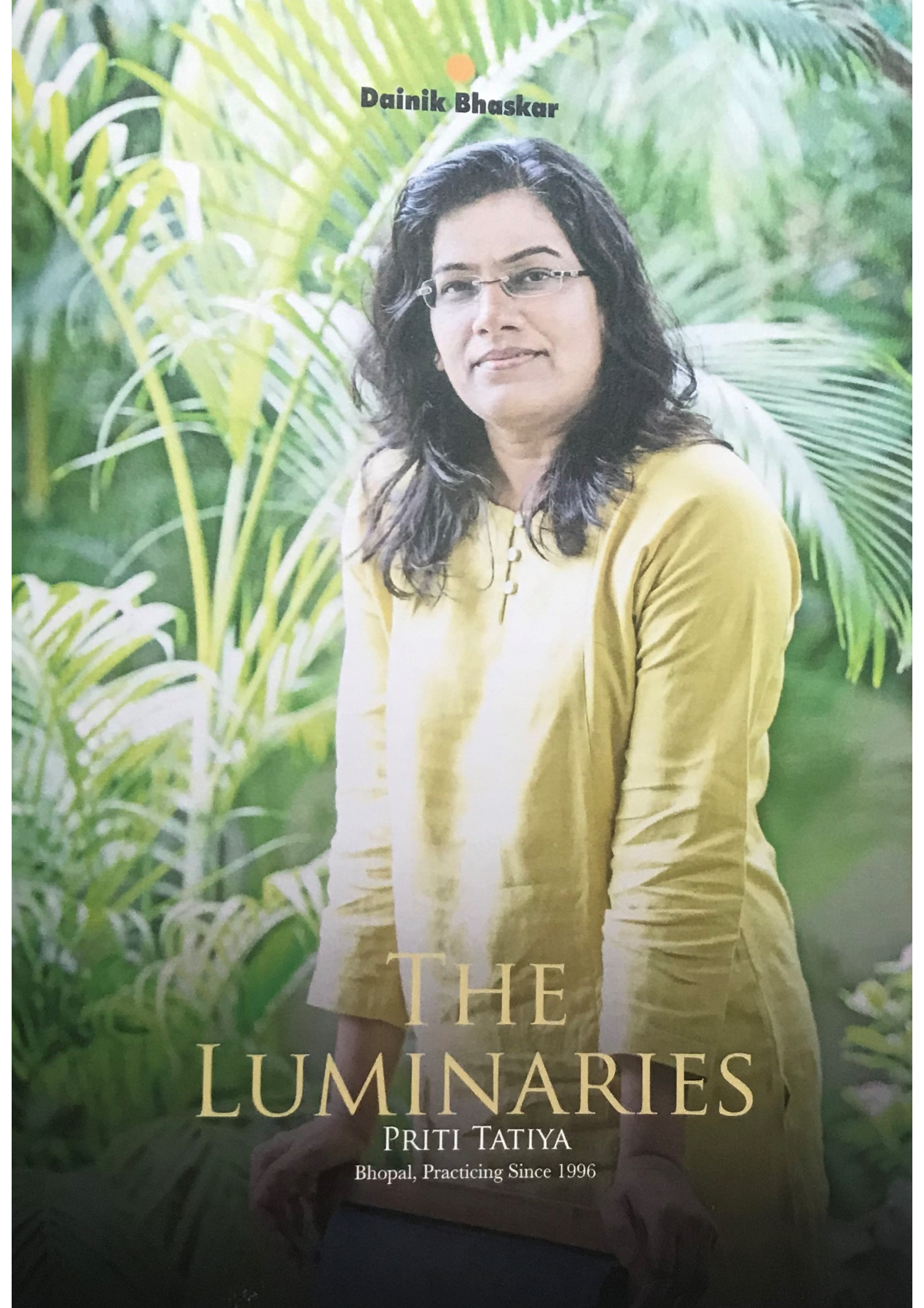




**Dainik Bhaskar**



# THE LUMINARIES

PRITI TATIYA

Bhopal, Practicing Since 1996



"MY APPROACH TO  
DESIGN IS INFLUENCED  
BY THE CUSTOMER'S  
PERCEPTION OF  
SPACE ULTIMATELY, IT  
IS THROUGH THEIR  
INTERCEPTION THAT  
A PROJECT BECOMES  
COMPLETE", AVERS PRITI.









Patience is a virtue she highly values as it helps her deal with difficult clients.

## LUMINARY SPEAK

*Priti treats every project like her baby, "It gives me the feeling of living the dream of my clients, and I handle it with a lot of care and responsibility. One needs to understand that plans and projects come and go, but what remains is the honesty towards your work".*

*Preeti Vatsya*





Priti Tatiya is a subtle, composed and pragmatic designer who forayed into the realm of architecture after completing her B.Sc in mathematics. She has a way with colours and her sketches bring out the best in her designs.

All good things begin at home. Priti has been considerably influenced by her father who is an eminent writer. Creativity runs in the family. Priti excelled in academics and received accolades for her performance in various fields.

The first design she created was for an internet service company. Even though the challenges of coordinating the theory she had learnt from books and what was expected on the site were many, she emerged with flying colours. As she puts it, "I never hesitated

to ask questions, even if I had to address a plumber or carpenter. Dealing with clients who were reluctant to pay the deserving amount, was also a part of the learning experience".

You can't reach the shore till you grapple with the waves. Priti decided to move out of fixed moulds and quit her job. She wanted to experience the sweet joy that struggle brings with it! Her husband has been instrumental in guiding her to work in a systematic and organised manner on her projects. Patience is a virtue she highly values as it helps her deal with difficult clients.

Humility and sincerity are part and parcel of Priti's personality, the reflection of which can be seen in her work.



Her work algorithm has always been the fusion of sustainability, innovation and collaboration. 'Great design emerges through a constructive exchange of ideas' – with this thought, she has continued to maintain a healthy relation with all her clients over the years. "My approach to design is influenced by the customer's perception of space as ultimately, it is through their interception that a project becomes complete", avers Priti. As someone has rightly remarked, 'Nothing – not a conversation, not a handshake or even a hug – establishes bonds so forcefully as eating together'. Priti and her husband have made it a rule to prepare

something new every day for their team so that the team has a taste of a fulfilling and gratifying experience. None of the dishes on the menu are repeated through the month, and the palate and interest of all are catered to. She is also open to sharing ideas with the team and putting them into perspective, but yes, the final say is always hers!

Priti feels that architects don't have a product to sell; instead, it's a concept which is the source of a beautiful design.

The couple is blessed with two lovely sons who might take up the line someday. Priti and her husband share a great





skar





## A PERFECT FUSION OF SUSTAINABILITY, INNOVATION AND COLLABORATION

chemistry – they both love cooking, reading and writing.

It is the sound of intelligent conversation and discussion that flows in their house, rather than a cacophony of television channels. She quotes a hilarious incident, “My elder son did not speak for the first two years, and we were a little worried. A friend then remarked that he would only be able to utter a word when both of you are quiet for a while. Give him a chance to speak at least!”

Priti's vision is to be able to work more at the national level, “Architecture is a sensitive field, and yet there is a vacuum. Someone must come up and fill this space”. The idea of giving back what you have been blessed with has been Priti's philosophy. Every phase in life leads to another. A tree sheds its old leaves, and new ones come up with time. This reconditioning is an important part of life – with these ideas, she continues to play with her way through life!





