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interiors and decor

Signature spaces

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Architectural Vision.



Cover Story

DESIGNING WORKPLACES THROUGH

Insight and Intent



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“Bhavin Patel, Senior Partner and Strategy Lead at GM Design Pvt. Ltd., views workplace design as a strategic discipline informed by human behaviour, organisational culture, and performance metrics. Guided by insight-led thinking, his approach blends functionality, emotion, and data to create intuitive, resilient environments that enhance productivity, well-being, and long-term relevance.”

What defines a “signature space” for you? Is it about aesthetic identity, functionality, or the emotional experience it evokes?

For me, a signature space goes beyond visual identity; it's defined by how intuitively it supports people. A workspace





becomes memorable when functionality, emotion, and intent align seamlessly. If users feel comfortable, focused, and connected without any spatial parameters affecting their work, it becomes a successful, signature space for us. Aesthetic expression matters, but it must be purposeful. The real signature lies in creating work environments that quietly influence productivity and well-being while remaining authentic to the organisation's culture.

How would you describe your core design philosophy, and how does it manifest in your recent projects?

Insight-led thinking and measurable impact drive the design process for me. I believe workplaces need to be deeply informed by how people work and interact. This philosophy translates into environments that are flexible, human-centric, and performance-driven. In our recent projects, this is evident through adaptive layouts, sensory balance, and the strategic use of data to validate design decisions. The vision to enable people and businesses to thrive through mindful spatial strategies drives our design process.

With sustainability becoming central to design, how do you integrate eco-friendly materials and energy-efficient practices without compromising luxury or style?

Sustainability and luxury are complementary for me. True luxury lies in comfort and well-being in a workspace. We strive to integrate locally-sourced materials and energy-efficient strategies early in the process, ensuring they feel intentional rather than added on. Natural light, tactile materials, and biophilic elements enhance both experience and performance. When sustainability is embedded at a strategic level, it elevates the design in the most natural way.

Clients today seek spaces that reflect individuality. How do you infuse personality into your designs while maintaining coherence and timelessness?

I feel that personality needs to be reflected seamlessly as a part of the workspace itself. We focus on translating a brand's values and working style into spatial cues through layout, materiality, and subtle visuals that portray the brand's story. Timelessness comes from restraint and clarity. When the core idea is strong, the space doesn't need to shout. By layering individuality thoughtfully and avoiding excess, we create environments that feel distinct today and relevant years from now.

What role do material innovation and craftsmanship play in defining the character and longevity of your spaces?

Material innovation and craftsmanship define how a space ages and performs. I'm deeply invested in understanding how materials feel, function, and endure over time. Craftsmanship brings authenticity, and it's where design intent meets execution. Thoughtfully detailed elements create trust and comfort, especially in workplaces people inhabit daily. When materials are chosen with care and executed well, they create a sense of belonging in the minds of people.

Which design trends do you believe are redefining India's contemporary interiors — and which timeless principles still guide your work?

Human-centric planning, multi-functionality of a space, and a deep-rooted approach to sustainability are reshaping contemporary interiors in India. Micro-zoning, biophilia, and data-informed design are becoming essential. However, timeless principles, like proportion, natural light, material honesty, and spatial clarity, still guide our work. Trends may influence expression, but fundamentals ensure longevity. I believe the most successful spaces balance contemporary needs with enduring design values.

Could you share one project that best reflects your "signature" style and what made it stand out for you professionally?

The Apex Group office in Bangalore is a project that truly reflects our core design philosophy. The workplace seamlessly balances cultural context, human experience, and performance-driven planning. From the common Town Hall space acting as a social anchor to flexible work zones and locally inspired art, every decision was rooted in how people interact and feel at work. What stands out for me is how the space strengthens collaboration while preserving individual comfort, proving that thoughtful design can be both emotionally resonant and operationally effective.

As India's design landscape evolves, how do you envision the future of architecture and interiors — and where do you see your practice within that transformation?

I see the future as deeply adaptive, data-informed, and empathetic. Design, across varied spaces, will increasingly respond to human behaviour, environmental responsibility, and rapid change. At GM Design, I see our role as bridging strategy and design, creating spaces that anticipate the needs of people and adapt in alignment. As India's work culture evolves, our practice will continue to focus on designing work environments that enable growth, resilience, and meaningful human connection. ■

