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spirit of success

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the SINDHIAN

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HERITAGE
weaves

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SOULFUL
Minimalism

Tina Ramchandani

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SOULFUL MINIMALISM

NEW YORK-BASED
INTERIOR DESIGN
MAVEN **TINA**
RAMCHANDANI
OPENS THE
DOORS TO HER
CREATIVE STUDIO
FOR **TINA**
THAKRAR, GIVING
HER A SNEAK
PEAK INTO HER
BEAUTIFULLY
DESIGNED
RESIDENCES

Photograph by Charles Aydlett

New York-based interior designer Tina Ramchandani creates spaces that invite owners to actually 'live' in them. For her, it's about crafting residences where special moments take shape, and the focus is on the inhabitants and the things that matter to them. There's nothing superficial; just a clear idea to design spaces that emanate warmth and homeliness. She calls it Soulful Minimalism™, a style that urges you to pause and take a breather, in a place that you can truly call home.

Modern, clean and unreservedly relaxed, the interiors that Tina designs have a well-managed balance - between aesthetics and functionality, light and dark, neutral and colourful. Her process is intriguing, as is usually the case with the simplest looking spaces and their interesting back-stories.

"I generally prefer a clean, bright and airy palette as it sets the stage for furniture, art, and accessories to really shine. Minimalism is expressed in rooms that are layered, but not over-decorated, with thoughtfully selected accessories that never look cluttered. Playing with juxtaposition and balancing colour and light are some of the deeper elements within the design process. The furniture is properly scaled, which permits the interiors to feel breathable and

allows light to flow freely through the space," explains the founder of Tina Ramchandani Creative (TRC).

Born in Philadelphia and raised in New Jersey, Tina never really restricted herself to one ambition, but was determined to look hard enough for an opportunity to tread down an unconventional career path. She considered a lot of options that she thought would appeal to her, but it wasn't until she attended a wedding in Mumbai that design presented itself as a serious career contender.

"I felt that, this hotel I was at, this emotion that people feel when they enter beautifully designed spaces, was something I wanted to hold onto. That's when I discovered design and the impact it can have on people and their daily lives." She went on to study Interior Design at The Art Institute of Philadelphia, before moving to Manhattan.



Photograph by Lisa Russman



Photograph by Ellen McDermott



Photograph by Jacob Snavely

TRC is now over five years old, but it wasn't borne before Tina set a robust groundwork to set out on her own, with learning experiences at women-owned firm, Frank & Marcotullio, followed by five years at Vicente Wolf Associates. It was around this time that her signature style evolved and settled on an easy minimalism that captures the personality of her clients.

"I love working on renovations and new construction projects, as I really get to make an impact by focusing on details that make homes special. I am drawn to layers of neutrals as well as subtle textures. I feel that the world is so chaotic, and our daily lives are so hectic and rushed, that it's nice to come home to an enveloping feeling of serenity," says Tina, who lives with her husband Ajay and their golden-doodle Figaro.

From the deeply pigmented walls of a home in Plainfield to the pristine whiteness of one in Greenwich Village, from the poolside set-up in Quogue to the sink-worthy couch in a Soho house, Tina's picks and choices stem from an elaborate process of discovery, vision, development, and finally, execution. No matter the scale, she puts the entire vision and look of the project, from tile to table, before the client, and once approved, works her magic.

The trigger to her passion, India, is still very much a part of her being, both personal and professional. "Although I don't take direct visual inspirations from India, I am deeply appreciative of the many tradesmen and craftsmen who create stunning fabrics, the block printing techniques, and the skilled woodworkers. So much of what I purchase for clients is made in India. Especially the carpets!"

Tina is, first and foremost, Sindhi, and comes from a tightly knit family of five. Her father, a gastroenterologist from Baroda and her mother, a

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dentist from Mumbai, lived and raised their three children in the US as a closely bonded group that remains so even today. Amidst days spent browsing through furniture and textiles, visiting sites for construction meetings or simply working out of the office on easy days, Tina makes time for her and her husband's families, friends, siblings and cousins in and around the city.

"Work-life balance is not something I've mastered quite yet, so there isn't a lot of free time! I'm grateful that I live relatively close to family. We get to spend time with each other often, and for me, the ultimate bonus is my mom's *sai bhaji* and *koki* on tough days. I've also been enjoying some wine-tasting sessions lately!" says Tina, who considers travel one of her biggest inspirations.

"For me, travel is exciting in two ways. First, leaving your daily life to explore and see what's happening in the rest of the world allows you to be inspired, rejuvenated and energized. Second, I am often influenced by what I see. I take what I've seen in museums, homes, hotels, or even on the streets and translate that into something usable for me and my clients."

Her projects may span all of New York City and beyond, including a plush home in the Hamptons, but Tina sticks to her signature style no matter the scale. It's what keeps her work soulful, because while she does tweak the style to suit the homeowner, she also knows exactly how to transform a house into a home!



Photograph by Jacob Snavely

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