



# iDECORAMA

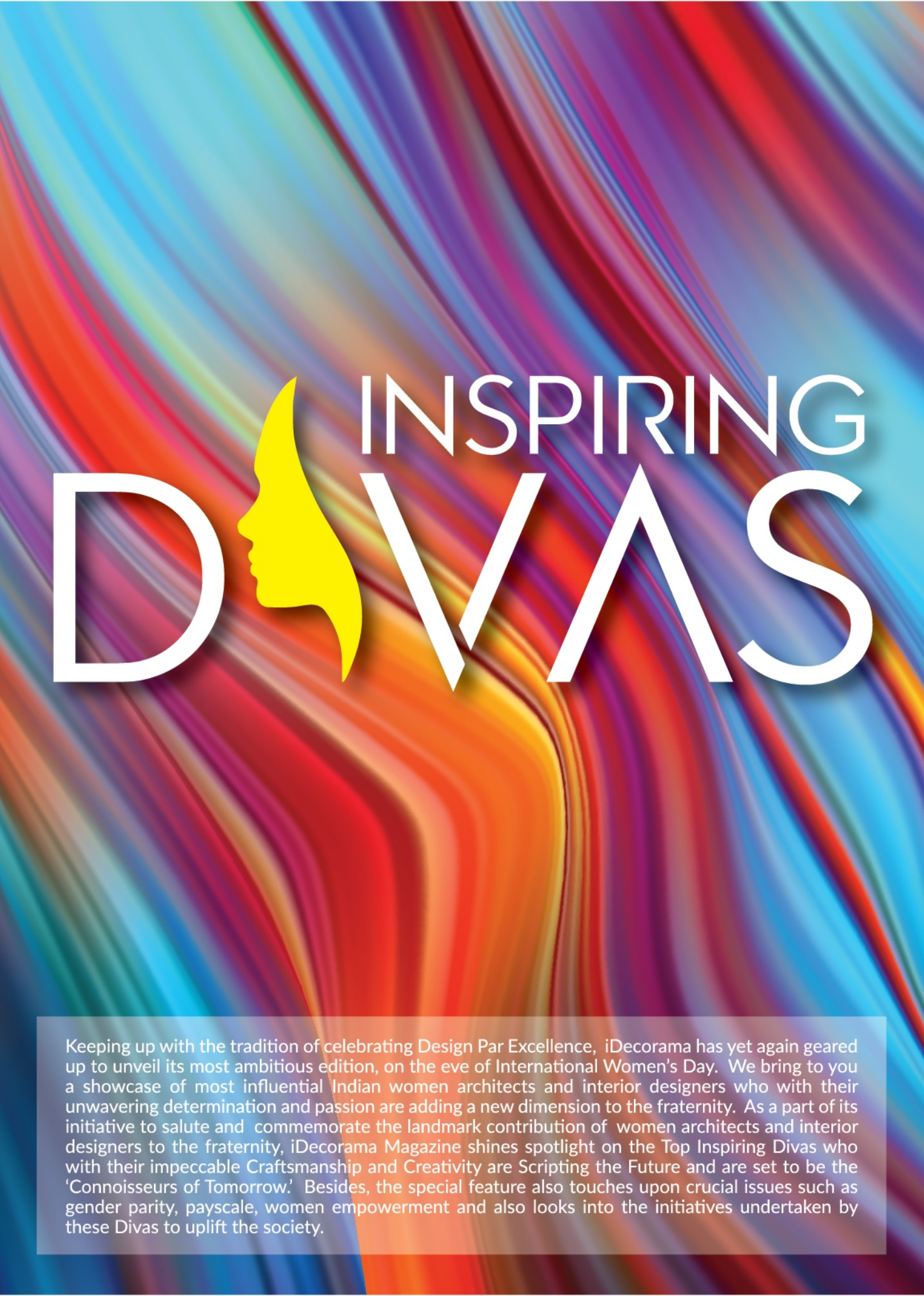
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WOMEN'S SPECIAL EDITION





# INSPIRING DIVAS

Keeping up with the tradition of celebrating Design Par Excellence, iDecorama has yet again geared up to unveil its most ambitious edition, on the eve of International Women's Day. We bring to you a showcase of most influential Indian women architects and interior designers who with their unwavering determination and passion are adding a new dimension to the fraternity. As a part of its initiative to salute and commemorate the landmark contribution of women architects and interior designers to the fraternity, iDecorama Magazine shines spotlight on the Top Inspiring Divas who with their impeccable Craftsmanship and Creativity are Scripting the Future and are set to be the 'Connoisseurs of Tomorrow.' Besides, the special feature also touches upon crucial issues such as gender parity, payscale, women empowerment and also looks into the initiatives undertaken by these Divas to uplift the society.





ANJALI LOVEKAR

PRINCIPAL ARCHITECT, LOVEKAR DESIGN ASSOCIATES

Anjali Lovekar has graduated in Architecture from Sir J.J. College of Architecture, Mumbai, in the year 1991. After having worked with reputed architectural firms for about 2 years in Mumbai and Pune, she formed her own design firm, Lovekar Design Associates along with her husband Ar. Ashwin Lovekar in the year 1993. Lovekar Design Associates believes that every project has to be master minded carefully taking into account the client's brief, fidelity to site conditions and the time and economic frame. The firm believes in creating spaces that the owner is comfortable with and relates to as his own. It believes in enjoying the process of designing to obtain a creative and feasible solution towards each project undertaken. The principal partners have been guest speakers at various academic institutes at national level and have also been involved in cultural and academic forums for exchange of ideas towards the profession and have won numerous national and international recognitions.

#### Initiatives undertaken by you to uplift the society and women at large

We at Lovekar Design Associates hire only women designers. This began only with a view to giving good women designers a stable and a safe environment to work in where we could share our experience and their fresh views to work in favour of the project. Ours is an office open in its mind-set and works like a family where issues are resolved collectively. We teach the girls to take pleasure in their work and also hammer their families into taking pride in the contribution that the girls make to their profession outside their home. At times, we have to make their families realize that the girls are far more capable and willing to shoulder responsibilities. I continuously drill into them that their degree wasn't meant to find a husband (that's incidental). We make sure that if they have the passion then they go through a thorough understanding of the design and execution process. Best way to teach them is to lead by example! Women don't have to behave like men to succeed. I think they can be their own strong and sensitive selves stepping in and out of it as required. In my office every woman from the janitor to head designer works with complete dignity and equality.

#### An Inspiring Women architect/ designer you look up to...

I have found my inspiration in all the women who struggle to keep it going for the sake of their family. I find a woman with integrity very attractive and the one's who believe that they can do it, no matter what hurdles they cross are my heroes. But to name a few, I have always idolized Brinda Somaya and very typically Zaha Hadid for her bold and path-breaking global architectural work.





The outlook towards women is changing globally. And it's a welcome change. Yet it's a profession still not at equilibrium. More efforts should be laid on appreciating and bringing to fore the eminent work and contribution done by women counterparts. We are making the difference in our small way to ensure that our design team gets their due credit when a project is published in media. I have had to work so hard that I want to acknowledge the young women professionals who are driven by their goal. With iDecorama taking up the special issue I am sure more women will be inspired.

