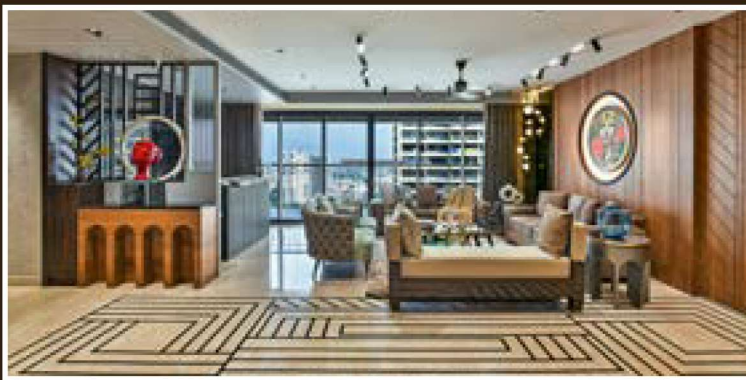




The Four Pillars of Design: Functionality, Aesthetics, Sustainability, and Ease of Maintenance

“Designers thoroughly explore the client’s requirements and budget. Once these prerequisites are addressed, the design journey begins, blending functionality and aesthetics to create a unique design. In today’s context, sustainability plays a crucial role.”

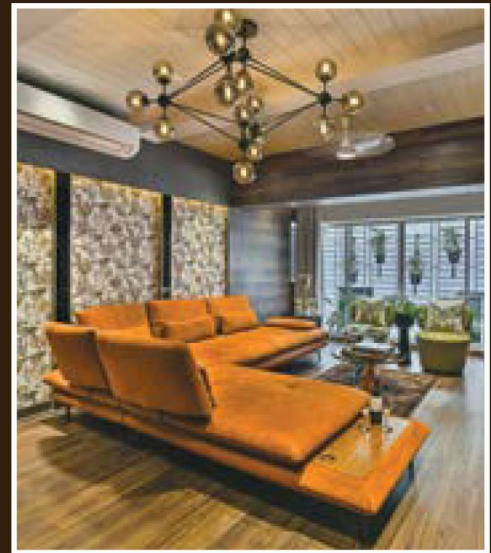
Kallol Baroi & Amit Maitra, Principal Designer, A K Enterprise Pvt. Ltd.



While embarking on a project, a designer begins by thoroughly understanding the client’s requirements. In addition, discussions about the budget take place to ensure a realistic plan. Once these prerequisites are addressed, the design journey begins.

Functionality and aesthetics are two essential aspects that designers consider simultaneously. They strive to achieve optimum utilization and usage of space while taking into account factors such as occupants’ demographics, socio-economic activities, technology usage patterns, circulation, movement, personal choices, and tastes. Through effective communication with the client, designers blend these dynamic inputs to create a unique and tailored design.

In today’s context, sustainability has become a critical subject that designers must address, regardless of whether it is a residential or commercial project. Designers play a crucial role in influencing the client’s choices towards a better and cleaner environment. They achieve this by recommending eco-friendly and energy-efficient products, capitalizing on available natural light, air, and greenery to the maximum extent possible. By integrating sustainable practices, designers contribute to a more responsible and environmentally conscious design.



It’s important to note that the relationship between the designer and client doesn’t end with project completion. Instead, it opens up new opportunities and possibilities. Therefore, designers must prioritize the ease of maintenance when selecting services and products for the client. Considering long-term durability, accessibility, and efficient upkeep ensures that the design continues to serve its purpose and remains visually appealing over time.

By addressing the client’s requirements, incorporating functionality and aesthetics, embracing sustainability, and considering ease of maintenance, designers create spaces that not only fulfil the client’s vision but also contribute positively to the environment and offer lasting value. ■