

COVET·HOUSE

CURATED DESIGN



LUXURIOUS APARTMENT IN INDIA

CONTEMPORARY PROJECT AND INTERVIEW WITH ZZ ARCHITECTS

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COVET HOUSE once again had an incredible partnership with ZZ Architects, creating a luxurious project, already characteristic of both Covet House and its coveted brands like BOCA DO LOBO, DELIGHTFULL, BRABBU, KOKET, MAISON VALENTINA, CIRCU, LUX XU, ESSENTIAL HOME, RUG'SOCIETY, PULLCAST, and FOOGO.

ZZ ARCHITECTS have been pulling in awards by the armful for more than a decade, designing luxurious villas, streamlined corporate towers, residential high-rises and contemporary interiors for restaurants, hotels, retail spaces, and private homes.



Their work ranges from the **sleek and conservative** to the **daring and bold**, adapting itself, to distinctive needs and environments. Over the past few years, ZZ Architects has emerged as a leading full-service Luxury Architecture, Interior Design, and Decor firm based in Mumbai and have been working across key cities in the country with clients including leaders in business, finance, and industry, as well as society, film, and politics.

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Covet House also had the opportunity to get an **exclusive interview** with both **Krupa Zubin** and **Zubin Zainuddin**, founders of the prestigious and renowned ZZ Architects studio.

ZZA believes good design is produced from careful study and research, combined with technical knowledge and artistic judgment. Attention to detail, proportions, and scale, together with common sense, ensure the finished product fully develops the potential within the concept, and that's why they trusted **Covet House** to provide some of the pieces featured in their most luxurious and stylish projects.

This **5000 sq.ft / 464,5 m2** apartment is located sea-facing **Walkeshwar**, in one of the most affluent areas in **South Mumbai, India**. Near **Walkeshwar Temple, Banganga Tank and Jain temples**, the name in which the apartment was baptized.

Warm, nurturing and extravagant are some of the adjectives used to describe this apartment. The combination of both **textures, fabrics, materials**, but especially colors, provide a transcendent *deluxe* appeal and an overall **expensive and lavish aesthetic**.







The hues of beige, nude and cream scattered combined with the gold of the light molding in the ceilings, create a perfect harmony even with different textures of the furniture, lighting and accessories, a perfect and seamless combination throughout every division.

Calm with the eclectic style, providing a lustrous appeal to the architecture and to the design of the interior.

Besides the textures, the contrast between materials, like the living room where the hardness and coldness of crystal suspension lamps, is the perfect oxymoron for the softness of the contemporary velvety upholstery both in the living and dining room. The living room has the perfect sea-facing open windows in which the sunlight utterly reflects into the interior, bringing out the polished marble floors, that enlightens all the room giving a sense of warmth and comfort. The cleanliness and the arrange of the furniture, also provide a voguish appeal and feel of splendor.

Although very simple, the dining room serves the right amount of luxury with a clean and straightforward tabletop and twelve bourgeoisie dining chairs that completely stand out in the room.







The entrance hall is where first impressions of this apartment are met. Also very sophisticated, and with a nature inspired décor, visible and palpable in every corner. First by the fantastic oriental wallpaper with the representation of the famous Japanese cherry tree, breaking free of the silvery and golden colors of the other rooms and its own surroundings.

Also resembling a tree, but with a very characteristic shape, that complements both the suspension lamps and also the color scheme of the project, is the Newton console from **BOCA DO LOBO**. An outstanding moment of inspiration. A luxury statement piece created in order to fulfill the needs of our clients that are looking for the best in contemporary furniture design mixed up with luxurious details and high-quality materials, that completely defy the laws of physics.



On the other hand, and completely on-brand is the Namib armchair, from the heavily nature inspired **BRABBU**. Taking inspiration from the Namib desert, this powerful accent chair is upholstered in satin cotton and has legs in high gloss black lacquered, embodying an invigorating strength. It's the perfect twist on a classic piece that totally transforms this entrance setting.







**THE MASTER,
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The use of velvet is a major characteristic of this project. Soft and effortless, velvet is a fabric that exudes royalty and exuberance, especially in white, silver or brownish tones, like seen in both master and guest rooms. Also, the use of clean lines and accentuated angles provide true contemporary appeal.



The junior room, on the other hand, is much more playful and soulful. The use of bright color and round shapes contrast the seriousness of the architecture.

INTERVIEW WITH KRUPA ZUBIN AND ZUBIN ZAINUDDIN FOUNDERS OF ZZ ARCHITECTS STUDIO

Q: What do you love the most about your work?

A: We love interacting and constantly learning. There seems to be so much to learn and do every day. Our work involves a lot of research and travel. This is definitely very helpful to give a more global perspective to every project that we handle. We enjoy working across categories.

Q: What was the most challenging time in your career, and how did you overcome it?

A: There is always a turning point in practice. Each time we have seen comfort of being in a consistent space we have looked at change.

Q: Have you achieved everything you want in life? - What dreams are you still lingering on to?

A: It's an ongoing dream, that needs to be constantly redefined. Today we are doing some of the most luxurious bespoke homes in the country. We have a widespread portfolio that comprises hospitality, interior, master planning project amongst others. The work seems to take shape and lead us in new directions. Being consistent in quality and true to our design sensibilities has been our primary focus. We believe we need to constantly evolve, there will always be milestones to cross. Currently we are excited to be a part of the evolving Indian design scene. It's a great place to be active in.

Q: What makes you feel fulfilled professionally?

A: Working as a cohesive team is very important to ensure consistent quality, and we believe in passing on the design ethos of the firm. The personal interactions with every client ensure that each project has its own individual direction. We clearly thrive on the reactions of our clients and friends when the projects are handed over and lived in. This is what finally counts.

Q: How would you describe your relationship with your audience? Do you have a special way of communicating/advertising your work?

A: Over the years we have just been very fortunate with having wonderful relations with leading media houses and editors of all leading design journals in the country. We have mainly managed to grow by word of mouth and client references. We have also constantly tried to evolve our communicating strategy. Currently, we also use Social Media platforms quite a bit to share our work.

Q: Are you working on anything new at the moment? What's the inspiration behind what are you working on at the moment?

A: Currently we are working some very interesting private homes. These are large scale bespoke homes made especially for the families that we working for. We are also working on some hotels, office spaces and high-end retail stores.

Q: Are all of your products designed by you? If you collaborate with another brand do you usually, have your name on it?

A: We do custom make a few of our pieces and also work with a lot of international brands to achieve the comfort and aesthetics we have planned for the project. When not custom building on site we prefer working with brands with a like-minded approach to quality. We ensure that our personal name is used for certain collections. Currently Krupa Zubin is also coming up with her own personal Fabric and wallcovering collection.

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Q: What would you say is the trend at the moment in the design world - creatively speaking?

A: We don't believe in Trends because spaces are meant to be timeless and ideally should be envisioned for longevity. We have definitely been seeing an increase in the use of contemporary art and sculptural like pieces in projects. These are mainly statement pieces that can clearly make a strong impression in any space.

Q: How would you describe your client type? What do they do, what do they like, what projects are they involved in?

A: Our elite client list includes industrialists, celebrities, corporate houses, real estate developers and houses, investment bankers, diamond merchants, and a lot of individual entrepreneurs. They mainly approach us by some reference and are probably aware of the work we do. We know that lately all clients are mostly well-traveled and are doing remarkable work in their respective fields. We need to collaborate with our clients to make each project journey very individual.

Q: When it comes to craftsmanship; who do you think is leading the way?

A: Quality cannot be categorized and we see a lot great products being made across the globe. The ease of working in India and being able to source globally is of great advantage. We do source a lot of our loose furniture and high-end decorative lights from Europe and do a lot of customization on-site as there is access to refined and high quality workmanship here.

Q: What do you think will be the focus of the design world in the future? - Any particular changes that you would like to see happening?

A: The design world is crossing borders with the art and fashion world. We see a design scene in the future that is multi-faceted. There are many possibilities. we are constantly looking at collaborations and partnerships with artists and love buying one-off pieces that tell a story.

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The innovative architectural vision of the 'ZZ Architects' brand is evident in the practice's ability to continuously produce masterpieces of extraordinary architecture that is always personalized with the client's lifestyle requirements, and together with Covet House customizable furniture, upholstery, lighting, and accessories, from BOCA DO LOBO, DELIGHTFULL, BRABBU, KOKET, MAISON VALENTINA, CIRCU, LUX XU, ESSENTIAL HOME, RUG'SOCIETY, PULLCAST, and FOOGO, created the perfect combination.

WE CREATE. WE INSPIRE. WE DELIVER OUR VISION TO THE WORLD.

• NOTES TO EDITORS •

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