

# the SINDHIAN

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DESIGN  
*Details*  
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On A  
Lawful  
Quest  
Alvir Sadhwani

Sustainable  
*Luxury*  
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ROOTED  
In Taste  
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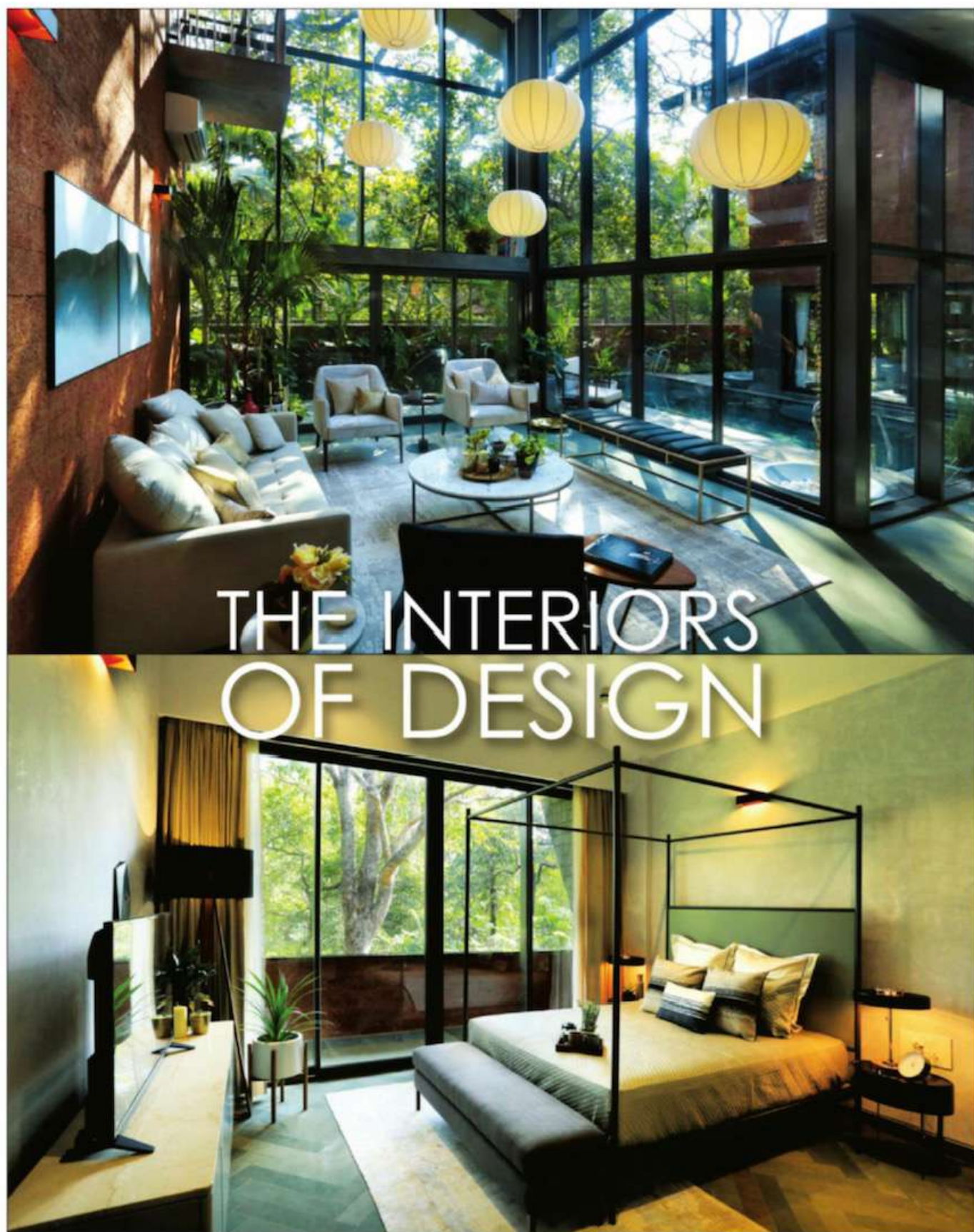


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FROM A START-UP TO A TITAN IN THE INDUSTRY, **VISHAL WADHWA** SHARES HIS JOURNEY TO SUCCESS IN THE DESIGN & ARCHITECTURE SPACE IN CONVERSATION WITH **RAVEENA LOUNGANI**



A backdrop of lush greenery escaping into the boundless sky, furnished with art and artefacts in earthy tones, is how Vishal Wadhwa describes his ideal space. Add to this scene the echo of his daughters' laughter and a plate of Sindhi *Bhuna* Mutton, and that's his idea of leisure at its best!

Now renowned in the furnishing industry, Vishal was well accustomed to its nuances since a very young age, owing to his brother, and father, an old hand at property development. Backed by a degree in civil engineering, a wealth of professional knowledge, and those infamous Sindhi

business traits, Vishal steered his career towards luxury furnishing and interiors. Today, Vishal spearheads Infinity Design Corp. (IDC) alongside his partners, Karun Mathew and Amitha Madan.

"IDC and its current portfolio of sub-brands and services is best described as a one-stop solution for design and architecture. However, the journey to this destination has been a gradual one! My first venture was in the soft furnishing industry; I met Karun through mutual friends, and we instantly bonded through similar interests on the business front. Our ideas materialized in the form of Yavanika; a brand focused

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FROM THE MATERIAL WE CHOOSE, TO THE FABRIC WE USE, AND THE CRAFTSMANSHIP WE PROVIDE, WE MAINTAIN AN ENDEAVOUR TO CONTRIBUTE TO SOCIETY WHILE ENSURING THE UTMOST BENEFIT FOR OUR CUSTOMER



on providing soft furnishing for the hospitality industry. As the business grew to cross national borders, we worked on some luxurious spaces, including The St Regis - Maldives, Taj Bentota - Sri Lanka, and Starwood Le Meridian - Mauritius," Vishal explains.

"The next milestone for us was noticing the unorganized industry of furniture and design in India. Though crowded and competitive, its cacophonous nature makes it difficult for one to select the right mix of materials, vendors, and ideas. With an intent to streamline this process and assure quality, finesse, and custom solutions, Infinity Design Corp. was born with an additional partner, Amitha, on board. We began with integrating our soft furnishing brand, Yavanika, and our furniture brand, Magari, under one roof. Steadily, we also extended our services to form Treelight Design, the

architecture, interior, and furniture design division of IDC. While headquartered in Bangalore, we're present overseas in Indonesia, Dubai and Sri Lanka as IDC Global."

Over the years, IDC has completed over 400 homes, 150 hospitality projects, and worked with over 200 architectural and interior design firms worldwide. Their associations and partnerships currently span over the United States, Russia, and a few European countries.

As the Managing Partner leading the production capabilities of IDC, Vishal shares, "Every business has its set of challenges; given the dynamism of our industry, ours fluctuates between craftsmanship, customization, scalability, and innovation. We're always on our toes to stay ahead of the curve. In one of our collections, we decided to bring back the much underrated and unexplored material, cane. This versatile and eco-





friendly alternative got left behind in history for modern solutions and quick fixes; we weaved this craft form into contemporary designs to revive its lost charm. This

solution, comfortable for both oneself and nature, was very well welcomed by our clients."

On the pandemic, he continues, "This could be

the beginning of a new normal, and we've already designed a range of work-from-home furniture to stay current. On the backend, our business and marketing teams have altered our strategies to sustain the effects of the current environment."

Experts highlight sustainability as a priority in the reconstruction of society, post-pandemic. Instead of quickly reverting to the comfort of old practices, recovery from the crisis is an opportunity for enterprises to revitalize their industry and work towards an inclusive and sustainable economy.

Sharing his stance on this, Vishal says, "At IDC, we're committed to producing high-quality furnishings and interiors using sustainable materials and ethically motivated supply chain partners. Our passionate artisans come from different backgrounds and bring along a skill that

dates back generations. Much like the use of cane that I mentioned earlier, our designs are fusions of traditional crafts and the avant-garde. From the material we choose, to the fabric we use, and the craftsmanship we provide, we maintain an endeavour to contribute to society while ensuring the utmost benefit for our customer."

The future of IDC holds a range of plans for expansion, both nationally and internationally. While the team foresees additional retail stores across India, they are establishing a base in Bali as well, where they anticipate an increased demand for hospitality projects.

"I strongly believe that India has so much to offer; I would love to see young talent create unique furniture pieces that match the quality and standards of international markets."



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