



# iDECORAMA

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# 50 D INSPIRING WAS

WOMEN'S SPECIAL EDITION





# INSPIRING DIVAS

Keeping up with the tradition of celebrating Design Par Excellence, iDecorama Magazine 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 setting a new benchmark for the fraternity with their exemplary work. As a part of our initiative to salute and commemorate the landmark contribution of the women achievers, 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.

Story Courtesy: Rajath Kumar & Nisha Shukla





**MINAXI PATEL**

DIRECTOR & FOUNDER,  
ACMEVIEW INTERIOR SOLUTIONS PVT LTD

Acmeview interior has grown from small interior firm to one of the most successful design and build and turnkey solution firm. Execution being our major strength, our work field has diverse range of projects, taking an all-encompassing approach to interiors that includes everything from luxurious commercial to residentials. Acmeview works proudly as turnkey solution provider to top many architects and designers across India. Acmeview is headed by young, energetic duo Ashok And Minaxi Patel. Minaxi, an interior designer and MBA graduate is responsible for management and hands on dealing with clients and internal operations, facilitating team work within the company.

#### How do you strike work--life balance?

It's not been easy juggling between demanding profession like this and family life. It is most difficult but with a quiet simple basic mechanism. What is needed to strike the balance between work and life of a woman is ability to put things in priority and to stay connected.

#### Your Landmark projects & Achievements

It was one of the initial days very small job that was for UTV which gave us good recognition for our quick, prompt services. It opened doors for far more work than we were expecting. This little success gave lot of practical knowledge that was essential for me to take up newer works. Since then my company has always taken up design and build works as execution was the strength that was not known to me until then.

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

I feel women in our society are already abundantly blessed with the creativity and passion. What's needed is just a nudge to make them realize their own potential. And fact that they actually don't need empowering stuff. They already have the power provided they see and test their abilities. In our society the most essential part which a woman needs are their family and friends support. The support system is what counts the most in human's life whether be it for man or woman.

#### Do you think women have achieved equality in terms of gender, status, power, respect and pay in the society?

Fortunately, things are changing slowly and gradually. In the past every time I used to introduce myself on site, I had to push through the initial assumptions. Every new job site meant a situation where assumptions are made that I am the assistant, decorator or just a visitor. It was usually problem solving that worked well on site and broke the ice each time. Being relevant to the task brings the X factor that makes people around you start respecting as well as trusting you as a professional.





The era of improper behavior towards women is long gone thankfully. I am happy to acknowledge that both the design and execution professions have many more women in powerful positions and a woman's ability to multitask and see the bigger picture while following up on small details is seen as a valuable set of skills. I no longer feel that I have to be "better than the guys," I simply want to be the best I can be, do work that matters, and train young professionals how to reach their own full potential.

