

A graduate of the Istituto Europeo Di Design in Milan, Smriti Ahuja is an events, content, and public relations professional apart from being involved with The Art Conspiracy Festival and the Kala Ghoda Arts Festival for The Art Loft. And if that packed a punch, she is also co-founder of Mumbai based Spiro Spero (pronounced spee-ro spare-ro), an architecture, design, and branding firm that she and her partner Keith Menon started in 2011.

Smriti attends to the business and execution end of things (which she credits her Sindhi roots for), and Keith is the designer. "While I am no artist myself, I do have a keen understanding and sense of aesthetics which I can combine with the business sense that I have grown up with to figure what is going to work and what is not," she explains.

The team at Spiro Spero creates, conceptualizes, and develops commercial spaces and brands. They

91, The Little Easy, Tea Villa Café, D:OH for Degustibus Hospitality, By The Waterside @ The Club, and Aromas Café among others. The organization has been in the industry for almost 10 years now and has come to be known mostly for its hospitality projects. "I love seeing a space grow from nothing into something beautiful and well utilized. Especially when it comes to the hospitality sector - it is a pleasure to see a place doing well, people having a great time, and celebrating special



Architecturally Sound

SMRITI AHUJA, CO-FOUNDER - SPIRO SPERO, TELLS BINDU GOPAL RAO HOW SHE MANAGES A FIRM THAT IS INVOLVED IN CREATING, CONCEPTUALIZING, AND DEVELOPING COMMERCIAL SPACES AND BRANDS

"We're both Mass Media students who majored in advertising. I then went on to do my Masters in Communication in Milan. A few years later, we were bootstrapped and working on travel and social projects when we got the chance to design a friend's bar. The bar did really well and we got our next client, a big chain of bars across the country. Ever since, there has been no looking back."

design and build hotels, restaurants, and offices, some of which are done on a build - setup - transfer basis, while the others are turnkey projects. An in-house team of architects, engineers, designers, and project managers do all the work within the company.

Spiro Spero has created brand Hoppipola - India's first successful bar chain, The Little Door, Gymkhana

occasions in a space you have created!"

Smriti also consistently keeps track of new trends. "Architecture is a fluid field, constantly changing, evolving, and improving as per the needs and wants of the society that is going to use it. With global warming, most architecture today is moving towards sustainability and rightfully so. While for the last