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HOMES THAT PERFORM

Luxury homes in Bangalore are now stage-ready — for reels, calls, storytelling, and everything in between. Page 9



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A fan of puzzles and crosswords? Hop on the train and treat yourself to some brainstorming. Page 15



COVER STORY
by
RAVI KIRAN

PRIVACY UNDER SIEGE

From metros to office loos, hidden cameras stalk women across the city — privacy is no longer private

FULL STORY PAGE 7

Bindu Gopal Rao

Cinematic spatial design — check. Open courtyards — check. Textured finishes — check. Soft natural lighting — check. Detailed landscaping — check. No, this isn't a shoot checklist. It's the new blueprint for residential design.

Across Bangalore, premium living spaces are increasingly being conceived as visual environments — tailored not just for comfort and well-being, but for storytelling, shoots, and content creation. The city is witnessing a clear shift towards homes that marry aesthetic functionality with lifestyle fluidity.

Do it right

Homeowners aren't just looking for a beautiful space to live in, they are looking for a space that tells their story. And designers are constantly responding to this trend, creating homes that feel warm, personal, and lived-in, while also being camera-ready.



"Clients are increasingly asking us to design homes that serve not only as personal sanctuaries but also as visual backdrops for shoots, storytelling, and content creation. From daily Zoom calls to Instagram reels, every corner of the home is expected to 'perform'. We It's a delicate balance, but one that defines modern luxury," says **Aashita Chadha**, Co-Founder, The KariGhars.

So, how do one go about designing one? They start by collecting both lifestyle inspiration - how the family moves through space, and content inspiration - the angles, light, and backdrops they crave for photos. This dual board ensures every design choice feeds both their real life and their storytelling needs.

"Walls, flooring, and major furnishings stay in a warm neutral palette, nothing too trendy or visually noisy, so that when clients switch out cushions, throws, or artwork for a shoot, the backdrop never clashes. We hide video friendly features like in ceiling speakers, motorised shades, and remote-controlled spotlights into the design so that the client never feels like they're living in a studio. We install layered lighting - ambient dimmers for evenings at home, plus hidden track lights or picture lights on sliders to spotlight a styled console for a flat lay or an on-camera chat," adds Chadha.

HOMES THAT PERFORM

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Experiences matter

Whether they are creators, entrepreneurs, or families, home-seekers are seeking more than just four walls. They want homes that are experiential, expressive, and aligned with a lifestyle that blends luxury, mindfulness, visually compelling for content creation, storytelling, and social sharing.

From the lens of visual storytelling, there is close attention to details - earthy and textured backdrops, mindful colour palettes, fluid spatial design, and artfully landscaped nooks that serve as perfect backdrops for photo-shoots, digital content, or even creative work-from-home setups.

Vaastu-compliant layouts, high-end finishes, and eco-friendly construction further elevate the living experience, while world-class leisure and wellness amenities complete the vision of modern luxury.



"At NBR Group, we have consciously embraced this evolution in design thinking. The spaces

are curated to offer natural light and ventilation throughout the day, crucial elements not just for wellness, but also for capturing vibrant, shareable moments that reflect today's digitally driven lifestyle," says **Nagabhushana Reddy**, Managing Director, NBR Group.

Flexibility cues

An integration of aesthetic appeal with daily functionality that brings life through architecture, landscape, and spatial energy - is the way forward in terms of new age home designs. This not only enhances well-being at a deeper level but also introduces serene, layered environments that feel organic and cinematic. Whether you are enjoying a private moment or filming a digital reel, every corner is designed to inspire.



to be seen and shared. Spaces are now being crafted with natural light, clean lines, and visually striking elements that work well

on camera—ideal for content creation and storytelling. Today's homebuyers want spaces that feel aspirational—and look it too, across every platform."

Bangalore is seeing a trend of



increased emphasis on visual appeal in premium housing projects. **Ashish Sharma**, City Head at ANAROCK Group, observed that

while it's debatable whether these homes are being designed specifically for content creation or storytelling, there's no doubt that developers are prioritising flexible layouts, curated spaces, and eye-catching interiors.

"In some cases, these may even be narrative-driven," he pointed out, adding that such design choices naturally appeal to influencers and content creators. According to him, features like open layouts, modular furniture, smart lighting, and home tech make these spaces inherently camera-friendly. "Shared amenities like rooftop terraces and landscaped gardens double up as scenic backdrops — perfectly suited to today's urban lifestyle," Sharma added.

An ode to individuality

As life becomes increasingly fluid, with creativity, work, and personal expression often unfolding under the same roof, there is a growing desire for spaces that do more than function. Homes have become an extension of one's values and identity. This shift calls for a more thoughtful approach to design.



"When a space is crafted with intention, even the most subtle elements can feel expressive. A curved wall that diffuses light; a textured corner that invites stillness or a clean architectural line that brings clarity - all double up as moments of creativity and storytelling," says **Sanaa Ruia**, Creative Director - MAIA Estates.

As our relationship with our home deepens, design must follow with sensitivity and restraint. When a home is shaped with clarity and emotional intelligence, it becomes far more than a shelter. It becomes a collaborator in the stories we live and share every day.



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