



## Karsten Schmidt - Hoensdorf Founder & Principal Architect IDA14, Zurich, Switzerland

### Importance of corporate branding in interior designing

We never begin to design like many other offices: we kick one step back and analyze until we understand the specific branding and business model of the object. We create an emotional business plan around the crucial question: Why should someone come to our hotel? We analyze the business model, the targeted guest segments, the needs of the management and the employees, the functionalities, budgets, the competitors and much more depending on the object.

### Most fascinating/ interesting thing about Indian architecture is...

The fascinating balancing act between the traditional and the modern: both represent the true wealth and treasure of Indian architecture. I feel great appreciation since coaching the interior design of four hotel projects in India some years ago.

### You'd like to be remembered as an architect or as a professor...

Well, as an architect and professor with passion.

### A dream project you wish to work on ...

A hotel project in India (business or leisure) merging both Indian and Swiss mentality, culture and design style. It will be a great experience to work on such a project, which surely will be a successful venture!

### An advice you'd like to give to the budding designers

Appreciate the privilege to work in this business. Always be yourself. Express your soul in your life and in your work.

Interview Courtesy: Nisha Shukla