

# Analyzing the Portrayal of Cultural Diversity in Interior Design in the Contemporary Era, Particularly in the Design of Cafes and Hotels

**Prof. Aaradhya Saraswat**

Assistant Professor, Interior Design

## **Abstract**

Interior design originated from the necessity for shelter and has evolved to meet various needs. Over time, this evolution has led to the emergence of multiple specialized areas within the field. Diverse lifestyles across different communities residing in varied locations and with distinct cultural backgrounds have contributed to the diversity seen in interior design. Throughout history, culture has played a significant role in shaping different lifestyles concurrently and influencing the development of interior spaces.

## **Overview:**

Interior design originated from the necessity for shelter and has evolved to meet various needs. Over time, this evolution has led to the emergence of multiple specialized areas within the field. Diverse lifestyles across different communities residing in varied locations and with distinct cultural backgrounds have contributed to the diversity seen in interior design. Throughout history, culture has played a significant role in shaping different lifestyles concurrently and influencing the development of interior spaces.

## **Aim:**

The aim of this research is to investigate the cultural values that are influential in the field of interior design, shaping our daily lives, and to evaluate their impact on interior designers.

**Analyzing the portrayal of cultural diversity in interior design in the contemporary era, particularly in the design of cafes and hotels.**

Keywords: Culture, European culture, Asian culture, lifestyles, history of design, residences, architecture-interior, cultural influence in interior design, ancient to modern design, Hospitality design, Reosrt, Cultural design.

## **Objectives:**

- Examine the significance of art and culture and their influence on design principles.
- Investigate the importance of heritage conservation while integrating contemporary design elements.
- Analyze the application of diverse Indian cultural influences in the design of residential and commercial spaces.
- Explore the historical design and artistic elements employed in hospitality settings such as cafes and hotels.

**Research Methodology and Timeline:**

This study will proceed through the following stages:

- Selection of Research Topic.
- Development of a Research Synopsis.
- Comprehensive Literature Review.
- Conceptual Framework Development.
- Creation of Drawings and Identification of Research Gaps.
- Interpretation of Findings.
- Publication of Technical Papers.
- Refinement of the research based on feedback from surveys, technical publications, and field studies of relevant models.
- Compilation of Final Results, Articulation of Developed/Evolved Theories, and Preparation of the Final Thesis.

**History:**

Indian art's roots lie in prehistoric settlements dating back to the 3rd millennium BCE. Throughout its evolution to the present day, Indian art has been shaped by diverse cultural and religious influences, including Hinduism, Buddhism, Jainism, Sikhism, and Islam.

**Key Characteristics of Indian Culture:**

- **Continuity and Longevity:** Indian culture is notable for its enduring traditions.
- **Unity in Diversity:** It embraces a wide range of customs and beliefs within a unified framework.
- **Tolerance:** A general acceptance of different viewpoints is a hallmark.
- **Fusion of Spirituality and Materialism:** Indian culture uniquely blends spiritual values with material aspects of life.

**Characteristics of Indian Society:**

- **Multicultural:** Composed of numerous cultural groups.
- **Multilingual:** Characterized by a multitude of languages.
- **Societal Stratification:** Features a hierarchical social structure.
- **Patriarchal System:** Historically dominated by male authority.
- **Coexistence of Traditionalism and Modernity:** Indian society uniquely blends these ideals. Traditionalism emphasizes preserving core principles, while modernity encourages rational thinking, social progress, and advancements in science and technology.
- **Balance Between Spiritualism and Materialism:** The culture values both spiritual experiences and material well-being. Spiritualism emphasizes individual spiritual growth, while materialism focuses on material possessions and comfort.
- **Equilibrium Between Individualism and Collectivism:** The society strikes a balance between individual freedoms and group priorities. Individualism values personal independence and self-reliance, while collectivism prioritizes the well-being of the group.

**Indian Art: A Tapestry of Tradition and Influence-**

Indian art encompasses a diverse range of forms, including painting styles like Patta Chitra and Madhuba-

ni, ceramics, sculpture, and textile arts such as woven silk. Renowned for its striking design sense, Indian art manifests in both contemporary and traditional expressions.

Its origins can be traced back to antiquity, shaped by cultural and religious influences from Hinduism, Sikhism, Buddhism, Jainism, and Islam. Despite this diverse religious landscape, major religious groups have generally shared prevailing artistic styles throughout history.

Sculptures in stone and metal, primarily religious in nature, have withstood the test of time better than other mediums in the Indian environment, providing the most significant surviving examples. Notably, many crucial ancient artifacts that are not carved stone originate from drier regions outside of India. Due to Indian funerary and philosophical traditions, grave goods, a key source of ancient art in other cultures, are absent.

Indian art forms have historically spread beyond India, leaving a significant mark in Tibet, Southeast Asia, and China. Throughout its evolution, Indian art has also absorbed influences from Central Asia, Iran, and Europe.

### **Understanding Indian Heritage-**

Heritage encompasses the legacy passed down from our ancestors and the past. India, a land of diverse cultures and ethnicities, is home to people of numerous castes, faiths, and creeds. Each ethnic group possesses its unique origin story, traditions, and culture.

Our heritage profoundly shapes our identity, defining who we are. The way we present ourselves communicates our values to others, highlighting our priorities. Our history and evolution are reflected in the heritage passed down through generations.

Every religion contributes its unique collection of music, dance styles, festivals, and other art forms, each with its distinct charm. Our reverence for our own culture extends equally to the cultures and traditions of other religions, which is why the vibrant Indian heritage has endured through the ages.

India's essence lies in 'Unity in Diversity,' a concept vividly reflected in its rich and varied heritage. From a multitude of religions to a stunning array of historical monuments, India boasts unparalleled diversity, with heritage sites dotting virtually every state.

Looking ahead to 2025, several resort interior design trends are poised to take center stage:

1. **Biophilic Bliss:** Biophilic design, derived from the Greek words for "love of life," is set to be a dominant trend. This approach integrates natural elements into hotel spaces, fostering a connection with nature for guests. As travellers increasingly seek respite from busy lives, hoteliers are embracing sustainability and incorporating natural colours, textures, indoor greenery, abundant natural light, and plant displays to create ecosystems within their properties. This allows guests to relax, improve their well-being and reduce their stress levels. The Pan Pacific Orchard in Singapore is a prime example of a hotel embracing this trend.
2. **Recycled and Handcrafted Materials:** The use of sustainable and handcrafted materials is another rising trend. As guests become more environmentally conscious, hotels are incorporating recycled materials like linen, cotton, and reused wood. Handcrafted elements add a unique, personalized touch, providing guests with an exclusive and authentic experience. The focus shifts from mere aesthetics to the overall experience, emphasizing that true luxury lies in the feeling it evokes.
3. **Wellness Sanctuaries with Medicinal Plants:** Hotels are transforming into wellness sanctuaries by incorporating medicinal plants to enhance guest well-being. Imagine walking into a room surrounded

by rare, night-blooming jasmine that melts stress away. This approach creates a botanical garden effect, acting as a natural pharmacy and making guests feel exceptionally cared for.

4. **Sleep Tourism:** According to the Hilton Trends Report 2025, rest and recharging are primary drivers for travel. Guests are seeking quality sleep experiences, leading to a focus on elements that promote restful nights, such as trusted brands, premier quality mattresses, earphones, and relaxing music.

**Bathrooms Evolving into SPA Centres:** The hospitality industry is witnessing a shift in bathroom expectations. No longer just functional spaces, bathrooms are transforming into spa-like oases offering premium experiences. Features like oversized bathtubs, luxurious towels, and rainfall showers create an elevated sense of relaxation and pampering. Furthermore, washbasin designs are breaking free from traditional rectangular or square shapes, adding a touch of modern elegance and sophistication.

Resort hotels, fundamentally hotels designed for both business and leisure, aim to provide guests with a comfortable, home-like environment encompassing dining, accommodation, recreation, and entertainment. While definitions may vary, resort hotels distinguish themselves from standard hotels by offering not only basic lodging but also localized entertainment and facilities that cater to the physiological and psychological needs of tourists. Typically situated in prime locations near natural attractions, resort hotels boast extensive grounds, comprehensive amenities, and aesthetically pleasing landscapes. This advantage allows for unique spatial designs that integrate and showcase the distinctive characteristics of the local regional culture.

Regional culture encompasses the unique, historically rooted characteristics of a specific area. In a modern context, this often refers to the traditional cultural essence of a place, encompassing its natural environment, folk traditions, customs, and lifestyle, essentially representing the unique expression of civilization within that region.

Crucially, resort hotel design extends beyond architectural aesthetics and interior layouts to prioritize landscape planning. Given their dual recreational and residential function, the design of external, man-made landscapes becomes paramount. This landscape planning is often intrinsically linked to the cultural heritage of the surrounding region.

### **Case Study-Mahindra Holidays and Resorts Limited**

Architecture, Interior Design

BUILT UP AREA-2,61,360 sq.ft

YEAR OF COMPLETION-2007

Kumbhalgarh, a historical gem nestled in the Aravalli Hills, is renowned for its impressive fort walls, second in length only to the Great Wall of China. Within this culturally rich and historically significant Rajasthani destination lies the opulent Club Mahindra Kumbhalgarh resort.

Here, guests can immerse themselves in the grandeur of the majestic fortress, admire its architectural brilliance, and revel in the breathtaking panoramic views. The resort's regal ambiance elevates it to a must-experience destination, a tribute to history that invites exploration and discovery.

The resort's design harmoniously blends local craftsmanship, traditional architecture, and modern elements. Local artisans contributed to both the construction and interior design. The buildings seamlessly integrate with the landscape, enhanced by tranquil water features and lush gardens, featuring 69 rooms designed in two distinct styles.

Accommodations range from 1BHK apartments to luxurious tents, creating a unique blend of comfort and adventure, leaving visitors mesmerized by the beauty of the surrounding hills.



Every guest can experience relaxation and indulgence at this resort with its spacious rooms featuring elegant furnishings and leading to private balconies with stunning views of the Aravalli Hills.

The resort boasts two restaurants-Jeeman and BBQ Bay.

Jeeman serves multi-cuisine dishes through buffet and a la carte, featuring signature dishes such as Laal Maas, Methi Murgh, Ker Sangari Malai Ghevar, and Rajasthani thali.

On the other hand, BBQ Bay, the specialty restaurant, offers Indian barbeque meals with live cooking and tableside grilling, all while overlooking the Aravali hills. For special occasions, guests can also opt for Maharaja-Maharani dining on the terrace.

Club Mahindra Kumbhalgarh offers a diverse array of experiences designed to captivate every guest.

- Rejuvenate with spa treatments, embrace adventure with high rope courses and archery, or unleash your creativity in pottery workshops.
- Relax in the expansive indoor activity zone, discover the allure of rural life through guided treks, or explore picturesque landscapes on an E-Bike tour.
- As evening arrives, immerse yourself in Rajasthan's vibrant culture with captivating folk dances and puppet shows. Beyond the resort, delve into the region's rich history and culture with guided excursions to landmarks like the Kumbhalgarh Fort, the Ranakpur Jain Temple, the Shrinath Ji Temple, and the awe-inspiring Statue of Belief in Nathdwara. Whether you seek romance, family connection, or thrilling escapades, your stay at Club Mahindra Kumbhalgarh promises an unforgettable blend of luxury, adventure, cultural immersion, and lasting memories.



Organized, Symmetrical Design Like a Structured Hallway or Apartment Block



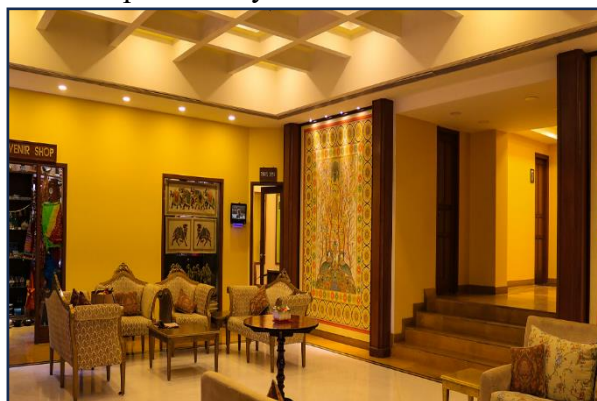
This image showcases a building facade with a vibrant and culturally rich aesthetic, combining traditional and contemporary architectural element



This image captures another beautifully designed facade with a regal and heritage-inspired aesthetic, blending classical Indian architecture with modern landscaping



This image presents a charming courtyard view of a property that beautifully combines heritage architectural elements with tropical landscaping, providing ample design cues for shaping a complementary interior environment.



This image showcases an elegant Reception interior lobby or common seating area, exuding a regal and culturally rooted design aesthetic, with clear influences of Rajasthani/Indian heritage.





A colourful, playful outdoor obstacle course is built among lush green trees, featuring suspended tire swings and rope bridges.



Elegantly appointed interior of a restaurant, featuring a vibrant colour scheme, ornate ceiling details, and numerous tables set for diners.



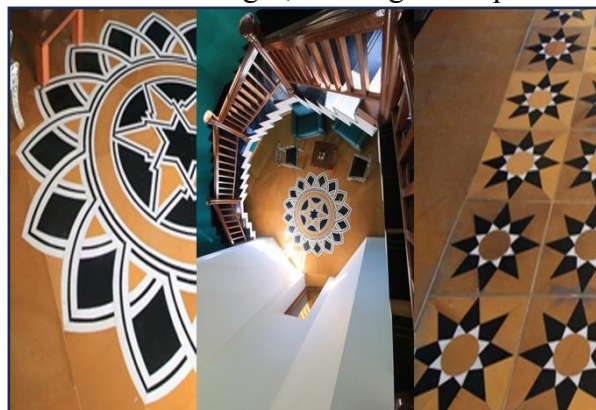
Inviting swimming pool, a spacious patio with seating areas, and stunning views of the surrounding landscape.



The scene is composed with the 1BHK Room doorway as the main focal point, leading into a room with a teal-coloured sofa bed. The sofa bed is centered in the room, with white sheets and pillows neatly arranged on top.



A living room area with a dark wooden coffee table, comfortable dark brown sofa, and white curtains. The sliding doors lead to a balcony or patio, showcasing a view through the large windows. A hallway or passageway leads off to the right of the image, continuing towards a bathroom area. The room's interior is spacious and well-lit. The furniture and décor are simple yet elegant, with a neutral colour palette of browns and beiges, creating a tranquil atmosphere.



Creating marble inlay flooring is a meticulous process. It involves precisely cutting and carving intricate designs directly into the marble surface. This art demands a high degree of precision from our craftsmen, many of whom work by hand. Furthermore, our marble inlay flooring tiles are suitable for outdoor use due to the stain-resistant properties of the marble we employ.





Malva Painting: A style of Rajasthani painting refers to the miniature painting that flourished primarily within the independent Hindu states of Rajasthan in western India between the 16th and 19th centuries. This style originated from Western Indian manuscript illustrations, and later showed clear Mughal influences as it matured.



Pietra dura refers to the art of creating images by precisely fitting together and gluing highly polished, cut coloured stones onto a base. These stones are meticulously shaped and assembled with such accuracy that the seams between them are nearly imperceptible.



Stained glass encompasses both the coloured glass itself and the artistic creations made from it. In the realm of art, stained glass denotes coloured glass utilized to craft ornamental windows and other translucent items. The term "stained" in this context signifies that all coloured glass is imbued with its hue through the incorporation of various metallic oxides during its molten state.

Tourist and staff interview to be followed: