

STUDIOIAAD

Rachna Agarwal

Founder & Design Ideator, Studio IAAD

Co-founder, ZOERA



Website: <https://iaad.in/>

Email: media@iaad.in

Social Media Links: [Instagram](#) | [Facebook](#) | [LinkedIn](#)

Rachna Agarwal is the Founder and Design Ideator at Studio IAAD (It's All About Design), an architectural firm established in the year 2007. She is also the co-founder of ZOERA, a studio that brings together stylishly curated layers of furniture, art and accessories to create exclusive and extraordinary spaces. With over 25 years of experience in the realm of spatial design, Rachna's professional journey is an ensemble of ingenious design projects completed under her adept mentorship at esteemed architectural studios before embarking on the journey of founding Studio IAAD and ZOERA. Her role as the lead in a plethora of design ventures, coupled with her capacity as a lead aesthete in providing exceptional layering design solutions at ZOERA, has nurtured her design acumen and penchant for entrepreneurship at an intrinsic level.

After completing her *Bachelor's Degree in Architecture* from the TVB School of Habitat Studies - Delhi, her early years of reflective learning were hands-on training at the Auroville Earth Institute, where she shadowed the virtuoso and Director Satprem Maini himself.

A torchbearer of the DNA that the practice exemplifies, Rachna crafts opuses perfectly epitomising avant-garde design narratives that conjure a sensorial and memorable spatial experience — one that finds its origins in the purity and integrity of design values. Under her capable superintendence, IAAD has been recognised as a pioneer in the discipline of architecture and design with its illustrious body of work. Her work spans across diverse typologies such as corporate offices for leading business houses, expansive resorts and hospitality spaces, educational institutes, high-end retail stores and experience centres, housing developments, model and showcase apartments, independent villas and a vibrant array of multiplexes.

Rachna's leadership has honed the design practice to undertake all the encompassing services of any project, creating architectural and interior design solutions with a distilled spirit of balance. She envisions the clients as key collaborators, wherein their aspirations are respected and meshed ubiquitously into the construct and narrative of any space. With a keen eye for detail and an ardour for creating evocative spaces, her design process is an amalgamation of strong aesthetics, inventive material utilisation and the inclusion of sustainable practices at its core through a responsible and biophilic design approach.

Rachna Agarwal was awarded the **Realty+ Women Icon Awards 2021** for the category '**Women Achievers in Leading Flexispaces.**' She was also bestowed with the honour of winning the Architecture+Design - 'Best Designer' award for the design of open spaces in 1996, following which she won many accolades for her work at Studio IAAD, including Global Architecture and Design Award, Delhi Architecture Festival, multiple IIDD awards, Young'13 Designers, etc. She has also been an honourable jury member for esteemed awards such as INIFD, FRAME and FOAID to name a few.

Publications

Studio IAAD's work has been widely featured in leading publications such as Architectural Digest, Elle Decor, Livingetc, SEAB, Wallpaper*, FRAME, Indesign, India Today Home, Times Property, Times of India, The Pioneer, Construction World, Deccan Herald, Hindustan Times and many more.

Education and Memberships:

B. Arch - TVB, 199X; Registered with Council of Architecture