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REDEFINING EXCELLENCE

Ritu and Shami Goregaoker of GA design are changing the way we define luxury in our homes, and setting new benchmarks in the process.

With rapidly changing trends and an ever-growing talent pool, it takes grit to establish oneself as an expert in one's field of choice, and consolidate that expertise through consistency. Ritu and Shami Goregaoker, Design Directors at the Mumbai-based GA design, are two such experts, who combine their technical knowledge with a commitment to excellence. The duo has created a large body of work that has won acclaim on both domestic and international platforms.

Starting out

Ritu Goregaoker completed her professional studies in Interior Design in 1996 from Sophia Polytechnic, Mumbai; she then spent the next few years working with several architectural and interior design firms. Shami studied Interior Design at Sir J J School of Arts as well as the Nirmala Niketan Polytechnic in Mumbai, before getting certified as a Colour Consultant from the International School of Colour & Design, Sydney. Shami also developed a special focus on authoring design stories, and has been writing regularly for national publications for nearly a decade.



Ritu Goregaoker and Shami Goregaoker
Design Director, GA design

Luxury is for people to enjoy and revel on a personal level. It could mean recreating the luxury of a unique experience in the comfort of personal spaces

Making a mark

Having joined GA design in 2001 and 1999 respectively, the two have successfully led interior design projects in the firm and have spearheaded client liaison and business development. With much of their work revolving around creating luxury interiors for their clients, Ritu and Shami have not only codified good design, but have also developed a nuanced understanding of what makes spaces liveable yet evocative. "Luxury interior design brings to mind very extravagant and over-the-top décor where the most expensive and lavish materials and accessories have been used," says Ritu. "It used to be something only the rich and affluent could afford. But now, the definition of luxury interiors has changed significantly. A home needs to be comfortable emotionally and psychologically, as well as physically. You need to walk into your home and feel instantly at ease."

Body of work

Ritu and Shami have worked extensively on high-end personal residences, commercial office interiors and clubhouses. Shami has extensive knowledge of interior styling as well as colour and lighting concepts; while Ritu's collaborative approach across all phases of planning and construction, backed by her passion for creating beautiful homes, ensures smooth delivery of projects while maintaining design excellence. The duo has achieved professional eminence within the firm and in the architectural community.