

**‘Design Days’ Ahmedabad 2024 sets Indian luxury market abuzz**

*International luxury furniture brands, architects, designers and developers*

*to converge at the design event and luxury products exhibition.*

An international luxury design event, ‘Design Days’ Ahmedabad 2024, will be held in the year 2024 at Ahmedabad, the design capital of India.

The 5-day event will feature Italian, Indian and other international luxury design solutions, luxuryproduct exhibitions,and exclusive design experiences.

Over 20 specially chosen Indian and international luxury brands will showcase their creations spanning luxury products such as furniture, and other related design solutions.

There will also be talks and presentations by select Indian and internationaldesigners, architects and developers at various iconic architectural spaces.

Designs Days Ahmedabad will serve as a confluence for architects, designers, developers and luxury design solution providers to discuss, explore and tap into professional opportunities in this prosperous and aspirational city.

The event is being curated by eminent architect Hiren Patel, director of HPA. He is renowned for luxury projects like the Floated Concrete House, The Amoeba Office, and The Village House, that embody timeless quality and connection to nature.

“I felt like something crucial was missing in this city, known as the Mecca or Holy Grail of design – the kind of annual and biannual design events that are held globally, such as the Open House London or the Art Biennale in Venice.

“I felt the need to curate such an international design event, where we could discuss, showcase, and explore design. This is how the idea of hosting Design Days Ahmedabad 2024 took shape,’ the architect and curator said.

**Design Capital of India**

Ahmedabad has a strong business community that has powered its art, culture and architectural heritage.

From the prestigious Indian Institute of Management, designed by iconic architect Louis Kahn to Shodhan house and ATMA building, by the renowned Le Corbusier, the city boasts of several architectural marvels. The city has also benefitted from the works of legendary Indian architects like Hasmukh Patel and BV Doshi.

It was declared as a UNESCO World Heritage City in 2017.

“People from across the world visit Ahmedabad for inspiration, drawn to its heritage buildings and world-class design institutes like NID, IIM and CEPT,” architect Hiren Patel said.

“The legacy and integrity of architecture has remained till today, thanks to the sensitivity of Ahmedabad citizens.”

**Sky-rocketing demand for Luxury Living**

There is also a growing demand for large, über-luxurious, and quality design solutions that are synergetic with nature.

Mr. Patel, who has been working in this business-oriented, design capital for more than three decades, said, **“**Now people are willing to spend a fortune on high-quality luxury solutions. They appreciate the value of luxury interiors and residences, and also have the willingness to realize their dream.”

“The endless demand for unique materials, finishes and interiors, the robust infrastructure, coupled with the limitless purchasing power of Ahmedabad, is offering a vast playing field to designers and the design trade.

“Ahmedabad is ready for über-luxury living, and this is the time to tap into the limitless opportunities it is offering,” he added.