

# South Asian Generation Next

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**Eco Deco: Democratic in Design**

# Natasha Arora

# There's potential of Beauty Everywhere Natasha Arora, interior stylist and Founder of Eco Deco

"I am an active listener and a holistic thinker and, essentially, my job as interior stylist is to facilitate the redeco-rating process so my client can live better and smarter in their home."

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"I tend to be aware of trends but I don't usually follow them. My tastes are eclectic and my influences are global."

While tough economic times have led people to spend less, it has also been an opportunity for young professionals to think out of the box. One such professional is Natasha Arora, who has come up with a distinctive concept to live better in your home.

Eco Deco (as in Economical Decorating) refers to "no throwing no buying — a redecorating service that can be completed in just one day using the homeowner's existing furniture and accessories."

It's a unique idea which is "an extension of my personality in part because ever since I was a child, I had always been sensitive to space, lighting, lines, textures, temperature, and the emotions thus created," says Natasha.

Her unique approach "is also democratic in design because not only can every household essentially benefit from my interior styling service in just one day, but my hourly rates are competitive and I work toward maximal tangible results."

In this fast moving world, fashion changes with the season. Sometimes it can be challenging to keep up with trends and to satisfy the tastes of a customer. How does Natasha see it?

"I tend to be aware of trends but I don't usually follow them. My tastes are eclectic and my influences are global. But more importantly, it depends plenty on the openmindedness of my client and her/his willingness to explore what it is in design and in their inherent personality that they actually like, want to embellish, need or aspire to. I am an active listener and a holistic thinker and, essentially, my job as interior stylist is to facilitate the redecorating process so my client can live better and smarter in their home or office."

As an interior stylist, does Natasha believe that beauty is in the eye of the beholder?

"Who's the author of that saying? Interpretations of beauty are reserved for the viewer. I optimize beauty in a house, condo, loft...because I see the potential

of beauty everywhere. In my work I use my skills in visual and spatial thinking, aesthetics, intuition, and diplomacy to enhance the way my client lives. The difference after a productive working session is often like night and day."

Often, in our home and work life, furniture can appear scattered or a room can be over decorated with over sized items. Sooner or later, the need to bring harmony into the space becomes crucial. "Harmony can always be found but it needs to be organized in a structured way, in an eclectic way, in a snug way, in a formal way, in a multitude of ways!" says Natasha. "I always work with the bigger items first before assembling thoughtfully the art and accessories, whatever they may be. But then, depending on a client's attachment to a said mounted textile, pouf, or even mirror, one can create a whole room around it."

With more and more industry professionals obsessing over organization, items sold at stores like IKEA have gained their own market. Are people really big on organizing?

"Every individual has their own personality and essentially it is their personality traits, inclinations, aversions, which determine their degree of organization or chaos. I like order. In fact I love order. It simplifies the act of living. But in a client's home I try to create sense, that is to say order, where it might not otherwise exist, so that I can see clearly and work efficiently in the limited time I am in her/his home."

In general when we think about decorating a home, spending extra money for an interior decorator or a stylist can be the last thing that come to mind mostly because the perception is that they are expensive.

Natasha's mantra is live better within your means. It's imperative to determine a budget, yes, and how much padding, if any, you can actually add to it. From there together we can determine what is realistically possible to achieve while also attain our combined goals: as interior stylist I want to deliver a home

worthy of my client while my client wants to feel noticeably if not optimally better in her/his new and improved living space."

As she walks into a house "the first thing I notice is the homeowner's smile and then I pay attention to everything that would affect both my senses and

those of my client. I like to think that inspiration is everywhere and certainly in the details!"

Natasha says her experiences working with South Asians "are not any more different than working with other ethnic groups. The common denominator with all my clients from

all levels of society is that they all desire to live better — and I encourage them to live better within their means."

Natasha has a Bachelor of Arts in French Studies: Translation from Concordia University and a certificate in Public Relations Management from McGill

University. She is fluent in French and Italian and follows international news with deep interest. She describes herself as "an egalitarian" with a passion for art and architecture. Proper education of children and proper care of the elderly are issues close to her heart.



Photo By: Joël Dumoulin

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