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NOSHIR TALATI
ARCHITECT

Please share the company's major milestones with us?

The years that have passed by are not just numbers but are testimony to the enduring beliefs and commitment to quality that has always driven TPA from one milestone to another.

1964 - Noshir Talati, Chairman and Founder, began his career from a small 100sq.ft. office in Mumbai at the age of 22. Established 'Noshir Talati Architect' with friend and current partner Naushir DeVitre.

1967-75 - Noshir Talati pioneers the field of Interior Design as a profession in the city. The concept of Associates is initiated within the firm.

1975 - The current firm Talati and Panthaky Pvt. Ltd. was established with the addition

of current partner and Managing Director NozerPanthaky.

1981 - Cadbury House was erected as TPA's first major landmark project in Mumbai

1982-95 - Phiroze Panthaki and Naushir DeVitre join as Directors as the company continues to grow

1995-2005 - TPA Expands into offering project management services (TBD). Sharookh Mehta joins as a director.

2006 - TPA relocates into its current 17,000sq.ft. office, in its landmark project Ceejay House

2006-07 - Established an International operation TOWELL TALATI setting up an overseas office in Muscat, Oman to cater to the Middle East, commanding more than 5 million sq.ft of ongoing work in the region.

2008-09 - Established various JV's/MOU's with internationally renowned firms enhancing its geographical reach and service offering, making TPA a global player.

2011 - Ongoing projects of approximately 40 million sq. ft. in India. Staff Strength 350+ and growing.

Share us about your recent awards and achievements?

ET Acetech Real Estate Awards for the Best Designer and Architect of the year 2010

Century Ply and Aces of Spaces, Hall of Fame Award at the Architecture and Interiors India Awards 2010

Economic Times ACE Awards for India's Leading Architect 2009

Construction Source India & CNBC Awaaz-Award for Architecture & Design Excellence - Best Architect of the Year 2009

CW - Construction World Architect and Builders Awards for Top Ten Architects in India 2008

What are latest trends in interior and architecture?

Trends come and go and I would urge young designers to stay away from gimmicks while working towards a more enduring yet innovative approach to design. In an industry where creativity and practical solutions go hand in hand, it is important for design to embody both these important guidelines. Both originality and practicality are as important as the other and act as a guiding mantra for the new decade.



India has opened up considerably in the fields of design, architecture and construction in the last few years with the immense international exposure and interest that has befallen the country.

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Please give a brief history and current overview of TALATI & PANTHAKY and its operations in the field of architecture & designing ?

The founder and chairman of Talati and Panthaky Associated (TPA), Noshir Talati began his career in 1964, but the firm found its current identity in 1975 by the joining of Nozer Panthaky the current managing director. One of the oldest architecture firms in India, over the years TPA has grown considerably and has diversified its service offering to Project Management, Construction Supervision and Urban Design. The company is involved in residential and commercial projects, retail and entertainment centers, universities, airports and hospitals. In March 2008, Towell Talati a joint venture firm was set up in Muscat, Oman with local partner W.J Towell, and is currently in the process of designing and constructing residential and retail complexes of more than 9 Million square feet within the region. There are over 300 employees at Talati and Panthaky Associated and the company is currently involved in work around India and the Middle East of approx. 45 million square feet.



How do thought, sustainability, design and technology act as contributors to your projects?

India has opened up considerably in the fields of design, architecture and construction in the last few years with the immense international exposure and interest that has befallen the country. The possibilities and technologies are now limitless and this new exposure can now be used to its maximum with a little bit of imagination and innovation. So, I would say

that it is up to the designer's innovation to make use of these vast and unlimited possibilities in their designs. As a company we are constantly encouraging our staff to look beyond and be creative, by encouraging exposure through travel, seminars, discussions and sharing thoughts and ideas. This information convergence is the future and it plays a major role in our projects.

Maharashtra Government plans to raise FSI for Mumbai from the existing 1.33 to 2.20. Having properties in Mumbai & Bengaluru- Which has started giving FSI of 4- how would this play a role in the execution of your projects?

FSI is pointless without the infrastructure to support it. However it will be exciting cause it is a step forward to bringing Mumbai up to a metropolis – like Shanghai, NYC etc, if the right developmental policies are put in place in conjunct with this. The implementation of larger taller projects will only happen seamlessly if this improves. As far as execution of design goes, as architects we will need more involvement of structural engineers during the planning stages.



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