

# metaphor

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DESIGN-BUILD

Featured

## METAPHOR PICKS

LIVING LIGHTLY,  
LIVING BEAUTIFULLY

TREND  
TRACKER

DEEP DIVE INTO  
DAMARAGIDDA 5

ANTHARAM HOME  
A SPOTLIGHT 15



# Inside

## 4 EDITOR'S NOTE

A warm welcome to you, from Meena.  
Who is Metaphor?

## 5 TREND TRACKER

How warm neutrals, stonewashed fabrics, and reclaimed wood are reshaping eco-luxury.

## 6 SPOTLIGHT HOME

A short case study of a home interior at Organo Damaragidda

## 10 DESIGN DILEMMA

Layout, partition options (woven cane screens, indoor-outdoor planters), and utilizing elevation.

## 12 METAPHOR PICKS

Clay lamp from Khurja  
Upholstered daybed with natural dyes  
Bamboo roller blinds  
Brass planter from a South Indian crafts collective

## 15 SUSTAINABLE LUXURY INTERIORS

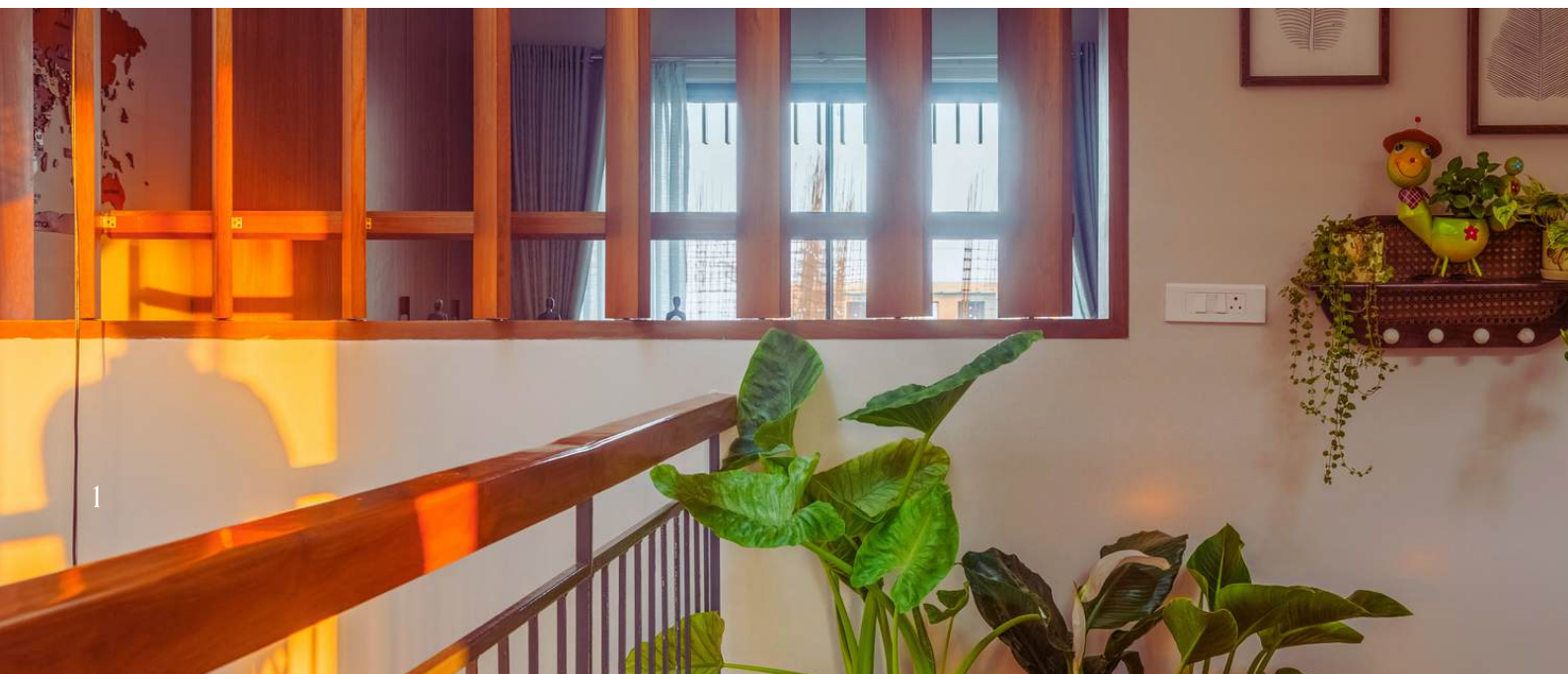
Sustainable interiors are not a fleeting trend

## 16 THE HOMEOWNERS SAY

Discover the how, why, and what behind their home—straight from our homeowner at Organo Antharam.

## 19 GROW WITH YOUR HOME

Ideas for child-friendly zones that grow with the child – modular mats, foldaway furniture, organic wall paints, height-adjustable shelves.



# Design *Sharp*

**Meena Murugappan**  
Author

Meet our Team

**SUHAIL ABUZAR**

JR. Interior Designer

**ALEKHYA AKINAPALLY**

JR. Interior Designer

**PNV RAMESH**

DGM Finishes

**SYED WAHEED**

Site Engineer Delivery

**THE SOCIAL ARCH**

Editor and Photography

**SHRUTHI CHALLA**

Associate Editor

Moinabad road,  
beside Deccan granites,  
Himayatnagar, Telangana 500075.

[www.metaphorinteriors.co.in](http://www.metaphorinteriors.co.in)

# From the Team

## The Soul of a Home



*Dear Reader,*

Welcome to the very first issue of Metaphor Monthly.

At Metaphor Interiors, design has never been just about finishes, colors, or aesthetics. For us, it's about creating spaces that breathe with you, evolve with your rhythms, and quietly support a lifestyle of awareness, beauty, and responsibility.

Our homes – especially within an eco-habitat like Organo – aren't just shelters. They are living, breathing companions. They are where the scent of native wood greets you in the morning, where the breeze from your courtyards carries the fragrance of tulsi and marigold, and where walls are not boundaries, but backdrops to moments that matter.

This magazine is our way of walking with you – sharing design ideas, spotlighting thoughtful homes, answering practical questions, and inviting you to reflect on what soulful living truly looks like.

We hope Metaphor Monthly becomes a place you visit every month not just to get inspired, but to feel anchored.

Here's to living lightly, and living beautifully.

Warmly,

*Neena Murugappan*

DIRECTOR, METAPHOR INTERIORS

# Trend Tracker

## Earthy is the New Elegant

In 2025, earthy simplicity is quietly outshining high-gloss luxury. The shift is clear: homeowners want warmth, honesty, and soul in their spaces — without renovations or disruption. Here are three surface-level trends transforming Rurban homes with ease:

### Clay & Cane Accents

Swap out mass-produced decor for hand-crafted charm. Terracotta planters, cane baskets, and woven pendant lights add texture without screaming for attention. They're light, breathable, and match the rural-modern palette effortlessly

### Soft Edge Furniture

We're seeing a move toward rounded sofas, pebble-shaped ottomans, and loop-legged coffee tables — inviting touch and play. They visually soften a room, especially in naturally ventilated Organo homes with plenty of hard edges like windows, walls, and wood joinery.

### Layered Lighting with Purpose

Ambient, task, and accent lighting — all without touching the wiring. Floor lamps with linen shades, solar-powered lanterns for the balcony, and rechargeable LED art lights are now everywhere.





# Spotlight home

## The Damaragidda Retreat – Where Stillness Meets Soul

Nestled within the quiet rhythms of the Damaragidda farmland, this Organo home is a masterclass in living gently with the land – not just outside, but within the home as well.

Our design brief was simple yet layered: create a space that feels rooted, restful, and rhythmically in sync with rural life. No structural overhauls, no heavy interventions. Just layers of meaning through textures, light, and purpose



# The Entrance Nook

## A Pause Before the Welcome



**W**e began with a quiet transformation of the entrance. A recycled wood console was paired with a handwoven mirror frame and a single brass urli filled with fresh flowers – a soft ritual that makes every entry sacred. No drilling, no fuss.

Styling Tip: Use a wall hook rail for bags and keys instead of installing a built-in unit. Functional and mobile.

# THE LIVING ROOM

## Earth-toned Conversations



The space is open, breathing in views of the fields. We chose loose linen drapes, lightweight bamboo blinds, and floor cushions in turmeric yellow and dusk pink to bring intimacy to this expansive room.

Instead of heavy coffee tables, we used two nested stools made of reclaimed mango wood – easy to move and multifunctional. A cotton dhurrie with tribal patterns anchored the space, inviting people to sit closer to the ground.





## THE BALCONY THAT BECAME A RITUAL

Styling Tip:  
Repurpose an old  
wooden crate as a  
planter stand or  
book nook – it  
adds texture and  
tells a story.



In the Damaragidda home, the balcony isn't a decorative spillover – it's where the family unwinds. We brought in banana-fiber lounge chairs, clay planters, and a floating shelf with a collection of small devotional objects and plant cuttings. The balcony now transitions effortlessly from morning chai to evening prayer.



# Design Dilemma

“My Garden is Lovely, but Overlooks the Clubhouse. How Do I Maintain Privacy?”

In many Organo homes, gardens are designed to merge into the wider landscape – a beautiful intention, but it sometimes means that quiet family spaces end up exposed to shared amenities like the clubhouse, road, or a neighbor’s walkway.

If you're looking to create privacy without walls or construction, here are 3 graceful, surface-level ideas:

## The Green Veil: Planters as Partitions

Use tall, movable planters with dense greens like bamboo palm, ficus, or lemongrass to build a visual buffer. You don’t need uniformity – cluster them at varying heights to create a layered, natural “curtain” that filters sightlines without blocking air or light.

### Metaphor Tip:

Use large terracotta or cement-finish pots for a rooted aesthetic. Paint them in lime wash for texture.







### **Woven Cane Screens: Light & Privacy**

A freestanding cane screen is your best friend. It's breathable, biodegradable, and blends beautifully with natural surroundings. Position it diagonally across the exposed edge of the garden for instant intimacy.

#### **Bonus**

You can even hang creepers or string lights from it for a festive touch.

### **Seating Elevation & Angle**

Sometimes, it's not about blocking the view – it's about redirecting the experience. Place seating (like a charpoy or bench) facing inward toward a focal point – a birdbath, a lotus pot, or a wind chime – so the user's eye naturally turns away from the outside activity.



# Metaphor Picks

## Clay Lamp from Khurja

Earthy, hand-thrown and matte-glazed, these table lamps bring a grounded softness to evening light. Best paired with natural linen shades.

Price: ₹2,200 – ₹3,000

Recommended Source: The India Craft House

(<https://theindiacrafthouse.com>).



## Upholstered Daybed with Natural Dyes

Perfect for mid-day lounging. Look for upholstery in indigo or madder-dyed cotton, handwoven by rural clusters in Gujarat or Andhra.

Price: ₹18,000 – ₹25,000

Recommended Source: Baro Design, Mumbai

(<https://www.barodw.com>)





## Bamboo Roller Blinds

Let filtered light in while maintaining privacy. These blinds are lightweight, dust-resistant, and perfect for living rooms that spill into verandahs.

Price: ₹250–₹350 per sq. ft

Recommended Source: Decowindow or Tjori  
(<https://www.tjori.com>)

## Brass Planter from South Indian Crafts Collective

Polished or aged – brass adds timeless warmth to any corner. Use it to hold a tulsi plant, money plant, or flowering creeper.

Price: ₹1,500 – ₹4,500

Recommended Source: Gaatha or Varnam Craft Collective  
(<https://gaatha.com>)



## Gond or Madhubani Wall Art

Bring rural storytelling into your space with a single bold art piece on your living room wall. The natural inks and hand-drawn symbols make it conversation-worthy.

Price: ₹2,500 – ₹10,000

Recommended Source: Kalakriti Art  
Gallery or Crafts Council of India



## Jute or Water Hyacinth Storage Baskets

Use these for magazines, toys, blankets or just as sculptural objects. They're textural, sturdy, and speak to a no-plastic ethos.

Price: ₹800 – ₹2,000

Recommended Source: Ikea India or  
Ellementry  
(<https://www.ellementry.com>)



## SUSTAINABLE LUXURY INTERIORS

# High Design Low Impact

When we think of sustainability, we think of “earth”, “climate change”, “long term” and “Impact”. And “Luxury” is often associated with words like “extravagance”, “indulgence”, “bespoke” and the like. But when you step back and look at those words, perhaps they share certain qualities. Both are about longevity, heritage value, exceptional materials, craftsmanship, use of less, and uncompromising quality. So, when we say sustainable luxury interiors, we are talking about being earth-friendly by channeling our purchasing power to products that have a lower environmental impact.

### **Sustainable Luxury eco interiors is not a fleeting trend**

We are looking at the same movement in furniture, carpets, curtains, home appliances and surface finishes. The demand for luxury goods that satisfy our individual needs while protecting the environment through smarter consumption choices is on the rise. We have entered an age of philanthropic luxury consumption where there is an increasing demand for high-end brands to ensure a positive impact on the ecosystem.





### **What were your goals for the space?**

Our idea of interiors is to create optimal and more functional spaces with very minimal structural changes.

When we came across the model home in Organo Antharam we fell in love with their simple and ecofriendly wardrobe & kitchen designs that totally resonates with our thoughts hence decided to team with up them.



### **Any elements you wanted to keep in the design?**

We wanted to use all natural materials in the design which give a more earthy feel and connect us to nature. Hence we chose kota green stone for flooring instead of tiles. As for the wardrobe & kitchen designs we kept it simple with granite stone shelves and glass with metal frame doors. These materials have pretty long shelf life and avoid the termite menace.



**Mrs. Chilankuri Kavitha Reddy &  
Mr. Chilankuri Sidharth Reddy**  
Homeowner at Antharam



### How did you communicate your vision?

We developed certain rapport & comfort with a few members of the team right from the start of our affiliation with the Antharam project. So communication was never an issue. At different stages of our unit development we had multiple back & forth discussions on various aspects of design (like where to have the puja, loft ladder, conceal the AC pipelines etc.) which were then implemented upon mutual agreement.



### What was the most exciting part of the design process?

The Saptapatha concept with village style living along with rachabanda and ample green spaces within the community were very attractive. As for interior design part, the flexibility of the team & sticking to our eco friendly mind set worked really well.



### How does the finished space reflect your daily routine?

We plan to use the home as weekend and holiday home and it fits our needs perfectly. We enjoy the calm and serene environment every time we visit Antharam.

**Mrs. Chilankuri Kavitha Reddy &  
Mr. Chilankuri Sidharth Reddy**  
Homeowner at Antharam

### **How did you develop a strong taste in styling?**

We wanted a very minimalistic & aesthetic kind of interior furnishings in our home. So we chose the scadanavian style of furniture which was all hand made from either recycled or reclaimed teak wood. It also gave a traditional & spiritual touch with our curated collection of antiques from various parts of the country to make the space more meaningful.

### **What part of the finished space are you most proud of, and why?**

It's actually hard to just choose one space but if you insist we enjoy our garden space the most; watering & nurturing the plants is so therapeutic and we can't wait for the trees to grow.



### **How has your relationship evolved through working together with interiors?**

Though we had our share of disagreements in the making we thoroughly cherish every bit now. The team's encouragement for constructive feedback's and willingness to make amends makes them very approachable even with silly queries. We definitely look forward to working with them if we invest in another project.

**Mrs. Chilankuri Kavitha Reddy &  
Mr. Chilankuri Sidharth Reddy**  
Homeowners at Antharam





# Grow With Your *home*

“A Play Nook That Evolves”  
– Damaragidda Edition



At Organo Damaragidda, families live close to nature, with more time outdoors and slower, mindful routines indoors. Children often move between the garden and the home barefoot, with muddy hands and sparkling imaginations.

So how do you create a \*child-friendly indoor nook\* that grows with them – without adding permanent furniture or cartoon prints?



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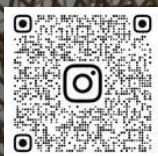
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