

The Design Diva: Saheba

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Hospitality Outlook was lucky enough to fetch an exclusive tete-a-tete with the prominent designer of the F&B industry; Saheba Singh

Also known as the Design Diva Saheba, Saheba Singh triggered a revolution amidst the food and beverage industry, which has been constant or rather on an inclination spree since she started off. Bringing in some pioneering notions to the scene, she has proven herself to be an unstoppable force that changed the perspective of the restaurant business especially in the last couple of years. They say that the Indian industry was undergoing a silent revolution over the years, all credited to the lady herself.

You just cannot afford to overlook the interiors or the ambiance that your outlet caters if you're planning on to open one soon. It's the aspects such as those that sells for you, apart from your food, and with all the successful projects that Saheba has facilitated to, the statement does make an impact overall. Irrespective of the different genres/types of outlets whether standalone or the chains, the Design Diva has been crafting out some impressive and innovative concepts for the properties around the nation as well as overseas. Started off some couple of years back only but with some solid grounds, she is definitely a promising future for the Indian F&B Industry.

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OTB in Hauz Khas Village, Zai in GK II, Flying Saucer Pune, with the most recent one being in Greater Kailash, called The Penthouse, which is designed like the drawing room of a house, and has been spearheaded by her. "It all began with a clear vision, which was to bring in the much needed change to the scene with precision and innovation", says the designer. "We worked on Farzi Cafe in CyberHub Gurgaon, which seems to set a new benchmark of sorts; Townhouse Cafe in Connaught Place is grand and has a larger-than-life goth inspired design; The Flying Saucer Cafe - with all its 25000 sq.ft of grand indoor/outdoor space; and Zai in GK II that shows off a warm, old school design sensibility," said Singh.

The projects that the Saheba presently working on are Playboy Cafe in Gurgaon, Playboy Microbrewery Pune, Smoke House Deli, Social in CP, Made In Punjab - Noida and a Sports Bar in Kolkata. "Playboy is also planning to roll out the brand in different F&B formats which we will be taking forward," says Saheba.

Apart from the pubs and outlets across, Singh also have hospitality projects in pipeline, including the upcoming terrace restaurant and a garden restaurant for Hilton Hotel at Sector 56 in Gurgaon, which would do an interesting machan-like anatomy altogether to give that tranquilizing vibe. Being a maestro when it comes to laying those acoustics well and crafting sturdy designs, Saheba Singh has also delivered some of the best live gig destinations to the



capital, including the OTB at Hauz Khas Village. She is also spearheading this upcoming project that has been in the limelight since its entry in the Delhi Market: Social in CP, apart from the incoming branches for the Farzi Cafe.

"Being from a designer background, I started off with a couple of jobs here and there, which made me confident enough to start off my own project, which I initiated 12 years back as the 'This Is It Designs'", says Saheba. "It is the best feeling when you see your dream project inclining the right way. I'm very lucky that I am living my dream. This was all I ever wanted. God has been kind", says the Designer Diva. Creating ideas around with her every project as she progresses, Saheba continues to endeavor, pushing her limits to the next level and making noise around. "It was always fascinating to see how, by just walking into a space, can help transform someone's frame of mind. And the fact that your design can do that, well that's a pretty trippy feeling. Sometimes at the end of a long day, I just visit one of the spaces I've created and watch people have a great time there. Watching their expressions change the minute they walk in and feeling the experience I envisioned, it's the best feeling in the world. This was the dream."