



COMMERCIAL INTERIOR DESIGN CAPABILITY

DUBAI, UAE

2026

STUDIOROOH.CO





ROOH STANDS FOR SPIRIT

आत्मा · روح · Soul

Every organisation has a soul , shaped by its values, ethos, culture and people. At Studio Rooh we begin by understanding that soul and translating it into a physical environment through thoughtful planning, materiality and experience.

The result is a space that does more than look distinctive. It authentically reflects who the organisation is and how it wants people to feel.

DUBAI-BASED COMMERCIAL INTERIOR DESIGN CONSULTANCY

SUPRIYA PAWAR

An architect and interior designer with over ten years across India, Singapore and the Middle East. Before founding Studio Rooh she worked with leading practices including Space Matrix and Spencer, on complex workplace, hospitality, retail and commercial projects.

An IIT Kharagpur architecture graduate and award-winning designer, she has led the design and coordination of more than 500,000 sq ft of commercial interiors, spanning design strategy, multidisciplinary coordination, client engagement and delivery.

At Studio Rooh she remains directly involved throughout every assignment, giving clients and PMC partners senior-level attention, continuity and clear accountability.

10+ YEARS

IIT KHARAGPUR

LEED GA · IGBC AP · ESTIDAMA PQP



500,000

SQ FT DESIGNED

Commercial interior projects designed and led.

15+

PROJECTS

Workplace, hospitality, retail and commercial environments.

10+

YEARS

International design and project-delivery experience.

MUMBAI

DELHI

PUNE

HYDERABAD

BANGALORE

DUBAI

Figures represent the founder's cumulative professional experience, including projects delivered during her tenure with previous design firms.

STRATEGY-LED, SUSTAINABILITY-MINDED

01

BUSINESS

Aligning the space with operational needs, commercial objectives and future growth.

02

PEOPLE

Creating inclusive, intuitive and engaging experiences for everyone who uses the space.

03

PLACE

Translating the organisation's identity, values and culture into a distinctive physical environment.

04

PERFORMANCE

Balancing design ambition with programme, budget, technical feasibility and long-term value.

Sustainability is considered throughout, from retaining what already works to selecting efficient, durable and responsible design solutions.

Founder Credentials.



WHY FIT OUT FIRMS PARTNER WITH STUDIO ROOH

FOUNDER-LED ACCOUNTABILITY

Every assignment receives direct senior involvement, ensuring continuity, responsive decision-making and clear accountability throughout.

INTEGRATED COORDINATION

We work closely with the PMC, client, contractors, MEP, FLS, AV/IT and specialist consultants to keep the design aligned and coordinated.

DESIGN THAT UNDERSTANDS DELIVERY

Planning and design decisions are developed with budget, programme, coordination, buildability and value engineering in mind.

FLEXIBLE PROJECT SUPPORT

Extend your internal design team when capacity is constrained or specialist design input is required without adding permanent overhead.

DEFINED STAGES, DOCUMENTED DECISIONS, CONTROLLED CHANGE

STAGE 01

LISTEN & LEARN

Brief
Site Survey
Priorities

STAGE 02

SHAPING THE VISION

Planning
Design direction
Cost alignment

STAGE 03

DESIGN REFINED

Details and materials
Consultant coordination
Drawings, specs, tender support

STAGE 04

DREAM TO REALITY

Submittals
Site reviews
Snagging

DESIGN FREEZE AFTER STAGE 02

CLIENT / PROJECT TEAM APPROVAL AT EVERY GATE

SELECTED PROJECTS

Selected projects undertaken by Supriya Pawar during her tenure with leading design practices as well as Studio Rooh commissions, presented to demonstrate her design leadership and project-delivery experience, with full credit to the respective firms and project teams.



Studio Rooh Commission

MAKEMYTRIP

Relocating from an old facility to a new one as part of the company's expansion, a modern office delivered within a limited timeline and budget.

AREA

2,000 sq ft

SECTOR

Travel

ROLE

Project and design
management

DELIVERY

Design build



Founder's previous experience

NORTHERN TRUST

An empathetic, multi-sensory workplace reflecting the client's values of inclusivity and wellness, organised around touch, smell, sight, taste and sound. The project won multiple awards.

AREA

200,000 sq ft

ROLE

Design lead

SECTOR

BFSI

DELIVERY

Design consultancy, PMC coordination



Founder's previous experience

SERVIER

An agile workplace rooted in salutogenic principles, supporting the organisation's 2030 vision of becoming truly agile and efficient , and embodying its refreshed brand identity and workplace guidelines.

AREA

8,000 sq ft

ROLE

Design lead

SECTOR

Pharmaceutical

DELIVERY

Design build



Founder's previous experience

SENWAN

A family office making its debut in Dubai. The design draws on Yemen's timeless stone architecture, infused with Saudi hues subtly woven into a contemporary workspace enriched with touches of hospitality.

AREA

2,000 sq ft

ROLE

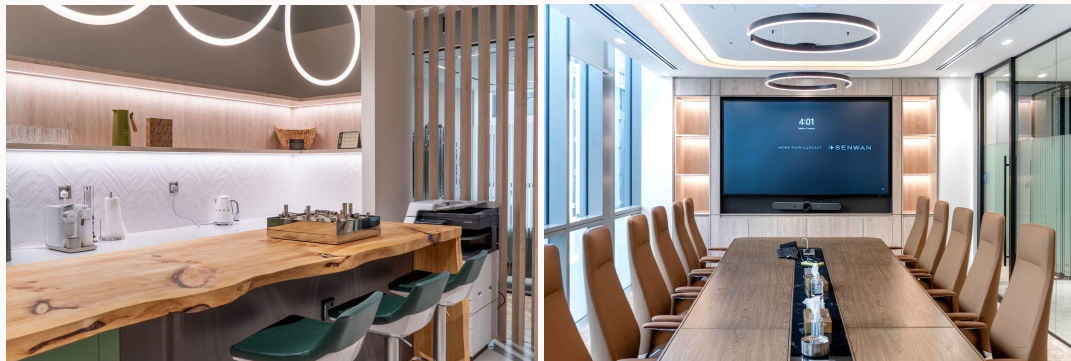
Design lead

SECTOR

BFSI

DELIVERY

Design build





VITTI, HYDERABAD

RETAIL · 9,000 SQ FT · DESIGN LEAD · CONCEPT DESIGN

A brand-led furniture showroom shaped around craftsmanship, materiality and an immersive customer journey.



KAFNU, MUMBAI

COWORKING & LIVING · 200,000 SQ FT · CONCEPT DESIGN

A hospitality-led members' environment combining work, living and social experiences with Mumbai's culture and industrial character.



K RAHEJA LOBBY, HYDERABAD

REAL ESTATE · 20,000 SQ FT · CONCEPT DESIGN

A post-pandemic lobby reimagined as a social and hospitality-led destination rather than only a transitional space.



BROOKFIELD BUSINESS CENTRE, MUMBAI

COWORKING · 20,000 SQ FT · DESIGN LEAD · DESIGN & BUILD

Efficient workplace planning anchored by a double-height lobby, café and hospitality-inspired shared spaces.



BEST OFFICE INTERIOR
NORTHERN TRUST

ASIA PACIFIC – INDIA



BEST PROJECT – ARCHITECTURE & PMC
NORTHERN TRUST

PUNE CHAPTER

“Supriya was the fulcrum around which the project team, contractors and every other stakeholder **revolved**. Her eye for detail, standing her ground with contractors and ability to get her way are qualities I have admired. Great talent – would love to work with her again.”

SANJEEV T · NORTHERN TRUST

“A big thank you, especially for being so patient with us. We are a bunch of perfectionists and hats off to you . You did an amazing job and took us through a journey with so much ease. This is what true professionalism is.”

VIDYANI · SERVIER

HOW WE SUPPORT YOUR PROJECT

01

WORKPLACE STRATEGY

02

PLANNING & CONCEPT

03

DESIGN DEVELOPMENT

04

DESIGN DOCUMENTATION

05

TENDER & VALUE
ENGINEERING

06

SITE-STAGE DESIGN
SUPPORT

Engagement can cover selected stages or the complete design package – coordinated throughout with the client and PMC.



LET'S TALK

Available as extended design bandwidth, a specialist design partner, or for collaborative design + build opportunities.

SUPRIYA PAWAR

FOUNDER & DESIGN PRINCIPAL

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