



# TOUCHWOOD

# DESIGNS

# ARCHITECTURE

**THE ART OF  
ENDURING FORM . . .**

**Raghu Panchmukhi** brings over **20 years of experience in the real estate industry**, with a deep understanding of how well-designed spaces elevate both lifestyle and long-term value. His expertise lies in bridging the gap between functional living and premium design, with a strong focus on quality, transparency, and client satisfaction. With a clear vision to redefine how homes are experienced, he continues to lead with insight, integrity, and a passion for building better spaces.



*Raghu Panchmukhi*



**Dr. Anirudh Deshpande**, Managing Director & CEO of Touchwood Designs Architects & Builders, is a Physiotherapist-turned-entrepreneur blending medical insight with design innovation. With a deep belief that spaces influence how we heal and live, he's on a mission to fuse **wellness science with architectural aesthetics**. Driven by purpose and creativity, Dr. Anirudh is redefining what it means to build homes that support both body and mind.

*Dr. Anirudh*

# Architecture

Our architectural designs are a fusion of creativity and practicality, crafting spaces that captivate with their aesthetic appeal while serving their intended purpose efficiently. We prioritize innovative solutions and sustainable practices to create structures that stand out and endure over time.



# The Architecture of Intention

Every great space begins before a single wall goes up —  
in the quiet decisions of layout.

There's a moment before the first brick is laid when a building exists only as decisions — where light falls, what a guest sees first, how far a kitchen sits from a private conversation. That's layout: not the floor plan in a brochure, but the invisible choreography deciding whether a home feels inhabited or merely occupied.

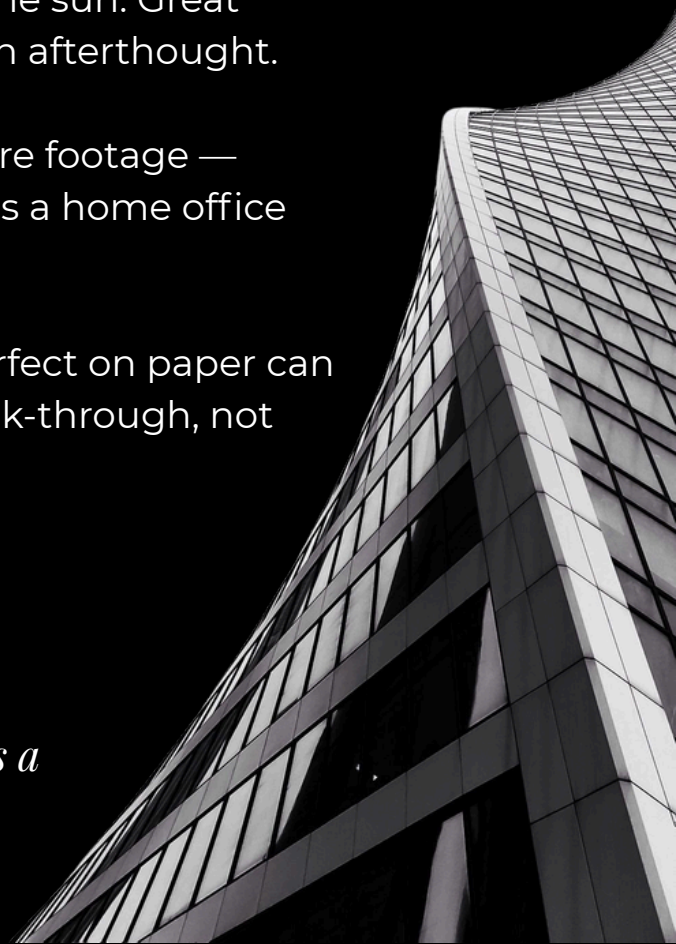
**Beyond Open Concept** — The best architects aren't tearing down walls anymore; they're designing zoned openness — rooms that flow into each other without losing their identity.

**Light Has a Floor Plan** — North-facing kitchens that avoid harsh glare. Bedrooms angled to wake with the sun. Great layouts are designed around light, not lit as an afterthought.

**Privacy Is the New Luxury** — Not more square footage — better buffers. A few feet of hallway that keeps a home office out of sightline from the front door.

**Flow Over Symmetry** — A plan that looks perfect on paper can still feel wrong on foot. The real test is the walk-through, not the drawing.

*“A floor plan is a technical drawing. A layout is a decision about how someone will live.”*



# The Quiet Strength Overhead

The beam you never notice is the one doing all the work.

No one walks into a room and admires the beam. That's the point. A beam's entire purpose is to carry weight so silently that the space above it feels weightless — a soaring ceiling, a cantilevered balcony, a room with no pillar breaking the view. Luxury isn't the beam itself. It's everything the beam allows you to remove.

**The Art of Disappearing** — The best structural beams are the ones hidden in plain sight — tucked into ceilings, dressed in wood cladding, or exposed deliberately as a design statement rather than a necessity.

**Span Is Freedom** — Every extra foot a beam can span without a supporting column is a foot of open living space gained. Long-span beams are why modern homes can have uninterrupted great rooms instead of chopped-up boxes.

**Exposed Beams, Intentional Drama** — In contrast, some of the most striking interiors celebrate the beam — raw timber or steel left visible, turning a structural necessity into the room's signature feature.

**Strength You Can't See, Comfort You Can Feel** — A well-engineered beam is why a balcony doesn't sway, why a ceiling doesn't sag, why a home feels solid underfoot for decades.



*"Great architecture isn't what holds the building up. It's what the building lets you forget is holding it up."*

# Standing Still, Holding Everything

A column's job is simple — never let you notice it's working.

A column is the most honest element in architecture: it stands exactly where it's needed and holds exactly what it must. But how it's dressed changes everything — a slim steel column disappears into a minimalist room, while a stone column at an entrance announces grandeur before you've stepped inside.

**Function First, Always** — Columns exist to carry vertical load down to the foundation. Everything else — material, shape, finish — is a design choice layered on top of that one job.

**The Power of Placement** — A column placed wrong interrupts a room. Placed right, it frames a view, anchors a hallway, or becomes the natural spot for a piece of art.

**Columns as Statement** — Grand entrances still use oversized columns deliberately — not because they're structurally required, but because scale itself communicates permanence and stature.

*"A column doesn't ask for attention. The right column earns it anyway."*

# The Fourth Dimension of Elevation

A building's face isn't static — it changes with the hour, the season, the light.

A 2D elevation drawing shows you a building's face. A 4D elevation shows you its life — how shadows shift across the facade by 3pm, how the same wall looks different in monsoon light versus summer glare. Modern architecture increasingly designs for this movement, not just for the frozen frame.

**Time as a Design Material** — Architects now model how sunlight, shadow, and seasonal angles interact with a facade across the entire day — not just at the "hero shot" hour.

**The Building That Breathes** — Elements like louvers, screens, and overhangs aren't decoration — they're timed responses to how light moves, changing the building's character through the day.

**Beyond the Render** — A flat elevation render can lie. A 4D walkthrough — light, shadow, time — tells you the truth about how a space will actually feel to live in.



# The Face That Speaks First

Before anyone steps inside, the facade has already made its argument.

**A facade is the building's handshake** — confident, restrained, or showy, depending on the choices behind it. It's the only part of architecture everyone experiences, whether they live there or just walk past.

**First Impression, Permanent Impression** — A facade sets the emotional tone for everything that follows — grand stone says heritage, clean glass says modern, exposed brick says honest.

**Material Is Message** — Stone, glass, wood, and metal don't just look different — they communicate different values: tradition, transparency, warmth, precision.

**Function Hides Behind Form** — A great facade also works — shading interiors from harsh sun, controlling airflow, insulating against heat — while still looking effortless.



*"A facade isn't decoration on a building. It's the building's opening sentence."*

# The Honest Materials

A close-up, vertical photograph of a brick wall. The bricks are a warm, reddish-brown color with a slightly textured surface. The mortar joints between the bricks are a greyish-tan color. The lighting is soft, highlighting the texture of the bricks and the grain of the mortar. The background is dark, making the bricks stand out.

Before design, before drawings — every building begins as raw, humble matter.

Strip away the architecture and a building is just brick, sand, iron, and cement — material that doesn't care about style until someone gives it purpose. Luxury isn't using rare materials. It's using ordinary ones with precision.

**Brick — Memory in Clay** — Fired earth that's outlived empires. Brick carries warmth no synthetic material can fake, and ages with character instead of decay.

**Sand — The Invisible Binder** — Unglamorous, essential. Sand is the silent ingredient in concrete and mortar that holds every other material together.

**Iron — The Hidden Spine** — As rebar, iron gives concrete its tensile strength — the reason a slab doesn't crack under its own weight.

**Cement — Liquid Stone** — Cement is the material that goes in soft and comes out permanent — the closest architecture gets to alchemy.

# The Vertical Promise

An elevator doesn't just move people — it decides how a building feels to live in.

## TRUSTED LIFT PARTNERS

We install only globally certified elevator brands — **Mitsubishi, KONE, Hyundai, and Schindler** — chosen for their reliability, smooth ride quality, and proven safety standards across premium residential developments.

# Wood That Remembers

Long after trends fade, wooden windows and doors still feel like home.

Wood is the one material that ages with grace instead of decline — every grain, knot, and warm tone telling its own story across decades.

**Wooden Windows** — Framing Warmth — Beyond aesthetics, wood naturally insulates against heat and cold, keeping interiors comfortable while framing every view with quiet elegance.

**Weatherproof by Design** — Resistant to moisture, termites, and warping — uPVC performs consistently through monsoons and harsh summers alike.

**Wooden Doors** — The First Touch — A wooden door is the first thing a guest touches before they even enter — solid, textured, and instantly more personal than metal or glass.



# Stone That Outlives Trends

Marble and granite don't follow fashion — they set the standard everyone else is judged against.

Long before "luxury flooring" was a marketing phrase, marble and granite were simply what permanence looked like.

**Marble — Quiet Opulence** — Soft veining and a natural sheen give marble an elegance that feels timeless rather than trendy — the material old palaces and modern lobbies still agree on.

**Granite — Built to Outlast** — Harder and more scratch-resistant than marble, granite handles daily wear, heat, and pressure without losing its polish — practicality dressed as luxury.

**Choosing by Purpose, Not Just Looks** — Marble suits statement spaces — lobbies, staircases, feature walls. Granite suits high-traffic, high-use surfaces — kitchens, counters, flooring.

# Where Engineering Meets Comfort

Plumbing is invisible — until a bathroom either feels luxurious or doesn't.



No one admires good plumbing. They only notice bad plumbing — a weak flush, a leaking tap, a fitting that rusts within a year.

**Bathroom Fittings — Daily Luxury** — Taps, showers, and faucets are touched more than almost anything else in a home — their finish and flow quietly define the daily experience.

**Partitions — Privacy by Design** — Smart partition layouts separate wet and dry areas, keeping bathrooms functional, hygienic, and easier to maintain.

**Commode — Function Without Compromise** — Modern commodes blend water efficiency with comfort — a fixture that's evolved far beyond just "necessary."

# The Currents Behind Comfort

Electrical work is the only system that's everywhere and nowhere at once.

Lights, plates, and wires never appear in a luxury brochure photo — yet without them, none of it works.

**Lights — Mood, Not Just Visibility** — Layered lighting — ambient, task, accent — shapes how a room feels at different hours, far beyond simply "turning on the dark."

**Plates — The Detail Nobody Notices, Until They Do** — Switch and socket plates are touched dozens of times a day — a mismatched or cheap plate quietly undercuts an otherwise premium interior.

**Wires — Safety Wrapped in Silence** — Proper wiring, load planning, and insulation aren't visible — but they're the difference between a home that's safe for decades and one that isn't.

# The Ascent, Reimagined

A staircase with glass railing doesn't just connect floors — it disappears into the view.

A traditional staircase divides a room. A glass-railed one opens it — letting light, sightlines, and space flow uninterrupted from floor to floor.

**Transparency as Design** — Glass railing removes the visual bulk of traditional balusters, making even a compact staircase feel airy and expansive.

**Safety Without Sacrifice** — Tempered, shatter-resistant glass delivers the same safety standards as solid railing — without blocking a single sightline.

**The Modern Signature** — A glass-railed staircase has become shorthand for contemporary luxury — minimal, clean, and quietly dramatic.

# The Final Word, Spoken in Color

Paint is the last thing applied and the first thing noticed.

Every material before it — brick, cement, wood — does the structural work. Paint does the emotional work, deciding how a space actually feels to stand in.

**Color as Mood** — Warm tones invite, cool tones calm, neutrals let architecture speak for itself — color choice is rarely accidental in a well-designed space.

**Finish Is Function Too** — Matte hides imperfections and feels softer; gloss reflects light and feels sharper — the finish changes a room as much as the shade does.

**Quality That Outlasts the Coat** — Premium paint resists peeling, fading, and moisture damage — the difference between a wall that looks fresh in year five and one that doesn't.

# Every Detail, One Vision


From the beam you never see to the paint you touch every day  
— this is what we build.

A home isn't luxury because of one grand feature. It's luxury because every layer — layout, structure, material, finish — was chosen with intention, not convenience.

That's the philosophy behind everything in these pages. Not excess.  
**Discipline.**

## LET'S BUILD SOMETHING HONEST

For consultations, site visits, or project inquiries:

 Hopefarm Junction, No. 40/2, KNR Square,  
4th Floor, Pattandura Agrahara, Whitefield  
Main Rd, Bengaluru, Karnataka 560066

 +91 9108966898 | +91 88618 63780

 [info@touchwoodinteriors.in](mailto:info@touchwoodinteriors.in)

 [iwww.touchwoodinteriors.in](http://iwww.touchwoodinteriors.in)

**TOUCHWOOD**  
DESIGNS

*"We don't sell luxury. We build the  
discipline that earns it."*