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*The minds reshaping
architecture, interiors, and
the way we live*



Natasha Kochhar & Prashaant Kochhar

LTDF Architecture + ID



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LTDF Architecture + ID is a design practice shaped by a strong belief in intentional, context-sensitive interiors

and architecture. Led by Natasha and Prashaant Kochhar, the studio creates spaces that respond to the practical and emotional dimensions of how people live and work. Their work does not follow a singular style; instead, it adapts to each brief with care, weaving together function, atmosphere, and narrative. The firm is especially attentive to lifestyle, climate, and material expression, ensuring that spaces feel comfortable and meaningful over time. Their projects often carry a quiet confidence, with carefully considered details that support both use and experience. By balancing timelessness with contemporary relevance, LTDF creates interiors that are refined without being rigid and expressive without becoming excessive. The practice's strength lies in its ability to turn everyday environments into spaces that feel intuitive, personal, and deeply connected to the people who inhabit them.

PROJECT IN FOCUS

Coast to Coast is conceived as a retail experience centre that transforms veneer display into a spatial and sensory narrative. Rather than presenting materials in a conventional showroom format, the design creates an atmosphere that communicates craftsmanship from the moment visitors enter. The interiors adopt a quiet, wabi-sabi-inspired aesthetic, favouring texture, restraint, and the natural character of wood over bold colour or visual noise. The 10,000-square-foot floor plan is arranged into reception, training, conference, display, and office zones, allowing movement to feel intuitive and seamless. Curvilinear walls and fluid forms shape the space, while monolithic surfaces and soft lighting allow the veneer samples to stand out as objects of attention. Large-format wall panels, double-sided display systems, and tabletop modules invite hands-on interaction with the material. Soft white walls, beige flooring, and carefully layered lighting create a calm backdrop, while exposed ducts add a sculptural industrial contrast.



SIGNATURE FEATURES

The fluid, curvilinear spatial layout that transforms a showroom into an immersive experience centre. The display systems further make the material itself the main protagonist.



Photographs by Ayush Ostwal - Captura India