

CURATING THE ART OF SLOW LIVING

HELLO! discovers the world of idyllic escapes with Naina Nagpal, who — along with her sibling Varun — designs quaint second homes where art and romance cohabit with modern amenities



Vianaar Homes lends a new definition to the idea of a second home, offering services well beyond construction

For Naina Nagpal, a home has never been just about how it looks. It is about how it makes you feel, how it functions and, how it allows you to live. Over the years, even as the language of design has evolved, that philosophy has remained at the heart of Vianaar Homes. Today, she describes this approach as “neuro-architecture,” creating spaces around the way people experience it.

When Naina co-founded the Goa-based luxury real estate label with her brother Varun in 2009, the idea of such a second home was still relatively unfamiliar. What began as a response to their own love for the Sunshine State slowly grew into something larger: homes that offered not just an escape but a different way of living.

“People think of a home as a building,” she says. “But your body is a home. Your community is a home. The planet is a home. It’s all about creating a space that fits how a person actually lives.”

BACK TO THE BEGINNING

Back in 2006, Varun fell in love with Goa during a trip with friends, changing the course of their lives forever. It was the beginning of something the siblings didn’t know would become almost a need for many living in metros like Delhi, Mumbai and Bengaluru.

Two decades ago, Goa was still delightfully undiscoverable. No Wi-Fi, patchy phone signal, no Instagram guides to “the best Goan itinerary” — just word of mouth. Every time you stepped out, there was a chance of stumbling upon

‘We’re architects of a luxury lifestyle. We build ecosystems, not brick and mortar’

something new like “a shack, a hidden spot... You discovered it all organically.”

That spirit of discovery became their guiding light. Naina, an architect, and Varun, an engineer, were already dabbling with design and renovation projects in Delhi. Goa gave them a canvas to do something different. And in 2008, they announced their first project.

“We were young, and there wasn’t yet a trust factor. So, we made a decision early on — we’d rather under-promise and over-deliver than the other way around.”

That principle became the backbone of everything Vianaar has done since.

THE DESIGN PHILOSOPHY

Naina has been clear about her design philosophy right from when the idea sparked: “The bedrooms stay calm; no loud colours allowed. But we go a little crazy with bathrooms.”

Nature isn’t an afterthought either. Every Vianaar property has a protected grandfather tree, and the landscape spills into the architecture, not tidied away.

Sustainability, Naina admits, wasn’t always part of the conversation.

“I don’t think we were that aware of it back then,” she says, adding that over the years, small, deliberate decisions were made, like recycled glass tiles in the pools, tap aerators, terrazzo made from waste marble, and grass pavers that let rainwater soak back into the earth.

“Change doesn’t happen overnight,” she says. “You put two or three things into practice until they’re just how you do things. Then you add a couple more.”

The impact is felt beyond the properties, reaching local communities with their work on composting, waste segregation, and a broader effort to reconnect people with where their food actually come from.

“If you don’t understand that everything comes from the planet you live on, how can you respect it?”

This instinct has helped expand Vianaar to South Goa, Kasauli, and Sri Lanka — each place planned on its own terms. The South Goa project will bring pickleball courts, a clubhouse, and wellness spaces built for people seeking the slow life.

For Naina, though, true luxury isn’t about square footage or a stunning facade. It’s freedom — freedom to take a two-day trip without worrying whether your house is being looked after. This is why Vianaar’s role extends beyond construction to even stocking your fridge before you land or arranging for a cook.

“We’re architects of a luxury lifestyle,” she says simply. “We build ecosystems, not brick and mortar.”

INTERVIEW: REWATI RAU



PHOTO: RYAN MARTIS

Naina Nagpal (above) co-founded Vianaar Homes with her brother Varun in 2009, a few years after the state’s ‘non-judgemental’ way of living won him over. They recently expanded to Kasauli and Sri Lanka

