MAKING SPACE FOR ART

VARUN NAGPAL

What hangs on the walls of a home lends it as much character as the built structure itself. The Co-Founder of Vianaar Homes explains how he brought artworks into the brand's Goan homes and the relationship they share with the architecture around them

With Vianaar Homes, Co-Founder Varun Nagpal aims to transform the way people view second homes

A passionate traveller, drawn to exploring places beyond the usual tourist trail, Varun Nagpal's tryst with Goa began when he was all of 23. The co-founder of Vianaar Homes visited India's sunshine state on a college vacation, and what began as a casual trip became a turning point in his life.

"There was something about the place that made me look beyond the conventional idea of a holiday," he recalls. "Goa has an uncanny ability to make everyday life feel like an experience in itself. The landscape, the architecture, the people, the slow life, the unhurried rhythm, and the deep feeling of community living all stayed with me."

As he spreads Vianaar's footprint beyond Goa, adding another facet to his labour of love, HELLO! gets insights on his vision.

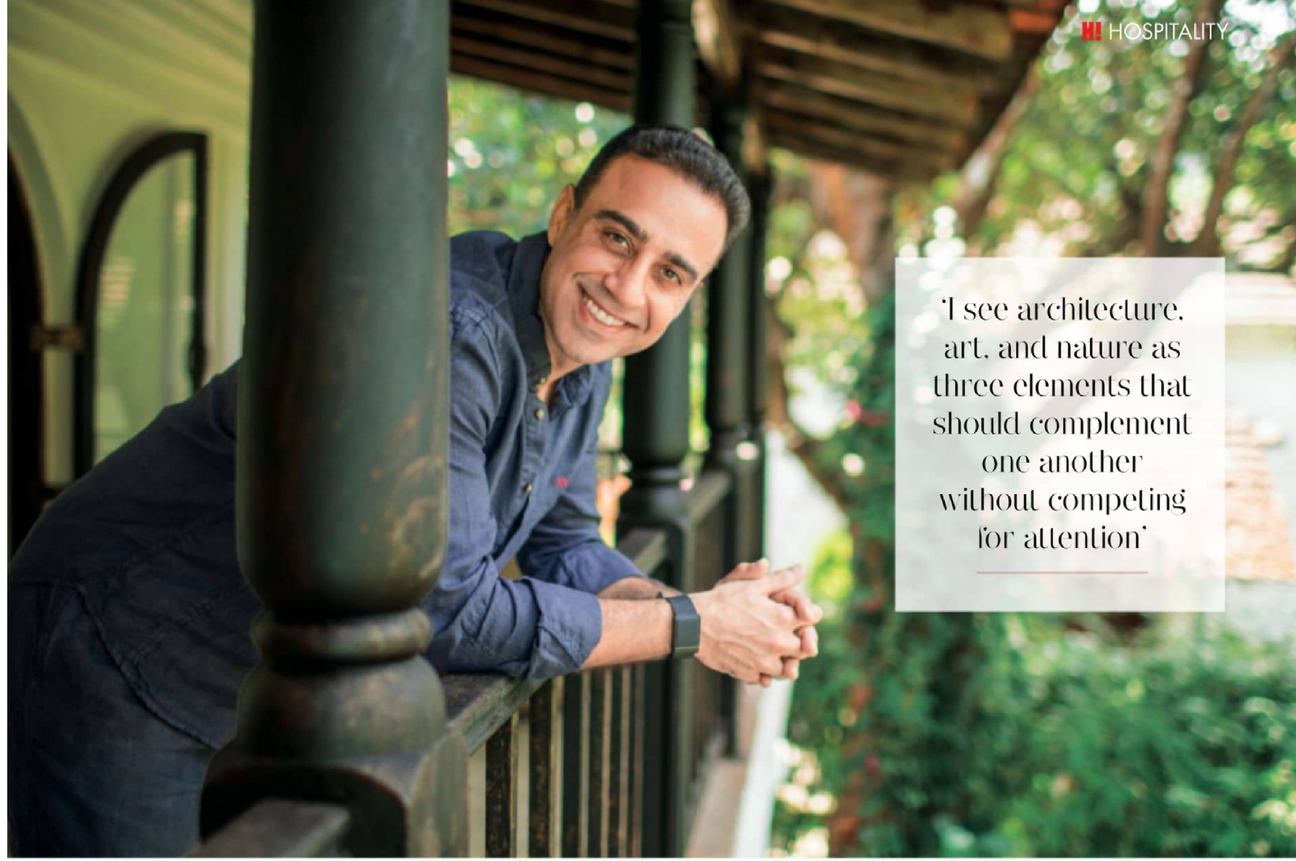
Varun, are there new ideas or directions you are particularly excited to explore?

What excites me most is the possibility of expanding the idea of what a home can offer. When we started our brand, the focus was on creating thoughtfully designed homes that combined quality, functionality, and a strong connection to their surroundings and community. That remains our foundation, but our understanding of the experience around a home has evolved.

I am increasingly interested in the relationship between architecture, nature, art, and the way people spend their time. We want to create environments that have a life beyond their architecture, where art, local influences, and meaningful experiences become part of the story.

Vianaar is now exploring art residencies, bringing creative practice into the spaces it has built. What prompted this move?

For me, art residencies feel like a natural extension of what we have always wanted Vianaar to be. Travel has taught me that the most interesting experiences often happen when you spend enough time in a place to look beyond its obvious attractions. You begin to notice its rhythms, its people, and its quieter stories. Artists have a remarkable ability to interpret those observations and reveal things others might overlook.



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When you invite artists into a space, how do you envision the dialogue between art, architecture, and nature? Are there particular artists, movements or creative disciplines that have influenced your own aesthetic sensibility?

I see architecture, art, and nature as three elements that should complement one another without competing for attention. A thoughtfully designed home creates a setting in which art can be experienced differently, while nature constantly changes the way we perceive both the space and the work within it.

The quality of light in the morning, the shadows in the afternoon, and the changing landscape can all alter how a room feels. I appreciate natural materials, traditional craftsmanship, the imperfections that come with age, and the quiet beauty of objects that have a history or story behind them. There is a lot to learn from vernacular architecture, where design evolves in response to the climate, materials available, and the needs of daily life.

I am equally interested in the contrast between the old and the new. Contemporary art can bring a fresh perspective to a home rooted in a traditional architectural language, while a carefully chosen object can make a modern space feel more personal.

What would surprise your younger self most about the enterprise you've built in Goa? What new destination, architectural idea, or collaboration do you believe will shape Vianaar's next chapter?

What would probably surprise me most is that the journey has made me more patient. Building homes teaches you that the best things cannot always be rushed. You have to understand the land, make thoughtful decisions, and accept that the finished result is shaped by many influences beyond your original vision.

I would love to explore collaborations that bring together artists, brands, craftspeople, and the natural environment in unexpected ways. I am also interested in destinations where the local culture and landscape can challenge our existing assumptions about how a home should be designed.

Your recently launched brand film offers a glimpse into the philosophy that shapes Vianaar's approach to living. What was the thought behind the feature? And what did you hope to communicate through it that words alone perhaps could not?

For us, the film was an opportunity to express what Vianaar stands for beyond the homes we create. We often speak about architecture, design, and the materials that shape a space, but what matters just as much is how people feel when they live in it.

Inspired by Goa's philosophy of *susegad* [a relaxed and content attitude toward living] we wanted to capture the beauty of an unhurried life through simple, everyday moments — a game of carrom with friends, a walk through the neighbourhood, time spent outdoors or an evening that unfolds without a plan!

INTERVIEW: REWATI RAU