



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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Report on Field Visit to Living Avenue Experience Centre, Kunchenapalli.

Date of Visit: 31st December

Participants: Students from Y22, Y23, and Y24 Batches

Location: Living Avenue Experience Centre, Kunchenapalli.

Introduction

On 31st December, a group of students from the Y22, Y23, and Y24 batches of the Architecture program visited the *Living Avenue* Experience Centre in Kunchenapalli. This field visit was part of their hands-on learning experience to explore and understand the current trends in the Indian market concerning materials, furniture options, electronics, and a wide range of interior accessories. Living Avenue, renowned for its innovative approach in home and commercial interior design, provided the ideal environment for students to witness the latest developments in the field of architecture and interior design.

Aim of the Visit

The primary aim of this field visit was to offer students a firsthand experience of the various materials, furniture options, and technological innovations currently shaping interior design trends in India. It allowed students to gain insights into the integration of aesthetic, functional, and technological elements in modern spaces. Furthermore, the visit aimed to bridge the gap between theoretical knowledge and real-world applications in the fields of architecture and interior design.

Objectives of the Visit

The visit had several key objectives:

1. **Exposure to Material Trends:** To familiarize students with the latest materials being used in contemporary design, including sustainable and eco-friendly options.
2. **Furniture and Product Design:** To explore modern furniture designs, their functionality, and how they align with evolving aesthetic trends.
3. **Technological Integration:** To introduce students to the role of technology in modern interiors, including smart home devices, lighting systems, and integrated electronic solutions.
4. **Interior Accessories:** To provide insight into how accessories like lighting, art pieces, and decorative elements are used to enhance spaces.
5. **Practical Insights into Market Preferences:** To allow students to observe market trends, customer preferences, and regional design styles in India.



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6. **Learning from Industry Experts:** To facilitate interaction with design professionals, gaining knowledge from their expertise and understanding the operational dynamics of a design showroom.

Students' Outcomes from the Visit

The visit to Living Avenue proved highly beneficial for students from the Y22, Y23, and Y24 batches in numerous ways:

1. **Enhanced Understanding of Material Usage:** Students were able to explore a range of innovative materials such as composite materials, sustainable alternatives, and finishes that are becoming increasingly popular in the Indian market. They learned about their applications, durability, aesthetic qualities, and environmental impact, which they could later incorporate into their academic projects.
2. **Exposure to Furniture and Interior Accessories:** The students observed a variety of contemporary furniture styles, from minimalist designs to more ornate pieces. They also studied how the choice of furniture influences the overall design of a space. Understanding the importance of ergonomics, functionality, and adaptability in furniture design was a key takeaway.
3. **Technological Integration in Design:** One of the most insightful aspects of the visit was the exposure to smart home technology integrated into interior design. Students were introduced to smart lighting, home automation systems, and electronic appliances that are becoming a staple in modern homes and offices. This provided them with an understanding of how technology is not just an accessory but an integral part of contemporary design solutions.
4. **Practical Exposure to Customer Preferences:** The students were able to observe live displays of interiors designed to cater to diverse consumer preferences. This gave them a clear picture of the market's evolving demands, preferences for materials, and design aesthetics. The students also gained valuable insights into how designers and architects tailor their projects based on the client's needs and budget.
5. **Engagement with Professionals:** During the visit, students interacted with experienced designers, architects, and showroom experts. This interaction helped them understand the challenges and considerations involved in a professional design process, including sourcing materials, dealing with budgets, and managing client expectations. Students learned about the importance of professional relationships in the design industry and how real-world projects are executed from concept to completion.
6. **Application of Knowledge in Real-World Contexts:** Perhaps one of the most significant outcomes was the way in which theoretical concepts learned in the classroom were linked to real-world applications. Students could relate their academic learnings about spatial design, materiality, color theory, and ergonomics to the practical settings they encountered at Living Avenue.



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Conclusion

The visit to the Living Avenue Experience Centre provided students with invaluable exposure to the latest trends in materials, furniture, electronics, and interior accessories in the Indian market. By interacting with industry experts and observing cutting-edge designs, students gained a practical understanding of how interior design is evolving to meet the needs of modern living. This field visit not only enriched their theoretical knowledge but also inspired creative and innovative thinking that will be useful in their future careers as architects and interior designers. The experience was a vital addition to their academic journey, offering them a glimpse into the dynamic and ever-changing world of architecture and interior design.

Photos of the Visit:

