

Property Awards 2026	
Interior Design of the Year	
ENTRANT`S DETAILS	
Full Name	Ashish Chawla
Job Title	Principle Designer
Business Name	Duke of Design
Business Telephone	07852552219
Email	ash@chawla.consulting
Web Address	www.dukeofdesign.co.uk
Twitter handle	
Date of Birth	
PLEASE ANSWER ALL THE FOLLOWING QUESTIONS	
Please outline why the nominated individual/organisation should be considered for the award?	<p>With a flair for global elegance, Ashish’s career spans continents, blending diverse cultural elements into breathtaking, cohesive designs. His work captures an unparalleled versatility and creativity, establishing a reputation that resonates worldwide. Duke of Design’s triumph at the prestigious International Property Awards is a dazzling testament to their design excellence and innovation. This accolade highlights their visionary approach, positioning them as true leaders in the industry. Their portfolio reads like a roll call of luxury: opulent residential projects, a bespoke private jet, boutique hotels, and high-end restaurants. Each project is a masterclass in tackling complex design challenges, resulting in spaces that are both stunningly beautiful and eminently functional. In the ever-evolving world of interior design, the philosophy of engaging all five senses is more than a trend—it's an essential revolution. Their "Five Senses Design Philosophy" transforms spaces from mere visual spectacles into immersive sensory experiences. Visual allure is just the beginning. Imagine stepping into a room where acoustics are meticulously engineered to create an auditory haven. The gentle murmur of a water feature, the subtle rustle of high-quality fabrics—every sound is curated to soothe and captivate, crafting an auditory landscape as beautiful as the visual one. Scent, that often-overlooked sense, plays a pivotal role in Duke of Design’s ethos. Picture the calming aroma of lavender in a spa-like bathroom or the rich, inviting scent of leather in a sophisticated home office. Every fragrance is handpicked to complement and elevate the space. Touch is the heart of their tactile symphony. Imagine the cool, smooth embrace of marble countertops or the sumptuous caress of velvet wall panels and silk blend wallpaper. Gone are the days of fearing to touch walls with the fear of marking them. Every surface invites touch, adding a layer of sensory luxury that’s as palpable as it is beautiful. And</p>

then there's taste, the pièce de résistance in their sensory repertoire. In their renowned restaurant projects, Duke of Design collaborates intimately with restaurateurs to craft menus that echo the interior's ambiance. Each dish is designed not just for flavor but to harmonize with the visual and sensory experience of the space, creating a dining adventure that tantalizes every sense. By engaging all five senses, Duke of Design doesn't just create interiors; they conjure environments that are profoundly immersive and deeply memorable. Their commitment to this holistic approach demonstrates a profound understanding of how spaces impact our well-being. It's not merely about crafting a look; it's about orchestrating an experience that touches every sense, making each project a multisensory masterpiece.

Provide relevant information on the nominee?

Ashish's extraordinary journey in the world of interior design has reached new heights with his selection as the India Ambassador for the prestigious International Property Awards. This honor recognizes his unparalleled contributions to the industry, highlighting his role as a global design influencer and advocate for excellence. Adding to his impressive portfolio of accolades, Ashish was recently invited to the Prime Minister residence, 10 Downing Street. This invitation was a testament to his significant efforts in promoting British designers both nationally and internationally. His work in fostering cross-cultural design collaborations has not only enhanced the visibility of British design talent on the global stage but also strengthened international design partnerships. Ashish's expertise and thought leadership were further showcased when he was invited to speak on a panel at the renowned Grand Designs Show. His insights into the future of interior design captivated audiences, reinforcing his status as a visionary in the industry. This recognition extends to his influential presence on LinkedIn, where he is celebrated as a top voice on interiors, sharing innovative ideas and trends with a global audience. In addition to his industry engagements, Ashish is a sought-after speaker at various interior design universities. He regularly gives talks to students, inspiring the next generation of designers with his vast experience and innovative approach. His lectures are highly regarded, providing invaluable insights and guidance to aspiring designers. His international influence is further evidenced by his frequent invitations to the embassies of France, Switzerland, Italy, and Portugal. These prestigious gatherings seek his assistance in facilitating cross-cultural collaborations, demonstrating his invaluable role in bridging design communities across borders. Beyond interior design, he is a successful serial entrepreneur. He has invested, founded and managed diverse businesses, from boutique restaurants & hotels to cutting-edge tech startups, always driven by a commitment to quality and innovation. His entrepreneurial ventures are matched by his dedication to empowering underdogs. He actively supports talented young creatives,

	<p>reflecting his belief in making a positive impact on society. Known for his vision and relentless pursuit of excellence, he continues to inspire and lead in both design and business, leaving a lasting impression on the industry and community.</p>
<p>List, all qualifications and institutions where the nominee studied</p>	<p>Architecture & Civil engineering (dual degree) MEng Hons. University of Bath</p>
<p>Provide a brief biography of the nominated individual/organisation</p>	<p>Ashish Chawla is a celebrated interior designer and dynamic entrepreneur known for his innovative and elegant designs. With over two decades of global experience, he has transformed numerous spaces for high-profile clients, earning multiple awards for his creative excellence. Ash's extensive portfolio spans five different countries, showcasing not only his global perspective but also an unwavering commitment to excellence. His expertise has garnered international recognition, exemplified by his recent accolade from the International Property Awards for Best Kitchen Design this year. Duke of Design, under his visionary leadership, has solidified its position as a premier interior design firm. With a commitment to excellence and innovation, the firm's projects have garnered acclaim worldwide. Their "Five Senses Design Philosophy" sets them apart, creating immersive environments that engage acoustics, scent, touch, taste, and sight. The firm's recognition by the International Property Awards underscores their superior craftsmanship and visionary approach. Their diverse portfolio includes luxury residential projects, bespoke private jets, boutique hotels, and high-end restaurants, each exemplifying meticulous attention to detail and a dedication to enhancing the overall living experience. In the realm of interior design, Duke of Design emerges as a beacon of innovation, consistently pushing the boundaries with their avant-garde approach to design challenges. Their knack for introducing fresh concepts and pioneering solutions sets them apart as true visionaries in the industry. Client satisfaction lies at the heart of Duke of Design's ethos, evidenced by glowing testimonials and tangible examples of how their designs have transformed lives and businesses. It's not merely about creating beautiful spaces; it's about crafting environments that resonate on a deeply personal level. In a world increasingly conscious of environmental impact, Duke of Design leads by example with their commitment to sustainable design practices. From utilizing eco-friendly materials to implementing energy-efficient solutions, their projects not only inspire aesthetically but also contribute to a greener, more sustainable future. But Duke of Design's influence extends beyond the confines of design studios and showrooms. Through various community engagement initiatives, they actively give back to society and nurture emerging talent. Their dedication to supporting and uplifting the next generation of designers is a testament to their commitment to fostering creativity and innovation. At the forefront of the design scene, Duke of Design's leadership is</p>

undeniable. Their active participation in industry events, publications, and collaborations not only showcases their expertise but also cements their status as influential tastemakers. In an ever-evolving landscape, Duke of Design remains at the forefront, shaping the dialogue and setting the standards for design excellence.

Photos and Files

Image 1: [Download](#)

Image 2: [Download](#)

Image 3: [Download](#)

Image 4: [Download](#)