

Atelierr 289 - Redefining Architecture with Passion and Sustainability

Ar. Muthuselvam and Ar. Akshayaa, the dynamic duo behind Atelierr 289, embarked on a journey fueled by their shared passion for architecture and a vision for sustainable design. Former colleagues at a prominent architecture firm in Bangalore, they recognized each other's strengths and knew they could complement each other's expertise. With a solid foundation of experience and a shared goal to make a difference, they ventured into establishing their own firm.

Founded on April 6, 2020, Atelierr 289 quickly established itself as a leading architecture firm in Coimbatore, specializing in a diverse range of projects encompassing architecture, interior design, and landscape architecture. Their philosophy revolves around the belief that no space is too small to unleash creativity, and design should prioritize comfort while promoting luxury. They are deeply committed to balancing environmental sustainability with human needs, aiming to integrate spaces with nature seamlessly.

Drawing inspiration from architectural luminaries like Geoffrey Bawa and Louis I Kahn, Atelierr 289 endeavors to create designs that harmonize with their surroundings while maximizing natural light and ventilation. However, their journey was not without challenges. They faced initial hurdles in project and fund management, as well as payment issues common to many entrepreneurs. Learning from these experiences, they honed their skills in client and vendor relations, ultimately streamlining their business operations.

Despite the challenges, Atelierr 289 leveraged their inherited legacy of a 30-year-old construction firm in Coimbatore to their advantage. Their deep-rooted understanding of the market and industry dynamics gave them a competitive edge. Patience emerged as a cornerstone of their professional growth, enabling them to navigate diverse personalities



Ar. Muthuselvam and Ar. Akshayaa (Founder, Atelierr289)

and challenges with resilience.

One of their standout projects exemplifies their commitment to sustainability. Situated in the scenic outskirts of Coimbatore, their villa project incorporates high-performance windows, solar panels, vertical wind turbines, and rainwater harvesting, reflecting their philosophy in action.

Atelierr 289's success is also attributed to their client-centric approach. They prioritize understanding their clients' needs and preferences from the outset, fostering transparent communication and mutual understanding throughout the project lifecycle.

As they continue to evolve, Atelierr 289 remains steadfast in their pursuit of knowledge and innovation. They encourage budding architects to persevere,

emphasizing the importance of patience and dedication in a profession where awareness and recognition are still evolving. ■

We would ask any practising Architect to hold patience and hope. We have competency with even unprofessionals in our field. Still there are lack of awareness about our profession and there aren't any strict rules for our profession to stand out. So in the beginning we are supposed to compete with the person in entire flow chart of construction field. Hence we ask the budding architects to hold in there and give their 100 percent.