

Inside Spruce With Nomita Joshi-Gupta

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Interior designer Nomita Joshi-Gupta's distinct aesthetic is visible throughout Spruce, her design studio and retail showroom on Magazine Street. By blending her love of art and culture with a global appreciation, she has put together a carefully curated collection for a modern and sustainable lifestyle.

FiftyTwo45 prop stylist [Lisa Tudor](#) visited Nomita at her home and her studio space to gain insight into her background, her creative process and the world of Spruce. Photography by Eugenia Uhl.



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We caught up with Nomita to gain insight into her background, her creative process and the world of Spruce.

THE QUARTERLY: How did your childhood environment influence your design aesthetic?

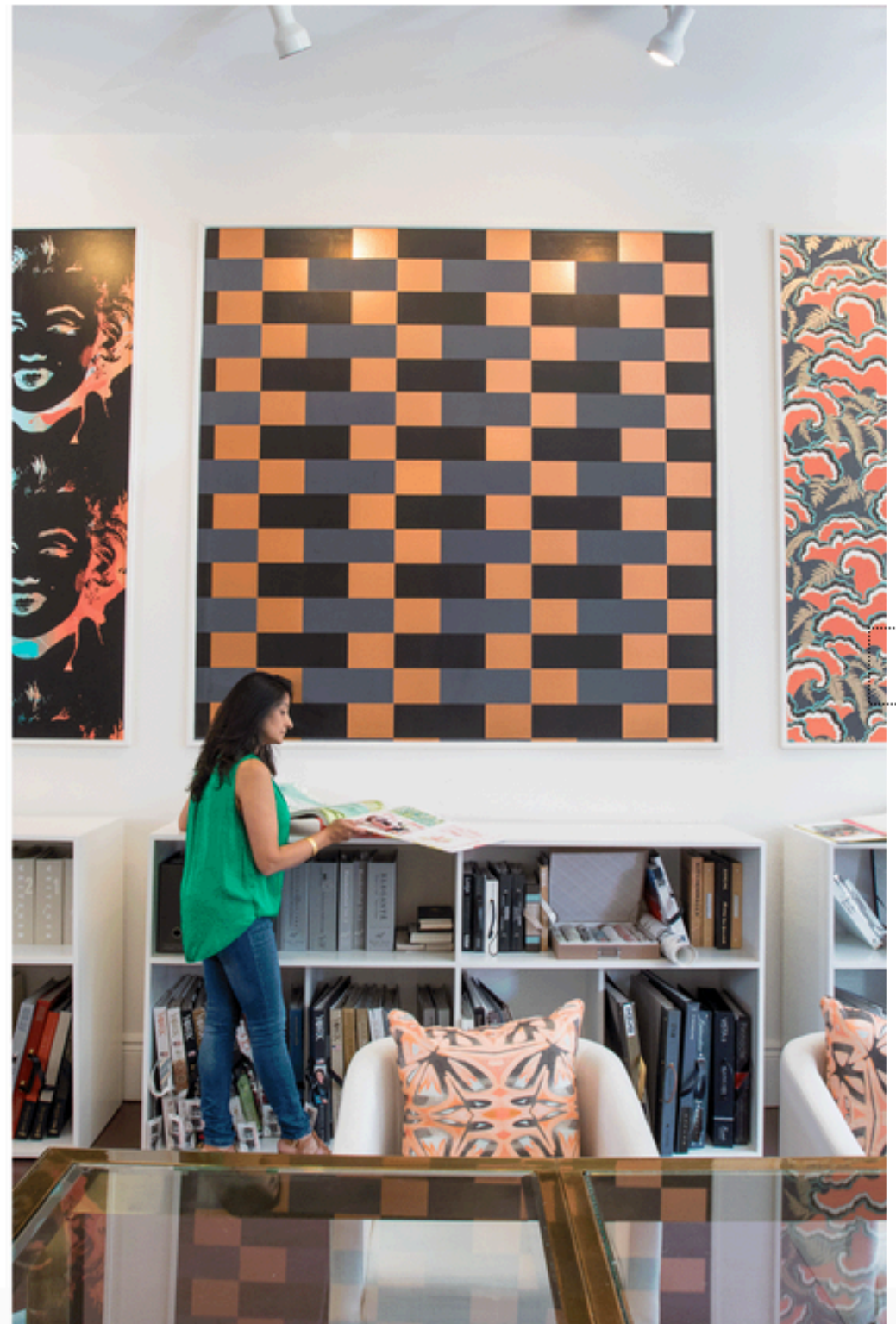
NOMITA: I grew up in Bangalore, India. My father is an architect and Bangalore is a city filled with modern international-style architecture. These two elements have had a strong influence on my design aesthetic as I am intrigued by geometry, shapes and textures more so than a specific period or a design style.

TQ: Did you always know you would follow a creative career path?

NOMITA: Absolutely! As a child, I hung around in my dad's office and flipped through architecture and interior design magazines from USA, Germany, Russia, England and India. I was fascinated by the varied styles and points of view. I would cut out my favorites for a scrapbook and draw imaginary floor plans for my dream house. I always wanted to be an architect, but my dad saw me more as an interior designer. He knew I gravitated to colors and textures and the interior environment.

TQ: What is it about the United States that lured you so far away from home?

NOMITA: My father encouraged this decision. He grew up without opportunities and is a self-made man. He always had a dream to send me West to study once he saw that I was committed to design. When I was in high school I started to apply, and ended up at LSU with a scholarship to study architecture.





TQ: What was your inspiration for the original Spruce Eco-Studio?

NOMITA: Post-Katrina, I wanted to rebuild my home sustainably. Spruce Eco-Studio provided a source for sustainable products for your home. There were very little resources at the time and I felt there was a genuine need in our city.

TQ: How did a retail outlet for sustainable home goods evolve into a wallpaper, fabric and design showroom?

NOMITA: Internet shopping is killing retail stores nationwide. Consumers prioritize the lowest price over service and local relationships. This prompted the change to feature service-based products that are not readily available on the internet. Focusing on one sector helps define a business and I chose wallpaper and fabrics as I am obsessed by them! Also, we are the only retail boutique wallpaper showroom in this region.

TQ: What is the advantage of making an appointment to visit the showroom rather than walking in without one?

NOMITA: Wallpaper and fabric selection is a detailed process. There is a lot of technical information to consider. The end use of the room or a piece of furniture is key to making decisions. If you are a commercial client you may be looking for fire-rated or LEED certified. Making an appointment helps us set aside time to show you selections based on your very specific needs. We have a vast selection and walking in without a plan can be overwhelming.

TQ: What features of the recently re-imagined space make it conducive to showing samples?

NOMITA: The revamped Spruce Showroom was renovated to feature large-scale installs of wallpaper and upholstered furniture. The goal was to create a space that functions as a library where one can access and browse books and fabrics as well as experience wall-sized installations. I also incorporated furniture and lighting that reflect my signature design style.

TQ: As a licensed Interior designer, what is the future of your career focus outside the showroom?

NOMITA: Now that Spruce is following its own trajectory, my focus is to build my design career. For years I have studied and practiced architecture and interior design and this year I will launch my design firm, NOMITA JOSHI INTERIOR DESIGN geared toward modern residential and commercial projects. JOSHI (pronounced zo-she) is my maiden name and the firm's name is a tribute to my father who has been the design influencer in my life.



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