

Picture: Sama Hotel & Spa - Goa 2026  
WE DESIGN FOR HOSPITALITY ONLY



ART  
ARCHITECTURE  
DESIGN *by* SPIRO  
S.A

our philosophy

**firmitas . utilitas . venustas**

(strength . utility . beauty)

**At Spiro Spero we only create hospitality spaces.**



Picture: Tsuki Pune 2023  
Finalist Restaurant & Bar Design Awards UK 2023  
Alfresco Biophilic Restaurant in the World Category  
Times Food & Nightlife Awards - Best Pan Asian Restaurant 2023 & 2025



Picture: Blah - Santa Cruz 2025

**Our process begins with observation - not grand gestures, but the quiet rhythms of daily life. The way light moves through a window at dusk, how people gather around food and the slow transformation of natural materials over time.**

**These subtle, often overlooked moments are where our architecture takes root.**



Picture: Gaijin Mumbai 2025

**Our work avoids the noise of trend or spectacle. Instead, we focus on crafting spaces that feel inevitable — places that seem as though they've always belonged. Spaces that evoke emotion, foster connection, and *age with grace*.**

**We combine local materials, tactile craftsmanship, and contextual sensitivity with a quietly evolving aesthetic that is rooted in the real.**



# Why the Middle East?

The Middle East demands international design standards. Spiro Spero delivers exactly that – with the cost efficiency of an India-based practice and none of the friction of a firm that doesn't understand your brief until the third meeting.

We have designed in India, Thailand, and Australia. and have won a UK design award besides winning hundreds nationally over 16 years.

We understand what global guests expect.

Every single client has come back for a second project.

Now in Dubai – available to meet the week of 23 April.  
[info@atspirospero.com](mailto:info@atspirospero.com) · [www.atspirospero.com](http://www.atspirospero.com)



ELEPHANT & CO.  
NEIGHBOURHOOD PUB & KITCHEN



PILGRIM  
Bangkok

UBA  
TUBA | MEX GRILL  
SALADS  
PRESSERY



Bangkok



Sama  
THE SILVER CREEK



BOHOBA



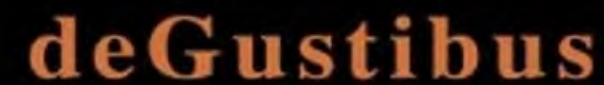
aromas™  
CAFÉ & BISTRO



20 Outlets



3 Outlets



**60+ Bars, Restaurants and Cafes designed across India and Internationally**

6 Outlets



**5 Hotels designed across India**

3 Outlets



**Clients have received over 100+ awards for spaces designed by us**

**Designed and built over 2 million sqft of  
hospitality spaces**

**Currently 150,000 sqft under development.**

**16 years in the business**

**Every space we've designed has been  
profitable for our clients**

**We don't just design - we conceptualise,  
design, build & handover after starting a  
new trend.**

# HOW WE GOT HERE



## Our Beginning

Founded in 2010 by Smriti Ahuja & Keith Menon, Spiro Spero started as a small architecture firm with a big vision. We wanted to create spaces that millions can use and make the most of. We wanted to help people create memories in the spaces we built.



## Our Growth

What started out as a team of 2 kept growing exponentially as spaces created by us began to grow popular. Our ability to dream and eventually create larger than life ideas began to get noticed and for our clients, awards began to pour in.



## Our Approach

At Spiro Spero, we listen more than talking. We observe more than surfing the internet looking for references. We design based on the idea that long after we are done with the project, every day that you walk in there, you feel satisfied and amazed.



## Our Future

Our goal is to focus on public space and hospitality design keeping in mind that we want people from all cultures, religions, beliefs to be able to use the spaces and feel a sense of oneness. No matter where the project is, it should speak a universal language.



# KEITH MENON

Architect | Sustainable Designer | Co-Founder Spiro Spero

## The Philosophy: Design with Soul

Keith Menon doesn't just build spaces; he storyboards them. With a background rooted in a passion for cinema and literature, Keith approaches every project as a narrative, ensuring that every corner of a space tells a story of its own. As the co-founder of **Spiro Spero Architecture** and **Hermiting Hospitality**, he has spent over a decade redefining the intersection of hospitality and environmental consciousness.

Guided by the Vitruvian principles of *Firmitas, Utilitas, Venustas*—Durability, Utility, and Beauty—Keith's work proves that high-end luxury and deep-rooted sustainability are not mutually exclusive.

## A Legacy of Impact

Since founding Spiro Spero in 2010, Keith has designed over 100 hospitality spaces across India and beyond. From the vibrant energy of **The Little Door** in Mumbai—the project that launched his career—to the serene, eco-conscious luxury of **Circle** in Goa and **Tsuki** in Pune, his portfolio is a testament to "unorthodox" design that respects the planet.

In 2023, Keith's commitment to sustainable innovation earned him the distinction of being the first Indian nominee for the **Global Alfresco International Restaurant and Bar Awards**.

For Keith, sustainability isn't a buzzword; it's a blueprint. His projects frequently feature upcycled materials repurposing everything from fallen trees to site waste as well as local craftsmanship honouring regional stones and traditional building techniques.

Wherever possible he ensures renewable energy is considered by integrating solar, wind, rain water harvesting solutions into modern commercial architecture.

## Beyond the Blueprint

Keith's commitment to the earth extends beyond commercial ventures. He is actively involved in social impact projects, including the construction of animal rescue centres in Kolad and Goa. Whether he is building a pan-Asian restaurant or a boutique sanctuary, Keith remains dedicated to projects that protect natural resources and elevate the human experience.

# SMRITI AHUJA

Co-Founder, Spiro Spero | Designer | Strategic & Operations Lead

## The Philosophy: Design as a Fluid Experience

For Smriti Ahuja, architecture and design are never static. She believes that design must be fluid—constantly evolving to meet the shifting needs and desires of the society that inhabits it. A graduate of the prestigious **Istituto Europeo Di Design (IED) in Milan**, Smriti brings a global perspective to the Indian design landscape, blending international aesthetics with local functionality.

## The Engine of Execution

Smriti is the operational powerhouse that brings those visions to life. She manages the complete **project back end**, overseeing everything from **financial planning** and budget management to rigorous **project timelines**. Her ability to balance the "dream" with the "deadline" ensures that Spiro Spero's ambitious designs are delivered with precision, transparency, and operational excellence.

## Building a Legacy of "Happy Places"

Since co-founding **Spiro Spero** in 2010, Smriti's work is centered on the idea that design should inspire communities to come together—a vision she has executed across numerous high-profile hospitality and commercial projects.

Smriti's role extends far beyond traditional design. With a robust background in **content, events, and public relations**, she ensures that every project is not just a building, but a fully realized brand. Her combined set of skills helps Spiro Spero stay grounded even as it dreams and builds beyond the skies.



Picture: Que Sera Sera, Italian Bar & Diner Mumbai 2023  
Times Iconic Awards - Iconic European Cuisine Restaurant of the year 2024  
Gastronomes Guide 2025 - India's Finest Restaurants List



## ARCHITECTURE

*Architecture is inhabited sculpture.*

*- Constantin Brancusi*

*We're not your conventional architects. We like building and creating spaces that inspire awe and yet are functionality and utility driven.*

*We work with in-house architects as well as third party consultants based on project requirements.*

## INTERIOR DESIGN

*The details are not the details. They make the design.*

*- Charles Eames*

*We like dreaming big and translating that to larger than life yet approachable and relatable designs.*

*Everything we place serves a purpose.*

*Our in house design team is cross cultural, multiple faceted and diversely experienced - which allows for a universal approach.*

## LANDSCAPING

*Nature plays first fiddle in everything we do by default. It's not a choice we offer but our terms of working. We don't landscape just large lawns that suck up the water and need chemicals to survive.*

*We use indigenous natives as much as possible. We build so that nature can come into your space and celebrate it with you with the same security that you find in the space we've built.*

## AQUASCAPING

*We love building and creating natural water bodies. We understand nature and working with it brings our team utmost joy. So to align with existing water bodies, restore them or create new ones where birds, fish, amphibians and you can all exist, swim, live together while ensuring it's chemical free and beneficial to the ecosystem around is an experience you won't get in a tiled chlorinated pool.*

## EVENT DESIGN

*Whether it's a music festival, or a flea market, a religious festival or a corporate showcase, we know how to add awe and drama to it. Our team has diverse experience across this sector and are great at building things that work with human intervention, automated, AI powered or just powered by nature. We love designing stages, installations, displays, backdrops but we do it only if it's challenging.*

## PRODUCT DESIGN

*From the hundreds of unique pieces of furniture to conceptualising and executing never done before lights, tiles, fabrics, stone or ceramic ware, artworks or even glassware - we've done it all.*

*Over 15 years we've designed over a thousand unique products time and again for people across the spectrum. If you want us to imagine a product or have a product idea, we can bring it to life.*

Picture: The Quarry Natural Pool @ Circle Goa 22



## How We Work?

We offer full-spectrum design services for premium non-residential and experiential spaces, including:

**Architecture:** From concept to completion — site planning, structure, built form, BOQ's, GFC Drawings, Consultant Coordination, Compliance Drawings, Work Supervision

**Interior Design:** Interiors that combine beauty and functionality, using local artisans, materials, textures, with our own execution teams as well as coordinating with third party vendors

**Landscape & NatureScape / Aquascaping:** Restoring, shaping, or creating water bodies, gardens, outdoor rooms that integrate ecology and human comfort with our inhouse team

**Product & Custom Design:** Unique furniture, lighting, fixtures, art objects conceived to complement the space.

**Event / Experience Design:** Designing immersive spaces, pop-ups, festivals, corporate showcases that evoke emotion.



Picture: Gymkhana 91, Lower Parel 2018  
Mid Day Awards - Best New Restaurant of the Year 2018  
100 Best Bars India - 2025



Picture: Blah, Khar 2024  
Food Connoisseur Award - Restaurant of the Year 2024  
Restaurant India Awards - Casual Dining Restaurant of the Year  
Times Food & Nightlife Awards - Casual Dining Restaurant of the Year

**We build spaces that age gracefully.**

We possess the depth and breadth of experience required in hospitality, commercial, experiential spaces – we understand the little things that make a brand run like a well oiled machine – whether it is staff movement, guest experiences, chairs that last and don't wobble, fabric that feels plush, the absorption of sound of forks and spoons clanking against plates, the hum of conversations that need to be silenced to the kind of music that will be played to silence it – we've done it for longer than most people and few people understand the complete experience better than us.

Picture: Pilgrim - Bangkok 2024



# We create spaces that become part of the fabric of the city they're in.

**Contextual Sensitivity** — our award winning approach towards the use of local materials, adapting to climate, respecting local culture and ensuring everything is always in conversation with the design

**Holistic Approach:** architecture + interiors + landscape + custom product, reducing friction, improving cohesion – we know how important this is to ensuring timelines are met and things are not lost in translation.

**Craft & Detail:** every joinery, surface, texture matters and defines how one perceives the space. It is the detail that curates the experience.

**Sustainability Embedded:** We're a nature first design firm. We first study the impact of our design on nature and then work backwards to reduce our footprint step by step while ensuring that design wins and so does nature.

Picture: Silly Mumbai 2021



**But first, we listen.**

## **Our Process**

**Discovery** — listening to you to understand your vision, requirements and constraints, understanding context, site visits

**Concept** — sketches, mood boards, materiality, spatial flow.

**Design Development** — detailed drawings, samples, mock-ups.

**Execution / Build** — collaborating with contractors, artisans; ensuring quality and timelines.

**Finish & Handover** — final touches, ensuring the space works beautifully and sustainably.

**Follow Ups** - come back to you regularly to check if there are hiccups, issues, failures and successes



Picture: The Little Easy, Mumbai 2024

**2.5 Million**  
**people experience joy at a place**  
**designed by us every year**



2023

Koregaon Park, Pune

## Project Highlights

Converting a 2000 sqft terrace into an exclusive dining space.

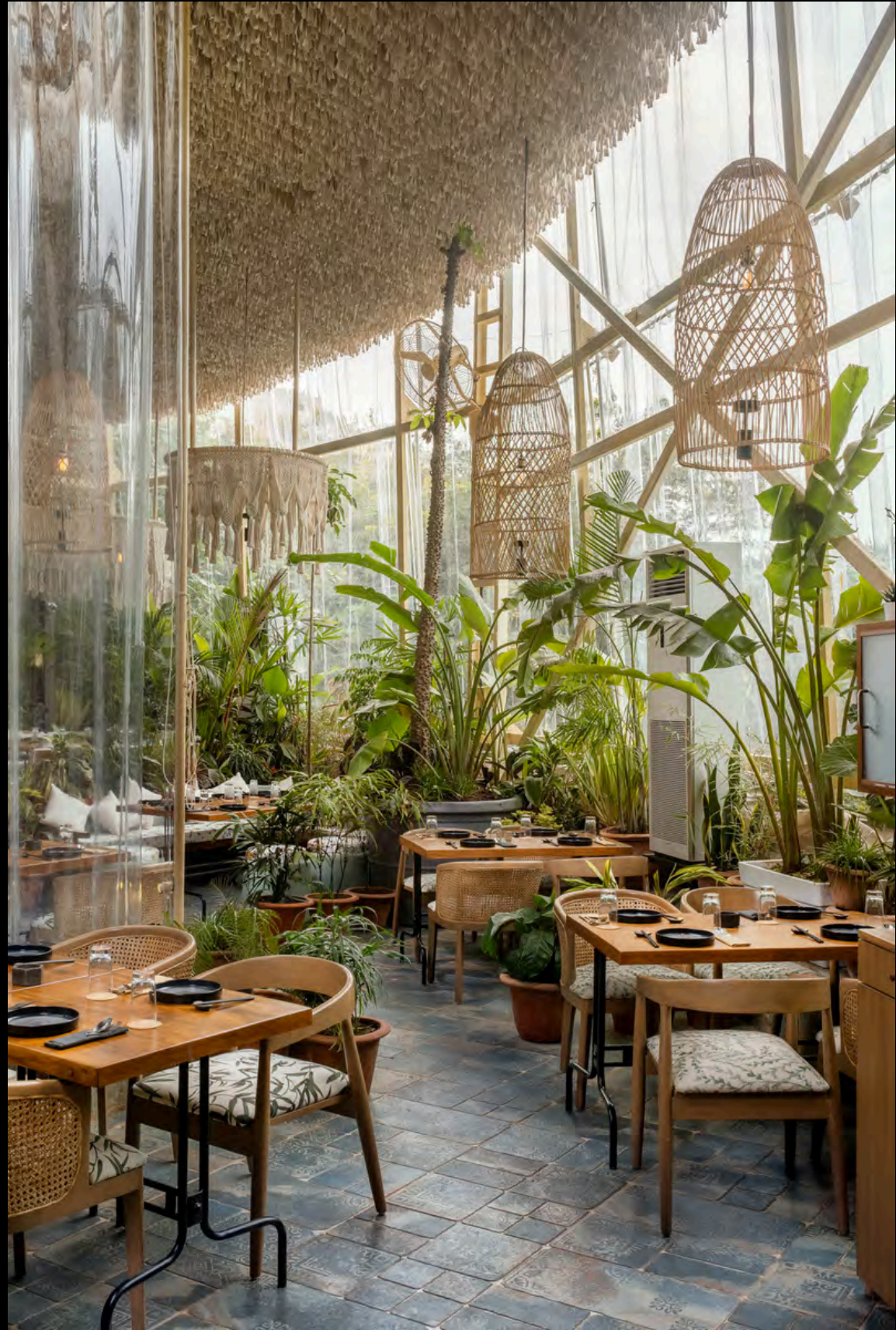
Solar Roof at 30 feet height that powers general lighting for the space

150 Sqft Open to sky Zen garden pathway in the center to decompress and decongest the space.

800 Plants that have become home to several bird nests.

4000 meters of hand cut recycled fabric that forms the ceiling and masks the solar panels.









## Project Highlights

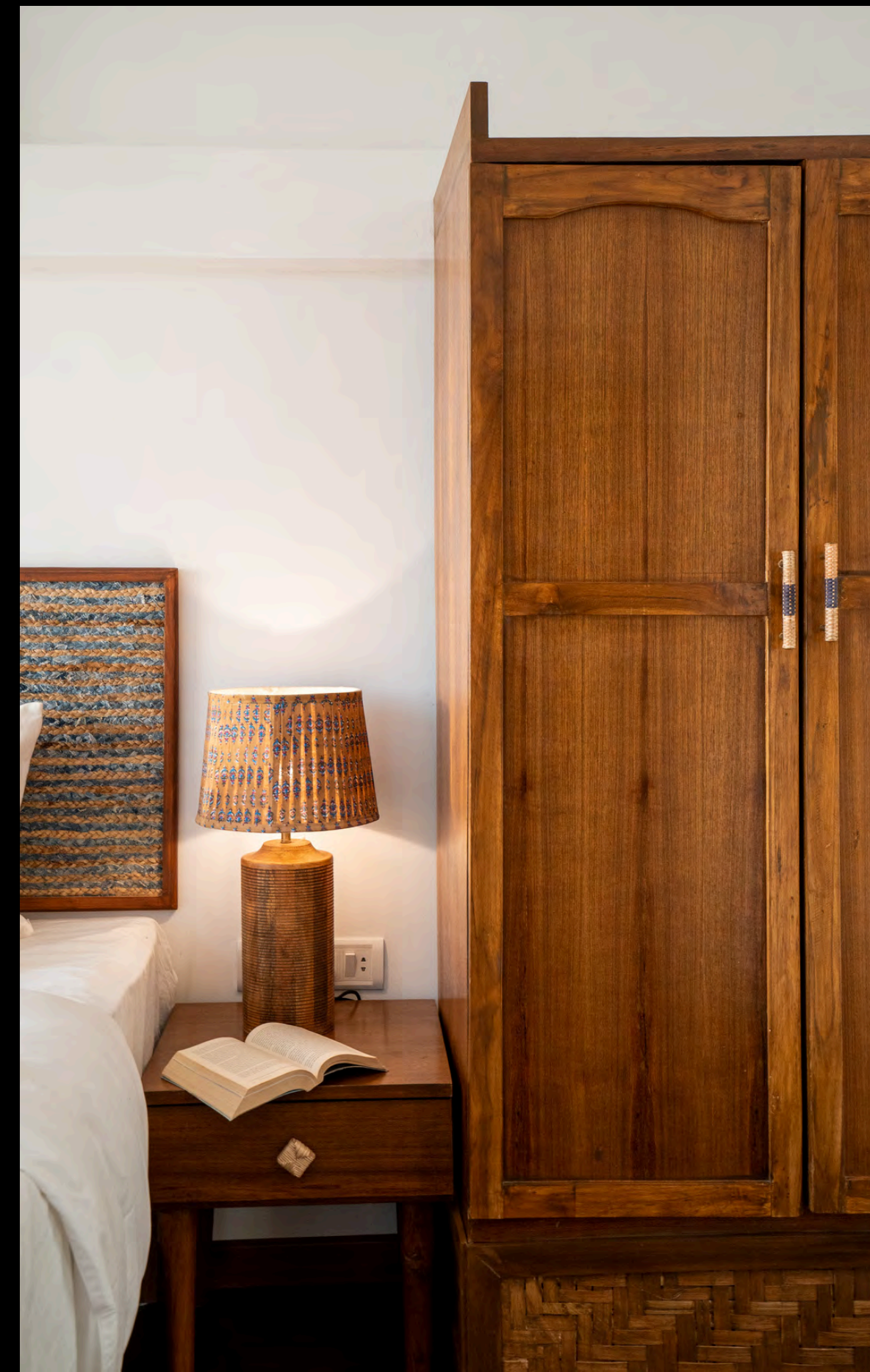
5 Glass Rooms, 5 Cottages and a 4 bedroom villa - all nestled between the river and the sea along with a spa and a wellness based restaurant and bar on the property.

Designed & Built entirely by Spiro Spero for Bhumi Pednekar & the hospitality chain that owns Gigi, Lyla, Kyma, Late Checkout and more.

Built entirely on the seaside with all compliances met as well as maintaining a low carbon footprint.

Worked with local artisans to create complex bamboo artworks, 30 foot hourglass structure that forms a multi layered bar and more.







### Project Highlights

A Pan-Asian street food destination designed to feel like stepping into the back alleys of East and Southeast Asia – not a theme, but a lived-in world.

Multiple zones across indoor dining, an outdoor alleyway, and a dedicated drinks bar – each with a distinct character but part of one cohesive narrative.

Custom-designed seating, hand-painted ceiling medallions, neon art, and Japanese, Korean and Chinese street signage woven into every surface.

Viral footfall from day one – queues at the door nightly. The design is doing the commercial work.



Picture: Izipizi Street – Pune 2026  
Viral footfall since opening · Consistently at capacity



北冠仙  
澄んだ香り、  
軽やかなキレ。  
静かに溶む、  
濃とした味わい。  
Soyou (Soyou) Originals served food

MOTO SUSHI  
寿司

KURI Kaw K

你已经修好

잡화

カリフォルニア  
ナガル



Enji Iro  
牙人

2025

Bandra West, Mumbai

## Project Highlights

Creating a premium Japanese Fine Dine experience yet ensuring it's not all serious.

Space broken into two spaces that emulate to different aspects of Japan - the detail oriented fine dine interiors + the brash, bold and abrasive outdoor alleyway - Dine Indoors, Party Outdoors

7 tonne monolith rock waterfall that combines 3 key Japanese approaches to the outdoor including Suiseki

Recreating each aspect whether it's the Aizome Blue or the Enji Iro Red, Nihonga or Kawaii art or the Ishi doro inspired lights









## Project Highlights

Creating a premium Italian Fine Dine experience and ensuring people don't feel like they're in India once they step in to the cocoon.

A complex wall texture pattern that took 2 months to master and get right.

Ensuring each detail was in sync with the food and mood of the space at all times of the day or night.

Capturing the coast life of Italy in ceramic using 700 individual hand made clay elements.

Owning the low ceiling versus cursing it.







**CURRENTLY WORKING ON**  
**2026 – 2027**

**Sama Hotel & Spa – Goa**

10 Room Luxury Spa & Wellness Hotel  
Cliff Edge · Sea View · Design & Partial Build · 2026

**The Riverside Hotel – Koregaon Park, Pune**

Invite-only Hotel · 10 Riverside Cottages  
Night Club · Farm-to-Table Restaurant & Art Gallery  
Design & Partial Build · 2026/28

**The Confluence Hotel – North Goa**

30-room Tech-Enabled Boutique Luxury Hotel · River & Seaside  
Specialty Cocktail Bar · Farm-to-Table Restaurant  
High-tech Modern Spa · Design & Build · 2027

**For Aditya Birla Group – ABNAH**

**CinCin**

Italian restaurant chain · Pan India rollout  
Design & Build

**Jolies**

Members-only club · South Mumbai Wellness  
centre · Sports & Pool Arena, 2 Restaurants ·  
2 Bars · Business centre within Aditya Birla  
Group headquarters.  
Design & Build



**Little Italy**

Full Chain Redesign · 50 outlets · Pan India  
India's Favourite Italian restaurant  
40 years In the Market  
Design & Build

**Elephant & Co**

Redesign & Relaunch of Pune's favourite bar  
Based on the anchor outlet we originally  
designed  
Design & Build

**International F&B Chain**

India launch rollout · Multiple outlets  
Design & Build · Client undisclosed



# Sama

THE SILVER CREEK





THE CONFLUENCE - SIOLIM RIVER  
UNDER CONSTRUCTION 2027



ART SPIRO  
ARCHITECTURE *by* SPERO  
DESIGN S.A

For more images & details on other projects,  
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or  
visit our website [www.atspirospero.com](http://www.atspirospero.com)