

Step into a Haven of Love and Artistry with Joseph Radhik and Devika Narain in Asian Paints where the Heart Is

Category: Business

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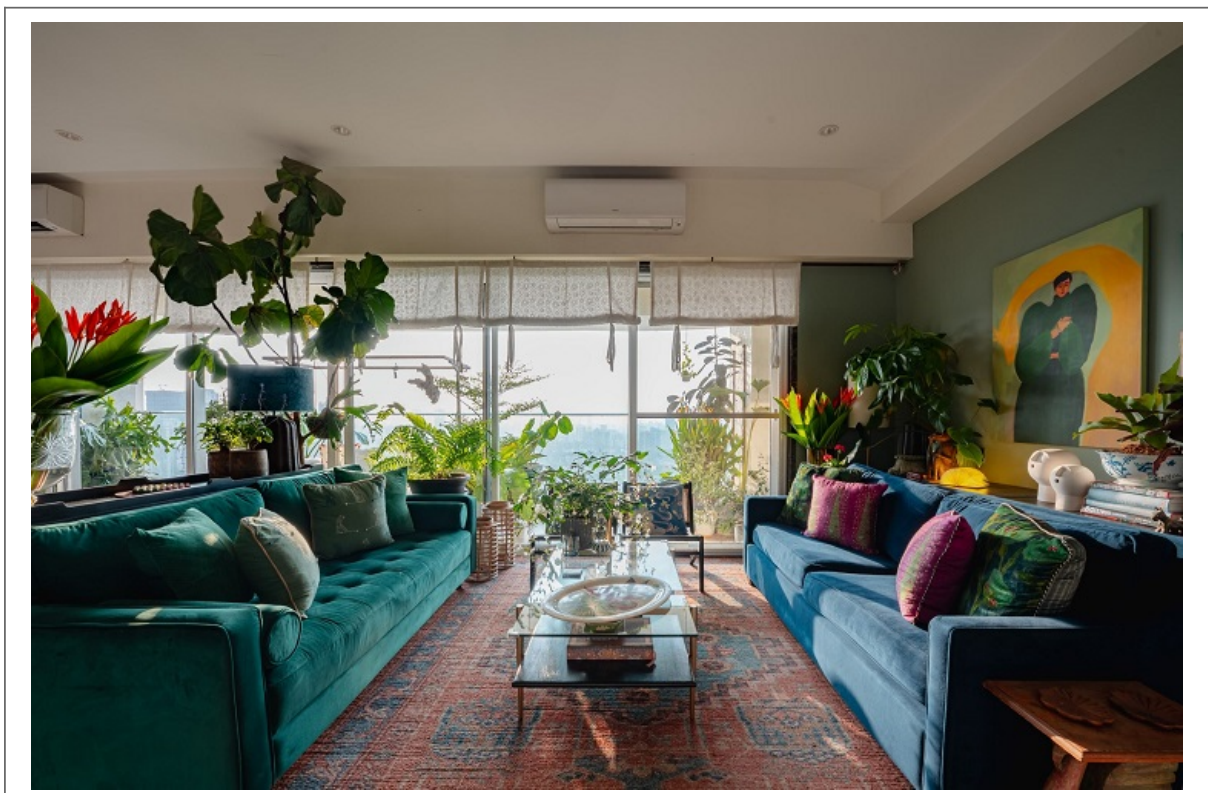


In the latest episode of Asian Paints Where the Heart Is, celebrated wedding photographer Joseph Radhik and his wife, renowned wedding designer Devika Narain, offer an intimate look at their beautifully curated home. Known for designing and photographing dream weddings for the likes of Virat Kohli and Anushka Sharma, as well as Anant and Radhika Ambani, the couple's home reflects their philosophy of creating spaces that embody the personalities of those they are crafted for.



Asian Paints Where The Heart Is S8- Joseph Radhik and Devika Narain

The episode takes viewers on an inspiring journey through a home filled with stories, memories, and design cues that resonate deeply with personal expression. Located in tranquil surroundings, their space is a harmonious blend of personal stories, artistic expression, and maximalist interiors, making it a true sanctuary of comfort and creativity.



Asian Paints Where The Heart Is S8- Joseph Radhik and Devika Narain home

"My home is my favorite place in the whole wide world," **Joseph** shares warmly, *"Home for me has always come down to people and not the place."* **Devika**, who has designed weddings for Bollywood stars like Ali Fazal and Richa Chadha, as well as Rajkumar Rao and Patralekha, brings the same thoughtful approach to designing their home. *"Whether it's the weddings we create or my own home, what makes it truly unique is that it reflects the people it's being made for,"* she explains.

This philosophy of personalization comes alive throughout their home, starting with the living room-a space rich with stories and layered with character. *"It is the first impression that everyone gets when they come to our home,"* says **Joseph**. The bookshelves, which Devika has had for 10 years from her first home, reflect the couple's journey. Filled with books and souvenirs from their travels, they create a dynamic, evolving gallery-a perfect example of how open shelving adds warmth and personality to a home.

Another distinct corner of their home is Devika's study room. *"This room is exclusively my space and sort of Coopie, our dog's playroom too,"* she shares. The room contrasts black-and-white tones with pops of color. *"My rather black room is offset by this super cool wallpaper by Asian Paints, which reminds me of Chennai's silk saris,"* she reveals pointing at the Nilaya Wallpaper from Asian Paints in her bedroom -a premium range known for its intricate patterns, bold motifs, and luxurious craftsmanship. Art from Florence and Portugal showcases how thoughtful details can elevate spaces.

Joseph's desk space, which also serves as their entertainment room, offers a calming experience. *"Over the past four years, every incredible wedding photograph has been edited right here,"* he shares. Known for capturing the most cherished moments of celebrity weddings, Joseph's work stands as a

testament to his artistic eye and dedication. With deep gray tones and a monochrome palette, the room exudes tranquility. A projector transforms the space into a cozy home cinema, where the couple enjoys their favourite films, especially their own wedding film.

One of their most enchanting spaces is the deck, described by Devika as **“a personal oasis”**, a tranquil place filled with trees, ponds with fish, and vibrant greenery. A treasured blue mirror from her Delhi home, anchors the space with a sense of nostalgia. With its blend of natural elements and bohemian decor, the deck offers a serene retreat-a perfect blend of nature and design.

Devika's artistic touch shines throughout the home, blending bold, curated choices with accessible art. *“I love that you can find great artists on Instagram. You can walk into places, buy a poster, frame it, put it on a wall, see if you like it.”* This approach to making art accessible and personal is a theme that resonates across the home.

For those inspired by their journey, visit [BeautifulHomes.com](https://www.beautifulhomes.com) by Asian Paints to explore decor ideas that bring your unique story to life.

Discover the charm of Joseph and Devika's stunning abode in the link below of Asian Paints Where The Heart Is, Season 8.

Asian Paints Where The Heart Is S8 E3 | Featuring Joseph Radhik & Devikas Maximalist Style Home

Watch the third episode of Asian Paints Where the Heart Is Season 8 here: www.youtube.com/watch?v=U2uNfpHwS4c

About 'Asian Paints Where The Heart Is' Season 08

Asian Paints is back with the new season of its beloved original home decor digital series, Asian Paints Where the Heart Is. Season 8 brings a wealth of home decor inspiration

to audiences through captivating personal stories shared by admired celebrities. In this season, prominent personalities like Ananya Panday, Arshad Warsi and Maria Goretti, Rakul Preet Singh and Jackky Bhagnani, Taapsee Pannu, Manu Bhaker, and Joseph Radhik and Devika Narain have warmly opened their homes, offering viewers the opportunity to discover their design ideas and gather decor inspiration that have shaped their living spaces. The episodes also delve into the significance of relationships and what 'home' means to them. To further enhance the viewer experience and provide them with a seamless way to recreate the celebrity-inspired look in their own homes, Season 8 introduces convenient style guides in each episode. This engaging segment directs viewers to BeautifulHomes.com, Asian Paints comprehensive decor services platform, offering a wide range of home and decor items. Viewers can watch the new season on Asian Paints' digital platforms as well as on the leading OTT platform, Jio Cinema.

About Asian Paints Limited

Since its foundation in 1942, Asian Paints has come a long way to become India's leading and Asia's second largest paint company, with a consolidated turnover of ₹¹ 34,489 crores (₹¹ 345 billion). It continues to uplift spaces, transcend the boundaries of colour & design, creating a positive impact in the lives of customers. The organization operates in 15 countries and has 27 paint manufacturing facilities in the world, servicing consumers in over 60 countries. Asian Paints has always been a leader in the paint industry, innovating and introducing new concepts in India like Colour Ideas, Beautiful Homes Painting Service, Colour Next and Asian Paints Beautiful Homes Stores. Asian Paints manufactures a wide range of paints & coatings for Decorative and Industrial use and also offer specialized painting and interior design services. The decorative business portfolio also includes SmartCare range for waterproofing, WoodTech products for wood finishes and Adhesives range for all surfaces. Asian Paints also offers a wide range of Home Decor products and is the leading player in

the Integrated Decor space in India offering Modular Kitchens and wardrobes, Bath Fittings and Sanitaryware, Decorative Lightings, uPVC windows and doors, Wall coverings, Furnitures, Furnishings, Rugs, etc.

