

## Jai Sharma: Crafting Cultural Narratives through Spatial Design

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Jai Sharma, the creative force behind **Envelop** — a pioneering experience design studio — envisions luxury not just as opulence, but as a deeply resonant narrative rooted in cultural storytelling. In an exclusive interview with SugerMint, he reveals how his studio turns brands into emotional experiences, crafting spaces that don't just look beautiful but feel alive.

### From Curated Dinners to Branded Environments

Sharma's journey with Envelop began during his college days at **Columbia University**, where even simple dinner gatherings would evolve into carefully orchestrated experiences — complete with music, lighting, and curated conversations. This passion for immersive atmospheres carried through to his early career in India, where he experimented with social energy.

That early instinct eventually became Envelop, a company born from the belief that strategic storytelling and spatial design can combine to create moments that linger — long after people leave.

### What Is “Experience Design”?

For Jai Sharma, experience design isn't just about aesthetics — it's choreography. He defines it as the art of shaping how people *move*, *feel*, and *connect* within a space. At Envelop, the team begins by understanding the client's emotional intent. From there, every element is deliberately layered: materials, lighting, architecture, scent, sound, and even **technology** contribute to a unified narrative.

What makes Envelop stand out, he says, is its emotional rigor. Hence the studio doesn't just design rooms — it crafts stories.

### The Creative Process

Sharma explains that every project starts with a deep conversation — a “questionnaire” that goes beyond business metrics to explore memories, emotional touchpoints, and cultural roots. That insight is then translated into a narrative concept, which becomes the blueprint for design.

Once the narrative is clear, design execution becomes a collaborative layering exercise. Teams across fabrication, technology, and content work together to ensure every nuance. From scent to lighting transitions — aligns with the initial emotional intent. Thus the result is never just a visually pleasing space.

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