

FREE SAMPLE • 11 PAGES FROM THE 133-PAGE GUIDE

Interior Style Field Guide

Stop guessing what a style is. See it, understand it, and know exactly where to use it.

STYLE MAP • 2 FULL STYLE CARDS • LOOK-ALIKE TEST • CLIENT LINES • MASTER TABLE

GET THE FULL GUIDE → [CRUXLABSTOOLS.COM](https://cruxlabstools.com)

EDITION 1 • INDIA

Your interior style reference, wherever the question comes up

On site, in a client meeting, or before a review – open the card, read across, decide. These are real pages from the full guide, not a summary.

HOW DESIGNERS USE IT

ON SITE

Does the room read as the style?

Check the five giveaways and the drawing against what is actually built.

WITH A CLIENT

Say it in one line

Use the pitch, then the cost band and maintenance reality – before anyone is surprised.

IN A BRIEF OR QUOTE

Specify, don't describe

Take the material and finish vocabulary straight into the brief for your contractor.

IN THIS SAMPLE

- The Style Map – all 25 styles at a glance 3
- Minimalist – the complete style card 4
- Traditional Indian – the complete style card 6
- Looks similar: Minimalist vs Scandinavian 8
- Explain a style to a client – six lines 9
- Master comparison table – the first six rows 10

WHAT THE FULL GUIDE ADDS

- All 25 complete style cards, in six families
- Choosing by room, home type, budget, climate and lifestyle
- Designer and student track – identification drill, client lines, review answers, mood boards, portfolio range
- Homeowner and client track – brief, costs, maintenance, styles that live badly
- Master table, 25 colour palettes, material glossary, furniture silhouettes
- 14 printable worksheets

Get the full guide

133 pages · 25 styles · 14 tools

All 25 styles at a glance

These are the styles you will actually see, be asked for, or have to specify in Indian homes today. Grouped by what they are trying to achieve, not by where they came from.

F1 Clean & Minimal

Restraint is the design. Fewer things, better placed, more light.

[ST-01 Minimalist](#)
IN THIS SAMPLE · 4

[ST-02 Contemporary](#)
FULL GUIDE

[ST-03 Modern](#)
FULL GUIDE

[ST-04 Scandinavian](#)
FULL GUIDE

[ST-05 Japandi](#)
FULL GUIDE

[ST-06 Quiet Luxury](#)
FULL GUIDE

F2 Warm & Natural

Material honesty and softness. Rooms that feel lived in, not staged.

[ST-07 Wabi-Sabi](#)
FULL GUIDE

[ST-08 Organic Modern](#)
FULL GUIDE

[ST-09 Biophilic](#)
FULL GUIDE

[ST-10 Rustic](#)
FULL GUIDE

[ST-11 Modern Farmhouse](#)
FULL GUIDE

[ST-12 Coastal](#)
FULL GUIDE

F3 Bold & Expressive

Personality first. Colour, pattern and collected objects carry the room.

[ST-13 Bohemian](#)
FULL GUIDE

[ST-14 Eclectic](#)
FULL GUIDE

[ST-15 Maximalist](#)
FULL GUIDE

[ST-16 Art Deco](#)
FULL GUIDE

F4 Classic & Rich

Symmetry, ornament and craft. Formality used on purpose.

[ST-17 Traditional Indian](#)
IN THIS SAMPLE · 6

[ST-18 Neoclassical](#)
FULL GUIDE

[ST-19 Luxury / Glam](#)
FULL GUIDE

[ST-20 Mediterranean](#)
FULL GUIDE

F5 Raw & Urban

Structure left visible. The building becomes the finish.

[ST-21 Industrial](#)
FULL GUIDE

[ST-22 Industrial-Chic](#)
FULL GUIDE

F6 Indian-rooted / Fusion

Indian material and craft logic, executed for how we live now.

[ST-23 Indian Contemporary](#)
FULL GUIDE

[ST-24 Indian Ethnic](#)
FULL GUIDE

[ST-25 Indian Fusion](#)
FULL GUIDE

MINIMALIST

MINIMALIST DESIGN FEATURES



Key Material
Matte laminate or PU-finish shutters



Lighting
Concealed – cove lines, profile lights, recessed spots



Flooring
Large-format tile (800x1600 and up) or micro-concrete, laid with the thinnest possible grout line



Wall Treatment
Flat plaster or seamless panelling in one tone



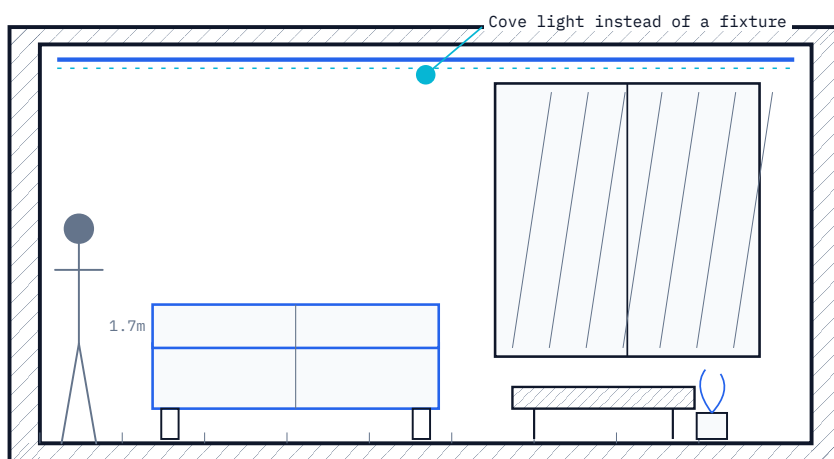
CRUX

ST-01 · CLEAN & MINIMAL

CARD 1 OF 2 · SEE IT

Minimalist

Everything that does not earn its place is removed, so the room is read by its proportions and light instead of its objects.



No visible hardware, no styling shelf, one continuous floor – the room is read as proportion, not as objects.

HOW TO SPOT IT

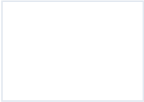
- 01 Long unbroken surfaces – no handles, no visible hardware, no skirting joints
- 02 One material repeated across walls, storage and floor
- 03 Almost nothing on horizontal surfaces
- 04 Storage hidden flush into walls, not standing as furniture
- 05 Light is the only decoration – grazing a wall, washing a ceiling

Minimalist

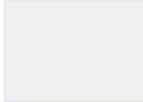
CARD 2 OF 2 • USE IT



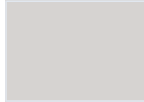
SIGNATURE COLOURS



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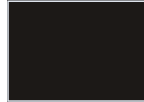
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1C1917

SAY IT IN ONE LINE

“A calm room where storage disappears and light does the decorating.”

KEY MATERIALS AND FINISHES

Matte laminate or PU-finish shutters, micro-topping or large-format tile, plain plaster, glass with slim frames. Grain and pattern kept almost invisible.

FURNITURE LOOK

Low, boxy, wide. Straight arms, hidden legs, no carving, no buttoning. Fewer pieces, each one larger than you expect.

LIGHTING

Concealed — cove lines, profile lights, recessed spots. Fixtures are not meant to be looked at.

WALLS

Flat plaster or seamless panelling in one tone. No dado, no mouldings, no feature wallpaper.

FLOORING

Large-format tile (800×1600 and up) or micro-concrete, laid with the thinnest possible grout line.

BEST USED FOR

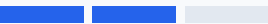
Compact flats where visual quiet buys back a feeling of space; studios; adults-only homes; rental fit-outs meant to be re-sold.

INDIAN REALITY CHECK

Our dust makes flat matte surfaces show every fingerprint, and open shelving becomes a chore. Minimalism in India needs **more** concealed storage, not less — otherwise the clutter lands on the one empty console and the whole idea collapses in a month.

COST LEVEL

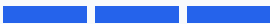
MID



Mid to Premium. Cheap to look at, expensive to build — the cost sits in seamless carpentry, precise joinery and hidden storage, not in decorative items.

MAINTENANCE REALITY

HIGH



High. Fewer objects means every mark is visible. Matte white shows hand marks near switches and door edges within weeks.

COMMON MISTAKE

Confusing minimalist with empty. Removing furniture without solving where things go simply relocates the mess to the bedroom.

PAIRS WELL WITH

Japandi

Modern

Quiet Luxury

Industrial-Chic

CLASHES WITH

Maximalist

Bohemian

Traditional Indian

TRADITIONAL INDIAN

TRADITIONAL INDIAN DESIGN FEATURES

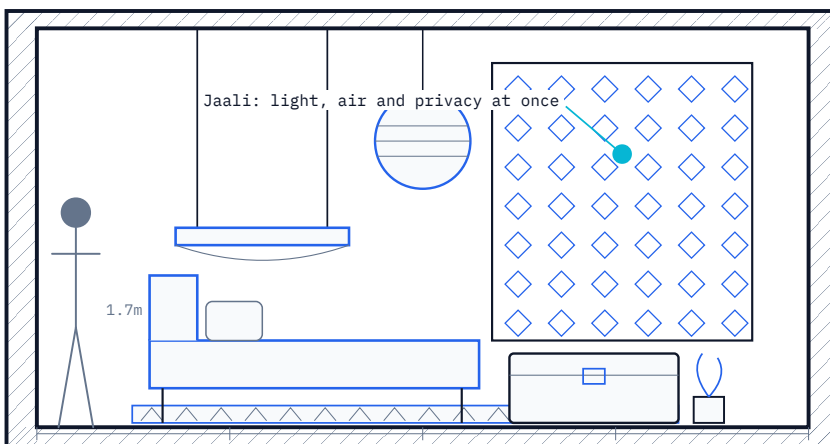


ST-17 · CLASSIC & RICH

CARD 1 OF 2 · SEE IT

Traditional Indian

Regional Indian building and furnishing craft used as it was intended — carved wood, jaali, brass, stone floors and low seating built around family and ritual use.



A jaali screen and a jhoola. Both are functional — one filters light and air, the other is where the family actually sits.

HOW TO SPOT IT

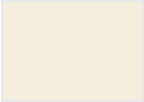
- 01** Carved teak or rosewood: doors, jharokha frames, cabinet fronts
- 02** Jaali screens used to divide, filter light and ventilate
- 03** A jhoola (swing) or a diwan as the room's social centre
- 04** Brass and bell-metal objects, urli bowls, temple lamps
- 05** Kota, Kadappa, marble or Athangudi flooring with an inlay border

Traditional Indian

CARD 2 OF 2 · USE IT



SIGNATURE COLOURS



F6EEDD



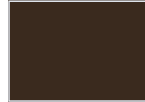
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SAY IT IN ONE LINE

“Indian craft used as it was meant to be — carved wood, jaali, brass and stone.”

KEY MATERIALS AND FINISHES

Teak, rosewood, brass, terracotta, Kota and Kadappa stone, handloom cotton, lacquered Sankheda wood.

FURNITURE LOOK

Low and heavy — diwan, jhoola, carved chests, planter's chairs, floor seating with bolsters.

LIGHTING

Warm and low, from brass lamps, hanging lanterns and filtered daylight through jaali.

WALLS

Lime wash, ochre and earth tones; carved panels, niches, and jaali as room dividers.

FLOORING

Kota, Kadappa, Athangudi tile or marble, often with a contrasting inlay border.

BEST USED FOR

Independent houses; pooja rooms and entrance foyers in any home; joint-family homes; homes where existing carved furniture must be kept.

INDIAN REALITY CHECK

This is not a nostalgia exercise — a jaali is a climate device, a courtyard is a cooling device, and a stone floor is genuinely cooler in a Rajasthan summer. Use it functionally. Also, carved surfaces are the single most dust-collecting finish available in an Indian city; specify simpler carving where the room is used daily.

COST LEVEL

MID



Mid, and highly variable. Real carved teak is expensive; Kota stone and lime wash are among the cheapest quality finishes in India.

MAINTENANCE REALITY

HIGH



High. Carving needs brush-dusting, brass needs polishing every few months, and stone floors need regular waxing or oiling.

COMMON MISTAKE

Buying antique-look carved furniture at showroom scale and putting it in a 2BHK. These pieces were made for larger rooms and higher ceilings; at flat scale they overwhelm and read as heavy.

PAIRS WELL WITH

Indian Ethnic

Indian Fusion

Rustic

Maximalist

CLASHES WITH

Minimalist

Scandinavian

Industrial

Looks similar, but different

Pairs that get confused constantly. Each one is separated by a single question you can ask of any photograph.

Minimalist vs Scandinavian

ASK: IS THERE ANY WARMTH?

MINIMALIST ST-01

Cool and hard. Nothing soft, nothing wooden, storage completely hidden. The room is bare because bareness is the point.

SCANDINAVIAN ST-04

Equally simple but warmed by pale wood and textiles. There is always a throw, a rug or a knit somewhere.

Also check: Minimalist hides its lighting; Scandinavian shows several small warm lamps.

FOUR MORE PAIRS IN THE FULL GUIDE

● Japandi vs Wabi-Sabi	THE ONE QUESTION • FULL GUIDE
● Bohemian vs Eclectic	THE ONE QUESTION • FULL GUIDE
● Industrial vs Rustic	THE ONE QUESTION • FULL GUIDE
● Traditional Indian vs Indian Contemporary	THE ONE QUESTION • FULL GUIDE

Explain a style to a client in one sentence

A client does not want a definition. They want to know what the room will feel like and what it will be made of. One sentence, two facts, no jargon.

Code	Style	Say this
ST-01	Minimalist	"A calm room where storage disappears and light does the decorating."
ST-02	Contemporary	"The current well-built look – soft shapes, warm neutrals, one strong light."
ST-03	Modern	"Mid-century honesty – teak, cane, visible legs, and no ornament."
ST-04	Scandinavian	"Pale wood, white walls and soft textiles – small rooms made to feel bigger and warmer."
ST-05	Japandi	"Low, natural and deliberately quiet – Japanese discipline with Scandinavian softness."
ST-06	Quiet Luxury	"Costly materials, no shine and no logos – quality you notice only when you touch it."
ST-07	Wabi-Sabi	"Rooms that look honestly used – hand-finished surfaces, real age, nothing perfect."
ST-08	Organic Modern	"Modern layouts made warm – curves, stone and natural fibre instead of paint and laminate."

IN THE FULL GUIDE

One line for every one of the 25 styles

Get the full guide

HOW TO USE THIS PAGE IN A REAL MEETING

Do not read the sentence out. Learn it, then say it in your own words while pointing at one image. A memorised line delivered flat convinces nobody; the same content said naturally while showing a material sample convinces almost everybody.

Master comparison table

All twenty-five styles on one grid. Use it to shortlist, then read the full card for the two or three you keep.

Code	Style	Family	Cost	Upkeep	Best used in	The one giveaway
ST-01	Minimalist	Clean	MID	HIGH	Studio, compact flat	No visible handles or hardware
ST-02	Contemporary	Clean	MID	MEDIUM	Living room	Curves plus one statement light
ST-03	Modern	Clean	MID	MEDIUM	Living, study	You can see the floor under everything
ST-04	Scandinavian	Clean	BUDGET	MEDIUM	1–2BHK, kids' room	Pale wood and white, warmed by textiles
ST-05	Japandi	Clean	MID	MEDIUM	Bedroom	Very low furniture and wood slats
ST-06	Quiet Luxury	Clean	PREMIUM	HIGH	Master suite	Matte stone, flush joints, no metal
ST-07	Wabi-Sabi	Warm	MID	LOW	Bedroom, studio	Trowel-marked plaster, repaired ceramics
ST-08	Organic Modern	Warm	PREMIUM	MEDIUM	Villa living	One arch and a curved sofa

IN THE FULL GUIDE

All 25 rows — plus colour palettes, glossary and silhouettes

Get the full guide

ALSO IN PART 6 • QUICK REFERENCE AND TOOLS

- Looks similar, but different — four pairs and a fifth
- Colour reference sheet — 25 palettes
- Material and finish glossary — 18 terms from real quotations
- Furniture silhouette guide
- Common mistakes master list



END OF THE FREE SAMPLE

You have seen 2 of 25.

The full field guide decodes every style the same way — 133 pages you can open on site, in a client meeting or before a review.

- ✓ 25 complete style cards — annotated photograph, section drawing and five giveaways for every style
- ✓ Cost band, maintenance reality and an Indian reality check for each style
- ✓ Choosing by room, home type, budget, climate and lifestyle
- ✓ Client lines, review answers, mood-board method and a vocabulary cheat-sheet
- ✓ Master table, 25 colour palettes, material glossary and furniture silhouettes
- ✓ 14 printable worksheets · clickable contents and A-Z style index

Get the full guide

cruxlabstools.com/toolkit/interior-style-field-guide

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EDITION

Edition 1 · India

CRUX
Beyond the noise | Into the DNA

FIND THE CORE.
SOLVE THE PROBLEM.