

DESIGN MATRIX

PEOPLE • LIFESTYLE • DESIGN • INTERIORS

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Bhavna Jacob

Love for art and drawing inspired me to choose architecture and interior designing – a creative line as my career. In tenth grade itself, I knew I wanted to be an architect.



AVIGHNA

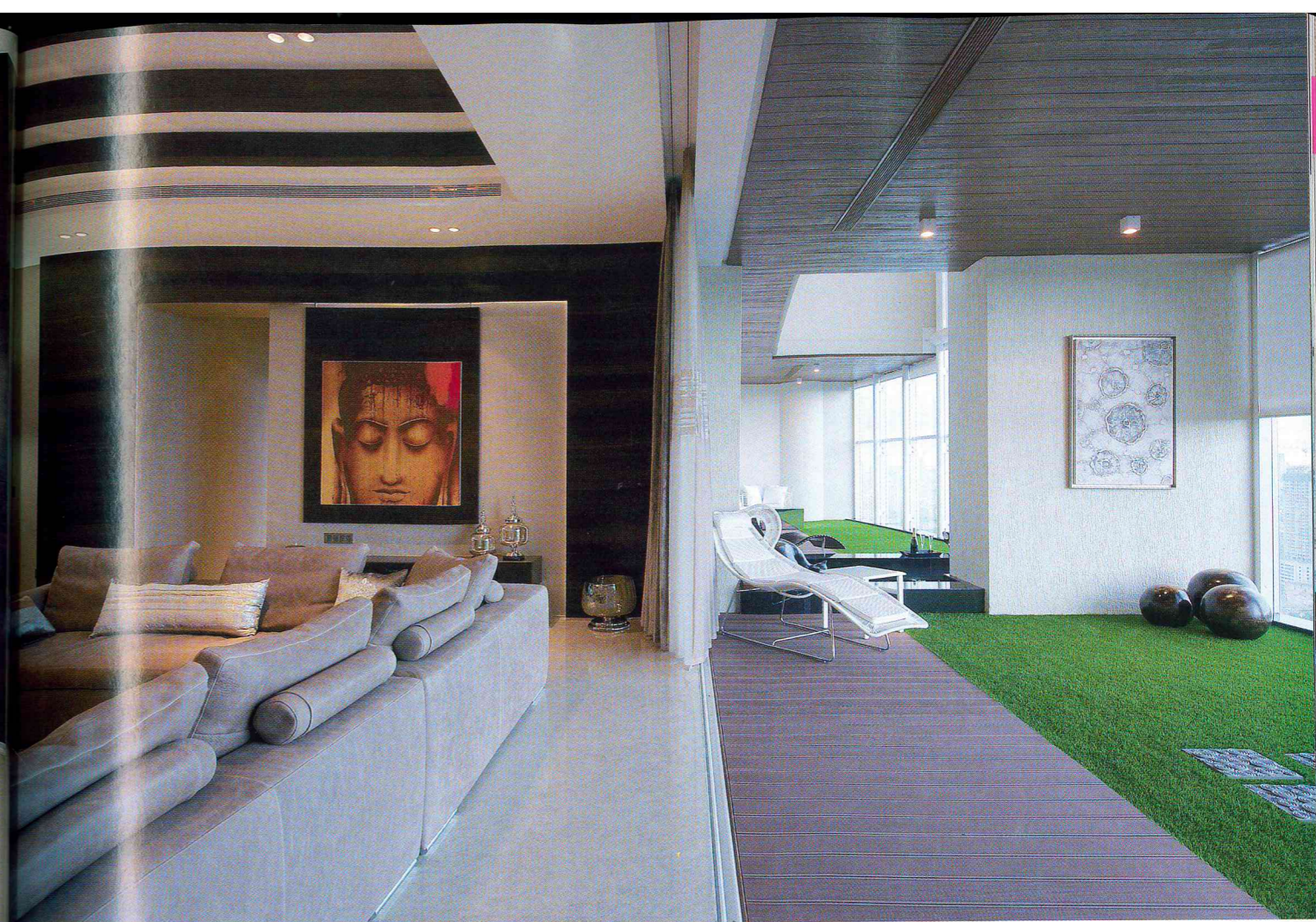
ONE AVIGHNA PARK

SPECIAL



One Avighna Park

Mumbai



One Avighna Park is a prestigious project by Avighna India Ltd, developers of the landmark project Nishika Terraces. The former project has won several international awards.

We created sample flats and a show pavilion for this project. The design brief was to create two apartments (3 BHK and 5 BHK) for a high-end user who has a contemporary lifestyle with Indian roots. The puja room being a symbolic depiction of the Almighty, the art works used is inherently Indian in character. The apartments being on high levels and having panoramic views have impelled the design to be extroverted in character. Even the bathrooms have a good corner view, which we have left intact. A screen is provided for privacy.



INTERNATIONAL PROPERTY AWARDS

World's Best Residential High-Rise Development
IPA, London Dec-2012
Best Residential High-Rise Development
Asia Pacific- 2012, 2013



ONE AVIGHNA PARK
SKY VILLAS

INTERNATIONAL PROPERTY AWARDS

Best High-Rise Architecture
Asia Pacific- 2013
Best High-Rise Architecture
India- 2012, 2013



ONE AVIGHNA PARK
SKY VILLAS





The concept behind the design of the show gallery was to keep the original height of the space and enjoy the volume. For this, we have introduced cabins appearing to be suspended in the single volume of space. The lighting over the reception is suspended from a height of 30 feet, again adding to the verticality of space. The interior is kept dimly lit as governed by the external

INTERNATIONAL PROPERTY AWARDS

Best Residential High-Rise Development
India- 2012, 2013
Best Apartment
India- 2012

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INTERNATIONAL PROPERTY AWARDS

Best Residential Renovation Redevelopment
India- 2012, 2013
Best Interior Design Apartment
India- 2013

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lighting conditions. The model of the structure has been centrally positioned to remain the focal element in the space.

Most of the products used in this project are designed by us; a lot of art has been commissioned. We have used high-end furniture from Italy; wallpapers were sourced from different parts of the world. The art, the sculpture and murals are a blend of international products. The fittings used are from Germany. For kitchens and sanitaryware, a mix of international brands was deployed.

This project is an epitome of elegance – a milestone that redefines the city skyline with its affluent living spaces designed thoughtfully with eco-friendly innovations. It has been a pleasure for us to design a space at such a level with panoramic views.



INTERNATIONAL PROPERTY AWARDS

Best Ultra Luxury Residential Project of the Year
CNBC Awaaz Real Estate Award 2012
Best Landscape Architecture
India- 2013



ONE AVIGHNA PARK
SKY VILLAS

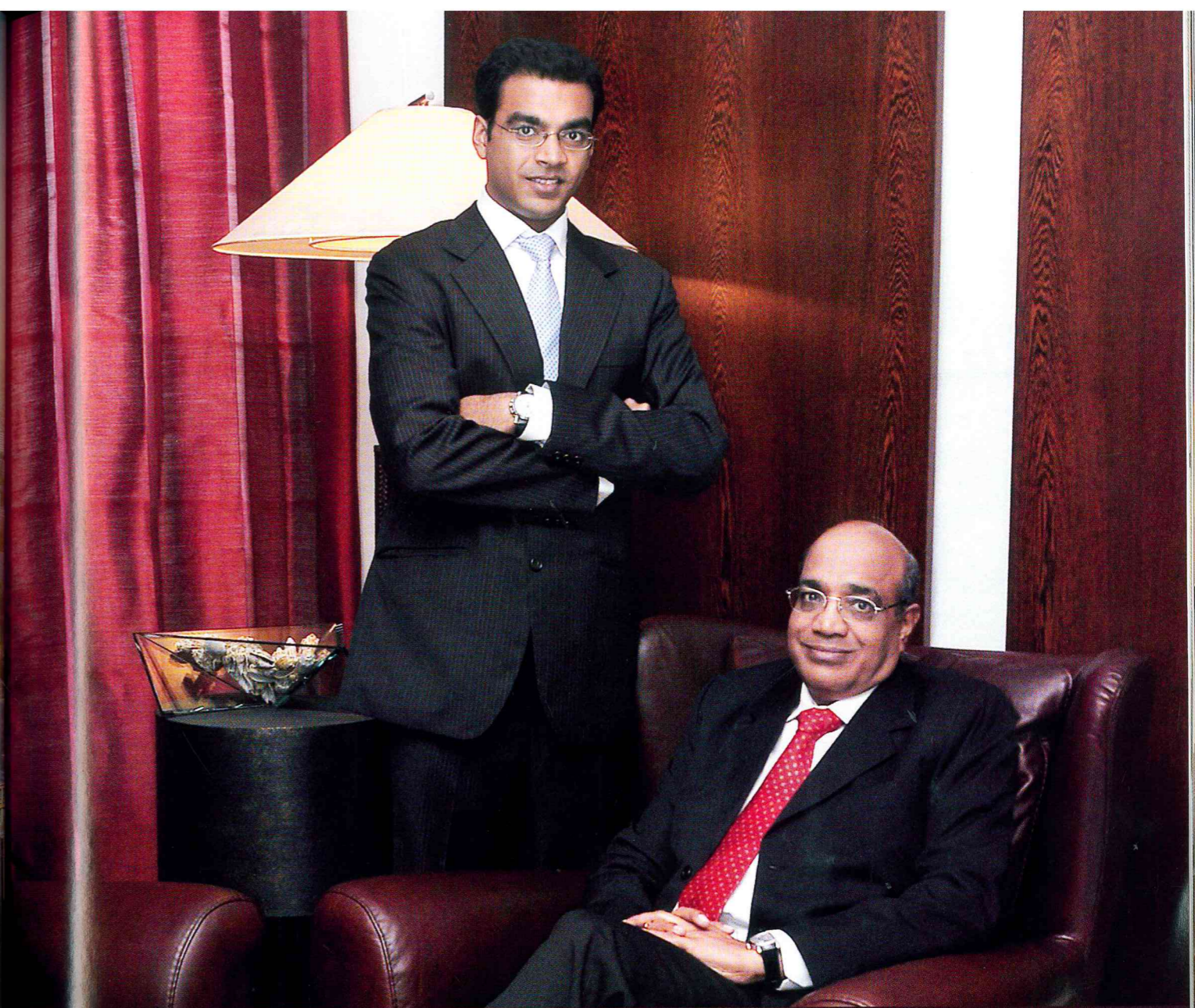
INTERNATIONAL PROPERTY AWARDS

Platinum Pre-certification by Indian Green Building Council for 64 storey Luxury Residential Towers

Ultimate Residence of Mumbai
Hindustan Times



ONE AVIGHNA PARK
SKY VILLAS



Touching the skyline

Nishant Agarwal, Managing Director - Avighna India, son of Chairman Kailash Agarwal in an exclusive chat with Marilyn M, shared the group's insights and thought process to develop the world's best residential high-rise, One Avighna Park.

Avighna India, one of the leading real estate development companies in India, follows a rather unconventional modus operandi – their philosophies are conservative but result in extremely premium offerings.

For instance, the group works only on one project at a time and is therefore able to deliver projects of high quality on time.

The group has bagged several international and domestic awards for its unique methodology and approach

towards design and construction quality for its eagerly awaited project One Avighna Park at Lower Parel, Mumbai. The project comprises of two 64 storey residential towers and one 35-storey hospitality tower. Recently, One Avighna



Tell us about the location of One Avighna Park

One Avighna Park is in the heart of the city at Lower Parel, with excellent connectivity. Imagine the time one would save while driving to and from work. Instead of spending hours in traffic jams, the residents of One Avighna Park can enjoy quality time with their loved ones every day. One Avighna Park's location offers great connectivity to the best of everything – be it shopping (Palladium, Atria), entertainment (PVR Cinemas), education (JBCN, Campion, Dhirubhai Ambani International), healthcare (Global, Hinduja) and other lifestyle amenities (Four Seasons, Shangri-La). Business hubs like BKC and Nariman Point are also an easy 15 minutes drive away.

One Avighna Park is perhaps the most eagerly awaited project in Mumbai today. Kindly tell us more

about it

The project is designed by a team of world-renowned consultants led by Ar. Vivek Bhole. The entire team's primary objective was clear - to deliver a very high quality, practical product with a very long life span. The design, the material selection and most importantly the workmanship are of international standards. For instance we have imported switchgears from France, windows from Germany, waterproofing products from Malaysia, fire fighting systems and pipes from UK etc. To install these international standard products, we hired more than 300 highly skilled workers from various GCC countries to ensure international standard installation and execution. Naturally, this results in increased costs and capital expenditure, but given the long-term benefits, it is certainly worth it. There's a reason why buildings in London or New York do not have

leakages – its high quality design, materials and workmanship all the way.

In terms of apartment layouts, all apartments have not only been designed according to vastu, but also minute aspects related to function, space planning or circulation patterns have been thought through in detail – be it service routes from the kitchen to the garbage chutes, designated space for washing and drying or even location of a/c units. Moreover, all apartments have service entrances so the service staff (mailman, milkman, vegetable vendors, electricians, gardeners, etc.) are attended to without intruding a residents' privacy. Our unique design offers residents a private plunge pool and 25 ft high landscaped deck in every apartment. Unfortunately as the case is, such features will become rare in the future due to the revised Development Control Regulations (DCR) norms.

Park was recognized as the 'World's Best Residential High-rise Development' by International Property Awards in London, the first project in the country to bag this prestigious global award.

Tell us the story behind your landmark project Nishika Terraces on Worli Sea Face

In 1999, we constructed Satlaj Terraces at Walkeshwar for ourselves. Although, Satlaj is amongst the finest buildings in Walkeshwar till date, we were not completely satisfied – the plot size was small, hence no amenities. More importantly, Walkeshwar is not a centrally connected location. Therefore, we began our search for a more appropriate home – now known as Nishika Terraces on Worli Sea Face. This 18-storey tower houses only 6 duplex apartments. Every apartment enjoys a 25 feet high living room, sprawling master suite

with dressing room, a formal dining, and a breathtaking panoramic 270-degree sea view. Like all our developments, Nishika too was designed in consultation with vastu experts to maintain harmony in its environment. Resident safety and privacy was given the highest of priorities by installing high-quality surveillance, use of FE 500 grade TMT steel for earthquake resistance, emergency power generator etc. Nishika was built to provide luxury and longevity – for instance the imported aluminum windows contain a UV protective coating to withstand heavy rain and powerful sea winds.

The tower offers various amenities including overnight rest and wash areas for resident's drivers. Construction of Nishika Terraces was completed in a record time of 8 months and is one of the most premium buildings in the country today.

What is your view on luxury?

Luxury is a subjective term frequently related to simply the context of location in Mumbai. For instance, there are several areas in South Mumbai that command a significant premium, but one would often find that most buildings in these areas have inadequate parking spaces, rusted and decaying infrastructure, small elevators, poor sewage disposal facilities, unfriendly apartment designs, low ceilings, few or no amenities etc. Is that luxury? The real question people need to answer is whether they are satisfied with the badge value of South Mumbai in spite of all the compromises they make? To me, a luxurious residence must have open spaces, be planned well, have several leisure, sporting and recreation amenities, be a short commute to and from work, and most definitely have a community of like-minded people.





Perhaps, the most important aspect that contributes to our success is that we are closely screening buyers to ensure that we create a community of like-minded people.

Can you tell us in detail about the amenities that are being provided?

Whether it is business, leisure, recreation or entertainment, there is something for everyone. Approximately 1.75 lakh sq ft has been dedicated for various indoor and outdoor amenities. Outdoor amenities include a 3 level valley podium garden (100 ft above the ground), 0.4 km covered jogging track, outdoor gym, leisure and kids pools, flood lit tennis court, dedicated kids play area, yoga and meditation area etc. Indoor amenities include an indoor lap pool, a 25 ft high banquet facility with private access, Unisex Spas, therapy rooms, salon, snooker, library, meeting rooms, a 30 seat private theatre, squash court, multipurpose sports zone (for badminton and

basketball), indoor cricket etc. For our religious residents, we are also offering a Jain Derasar with private access, therefore making it unobtrusive.

These amenities will allow residents, especially children, to enjoy activities from within the premises – it will eliminate the need to drive to CCI or Willingdon. Not only will they have the opportunity to develop friendships with neighbors over a game of tennis, squash or snooker, but regular participation in such activities will also help boost their confidence level.

Wouldn't this luxury result in a heavy burden on residents in the form of high maintenance charges?

Our objective is to make luxury practical and create a fine balance between luxury and sustainability; we have taken several proactive steps to ensure luxury doesn't become a burden for residents.

We have ensured that residents benefit from a substantially lower than market

monthly recurring maintenance cost. Initiatives include opting for products that offer quality and longevity; negotiating long-term annual maintenance contracts upfront (along with escalation clauses). This certainly comes at a price – our upfront capital costs are significantly higher but in turn ensure lower maintenance costs in the long term. We believe in buying best quality products that might be expensive, rather than buying cheap and regretting about it in the future. Furthermore, One Avighna Park is a Cluster Redevelopment project; therefore our residents will enjoy substantially lower property taxes for lifetime.

Ours is the first residential tower in India to be pre-certified 'Platinum' by the Indian Green Building Council. Such certifications often have a marketing objective, but the truth is that adherence to Green norms certainly has many benefits; there will be significant savings from reduced power consumption. Common areas such as floor lobbies and staircases have been

designed to have maximum natural light and ventilation. Also, sources of renewable energy (wind and solar) are being explored. As far as water consumption goes, a Sewage Treatment Plant is being installed on site, which by recycling wastewater will substantially reduce the water requirement. Treated water will be used for flushing, gardening, washing cars etc. In future, water will become increasingly expensive, and this reduced requirement will result in substantial savings. We've also provided 3 bore wells and are implementing rainwater harvesting. These steps will ensure that our residents get complete freedom from water tankers.

Avighna has won several international awards in 2012-2013. Can you share details of some of them?

One Avighna Park has won several prestigious awards and accolades including Best Residential High-Rise Development in the World and Best High-Rise Architecture

in Asia-Pacific. The project has also won awards in India for Best Residential Renovation Redevelopment, Best Landscape Architecture and Best Interior Design Apartment. Further, CNBC Awaaz and Hindustan Times also recognized One Avighna Park as the "Best Ultra Luxury Residential Project of the Year" and as the "Ultimate Residence of Mumbai". We certainly feel privileged to be recognized for our efforts – it motivates the entire team to continue doing better.

A special thanks goes to the project's design architect Vivek Bhole. It is his devotion, hard work and perseverance that has resulted in this successful and unique design.

What is your view on real estate prices going forward?

Over the long term, real estate prices in Mumbai will certainly see an upswing. There is definite lack of delivery, not supply – although there is much discussion about a large supply being imminent, ultimately it is delivery that matters. Given the bureau-

cratic and political environment, there is a huge lag between supply and delivery. Furthermore, Mumbai is a peninsula surrounded by sea on three sides; therefore generating supply to fulfill the demand will always remain a challenge. Owing to the scarce availability of encumbrance-free land in Mumbai, the realty industry is mainly dependent on the redevelopment of old structures, which is complex, time consuming and challenging. The new DCR has dramatically increased the costs in terms of premiums payable to avail of fungible FSI and all other costs such as borrowing rates, rates of cement, steel etc. have also risen by 50% over the last three years. Also, the new DCR has significantly reduced the square footage that one can develop, thereby reducing potential supply.

Prices in certain micro markets may drop temporarily, but that is often not a good market indicator as it could be for a variety of reasons – whether it financial health of a developer or a delayed delivery schedule etc. ☞





Actual render of Sky villas with 25 ft high decks



AVIGHNA



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