


Marwar India (1/4)
January - February, 2015
Four Seasons Private Residences Mumbai



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MARWAR LUXURY

We offer a glimpse of the world's best and most recent that spell the last word in exclusivity, timelessness and understated elegance.

Above (L-R): An emerald green velvet blouse and mirror-work lehenga skirt from Manish Malhotra (pg. 126); A necklace from Jaipur Jewels' Sarwati collection (pg. 128); The new 'Toules Automatique Pair' collection from Frederique Constant (pg. 131); The Araya Spa & Fitness Centre at Hyatt Regency Pune (pg. 116); Silver-plated brass desk accessories from Epoque (pg. 124)



Thirty-four-year-old Adarsh Jatia, managing director of Provenance Land (earlier known as Magus Estates), had previously introduced the Four Seasons hotel to Mumbai and Hyatt Regency to Pune. Now, he is at the helm of the city's newest luxury residential address in Worli—Four Seasons Private Residences Mumbai—which is all set to redefine modern living as we know it.

Text by Ranjabati Das

THE FIRST INTERNATIONAL HOTEL chain was brought to India way back in the early '80s by the Jatia family, before the 2010 demerger, in association with American hotel giant Hyatt. Today, the Indian luxury hospitality landscape is truly international, thronged as it is by partnerships with international chains from Germany, America and France, to name a few. Adarsh Jatia, a young scion of the family, knows that success, in this scenario, depends on a number of aspects—a

masterful design philosophy, unrestrained aesthetic value and sensitive use of space. In a Q&A session with MARWAR, Jatia talks about the Four Seasons brand, his newest luxury residential offering and his future plans.

What makes your new project, the Four Seasons Private Residences Mumbai, a unique venture?
 Four Seasons Private Residences Mumbai will showcase a brand-new 'luxury norm'

Pool area at Four Seasons Hotel Mumbai

for the discerning few with its 26 limited-edition homes spread generously across a 55-storey tower. Residents will have a first-hand experience of service that is synonymous with the brand within the luxury of their own homes. It's not just the exhaustive list of services offered that sets the Four Seasons residential experience apart but also the personalised manner in which these services are delivered. The focus is not just on exclusivity and privacy of future residents but on a quality of life based on the traditional bungalow experience, which ensures spatial extravagance within their homes. With sprawling master bedroom



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suites, and living and dining rooms spread over 1,100 sq ft, the residences are being modelled to offer maximum space and minimum intrusion. Large fully fitted kitchens, top-of-the-line home automation systems, use of the finest materials, detailing and calibrated lighting and intelligent planning by world-class interior designers and architects ensure that the residences will stand the test of time.

How did Provenance Land manage to bag the Four Seasons contract?
 We have always believed in building long-term relationships. We, as a family, have had and continue to have a very successful relationship with the Hyatt chain since the '80s. The Four Seasons Hotels and Resorts were very keen to make their entry into India for a long time and were looking for the right partner. Our partnership began with a cultural match and emerged stronger through our shared dream for development, a mutual vision of delivering an unparalleled guest experience and our shared beliefs in respect, quality and trust.

What urged you to motivate your designers to create Aer, India's

tallest rooftop bar, and why are all your high-end hotels simplistic and contemporary in design?
 The idea behind Aer was to cement Mumbai's place on the global map as an uber-chic destination, while celebrating the Maximum City in all its glory. My brief to my design team was to accentuate the space through open skies and dramatic city views, offering the ideal escape from the chaos that is Mumbai.

We believe in understated luxury and, therefore, our hotels tend to be minimalistic and contemporary in design. Cutting-edge international sensibilities, coupled with the warmth of Indian hospitality, is the foundation of our hotels.

We've heard that you are passionate about food and wine ... What can we expect from your hotels in the new year apart from wine dinners and pop-up restaurants?

The Four Seasons Hotel Mumbai will be opening its doors to two brand new multi-cuisine restaurants and bars in the immediate future, while our upcoming hotel extension, intended to house



Clockwise from above: An artist's impression of the lobby at Four Seasons Private Residences Mumbai; Aer lounge, Mumbai's highest rooftop bar, at Four Seasons Hotel Mumbai; Hyatt Regency Pune; India's first Four Seasons hotel at Worli

ultra-luxe serviced apartments and rooms, will host an eclectic set of fine dining destinations and lounge bars. The latest entrant to the Four Seasons' formidable existing line-up of restaurants and bars is The Mansion, an innovative interpretation of the traditional banquet space. I am also looking forward to our soon-to-be introduced concept of homestyle European cuisine that will be offered in an original setting.

Your father, R K Jatia, was involved in setting up the original Hyatt hotel in Delhi as far back as the early '80s ...

My father's risk-taking appetite and entrepreneurial zest has sculpted my work ethos. He follows his intuition. I have learnt that over-analysing every situation doesn't always help. Instead, rolling up your sleeves, getting your hands dirty and

delving deep into the details is what finally ensure success.

Future plans?

Apart from luxury mixed-use projects, I am deeply passionate about evolving urban environments. Take the High Line project in New York for example, or even projects like Gardens by the Bay, the Esplanade or Marina Bay Sands in Singapore. These cities are constantly reinventing themselves with a keen focus on great architecture, arts and culture for their future generations. When was the last time Mumbai created something like that? It is about time the city started to think on these lines. I would love to build the next iconic centre for performing arts, or an arts and entertainment district like Singapore's Dempsey Hills or Toronto's Distillery for Mumbai. ✨

