



Height of privacy

Four Seasons Private Residences Mumbai, India's most exclusive residential offering by hospitality major Provenance Land, tempts with Five Star comforts and stunning views of the city

By **Nisha Shroff**

One of India's pioneering hospitality development groups, Provenance Land has partnered with iconic hotel brand Four Seasons Hotels and Resorts to take luxury living a notch higher. The Four Seasons Private Residences, Mumbai, has been planned as a 55-storey tower in Worli, with 26 limited-edition homes, rising 650ft above ground level. The residences have between three to six bedrooms, a sprawling living room, high ceilings and a large modern kitchen. The project is surrounded by 40,000sqft of lush landscaping, including a citrus orchard, an outdoor family dining area, a barbecue pit and a meditation garden, besides a children's play area, an outdoor tea room and a full-length lap pool on the ground level. The building's sleek architecture, with chic interiors by Yabu Pushelberg's New York studio, will redefine luxury living in Mumbai. In an exclusive, Forbes India speaks with Adarsh Jatia,

managing director, Provenance Land, about the city's first branded, serviced and managed residences.

What makes Four Seasons Private Residences, Mumbai unique?

There are many firsts. It is a 55-storey tower with only 26 residences; the lowest density high-rise residential project by Four Seasons globally. It is the only structure in Mumbai to conform to the global definition of a slender tower; ie a slenderness ratio (floor to height ratio) of 1:10. Another USP is the degree of personalization this project offers residents, including customizing the facade to an extent. While the team at Gensler, the San Francisco-based architecture firm behind the design of Shanghai Tower, has done the master planning and is the architect of this project; interior design practice Yabu Pushelberg, based in Toronto and New York,



is crafting impeccably modern interiors and impressive private amenity spaces. Boutique Thai landscape studio PLandscape is nurturing private gardens around the tower.

What is the USP of the design?

We have taken the best of the West as well as India and blended them together. We have incorporated the principles of Vaastu Shastra in the design. The southwest corner, for example, is the most ideal location for the master bedroom and that is where we have placed it. The interiors are inspired by precious jewels owned by the maharajas of yesteryears. Throughout the property, you will find recurring gemstone detailing: lighting fixtures and mirrors in the shape of earrings, bracelet-inspired bookshelves are part of the living space and the headboard in the bedroom is inspired by the

Clockwise from top-right The lobby makes a grand first impression; The Residence Club & Lounge at Level 51; Adarsh Jatia, managing director, Provenance Land; Apartment interiors by international firm Yabu Pushelberg



jaalis found in Rajasthani palaces. Architecturally, as I said, it has a 1:10 slender rise ratio, which means the height of the tower is ten times that of the width. If you look at it from the outside, the textures are very warm due to the stone used. It has clean lines. The design provides for customized facades, so a resident can choose how he or she wants to balance the level of natural light within the apartment, and the amount of privacy required. From within, you get a view across all four directions, including an unobstructed, column-free panoramic vista of the Arabian Sea.





From left Large modern kitchens are a USP of the residences; The art gallery

What does a customer gain from a hospitality branded luxury residence vis-à-vis any other luxury residence?

It is important to keep in mind that a long-term focus for residential developments is extremely important. Mumbai is yet to see a hotel-branded luxury residence, where the level of service and maintenance can match style and prestige.

Our alliance with Four Seasons is not just a branding association, it is an alliance to introduce for the first time in Mumbai, an absolute management and service-oriented offering in the residential context.

Residents will benefit from exclusive residential and à la carte services from the existing hotel facilities as well as their own private amenities, each one delivered with intuitive Four Seasons personalized care by dedicated and highly trained staff. Four Seasons Private Residences, Mumbai brings together an unrivalled combination of understated luxury, customized service, world-class amenities, maximum privacy and undisputable quality and design.

Who is your target audience?

Families that aspire to the highest level of privacy and who understand the value attached to asset management. As the Indian real estate market evolves, luxury is being redefined. At a time when luxury living spaces offer designer interiors and celebrity endorsements, what's missing is the understanding of what constitutes true luxury. A successful individual who values his personal space and an environment marked by understated luxury and bespoke services. We are catering to the needs of the extremely private HNI families. To me, luxury is exclusivity.

How do you see Mumbai's luxury real estate scene evolving?

There is a huge demand for luxury apartments. People are well-travelled and own homes internationally. Wealthy families are looking to upgrade their lifestyle. For every family, there is an ideal project out there. Developers are now offering the audience what they never used to in the past. As a customer, it's important to analyse what is important for you, rather than get overwhelmed by the noise in the market. It is also essential to recognise what the needs of your family are, identify the project that really delivers those needs, and then make a decision.

FOUR SEASONS PRIVATE RESIDENCES MUMBAI

Configuration	Carpet Area
Single Floor Residences, 3 to 4 bedroom	3,200-3,400sqft
North Duplex, 4 to 5 bedroom	4,800-5,000sqft
South Duplex, 5 to 6 bedroom	4,800-5,200sqft
Garden Duplex, 5 to 6 bedroom	5,700-6,000sqft
Penthouse, 5 to 6 bedroom	Over 7,100sqft

The project is slated for completion by December 2018. All inclusive pricing starting at ₹27 crore.

For further information, call 022-24816000 or email info@mumbaioresidences.com