



Harbingers of Luxury

They can be deemed as convergence platforms, where luxury meets impeccable style and ultimate service and amenities, where art inspires meaning and architecture defies logic, where history is revered and future is embraced—sophisticated urban sanctuaries that you can call home. To delve further, we speak to some of the most premium luxury residential property stalwarts about their new projects.

By Nupur Ashok Sarvaiya



Adarsh Jatia.

Adarsh Jatia, CEO & Managing Director, Provenance Land, Pte., Ltd.

Project: Four Seasons Private Residences Mumbai

How was the idea of developing Four Seasons Private Residences Mumbai, perceived?

For the past decade, Four Seasons Hotel Mumbai has been established as a landmark in the city, extending that benchmark of hospitality into the residential arena was a natural progression.

We embarked upon this project with the goal of embodying the advantages of bungalow living in a high-rise tower, so families accustomed to large private living and garden spaces—with a certain level of individuality, privacy, and customised service—would also benefit from better views, access to well-appointed private amenities, and the assurance of Four Seasons standard of services in the comfort of their own homes. We believe that there is a pent up demand in Mumbai for such a unique offering.

We deliberated on the lifestyle of our future residents, anticipated their needs and designed this project from the inside out. After several one-to-one interactions with these families, the planning and design was fine-tuned to perfection, whilst keeping adequate room for much-required customisation. Dare I say, I am rather pleased with the outcome!

Obviously, every kind of luxury and amenity will be a standard kit with every apartment. But what is the element of surprise that the residents can look forward to?

With the Four Seasons by their side, the element of surprise will be experienced by the residents' on an everyday basis.

Tell us about the designing part of the project. With your penchant for art, did you have a contributing hand?

The creative part of what we do is the most rewarding to me as you take something that is raw and metamorphose the ideas creatively into a unique proposition. There can be nothing more satisfying than creating a landmark that will stand tall for generations to come. Elements such as flawless design and construction, and high-quality building materials and finishes should really be a given in any

luxury development. Our developments are designed by the finest providers of creative and technical expertise.

What is remarkable is that we have 12 of the most sought-after consultants operating in different parts of the world conceptualising, designing and seamlessly integrating our vision into reality. Their painstaking attention to detail and noteworthy resolve for perfection is unparalleled.

They sit at the pinnacle of lifestyle and luxury, and they, like us expect the best. We ensure that they are not just part of the conceptual design process but the entire development process.

Take for example, our architect Gensler's approach to the Four Seasons Private Residences. In Gensler's Principal Design Director Steve Weindel's words, their focus is on moving spaces. "Moving experiences of architecture tend to be somewhat unexpected, but they are very powerful. They take your breath away. Like a great piece of art, a great piece of architecture makes us think about life itself. It heightens our awareness of our surroundings and makes us think about how we perceive the world. Great architecture grabs hold of light, using it to define spaces and make extremely dramatic settings."

Are there any other particular novelties that you are very proud of in the project?

As far as novelties are concerned, I am proud to say that there are many firsts in this project. To begin with, a 55 storey tower with only 26 residences, in the heart of Mumbai is in itself unique. To put things in perspective, this would be the lowest density high-rise residential project by Four Seasons globally. This level of exclusivity along with the legendary Four Seasons' service within the luxury of one's home is highly coveted. It allows for a lifestyle reminiscent of the landed residential tradition but with a contemporary twist.

To achieve this level of privacy, the architectural design of the tower is the only one in Mumbai to conform to the global definition of a slender tower that boasts of a slenderness ratio (floor-to-height ratio) of 1:10. This slenderness adds to the elegance and distinctiveness of the tower. Another case in point would be the degree of personalisation this project offers to



The Kitchen layout.



The Sky Lounge.

its residents. We believe in keeping the needs of the future resident at the core of the design and planning process. This approach allows their individuality to dictate the planning of their homes. For example, the architecture provides for customised facades, so a resident can choose the fine balance between the level of natural light and privacy within their bedrooms. Globally this is a first!

What according to you is a definition of luxury and how does the Four Seasons Residences Mumbai project fit into this definition?

I believe in understated luxury—things that have been carefully and thoughtfully handcrafted, things of flawless quality, things of scarcity and timeless character. When I think of luxury, these are the things that come to my mind. However, luxury means different things to different people. But the one thing that universally defines luxury is scarcity and exclusivity.

We at Four Seasons believe luxury percolates into every aspect of the development now and in the future. Be it quality of design, materiality, consistent and intuitive services or ongoing upkeep and maintenance.