



***THE GRAND PRIX OF FINE LIVING***



## **A LEGEND MAKES *EVERY MOMENT COUNT***

*Schumacher's fearless nature behind the wheel was clear from the inception of his driving career, starting from the age of four, when his father built him a racing cart that he duly wrecked, slamming it into a lamp post. As expected, his early karting skills were transferred to Formula 1 and soon he was negotiating the corners and chicanes of Grand Prix circuits worldwide with great skill and judgement, going on to win a record number of 7 Championship titles.*

*For the legend there is nothing more satisfying than valuing precious family moments. Which is why, off the circuit, he intensely values his private life and loves spending time with his family. Truly enjoying the pleasures of life.*



## ***THE LEGEND OF MICHAEL SCHUMACHER***

*At times, one wonders what makes a legend? What drives their passion? What is it that defines their mettle? The answer probably lies in their relentless will to beat the odds. Meet the man who has somewhat similar instincts. The only difference being that the brazen asphalt on the tarmac runs in his DNA. Meet the legend who truly values every second. A legend who lives, every moment.*



*At times, 1/1000th of a second has the  
power to change your destiny.*

*And when the chase is  
about pursuing perfection*

*U-turns simply don't stand a chance.*

*Because I don't see life as an F1 race.*

*For, I pursue the zeal to*

***LIVE EVERY MOMENT.***



## **THE LEGEND SPEAKS ABOUT THE TOWERING SPECTACLE**

*To me, the design of the Michael Schumacher World Tower comes across as being state-of-the art, visionary and ultra-modern; certainly it is a stunning piece of architecture and a very special place to live. Obviously I like the detail about the helicopter pad, as I know how precious time can be. I just hope the people who will be living in this tower will experience what they expect to find.*

*"With the Human Architecture philosophy in place, one can feel the vision and passion behind this project. My experience is that people who are passionate about what they do are achieving better results, and with the Tower you can see that there is a lot of thinking behind to make it a stunning and extraordinary building."*

A handwritten signature in black ink, located at the bottom right of the page. The signature is stylized and appears to be the name of the man in the portrait.



## THE EVOLUTION OF AN ICON

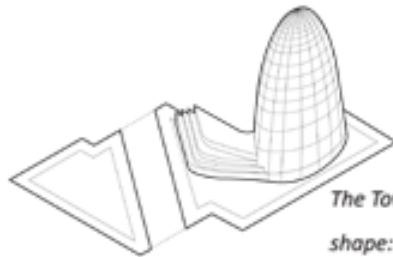
When you imagine a spectacle as towering as the Michael Schumacher World Tower, only one thing comes to your mind. The legend himself. Nothing less than a stunning work of art, this spectacular feat of engineering will redefine the dynamic landscape of Gurgaon.

Designed by the International studio of Upton Hansen Architects, London, the imposing 99.5m structure will principally be constructed from reinforced concrete, to maximize clear floor to ceiling heights for the residents. Certain key structural components such as the helipad and the structure of the dome from top of the building will be fabricated from steel. Enhancing the overall look and feel of the building, the glazed envelope uses clear glass with high performance coatings ensuring maximum visibility whilst minimizing solar gain.

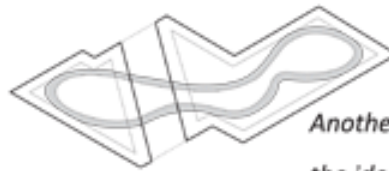
Live every moment in each of the 26 laps of this architectural wonder. Inhabit a world designed for the coveted few.



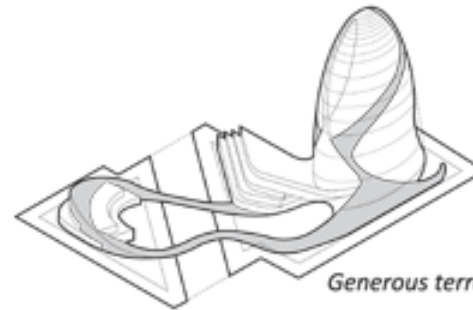
To create an impact on the site, a tall orthogonal block accommodating the permitted FAR area was located on the larger of the two plots, placed towards the rear of the site to allow for a grand entrance and drop-off area.



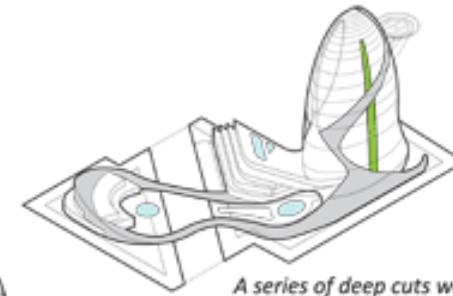
The Tower was sculpted to create a more aerodynamic shape: the area lost through this process was reinstated in the podium – a four-storey structure providing amenities such as a gym and fine dining restaurant with an exclusive pool terrace on the roof.



Another early concept for the project was the idea of a 'Racetrack' spanning the site visually linking the two plots together.



Generous terraces are inspired by the aerodynamic air intakes of Schumacher's Formula 1 racing car to give it a very distinctive appearance.



A series of deep cuts were made into the envelope to allow natural light to filter into the centre of the Tower. These cuts were conceived as vertical green lungs with sky gardens at every three floors.



**JONAS UPTON-HANSEN**

**TRULY AN ARCHITECT OF CHANGE**

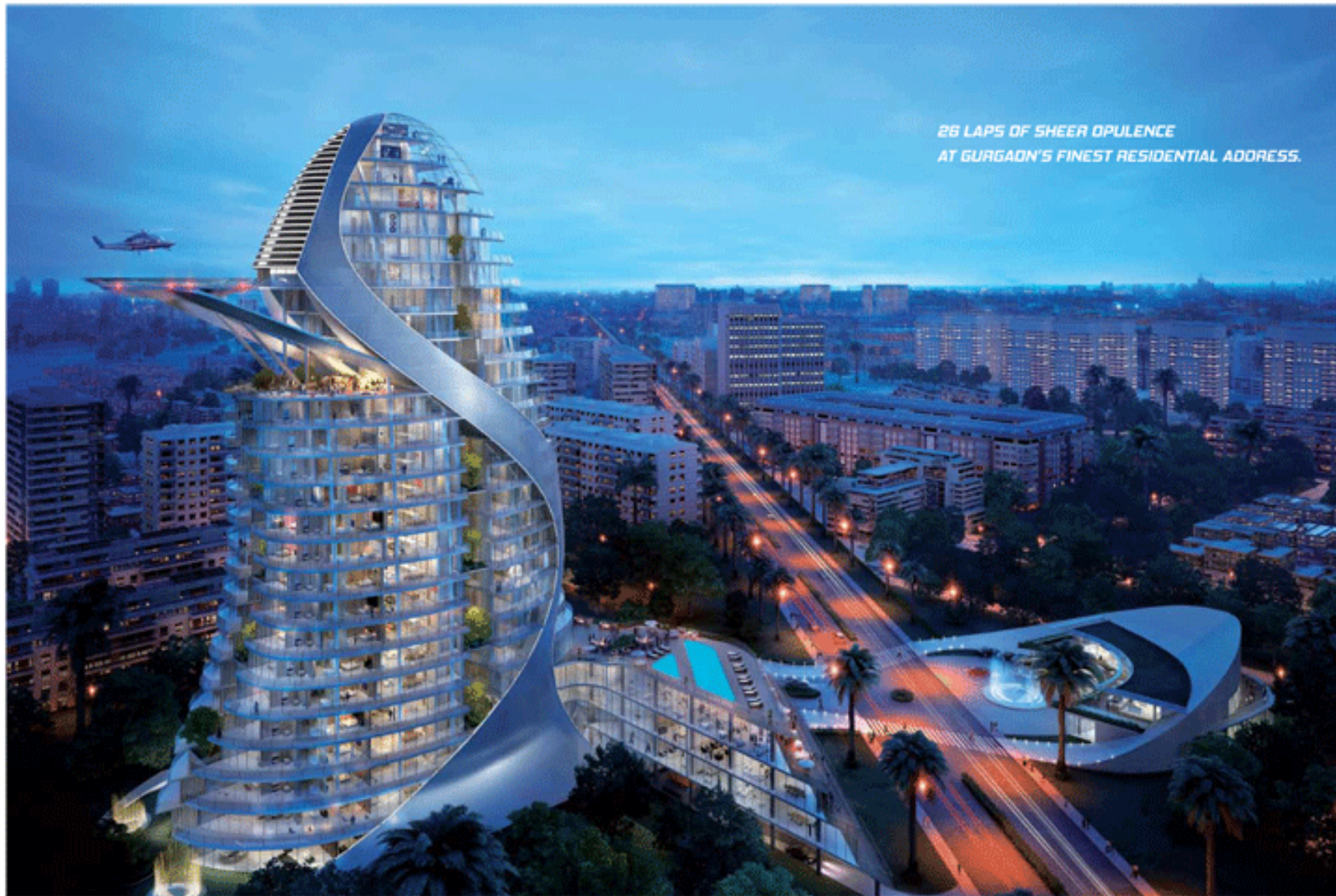
The initial concept for the Michael Schumacher World Tower was to design a building that would provide residents with a unique feeling of climbing aboard a Formula 1 car, specifically engineered for performance, speed and excitement. An early design goal was to combine luxury and comfort with the glamour and excitement of racing and competing at the highest level. Only a perfect balance of these qualities would produce a product worthy of carrying the Schumacher name.



**MICHAEL SCHUMACHER** *WORLD TOWER.*  
LAP 1. MY ADDRESS IN THE LEAGUE OF CHAMPIONS.







*26 LAPS OF SHEER OPULENCE  
AT GURGAON'S FINEST RESIDENTIAL ADDRESS.*





## ***THE FUTURE IS ON TRACK***

*Only legends have the ceaseless zeal to make every moment a truly momentous affair. No wonder, the imposing facade of Michael Schumacher World Tower is a gateway to the future.*

*Step into a world where every moment is surrounded with harmony in design. Specifically engineered for performance, the aerodynamic curves of Michael Schumacher World Tower are wrapped in a 3-dimensional metallic 'ribbon' on the outer facade, reminiscent of the many racetracks, Schumacher has mastered.*



### THE HELIPAD TOWERS ABOVE ALL

Ensuring that you and your VIP guests arrive in style, the Helipad at the Michael Schumacher World Tower is a signature feat in itself. Towering at 75m above street level, the robust steel structure supporting the platform is inspired by the suspension members of a Formula 1 car—entirely cantilevered from the rear of the building, this landing platform appears to “float” on a cushion of air.

Take-off like an icon. Arrive like a legend.



**WELCOME TO A  
BREATHTAKING SPECTACLE**

*From the moment you arrive at the exotic main entrance foyer, you get the feeling of entering into a plush luxury resort. Designed on the theme of speed and pure adrenaline, the curved facades, generous double height volumes, and custom component elements create an atmosphere of pure bliss. Careful control of natural daylighting to both internal and external spaces create a seamless yet dynamic arrival and departure point. Step into the Michael Schumacher World Tower. You've arrived.*







**ENTER INTO A WORLD WHERE  
ELEGANCE GREETES YOU WITH ÉLAN**

*Step into the magnificently opulent environment of the Michael Schumacher World Tower. Enhancing the sense of arrival, a large overhanging canopy of polished stainless steel creates a unique sculptural effect that is truly spellbinding.*

*The shimmering fountains of the grand entrance give way to the serene water bodies and sinuous curves of the reception foyer.*



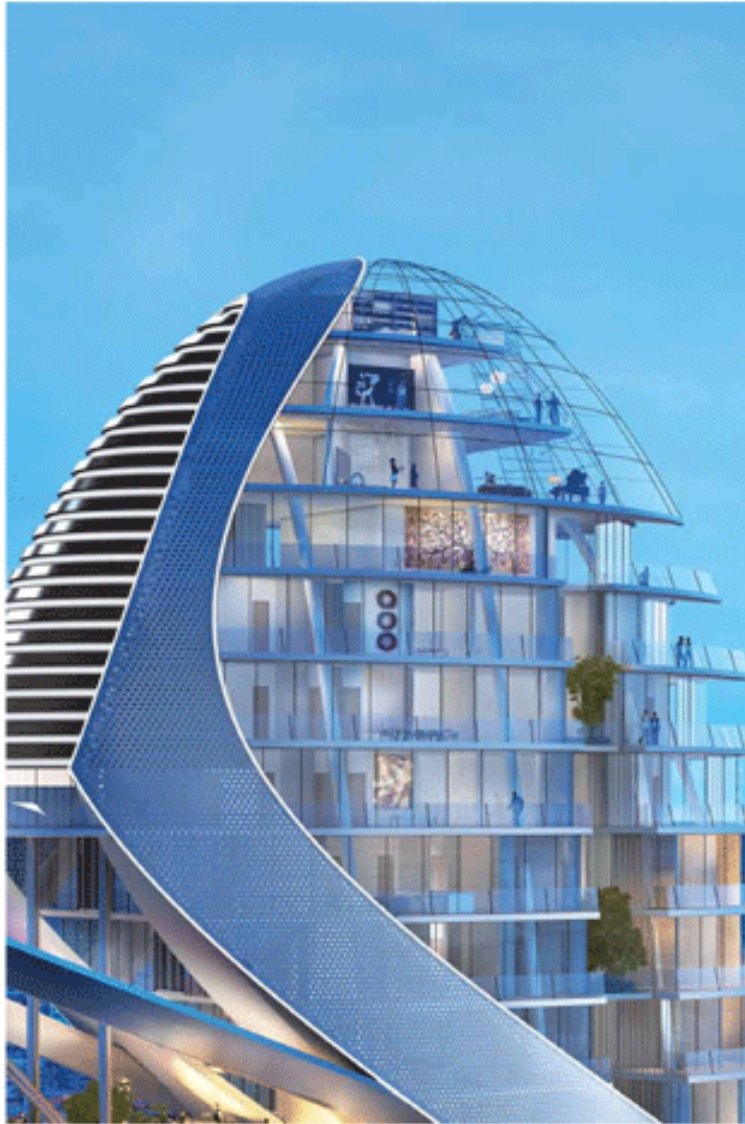
### FEEL THE GRANDEUR OF FINE LIVING

#### Customised luxury apartments and townhouses.

A taste for the finer things in life is a rare trait that only a few possess. Feel the vibe of a classy lifestyle in a range of customised luxury apartments. Experience the perfect melody of your impeccable taste and appealing aura at an address that's as legendary as you.

- Wide terraces with a multitude of amenities.
- Floor-to-ceiling glass at every level for panoramic views.
- An abundance of natural light and ventilation.
- Superb deck space that is self-shading.
- Earthquake resistant structure.





## **LUXURY PENTHOUSES:** **RISE ABOVE THE EXTRAORDINARY**

*Welcome to a world where every element – look, texture, finish and design is a statement and embodiment of the legend's vision. The chic penthouses at the Michael Schumacher World Tower are one such spectacle where restrained elegance flows through every unique space. The elegantly styled interiors offer stunning panoramic views of the Gurgaon skyline. Finished to the highest standards, these lavish penthouses offer extraordinary settings for private events, intimate gatherings or quality family time. With spacious living and dining areas, five bedrooms with ensuite bathrooms, as well as guest accommodation, engulf yourself in classic sophistication.*





**LEISURE AMIDST INDULGENCE**  
**Club Lap 1 - A Michael Schumacher Signature Club**

Welcome to Lap 1 - possibly the most chic clubhouse in town. Designed with 'ultra-modern' architecture that beautifully blends in with surrounding landscapes, your heart will surely skip a beat once you gaze at this amazing marvel of leisure and tranquility. And once you soak your senses in the infinity lap pool that sits majestically atop the clubhouse, the perennial stress of the chaotic urban life will vanish away in an instant. Equipped with a full range of sports, wellness and recreational facilities, the clubhouse is designed to give life a much needed break.

- Spa and Wellness Treatments - Kid's Pool - Restaurant - Squash Court  
- Billiards / Pool - Gymnasium - Coffee Shop - Convenience Shopping  
- Yoga / Aerobics / Dance Room

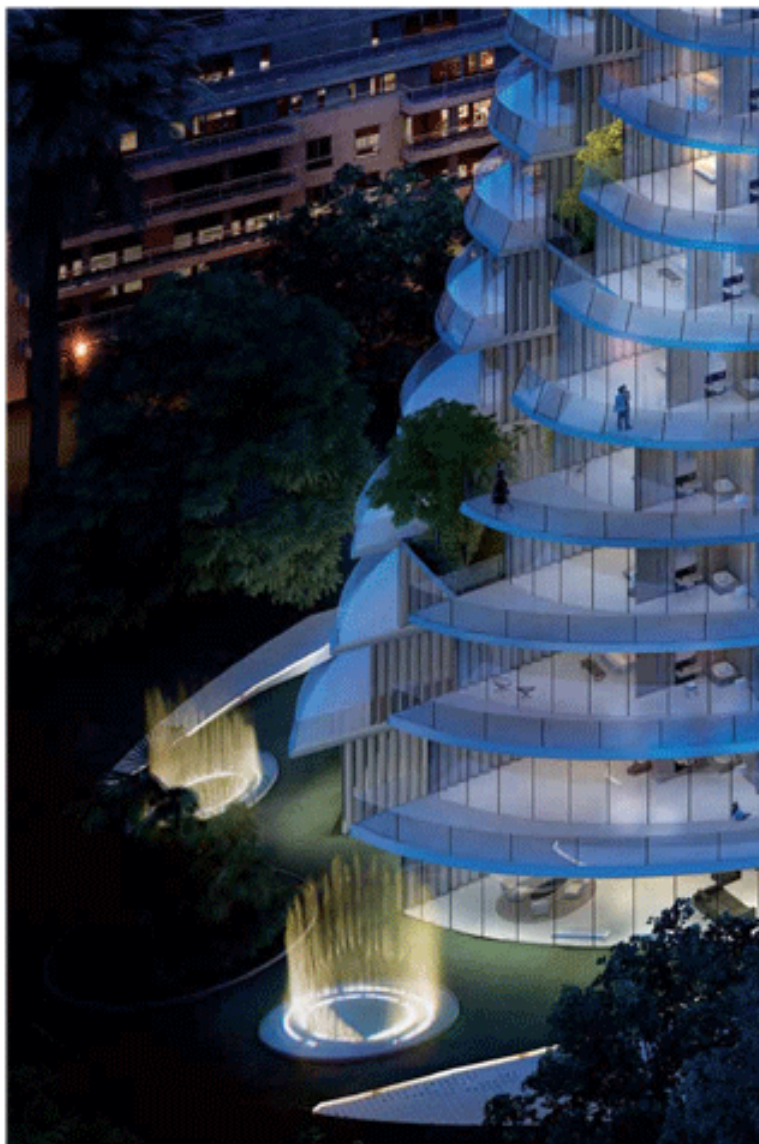




### **STYLISH OBSERVATORY DECK: A FRESH VIEW OF LIFE**

*Overlooking the dynamic skyline of Gurgaon is an uber stylish observatory deck with glass panels and classic steel finishes. Situated approx. 200 ft. above ground level, the observatory deck is an eclectic hub of activity and socializing.*





## ***FINE LIVING COMES ALIVE***

*Shimmering fountains and cascading water bodies create a wonderful ambience at the Michael Schumacher World Tower. Feel at peace as you step into the lap of ultimate indulgence.*





## EXPERIENCE LIFE LIKE A LAVISH HOLIDAY

*An abode of sheer opulence commands great expectations. Michael Schumacher World Tower truly meets them all with flawless flair. No wonder, staying in this majestic abode seems nothing less than a well-deserved vacation.*

### **Surrender to the healing touch of the divine spa.**

- Replenish the soul with innovative and traditional healing treatments.

### **Spacious and impeccably designed fitness studios.**

- Latest cardiovascular and strength training equipment.
- Professional Yoga instructors and Pilates trainers.

### **Relish timeless flavours at the fine dining restaurant.**

- Signature dishes with modern flair prepared by renowned local chefs.

### **Take a dip in ultimate sophistication at the Infinity Pool.**

- Designer swimming pool with fibre optic lighting.
- Additional terrace pool for children and Hydrotherapy.
- UV technology with reduced chemical levels.
- Maintaining the highest standards of hygiene.





## **EXPERIENCE A LEGEND'S JOURNEY IN A *LEGENDARY* MUSEUM**

*Nostalgia takes over opulence as a state-of-the-art museum dedicated to Michael Schumacher will chronicle the legendary career of one of the greatest car racing drivers in the history of Formula 1. From rare footage of Schumacher's greatest races, to behind the scenes photographs and memorabilia from some of his career defining moments, explore the journey of a legend like never before. This exclusive collection will provide a unique insight into the life of an extraordinary champion. Catch a glimpse of history – a few steps away from home.*



## HOMESTEAD: HUMAN ARCHITECTURE BACKED BY THE POWER TO PERFORM

Inspired by the concept of "Human-Architecture", Homestead together with an international team of designers and engineers envisages a future of mixed use environments where people will Live, Work and Play, enhancing their quality of life. Homestead firmly believes that buildings have a greater potential. A larger goal. A higher purpose. To not just protect humans, but also ensure holistic living. To energize lives, to inspire positivity and create harmony. So that we contribute to a better society.

"ARCHITECTURE BEGINS WHERE ENGINEERING ENDS."

WALTER GROPIUS (GERMAN ARCHITECT)

Architecture is the personification of one's beliefs and thoughts. It is a relationship between a physical space and a person, it becomes imperative that it has the potential of creating a bond with the person. It is vital for a place to understand the needs of a person and strike the right chord.

A space should be such that it leaves a person with wonderful memories to look back at. Architecture is beyond just a shelter. It should have the ability to bring joy, to exalt and stimulate the person living there.

Everyday space is shrinking and population is rising leading to diminishing focus on human needs. An extra effort is needed to create spaces that offer an interesting mix of technology, a person's future needs and a caring heart. For, when forms take shape and people reside in it, Human architecture comes to life.

### VISION

To create valuable ideas through Human Architecture which will act as a market differentiator for the company and create new benchmarks for the Real Estate Industry.



Corested affiliations:



### FROM THE CHIEF OPERATING OFFICER'S DESK

Champions always have a ceaseless zeal to live every moment. Michael Schumacher World Tower is a home for such champions. Come, be a part of this legendary abode that redefines opulence and is nothing less than an epitome of fine living. Live like a legend. Live every Moment.

Warm regards

**Manoj Shrivastava**  
CDO & Executive Director  
Homestead Development Corporation

MICHAEL SCHUMACHER WORLD TOWER

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Indian Architect

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New Delhi

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Structural Consultants

**HAUJOSON & PARTNERS USA,**  
(Proud Consultants of Petronas Towers, Malaysia)





**EVERY MOMENT, *LEGENDARY***