



Elevating the ordinary to the exemplary



The dull to the divine

The everyday to A of art





FROM THE DIRECTOR

The idea of simplicity in complexity, 'shibui' in Japanese aesthetics allows subtle and complex details, textures to exist in a balance of beauty and purpose. This balance of simplicity and complexity ensures that new meanings emerge and enrich the aesthetic value continuously. **Kessaku**, meaning *a masterpiece* in Japanese, our exclusive residential offering, is an exemplification of this thought, with an artful setting of diverse elements both formal and functional. The Kessaku precinct offers five exclusive towers: Sora, Niwa, Mizu, Faia and Zefa, inspired by the five natural elements and the bespoke privilege of two club houses: Midori - The Garden Club and Kaze - The Sky Club.

The concept reveals itself layer by layer, beginning with the modern architectural vision of Callison,* that recalls the grace of the garden city and creates a contemporary paradigm of seamless inside-outside living. The landscaping by Design Cell,** subtly complements the overall spatiality in a very contextual and unobtrusive manner. Our interior narrative is qualified by Studio Wrap,*** with a modern eclectic discourse that creates a luxury attuned to the taste of the global family. This experience is further enhanced by a personalised home intelligence system that's virtually invisible and intuitive to ensure comfort and the highest degree of security.

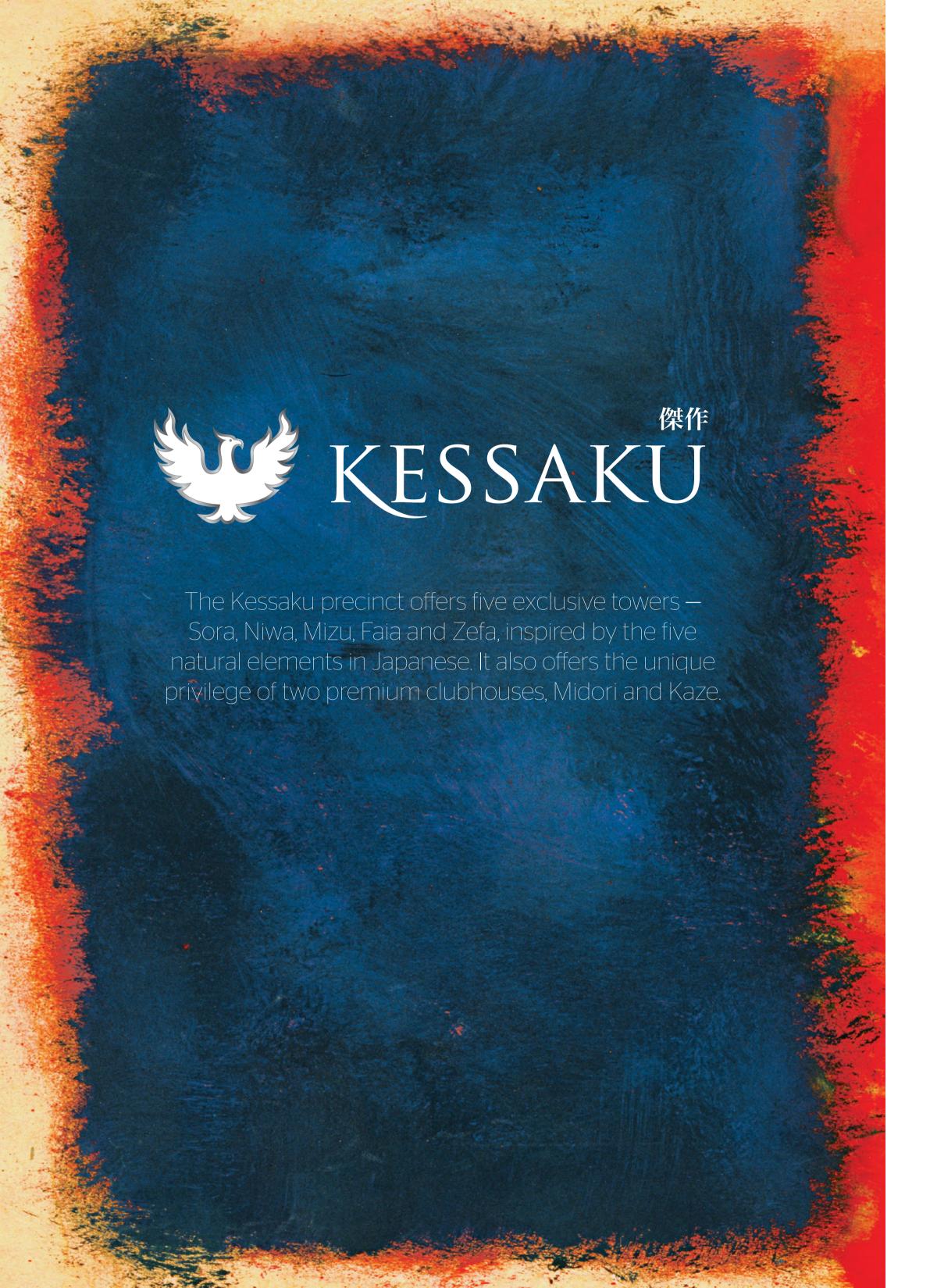
We believe that the grandness of the masterpiece is revealed by its details, in our case, the architecture, the choice of exquisite materials, state-of-the-art technology and top of the line service and experience.

And finally, a masterpiece is a labour of love and in this pursuit we have worked tirelessly for the last several months with the best in the business, to ensure that every little detail at Kessaku is perfected to exceed your expectations in every sense and set new industry benchmarks.

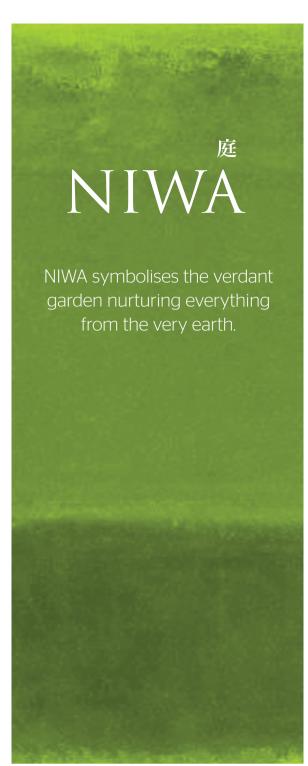
Kessaku is the coming together of diverse perspectives in a beautiful balance. We are truly proud to present it as an iconic and artful statement in exclusive living to Bangalore.

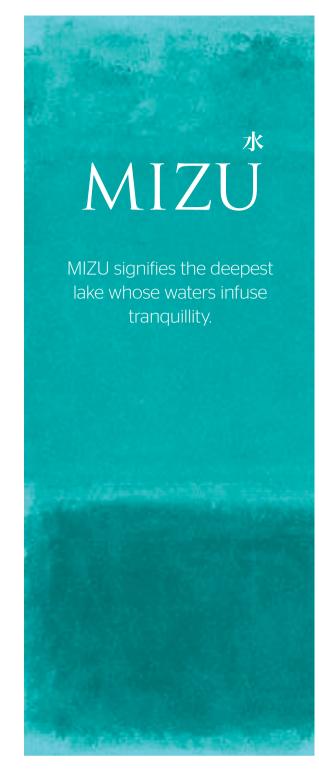
Mayank Ruia

Director - Phoenix (Residential)

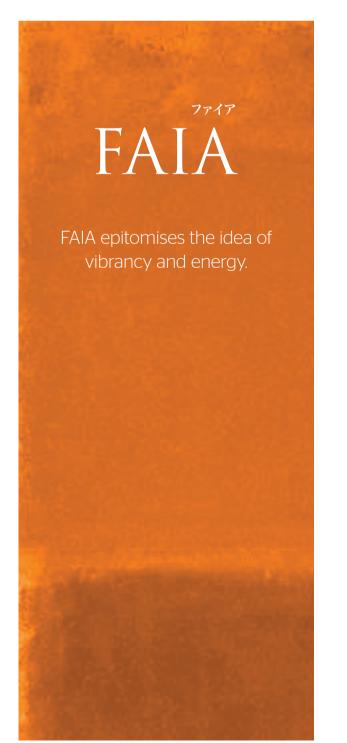


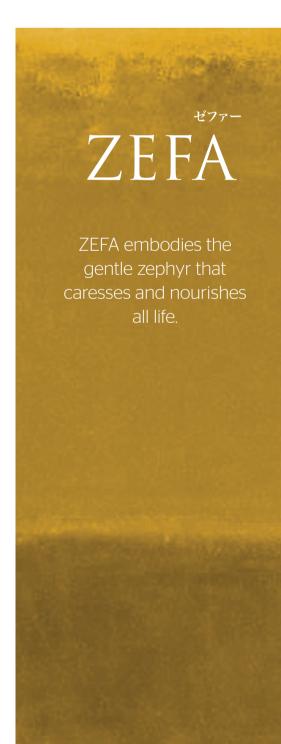




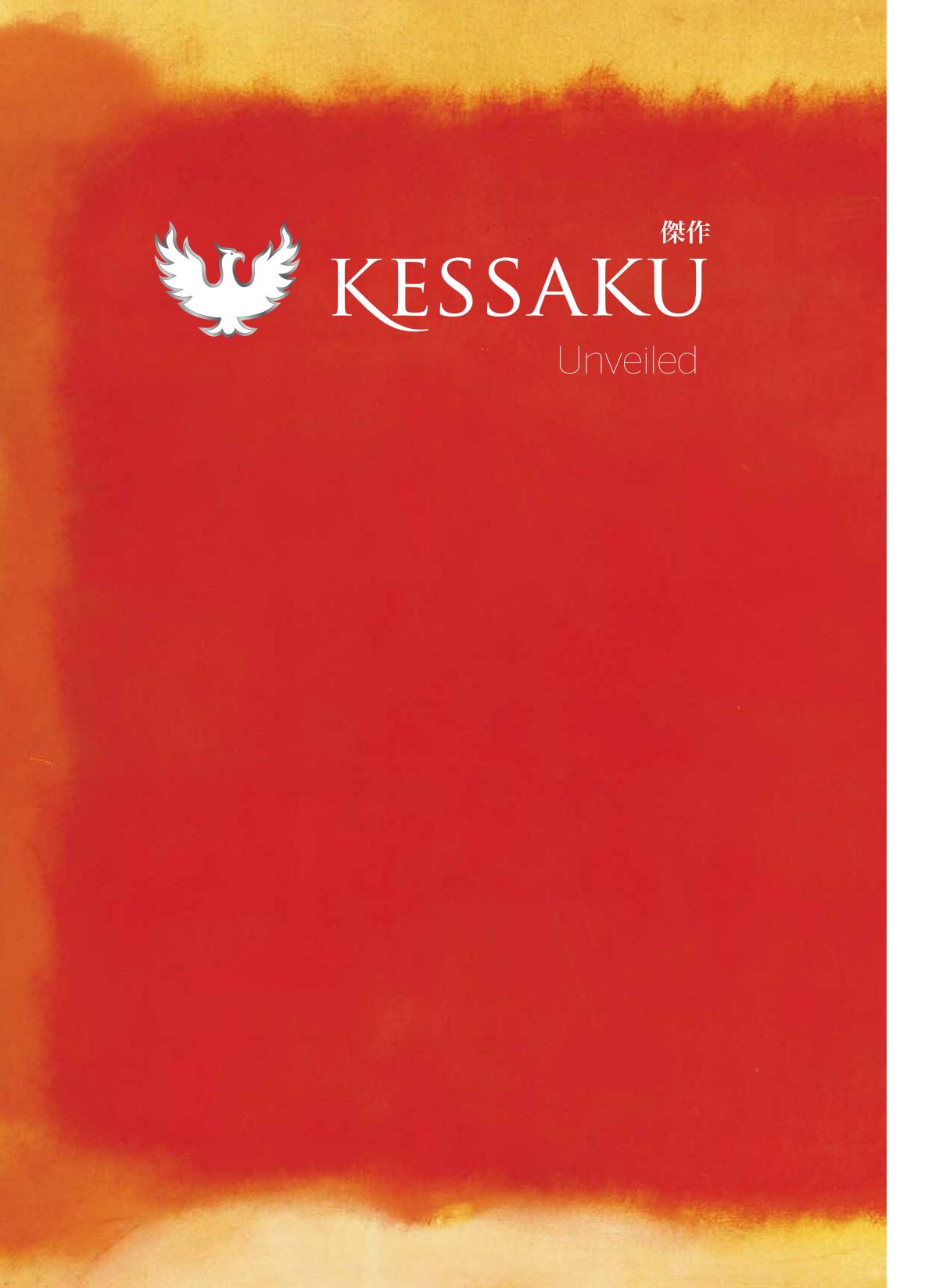


the whispering wind — wild, restless and free.









The Fine Art of Design. Perfected.

- Architecture
- Landscape
- Interior design
- Lighting

The Fine Art of Being Connected. Perfected.

- Location map
- Neighbourhood

The Fine Art of Making an Entrance. Perfected.

- Introduction to the five exclusive towers
 - SORA
 - | | | | | |
 - MIZU
 - FAIA
 - ZEFA

The Fine Art of a Life Less Ordinary. Perfected.

• Interior collage of the Kessaku lifestyle

The Fine Art of Choosing Your Indulgence. Perfected.

- Midori The garden club
- Kaze The sky club

The Fine Art of a Seamless Experience. Perfected.

- Home automation
- Concierge and butler service
- Sustainability
- Waste management

The Fine Art of

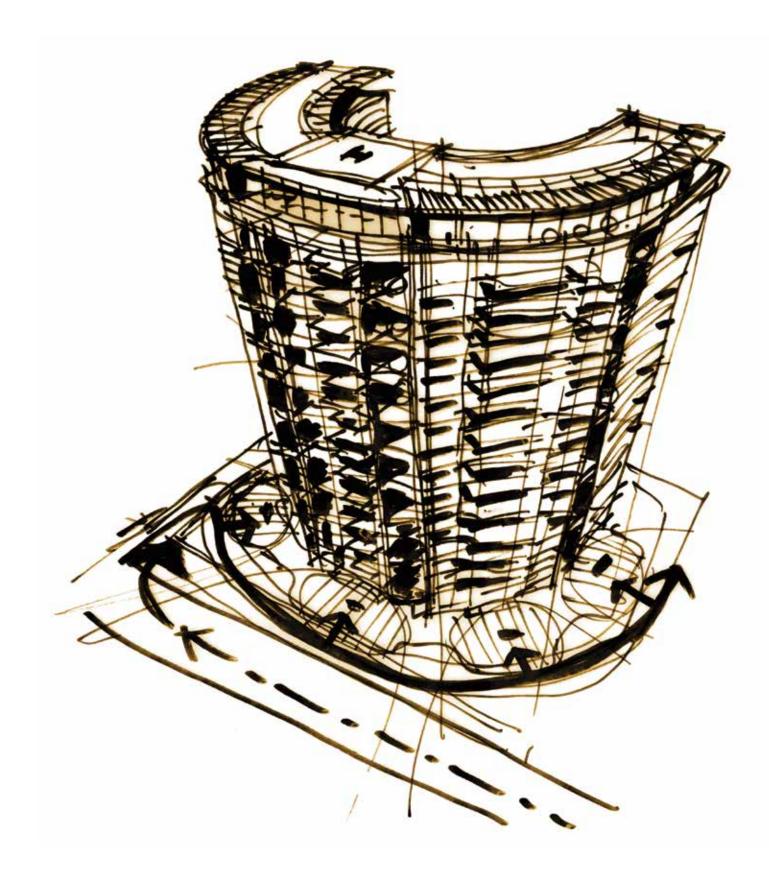
Design.
Perfected.



Every masterpiece is the culmination of many strokes, colours, layers and thoughts.

Just like notes in a symphony, each one of these is integral to creating a great work of art.

rom architect to interior designer, lighting to
 landscape consultant, many people have played defining roles in creating the masterpiece that is Kessaku.





Ro Shroff -Design Principal



Diljit Sethi -Principal in Charge



Jae Kim -Lead Designer



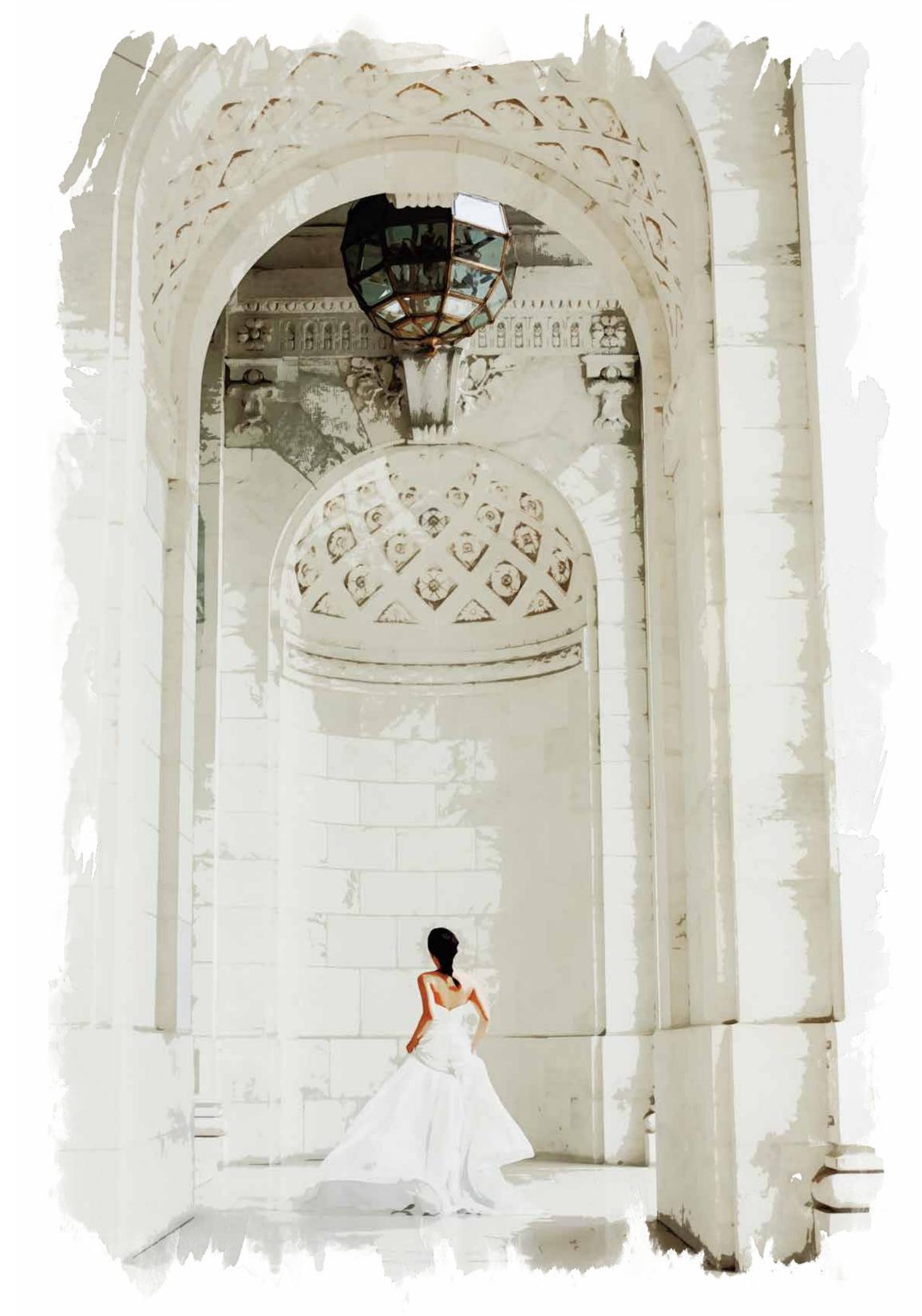
Rashne Shroff -Interior Designer

CALLISON - Design Consultants

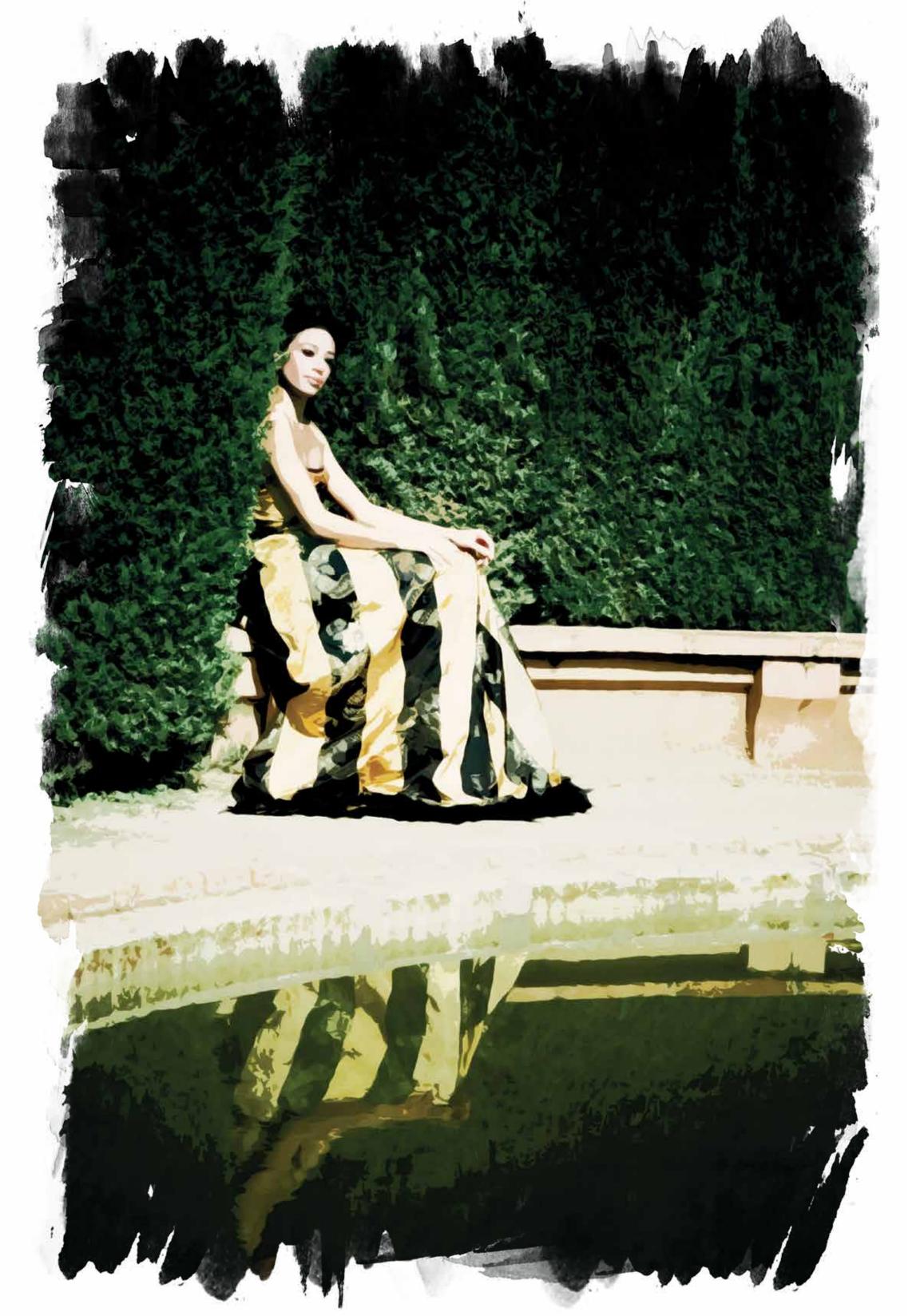
Bangalore — something that echoes the qualities of a quaint, colonial, garden city. We like to think we succeeded beyond all our collective expectations. Kessaku is a compilation of residences that redefine grace and refinement through connections with nature. The u-shaped building exudes a sense of sleek modernism, ensuring breathtaking, uninterrupted views from every internal space. This is beautifully juxtaposed against the lush greenery and expansive decks that speak to a more elegant and balanced way of life."

Callison design consultants are headquartered in Seattle, USA. Over the last ten years, they have consistently been regarded as being at the very top of their field. With awards galore and just about every distinction in the book, they are the very last word in design.

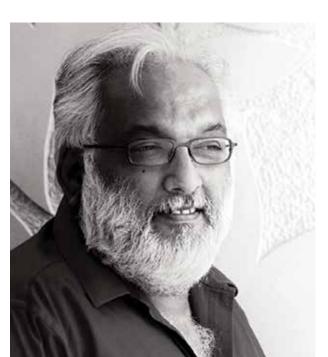
Their long list of prestigious projects include, Microsoft Campus - Redmond, Washington, The Pearl - Porto Arabia - Doha, Qatar and Grand Gateway - Shanghai, China.











Ravindra Punde - Partner, Co-founder, Principal Designer

DESIGN CELL - Landscape Architects

The believe that in order to create a design with lasting distinction, one needs to understand and create a planning framework. We have a set of unwavering principles that are applied no matter where our project work takes us — values, purpose, relevance to local context, visual imagery and relief. Our work is guided by these few underlying principles which form our approach towards any design. With Kessaku we have attempted to create a tropical oasis that compliments and accentuates the architectural space and form."

Design Cell is a multidisciplinary international firm, established in 1987. The firm's partners are dedicated to creative and technical excellence in every endeavour. Their list of noteworthy projects include Golf Links Business Park, Kempegowda International Airport - Bangalore and Formula 1 - Noida.





Gunjan Gupta - Founder and Director

Studio Wrap - Interior Design Consultants

e approached the idea of "Kessaku" in our signature style of creating a narrative that encapsulates the life of a global Indian family. Breaking away from the norm of 'branded' interiors that have little or no relevance in a country that has a 1000-year-old cultural history, this project looks at clichéd 'luxury interiors' through a fresh lens that combines artful Indian taste with cutting edge contemporary design."

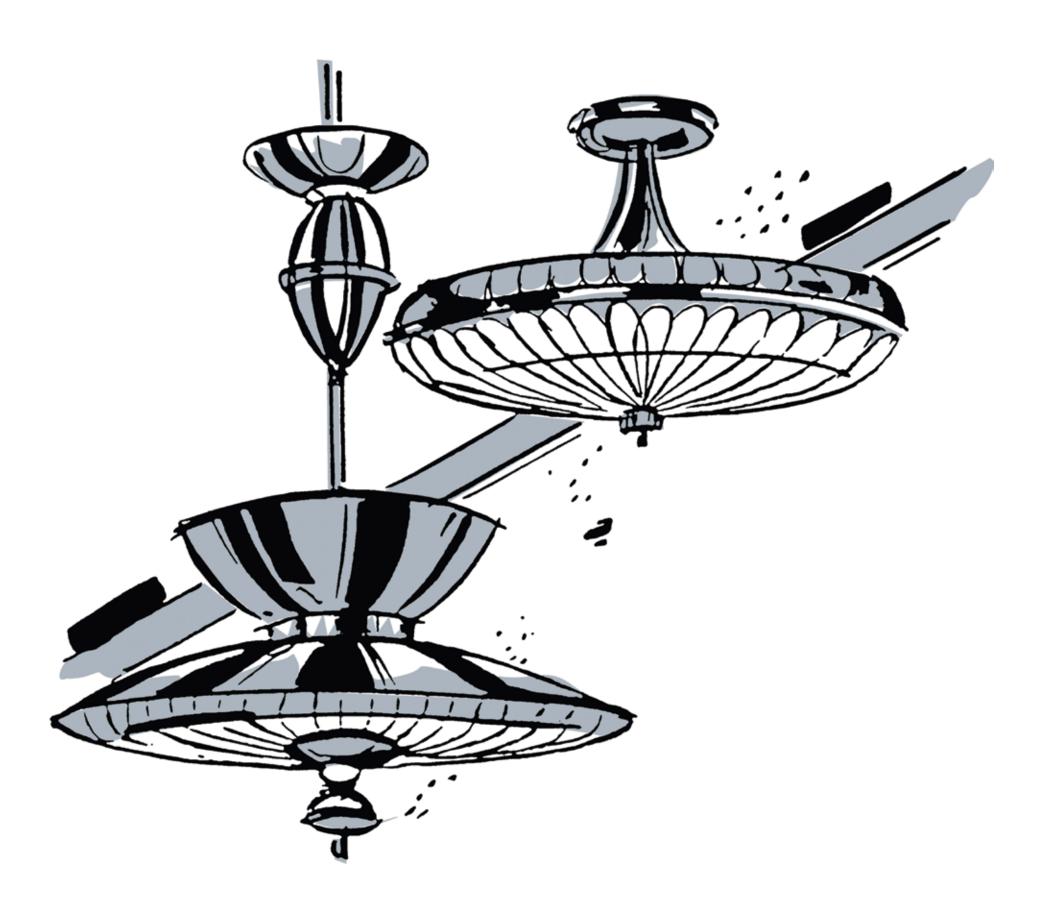
Wrap is India's first contemporary luxury and lifestyle brand established on socially and environmentally sustainable principles. Wrap was founded by Gunjan Gupta in New Delhi in 2006, as a design studio for culturally led interior and product design services. Gunjan is India's leading product designer and one of the emerging names on the international design circuit. She is a design entrepreneur who has been voted, one of five names to watch out for in luxury, by Fortune Magazine.

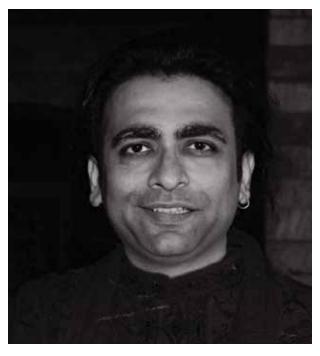










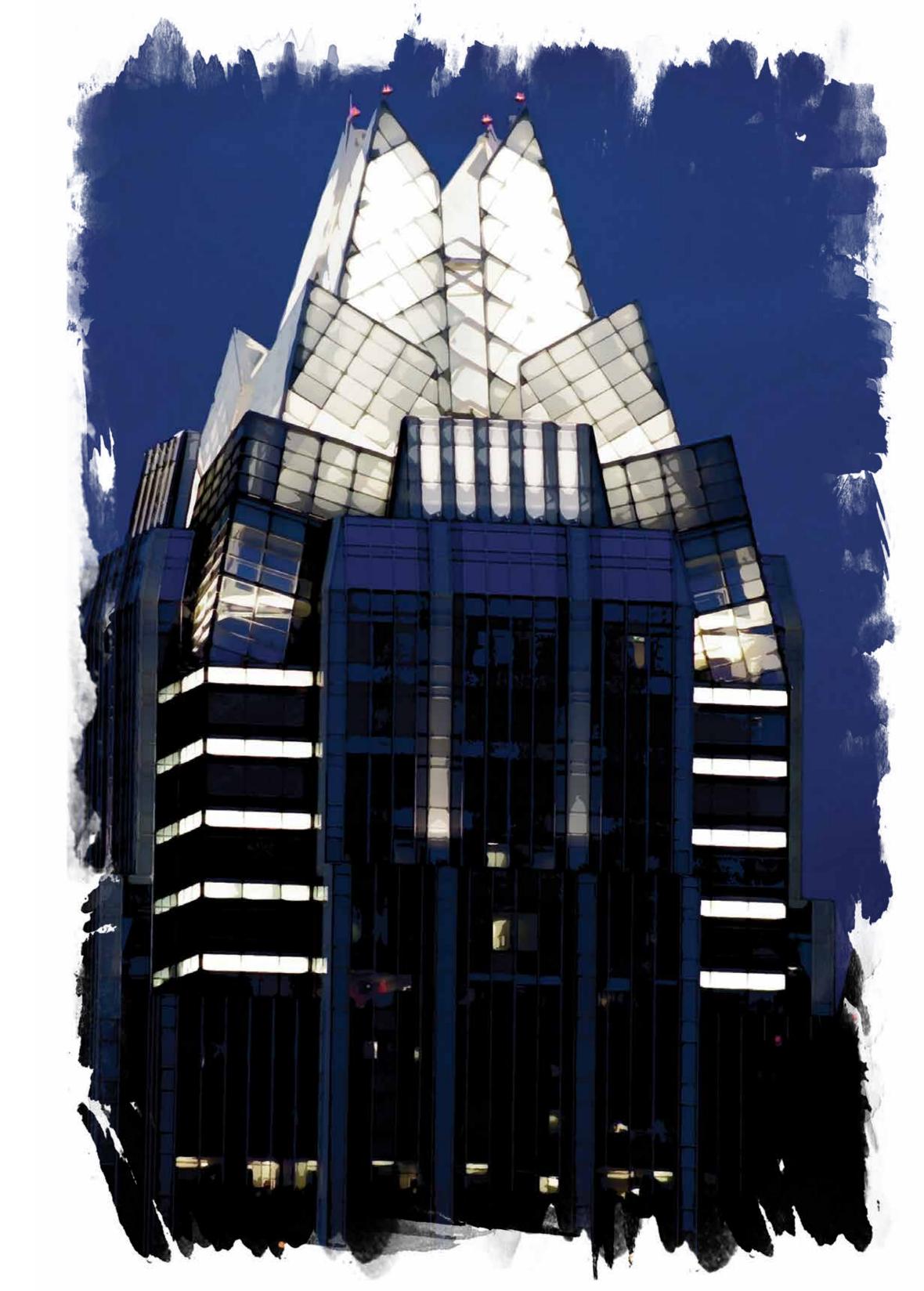


Abhay Wadhwa - Founder, Design Principal

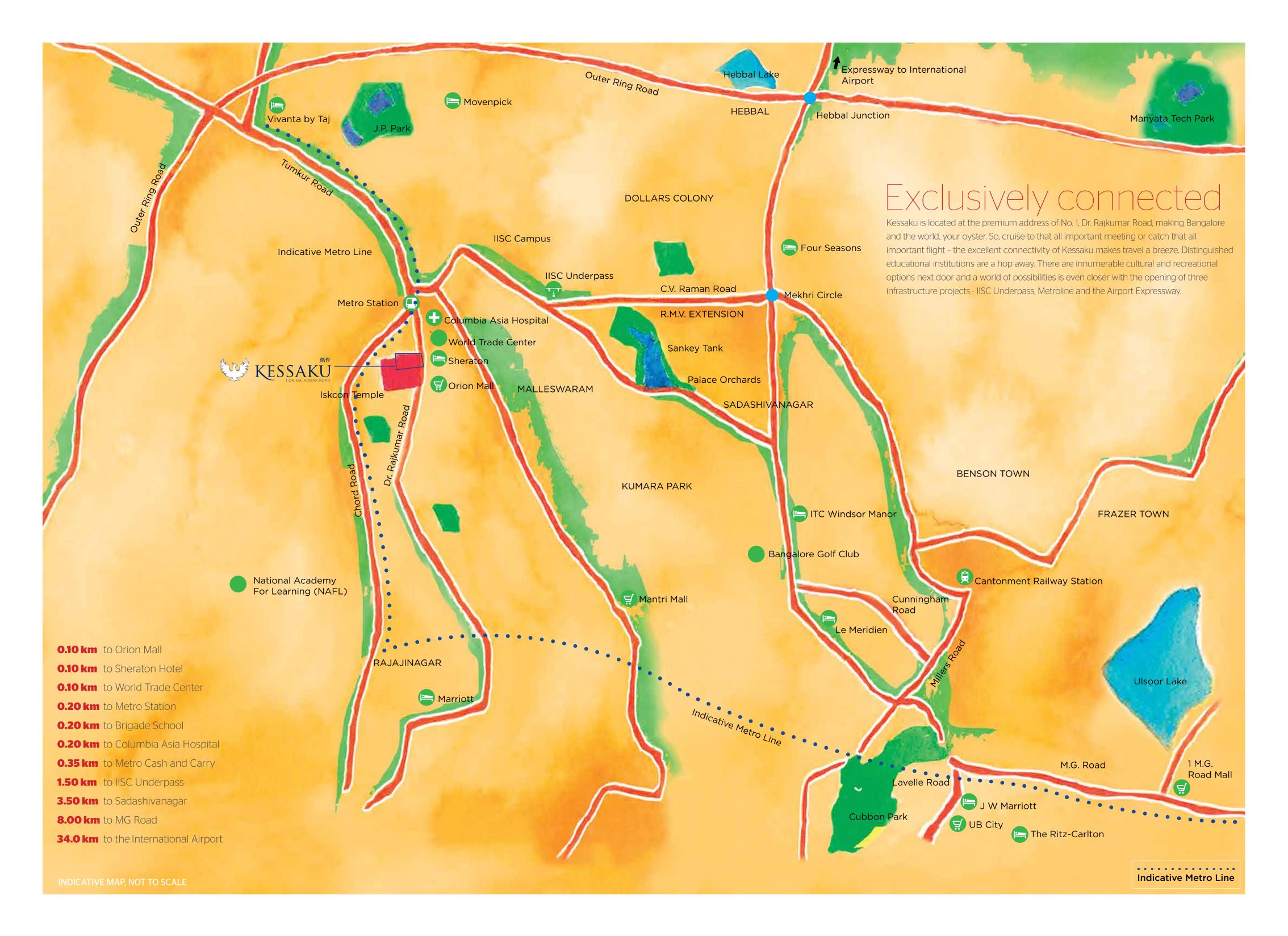
AWA - Lighting Design Consultants

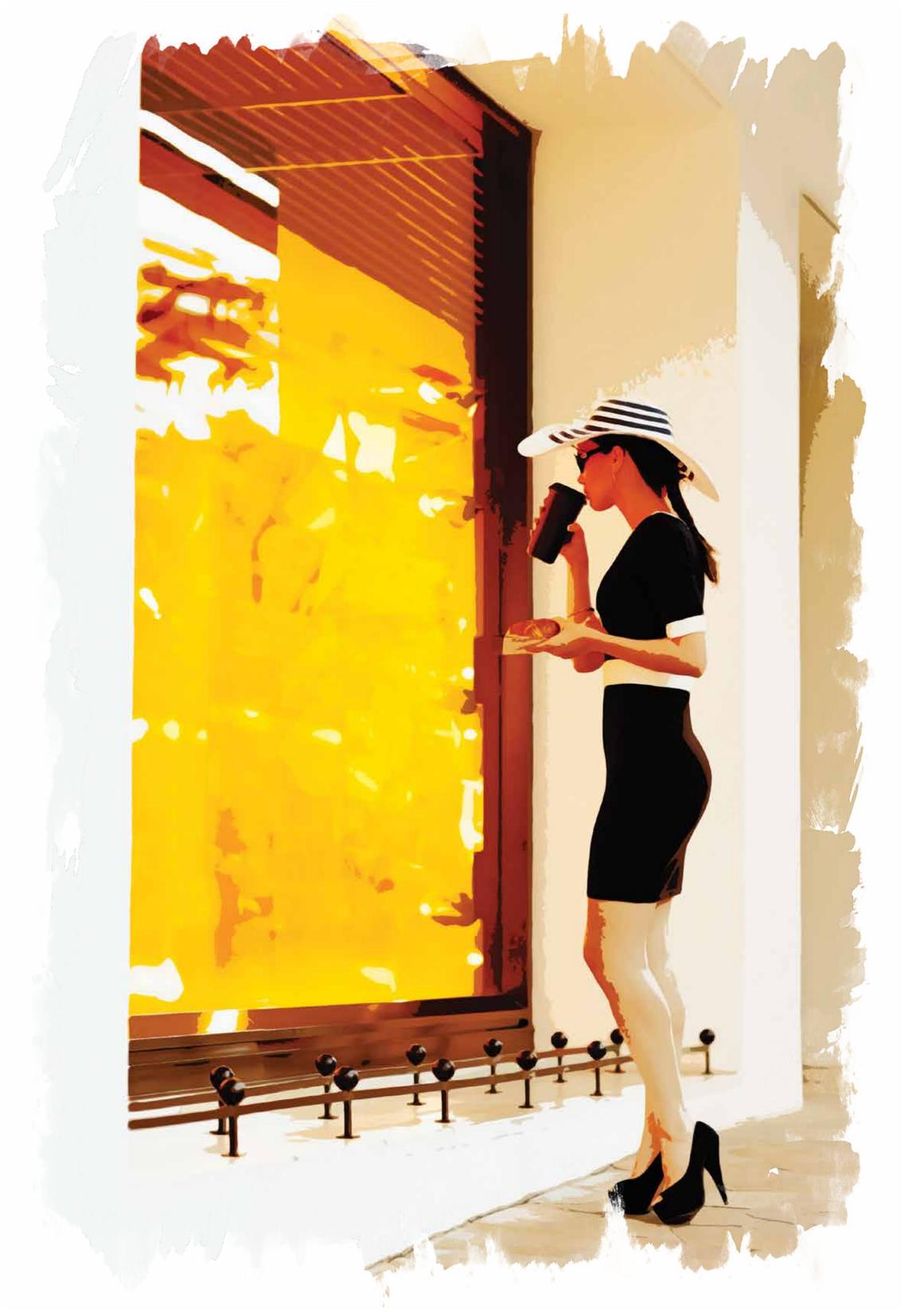
ur approach is to create a lighting design solution such that we can incorporate the lighting seamlessly into architectural intent and detail. We believe that every lighting design solution must add value to the architectural formality of the project, including methods of creating a visual hierarchy by picking points of interest and appropriately accentuating different areas. For Kessaku, while all light accents fall into a perfect symphony, the high note is the crown of the building."

Headquartered in New York City, AWA is an international architectural lighting design firm founded by Abhay Wadhwa. AWA designs and implements lighting solutions for infrastructure, hospitality, commercial and residential projects, creating solutions that evoke a sense of place. Among their many notable projects are the World Trade Centre - Bangalore, The Golden Temple - Amritsar, Peak Tower - Hong Kong SAR, 575 Lexington Avenue - New York and U Bora Tower - Dubai.



The Fine Art of
Being Connected.
Perfected.







Where the world revolves around you

Spend a day, relaxing at the spa or hit a nightspot on Lavelle Road or sit back and enjoy a movie.

Just about anything you feel like doing on a whim is at your doorstep.

World Trade Center

Shopping

Zara

Debenhams
Tommy Hilfiger
Mango
Swarovski

Ritu Kumar

F and B

Durbar

Starbucks

Benne
Toscano
Mainland China
Zaffran
Persian Terrace

Nightlife

Mai Tai Lounge Bar
The Studio Bar
The Pool Bar, Sheraton
High Ultra Lounge
District 9
Shiro, UB City
Yauatcha, 1 MG Road

Wellness

Angsana Oasis Spa, UB City Shine Spa at Sheraton Hotel

Health Care

Columbia Asia Hospital Cloud Nine Vikram Hospital

Schools

Brigade School

National Public School / NAFL

Vidyashilp Academy

Mallya Aditi International School

Stonehill International School

ISKCON Temple





Make a grand entrance

Breeze up the tree-lined boulevard and cruise past your personalised automated security exclusive to Kessaku, into the drop-off area and the art-inspired lobby exclusive to your tower.

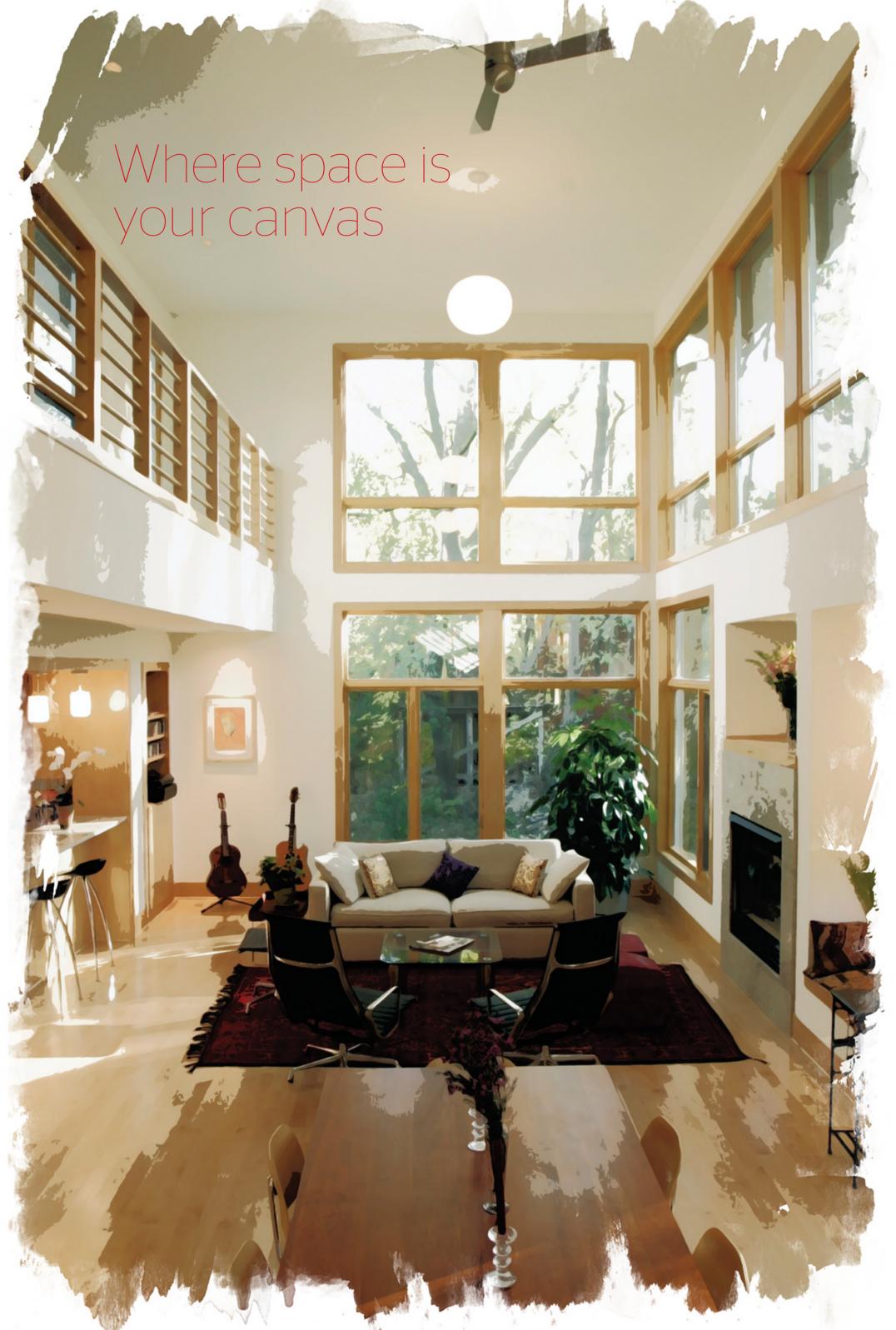


The Fine Art of

a Life Less Ordinary.

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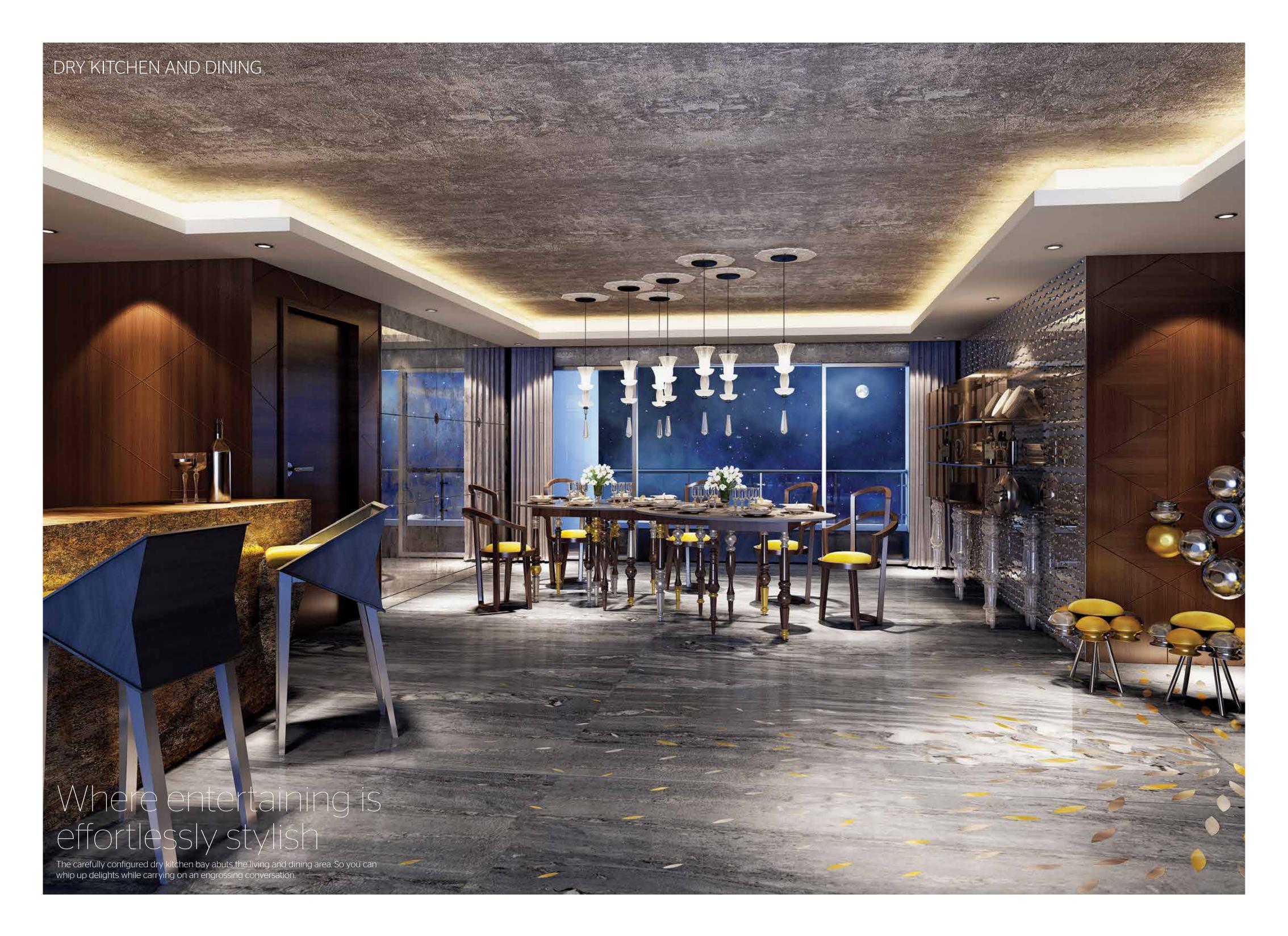


Spaces at Kessaku are artfully detailed to embody the idea of a masterpiece in the truest sense and remain culturally pertinent. So luxurious large spaces flow seamlessly into each other, celebrating the idea of multiple use, while also creating expansive individualized spaces to retire into.

- Access controlled elevators exclusive to your home
- Personal lobby
- Cross ventilated living spaces
- Double height ceilings*
- Dry kitchen and dining
- Multiple expansive decks
- Four zone kitchen suite
- Master suites 1 and 2
- His and her vanity suitesPowder room
- Master bath suites 1 and 2
- Guest bath suite
- Library bath suite
- Children's bedroom
- Family entertainment room
- Library and study
- Guest bedroom
- Expansive decks with splash pools*
- Separate service entrance and elevator for staff
- Staff quarters (accommodates 3)







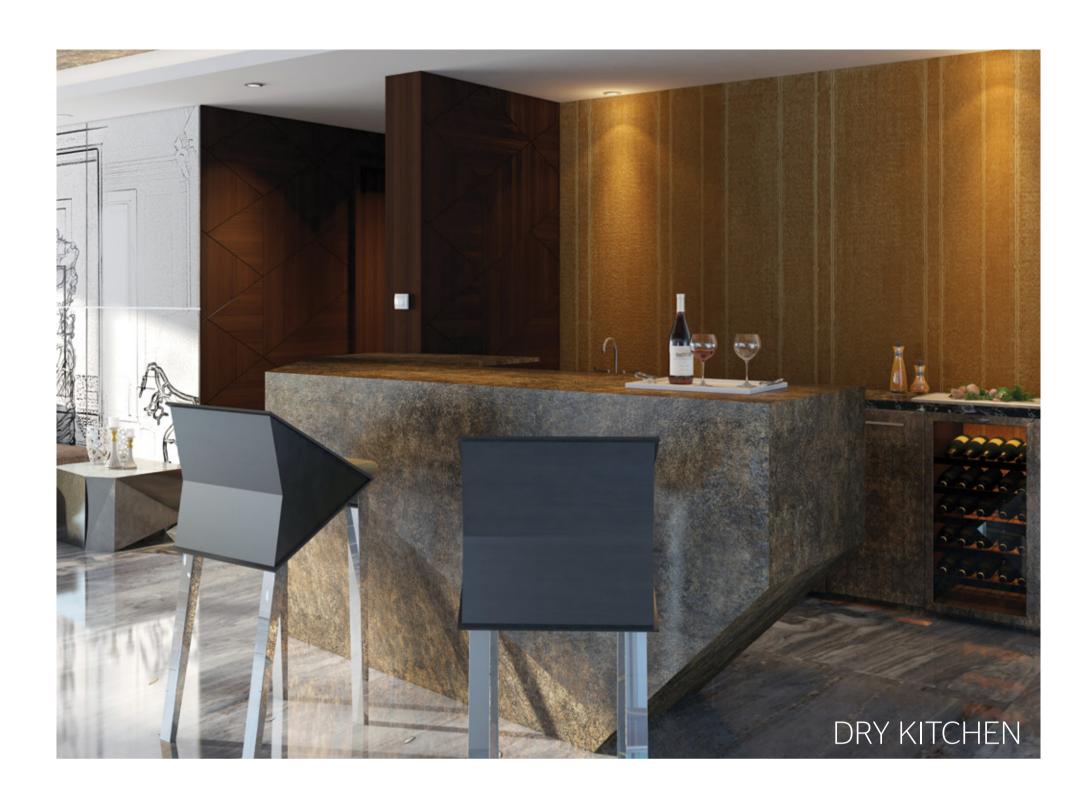




Behold the city spread out before you

Wide decks offer seamless inside-outside living and a breathtaking cityscape.



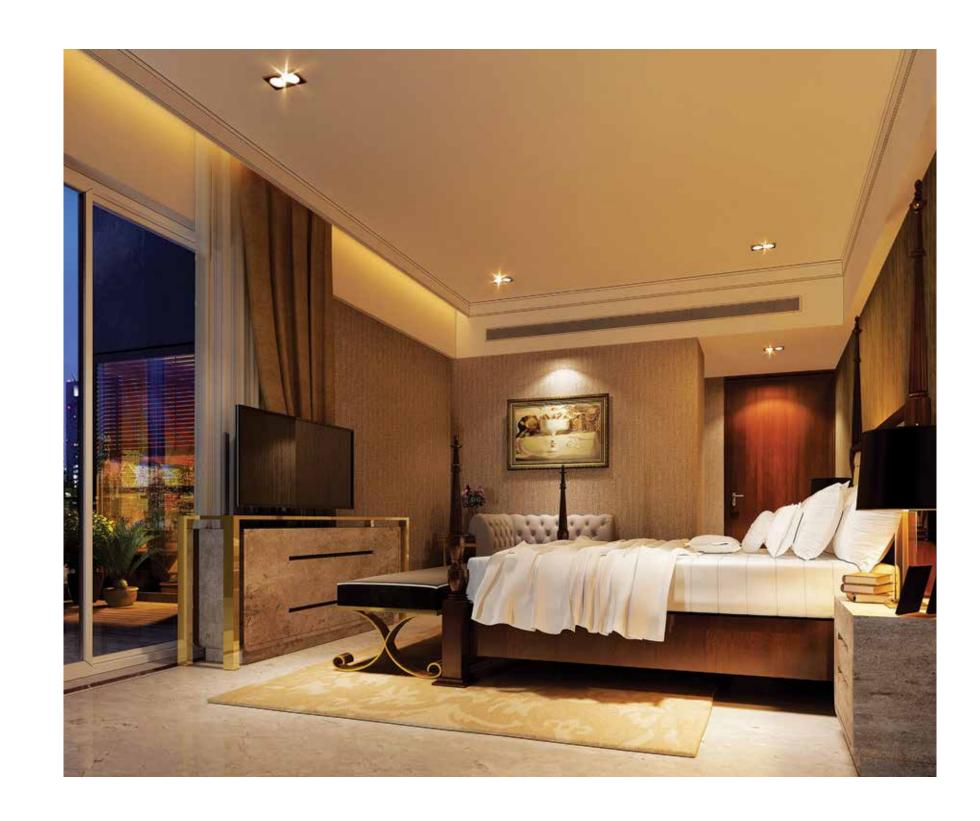


Where chefs find their muse

The dry kitchen offers every convenience you could possibly wish for, like a teppanyaki grill and wine cooler.

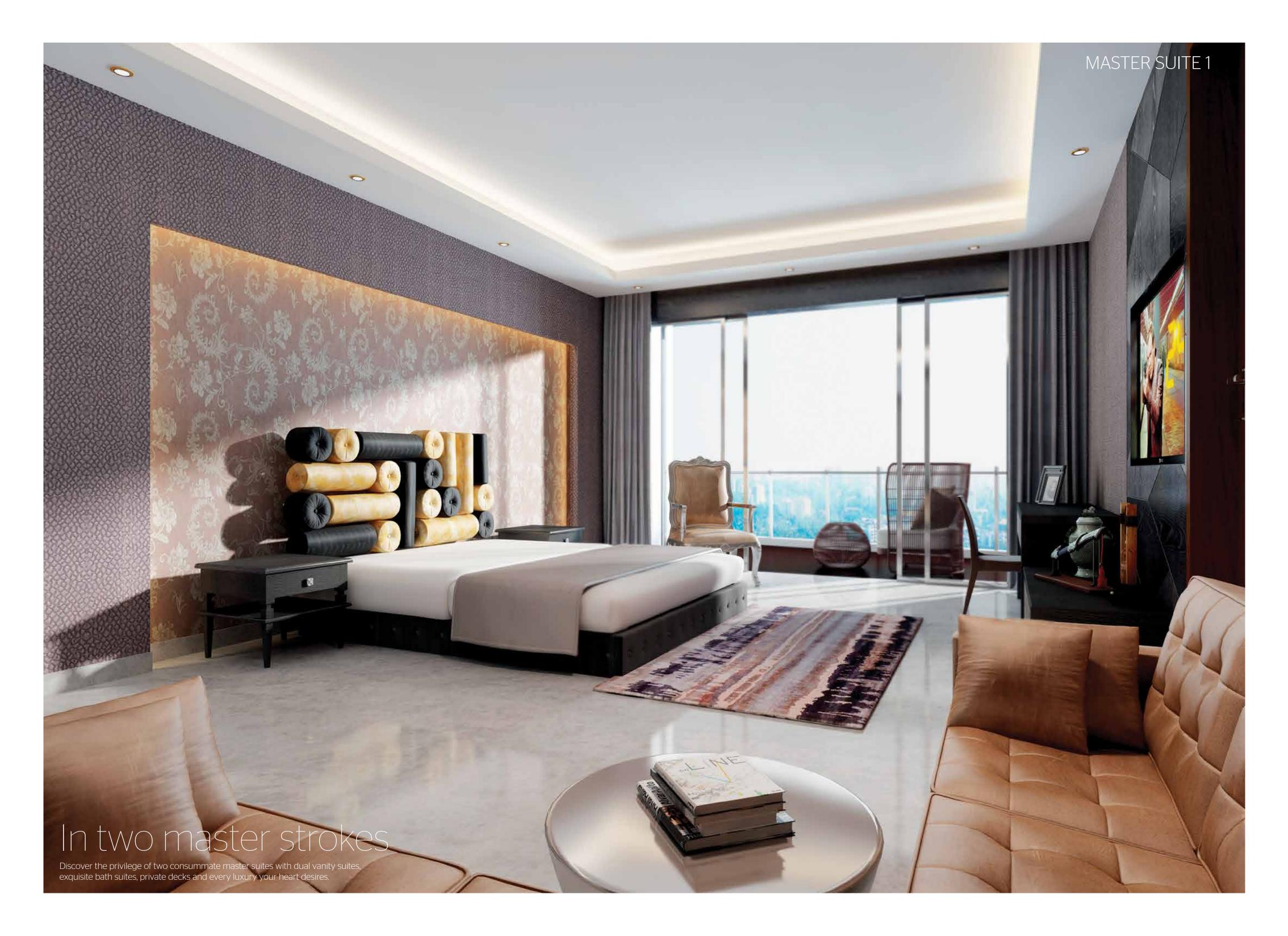






Where you find sublime repose

Find your haven in the artfully detailed opulence of airy, expansive master suites, that gracefully spill out onto spacious private decks.









Walk into a perfect state of beauty and balance

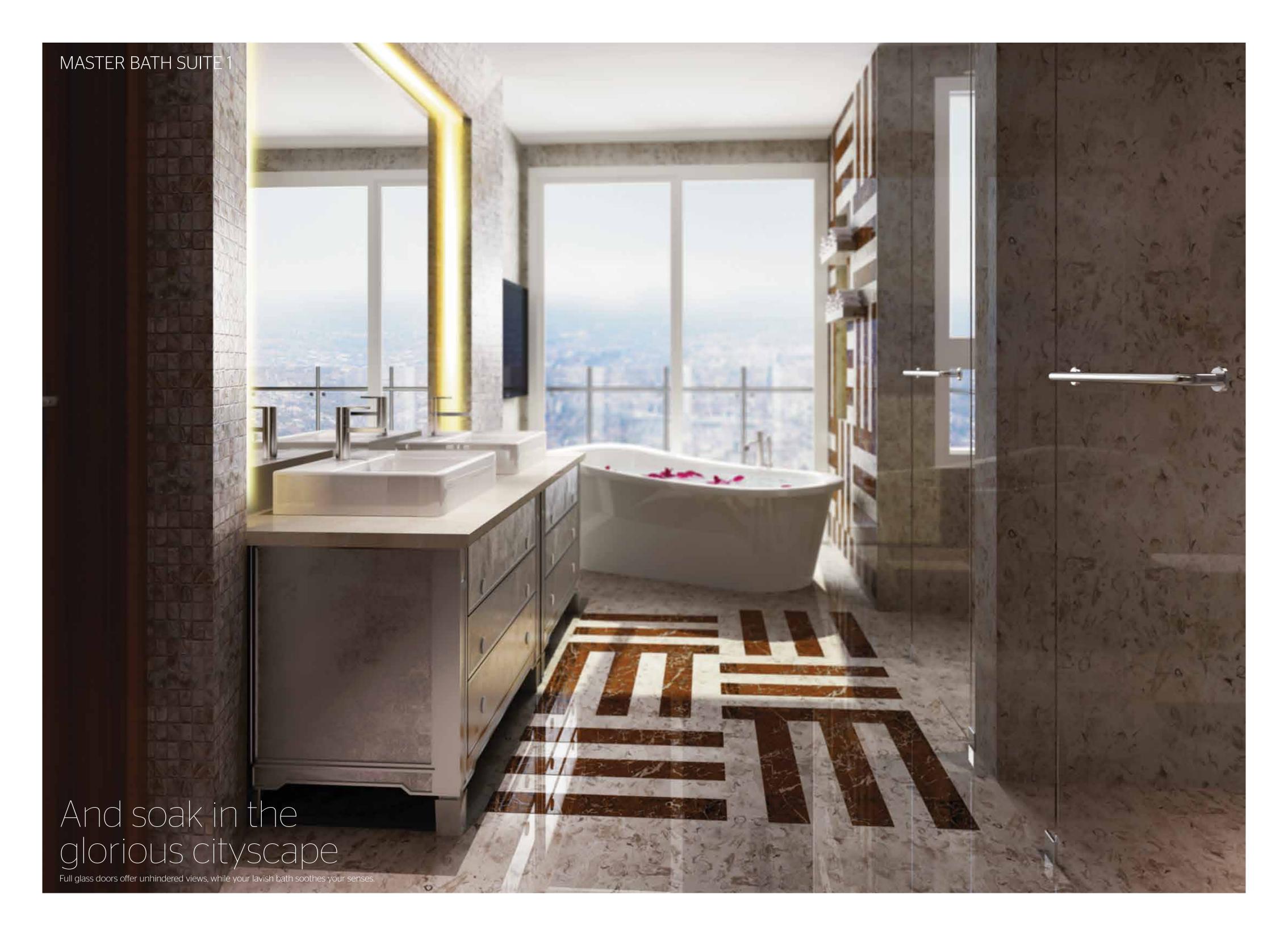
Preen and pamper at leisure with dual vanity suites designed to elegantly house everything from your Manolo Blahnik shoes to Zegna suits.

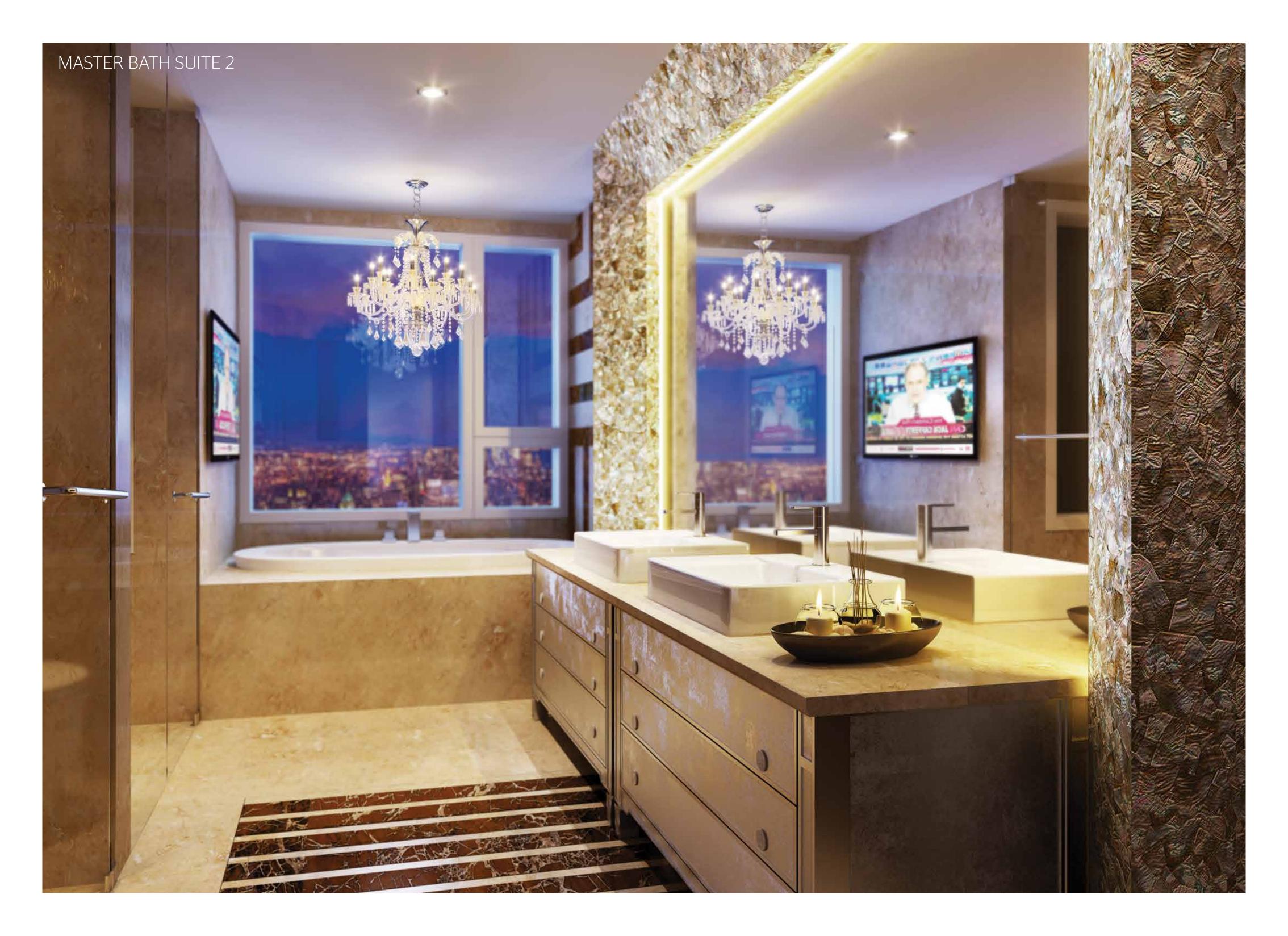


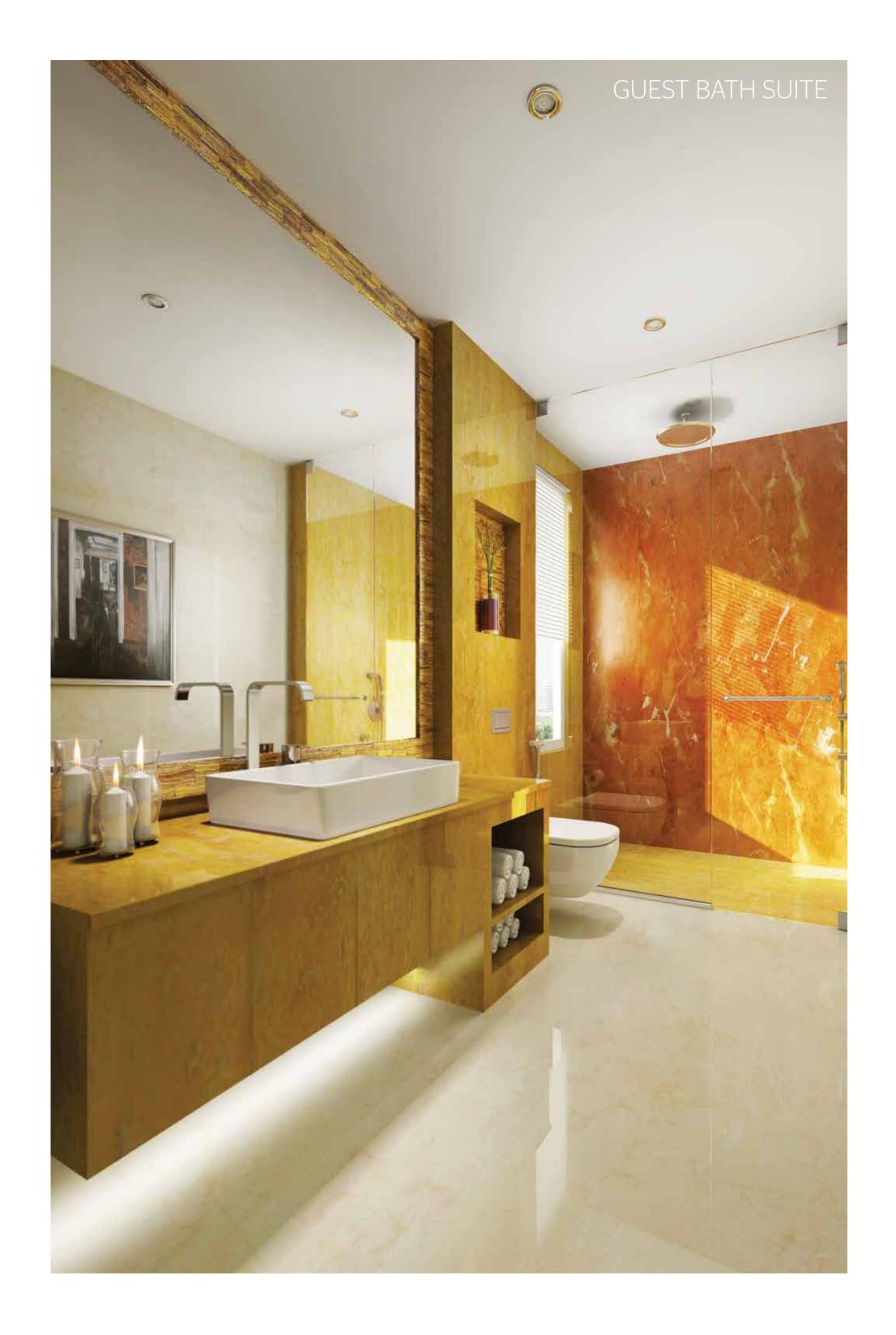


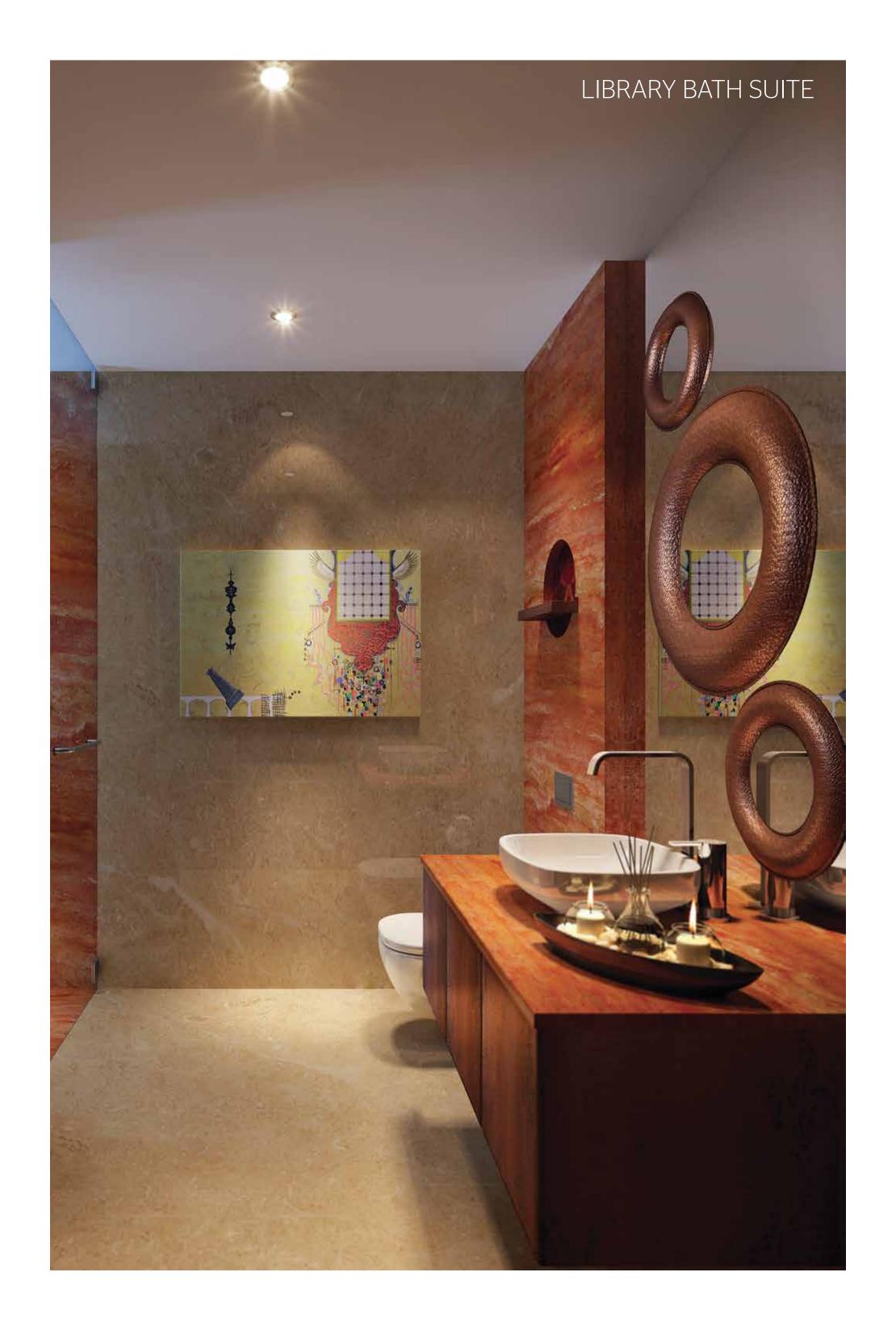
Luxuriate in the many hues of indulgence

All the bathrooms are jewelled bath suites, carefully nuanced and crafted in exquisite materials.











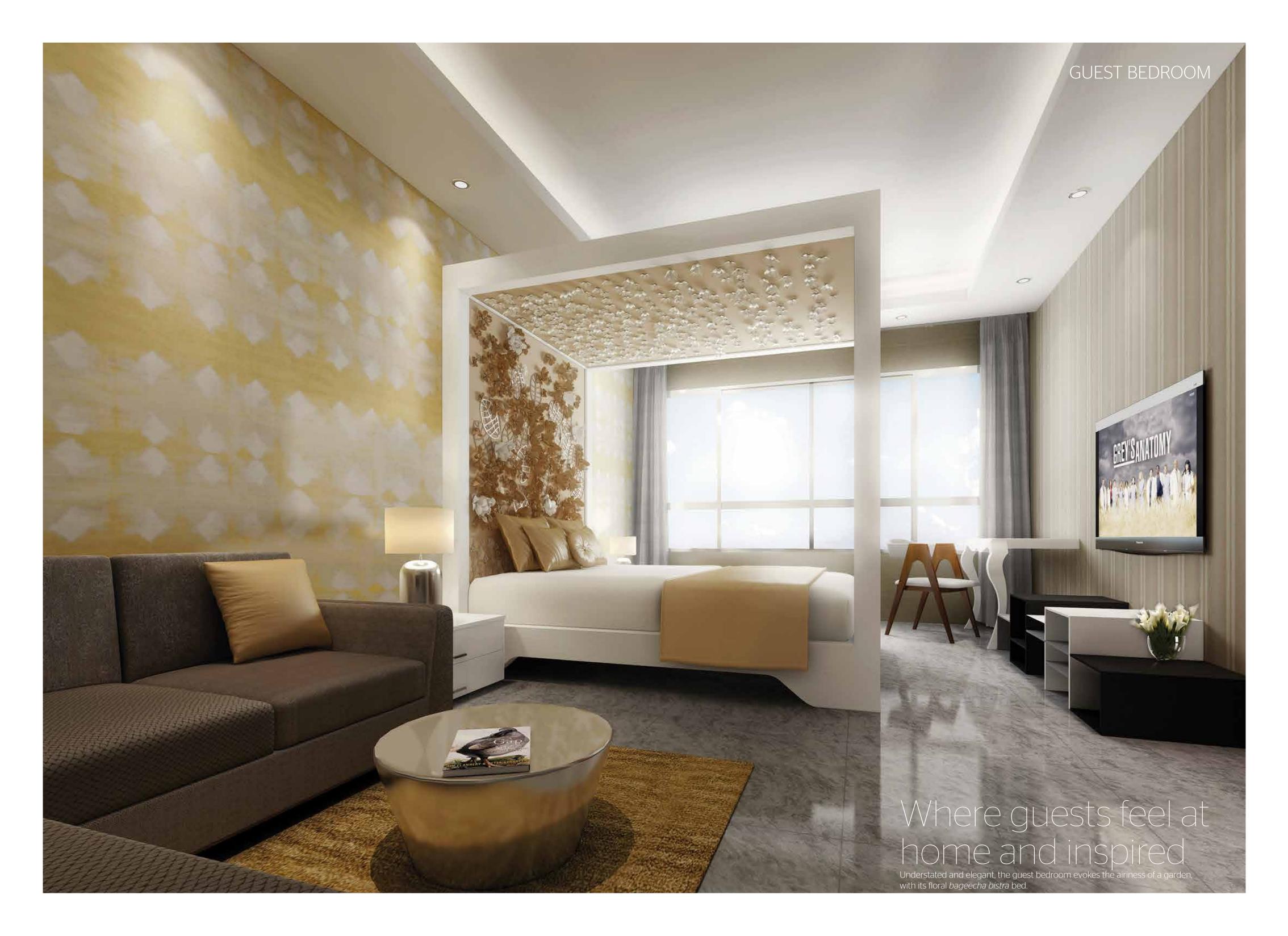


Where imagination finds its wings

The children's bedroom based on the concept of 'wanderlust' will be an apt background for many flights of fantasy and a wonderful childhood.





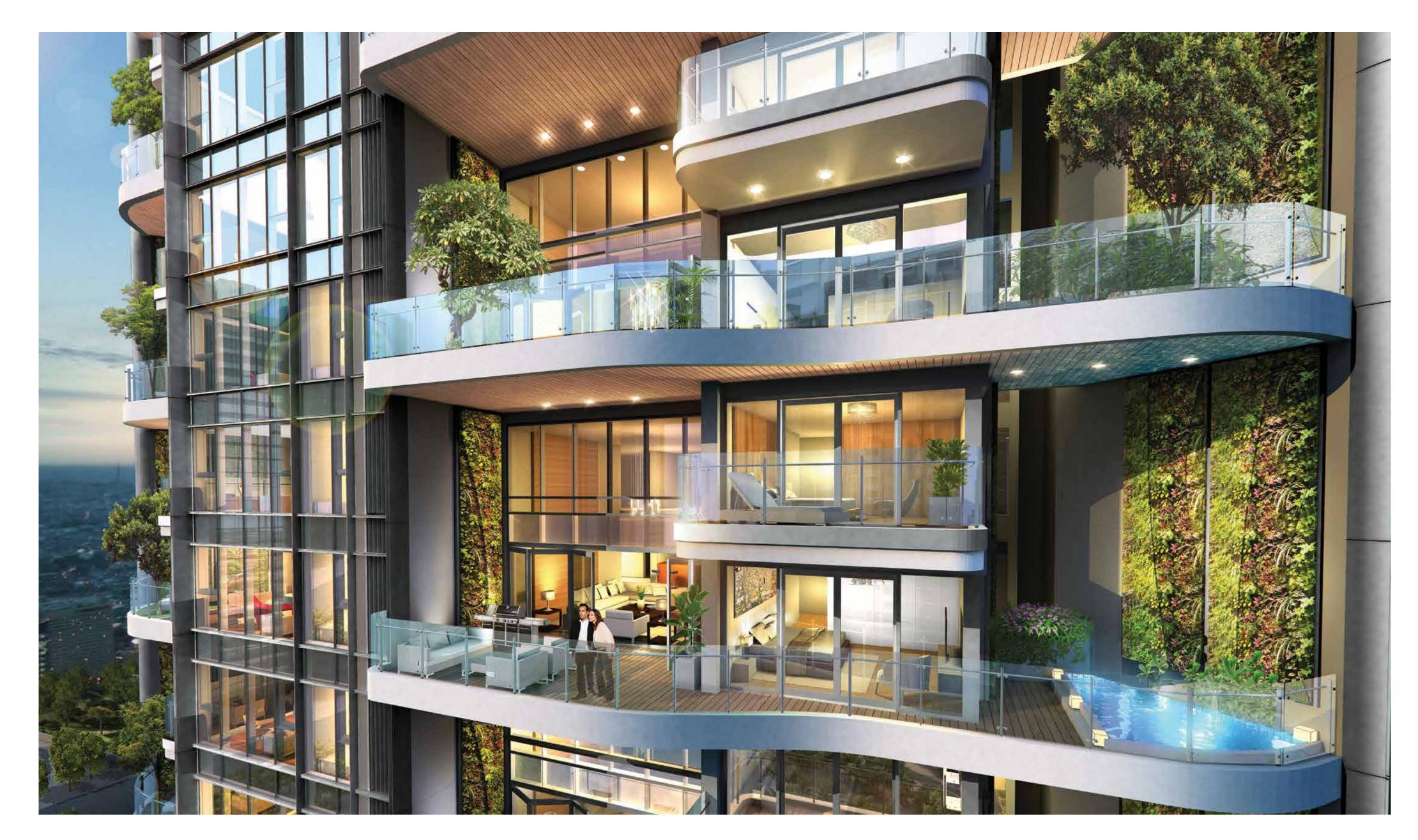






Make a cerulean splash

The duplex double height deck experience is further elevated by a plunge pool*. So immerse yourself in its cerulean waters to get your day started or find relaxation here at the end of it.



Gaze upon the gallery of life

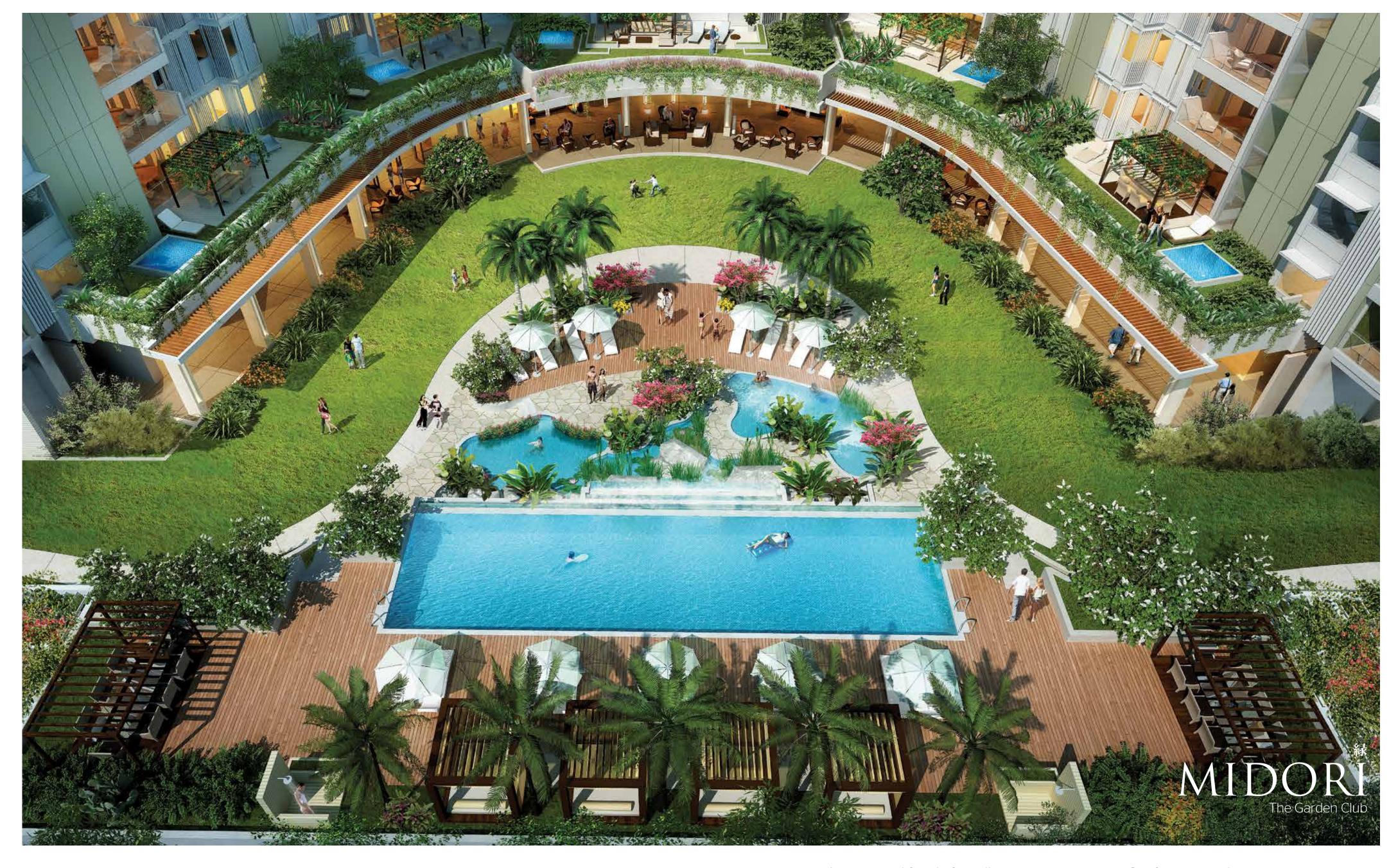
Virtually every space in your sky residence flows onto large decks. Each deck has been designed to curve out into soft pleasing profiles that make for perfect viewing of the world going by. Punctuated with the green of trees, shrubs and lawns, they give the impression of a tropical oasis in the sky.



And bask in your garden in the sky

With a sweeping wooden deck that flows into a tropical oasis, you can virtually relax in the lap of nature.

The Fine Art of Choosing Your Indulgence. Perfected.

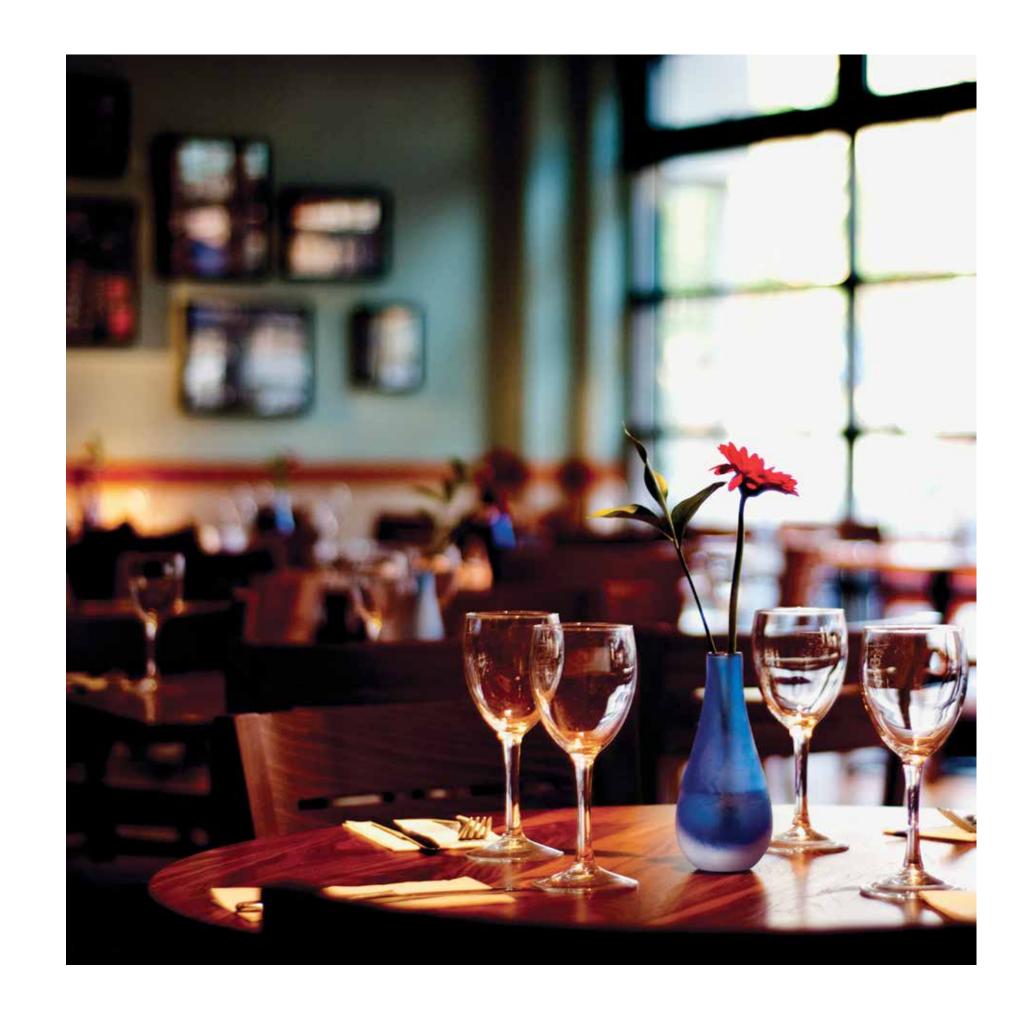


Let the artist's vision be revealed

- Leisure and family friendly swimming pools
- Zen garden
- Squash court
- Multi-purpose hall and pantry

- Conference and society room
- Café
- Golf simulation zone
- Game room/table tennis, media room
- Children's video room

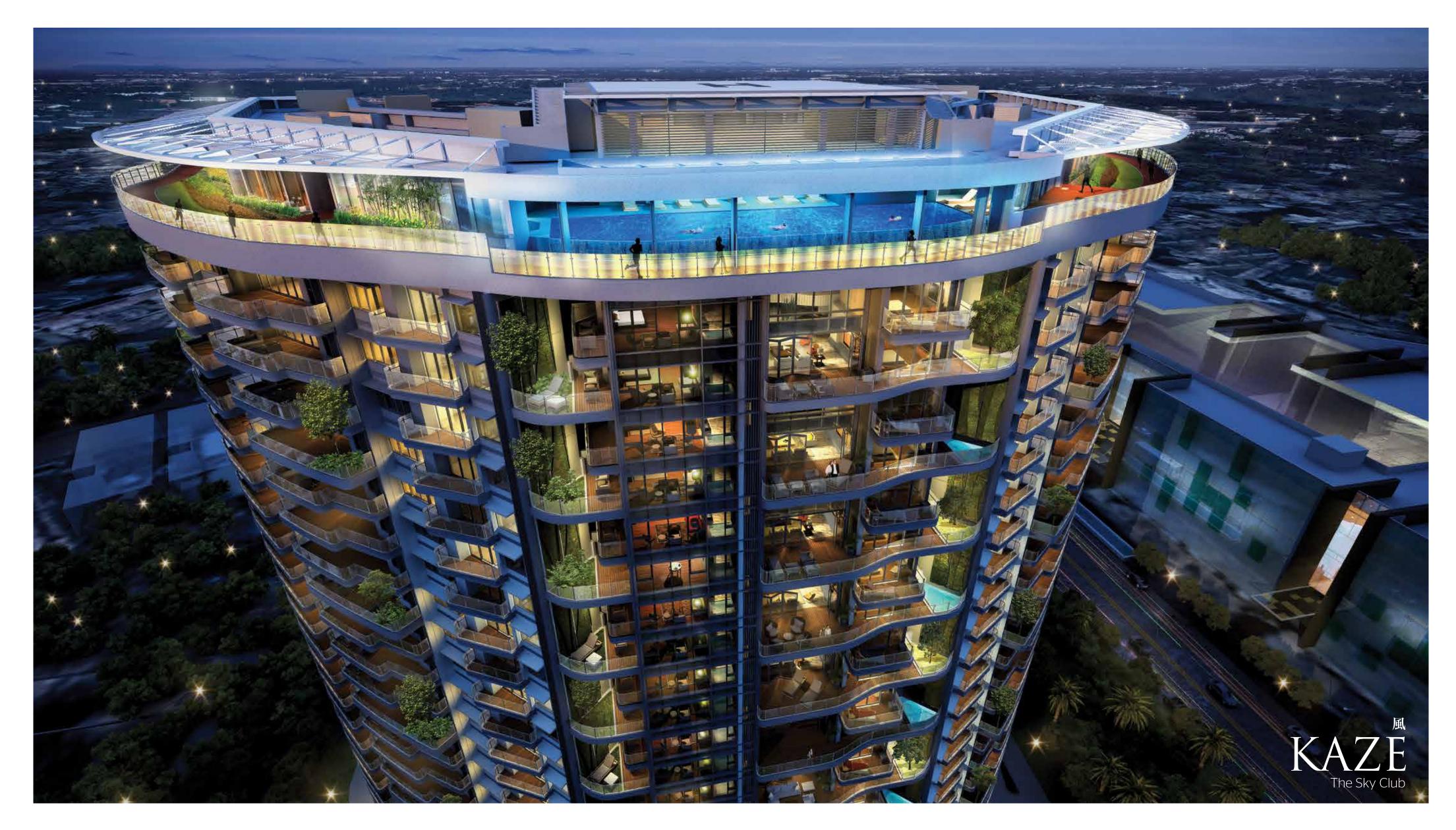




Brush with a state of Zen

Midori, the ground level garden club, is an idyllic place for a languorous Sunday. Exemplifying the 'verandah' concept, it creates a lovely space that speaks of restrained, laid-back elegance that extends into a tranquil landscape. Leisure here finds many expressions, whether it's a game of squash or a tee-off at the simulated golf zone. Or, if you prefer a less energetic afternoon, just tuck into a lavish brunch by the pool.



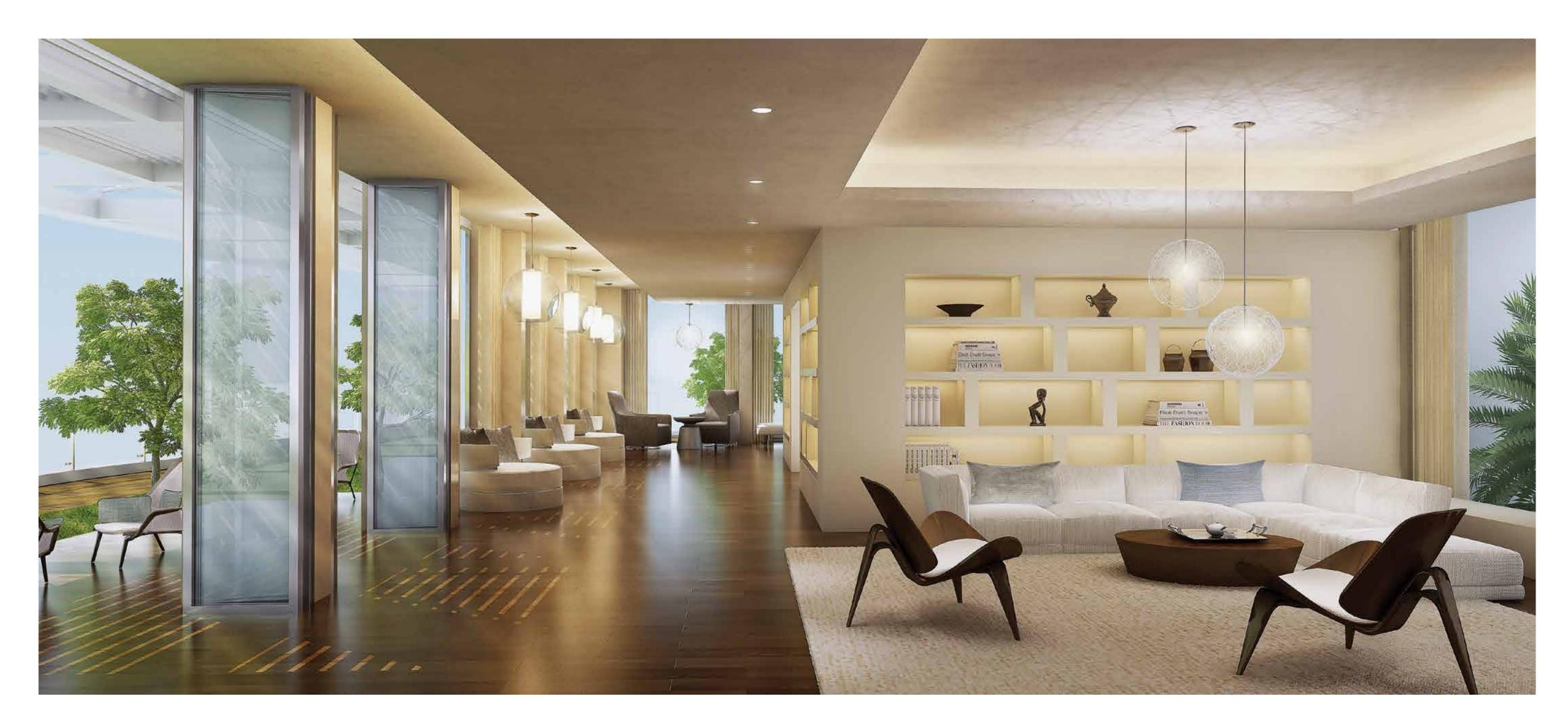


Find inspiration from above and balance within

KAZE is your club in the sky with an unparalleled all round view of the city. It is named after the whispering wind — restless and free. Elevate your senses with a jog around the 360° track or energise at the gym. Find inner calm in the yoga room and rejuvenation at the sauna, jacuzzi or spa. The temperature controlled indoor infinity pool brings you to the edge of space as you take in the sunset over the city skyline. Kaze will take your breath away.

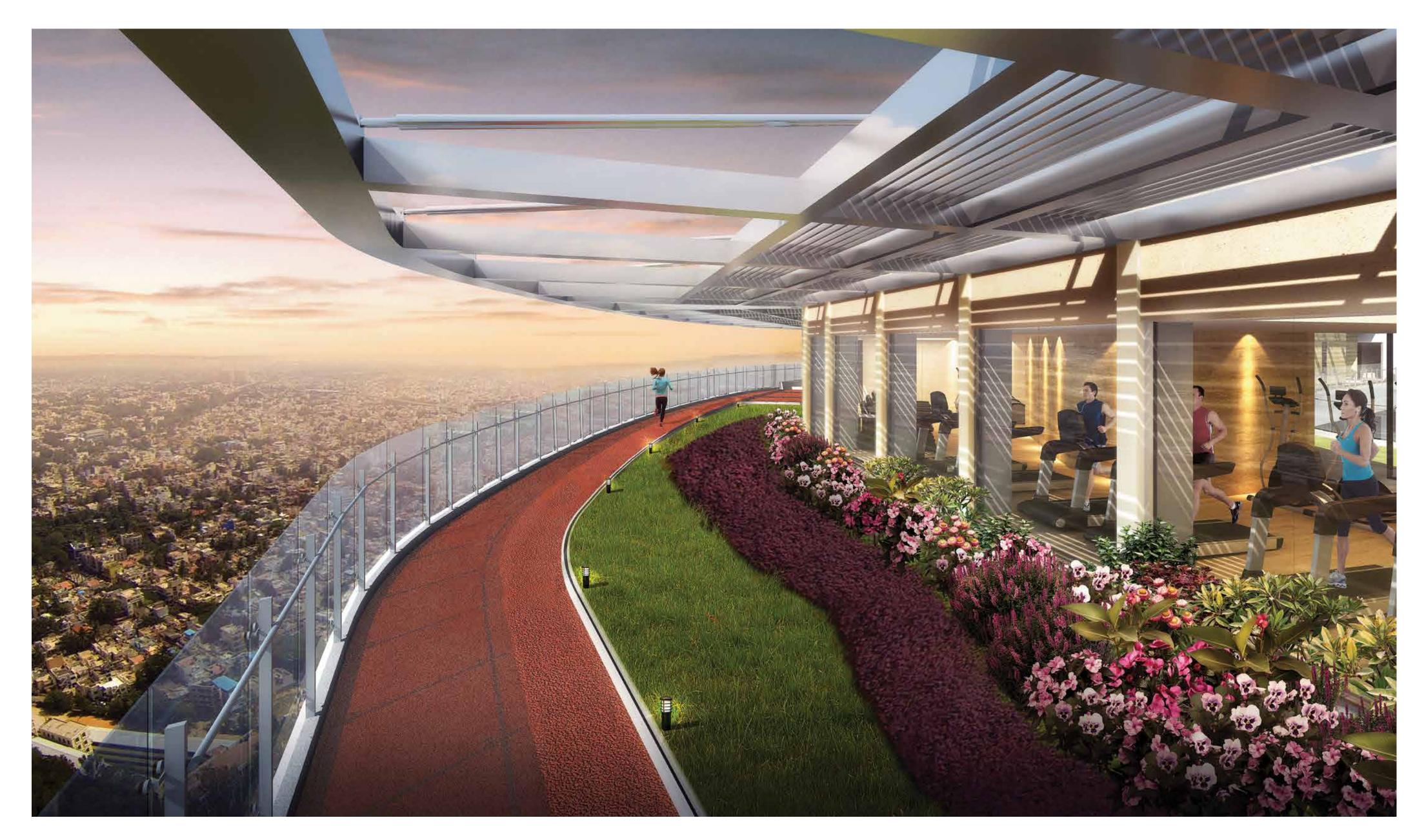
- Jogging track
- Indoor heated infinity lap pool
- Garden-party lawn
- Yoga, gym and aerobics
- Billiards and game room

- Lounge and reading room
- Spa (3 treatment rooms)
- Jacuzzi tubs
- Steam and sauna
- Locker room facility



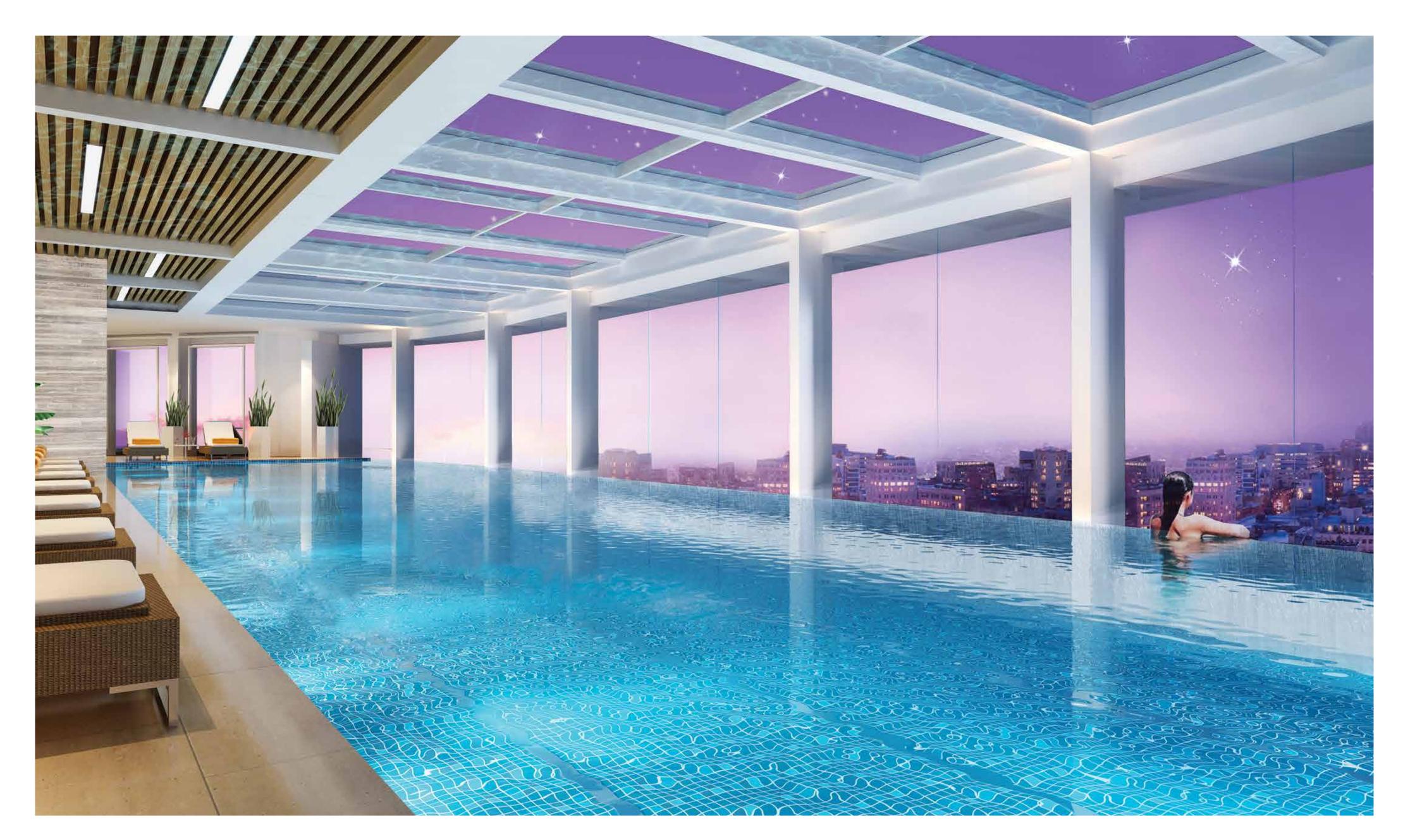
Kaze lounge

Throw lavish parties at the lounge deck in the sky. The artful sophistication of the lounge offers breathtaking views and every convenience to entertain in style.



360° jogging track

Unending views of the city give you company, while you are on your morning jog on the rooftop, perimeter jogging track or while sweating it out at the fully equipped gym.



Infinity edge pool

Discover another level of relaxation at the indoor, temperature controlled infinity pool with superlative views of the city.



Yogaroom

Find your balance in the calming spaciousness of your yoga room in the sky.

The Fine Art of a

Seamless Experience.

Perfected.



For a great experience to come together it's always the little details that matter the most. To ensure that, we have collaborated with the best, like concierge services hosted by Quintessentially Lifestyle, Sound Of Music for bespoke home automation and Varenna Poliform for the immaculately designed and produced kitchen systems.



Life at Kessaku is:

EFFORTLESS

A home system skillfully aligned with your whereabouts and mood you are in, thereby adjusting its parameters accordingly.

SECURE

At Kessaku, you can conveniently monitor, manage and control the safety of your home from a faraway location. The internet-based home security cameras and strategically placed, light triggering motion sensors integrate seamlessly to offer you the best of home surveillance services.

ACCESSIBLE

Now you can control blinds, check air quality, unlock your home for a visitor from the other end of the hemisphere.

INTELLIGENT

Turn on the heater using a state-of-the-art GPS system on your way home. At Kessaku, the possibilities are endless.

CONVENIENT

RFID, NFC, SIRI, gesture technologies enable physical objects and mobile devices to be connected, thereby facilitating an easy access to information through a touch of a smartphone.

CONNECTED

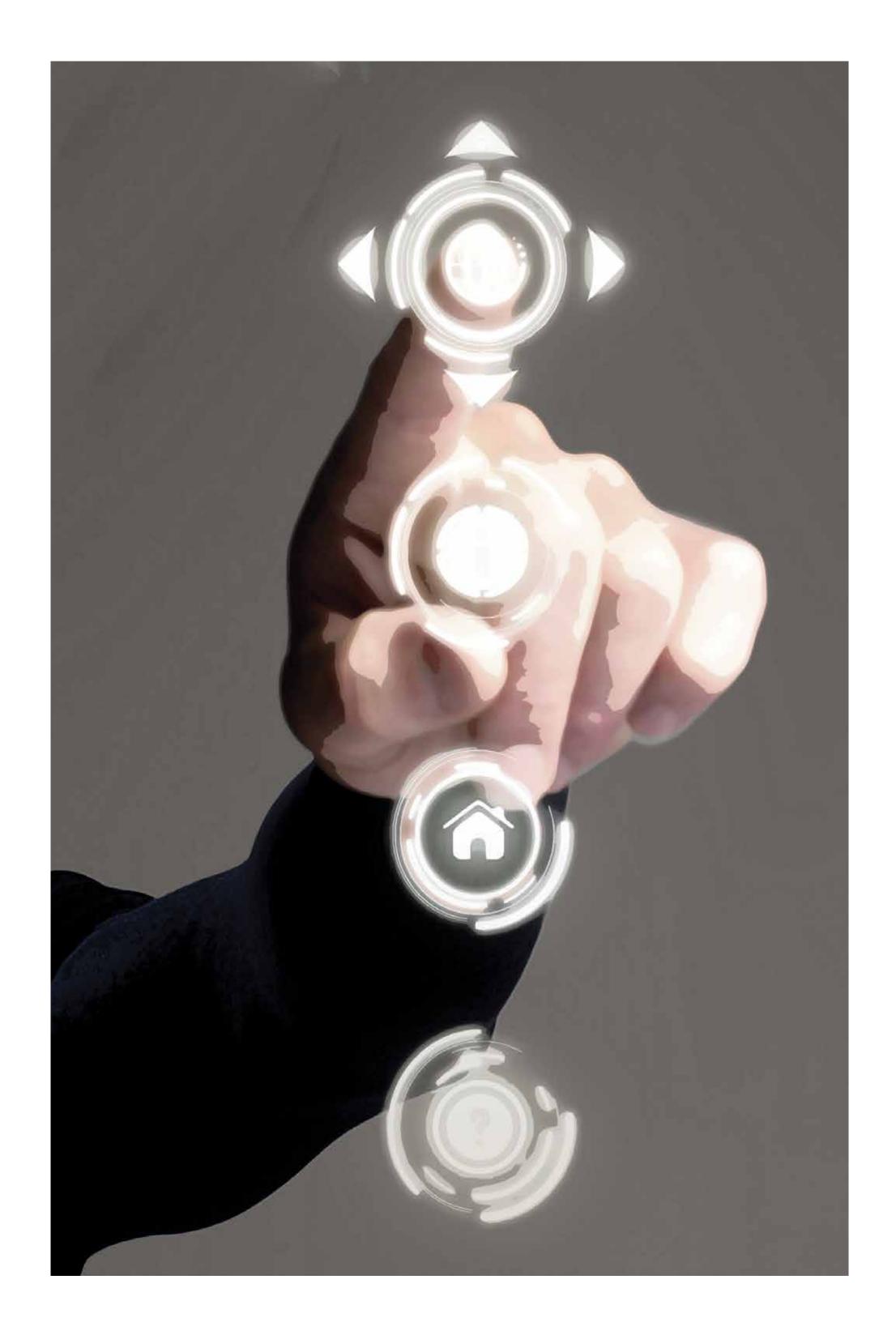
SIP Intercom for internet telephony and apartment to apartment calling.

MAINTAINED

A dedicated on-site system integrator for customizing solutions.

INTEGRATED

A whole gamut of services perfectly complements the world-class amenities at Kessaku.



Sound of Music for Kessaku:

Sound of Music is a leading technology solution provider for homes, enabling eminent living spaces with unique integrated solutions. The underlining idea is to create a truly secure, connected and comfortable living experience.

Sound of Music has certain core values which govern each of its integrated solutions at Kessaku. Based on a belief that technology should be invisible, easily accessible and supremely user-friendly, the following core values are synonymous with Kessaku's central theme:

DESIGN

Creating great solutions with a design based approach and a belief that interactive design and user experience are pertinent to every stage.

USER EXPERIENCE

Designed for you, to facilitate and improve the way you interact with the technology that surrounds you. The core of the design is the human interaction with gadgets and devices connected to the internet.

SIMPLICITY

Automation isn't only about adding technology to your life; it's also about simplifying all the technology that's already in use. It's not about switching between different applications, but in having a single unified application that controls everything. Simplicity is all about reducing the layers.

SOLUTION

The solution is designed, built and guaranteed to work together flawlessly as a complete system, rather than an assortment of unrelated parts.



ACCESS AND SECURITY

Communication post - unmanned, first line of access control. Robust operations include long range RFID for car video communication between the apartment and visitors.

Lift control panel - biometric access / code access to your private floor.

Private level access - apartment level video door phone.



AV CONTROL

Complete HDMI solutions enable high-performance signal management with groundbreaking features, designed to deliver trouble-free switching and distribution of all your media as well as all AV controls.





LIGHTING

Mood preferences, scene settings, comfortable ambience and zone lighting are achieved using high levels of personalized settings.





SHADES

One-touch operations, continual system updates and scene settings make shade operations a worry-free task. Integration with other systems enables it to be a near predictive experience.







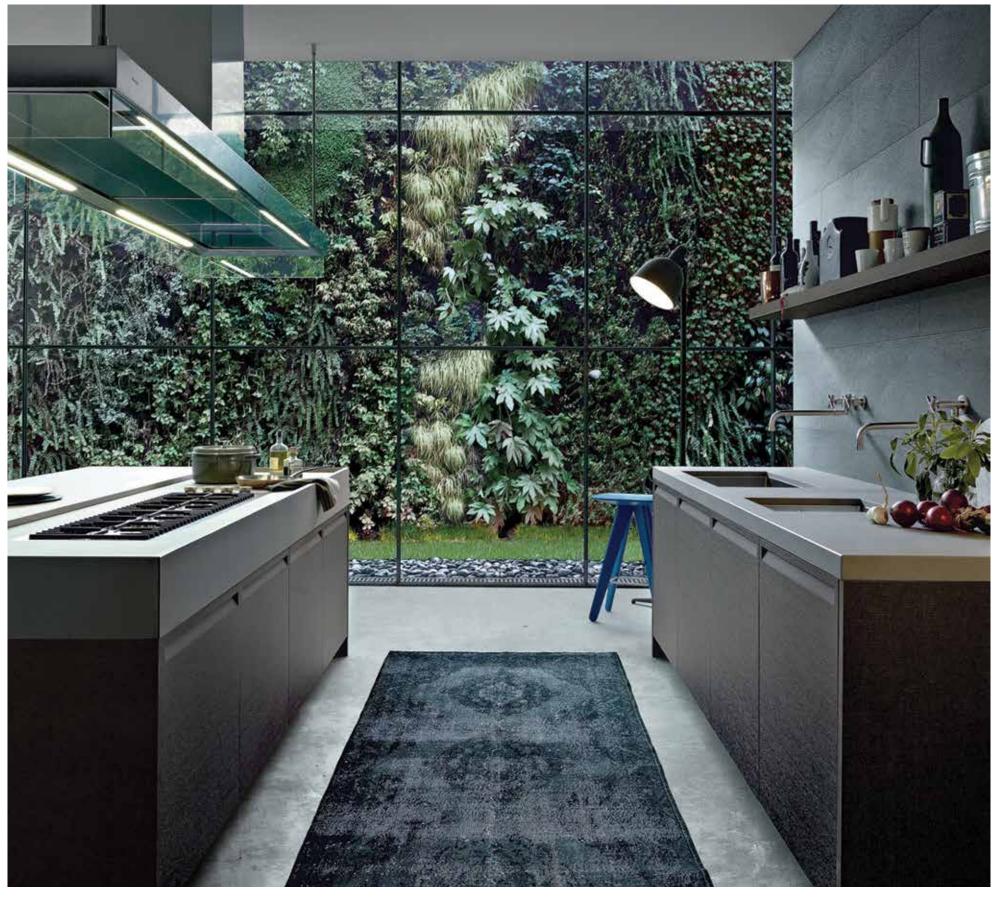




Concierge and personal butler

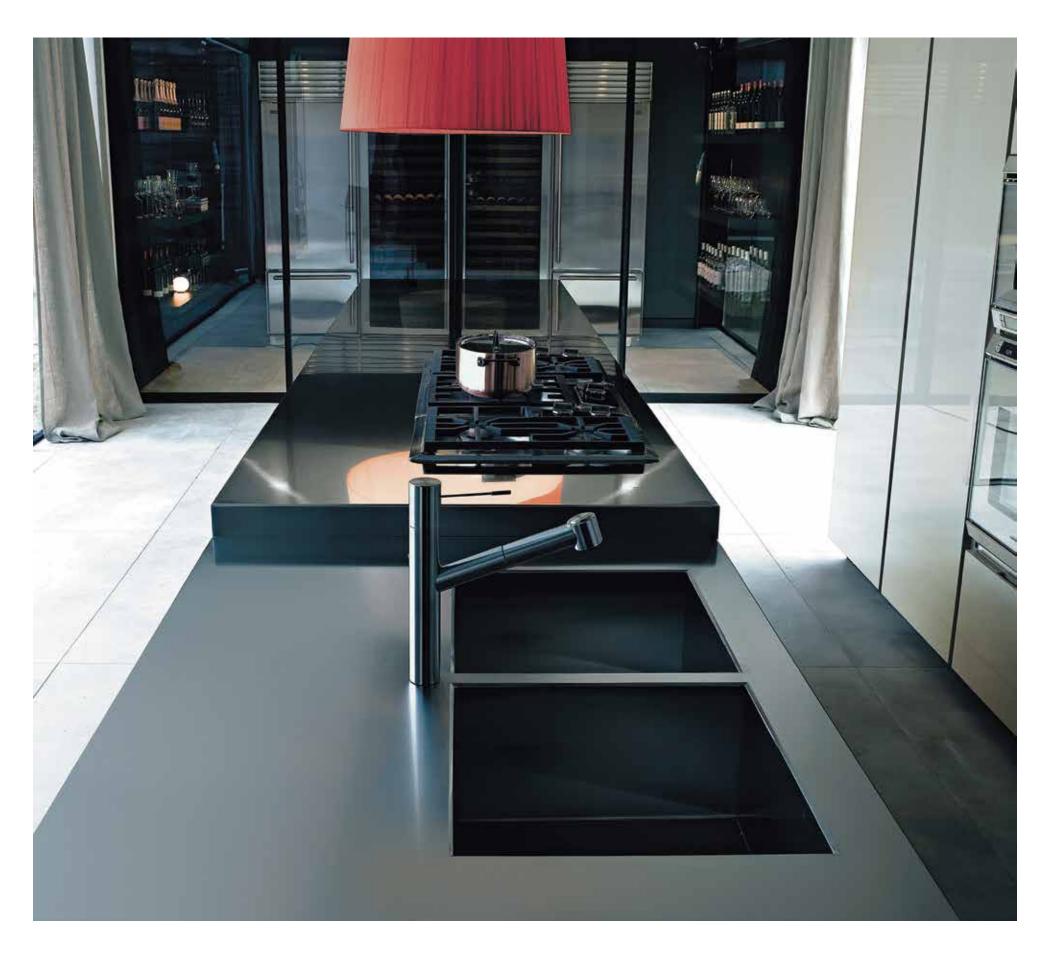
Kessaku brings you Quintessentially Lifestyle - the finest concierge and butler service in the world. Launched in Soho, London in 2000, its services now span 63 cities across the globe.

- This is a luxury concierge service available to members 24 hours a day, 365 days a year, at any location across the globe
- A concierge desk, exclusive to Kessaku residents, is manned by lifestyle managers
- Connect with the desk on the phone or through email or schedule a meeting at your convenience
- From last minute restaurant reservations and holiday bookings, to theatre and opera tickets and access to clubs, parties and special events, Quintessentially Lifestyle will realise your every whim
- Personal butler on call
- Exclusive benefits, preferential rates, special offers, unique deals and the very best in service wherever you happen to be
- Stay up to date with what's hot and what's not through weekly newsletters in your city and receive invitations to charity evenings, gala balls, film premieres and exclusive parties









Varenna Poliform for Kessaku: Kitchen design systems

Varenna Poliform is an Italian furniture design firm with a legacy of more than 70 years. They make modern-minimalist furniture that is produced purely in Italy and distributed worldwide.

For Kessaku they have used a minimal composition against the highlight of a colourful accent on the walls. There is a great measure of finesse and technical detail that creates a clean sophisticated statement.







Sustainability

Kessaku is as conscientious a building as it is exclusive.

We believe in sustainable and responsible living and

Kessaku epitomises that belief in every amenity and feature.

- Large glazed windows allow for plenty of natural light and cross ventilation, conserving power
- Charging stations have been provided to encourage the use of electric vehicles
- Provision of bicycle parking spaces to promote use of alternative transportation
- Rainwater harvesting helps conserve water and replenish the water table
- Gardens and landscaped areas are irrigated with recycled water
- Low Volatile Organic Compound (VOC) paints are used for internal coatings and sealants to ensure a healthy indoor environment
- Design and architecture is sensitive to the needs of the differently abled
- Designed for IGBC gold certification

Waste management

A comprehensive waste management plan following best practices, will effectively render Kessaku a Zero Waste Zone.

The four categories of waste that will get classified at source are: wet waste / organic waste, dry waste / recyclable waste, sanitary / medical waste and rejects.

86 % of wet, dry and garden litter will be processed and managed through composting and recycling within the well designed processing units within the development.

A special e-waste stream that includes dry cell batteries and CFLs will also be recycled on site while sanitary waste will be sent to a medical waste facility. Rejects that are unmanageable on premise will be sent to designated landfills. Waste management systems have been designed on a report done by Sahaas – an NGO that works with BBMP on effective management of waste.

Specifications and scheme credits

GENERAL

- Indoor and outdoor Wi-Fi connectivity
- Basement parking
- Seismic zone II compliant RCC framed structure
- Internal and external walls as per structural requirement
- Designed for IGBC Green Homes Gold Certification
- Reticulated gas piped system in kitchen
- Water treatment plant
- Rainwater harvesting system
- Sewage treatment plant
- Organic waste converter system
- Provision of bicycle parking spaces
- Provision of battery charging stations for electric vehicles in the basement

COMMON AREA/FACADE

- Main entrance lobbies as per design intent
- Kota stone flooring for the service lift lobby
- Exterior facade of decks as per design intent
- Windows clear glazed aluminium windows with mosquito net and shutters in the track sliding system
- Weather proof paint with textured finishes on all external surfaces

AC AND ELECTRICAL

- VRV unit with adequate tonnage
- Modular switches Le Grand / equivalent
- Fire resistant electrical wires of reputed brand
- One earth leakage circuit breaker for each apartment
- Sufficient power outlets with concealed wiring with PVC insulated copper wires
- Adequate power points for electric car charging at basement levels
- Light points and power sockets in kitchen for various appliances
- TV points in all bedrooms, family room, master bath suite and staff room
- Telephone points in all the bedrooms, living, dining, kitchen, family room and staff room

FIRE SAFETY

- Fire sprinkler system in all apartments and common areas
- Smoke detectors in all apartments and common areas
- Fire hydrant system in common areas
- Manual call points with hooters near staircase landing on all floors

EXTERNAL SECURITY

- 24 hour manned ground security
- Baggage screening
- Access enabled entry to the apartments and lifts
- CCTV at strategic points for surveillance lift, lobby, ramp, basement, etc.
- Perimeter camera surveillance
- Visitor management with access control at gate and lobby levels

GENERATOR BACKUP

• 100% power back-up for all apartments, common areas and services

LIFTS

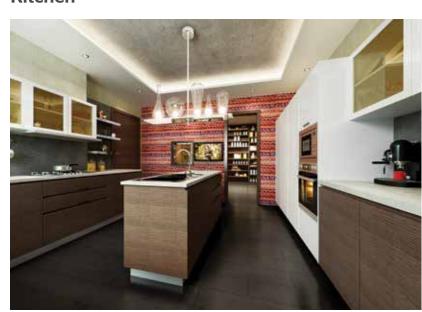
• 2 passenger lifts of 15 persons capacity and 1 service lift to access your apartment

Bespoke options available on request for:

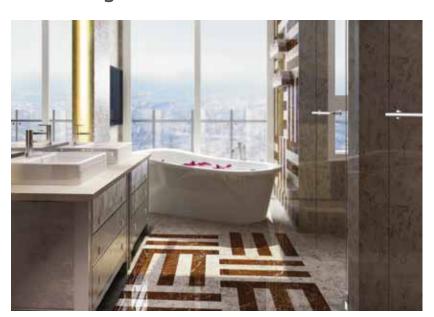
Living spaces



Kitchen



Toilet fittings and accessories



Home automation





DISCLAIMER: This brochure is conceptual in nature and the specifications mentioned above are indicative and not by any means a legal offering. The developer reserves the right to change, delete or add any specifications, amenities, vendors or plans mentioned herein. All images shown in this brochure are indicative only.







Residential



One Bangalore West, Bangalore.



Kessaku, Bangalore.



Fountainhead, Pune.



Crest, Chennai.

Hospitality

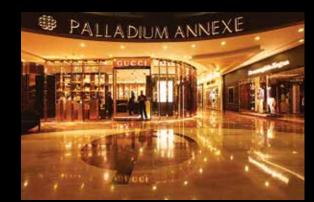


Palladium Hotel, Mumbai



Courtyard Marriott, Agra.

Retail



Palladium, Mumbai.



Phoenix MarketCity, Mumbai.



Phoenix MarketCity, Pune.



Phoenix MarketCity, Bangalore.



Phoenix MarketCity, Chennai.

Commercial





PHOENIX LEGACY

Phoenix Mills Ltd., a pioneer in converting mill land into modern, multi-use integrated property is set to redefine lifestyle in cities across India. The group is one of India's leading developers of mega retail malls, entertainment complexes, commercial, residential and hospitality spaces. The renowned Palladium, High Street Phoenix and Phoenix MarketCity malls across Mumbai, Pune, Chennai and Bangalore have redefined retail experience.

Having raised the standard for shopping and entertainment hubs across the nation, the Phoenix Mills legacy of excellence has made its foray into residential development with One Bangalore West - Bangalore, Fountainhead - Pune, and The Crest - Chennai.

Today, Phoenix Mills has established a presence in 10 cities with over 100 acres in total land assets and over Rs. 50 billion in building assets. Phoenix Mills operates:

- 11 malls in 9 cities
- 4 residential projects in 3 cities
- 3 commercial centers in 2 cities
- The Palladium Hotel, a five-star hotel in Mumbai and upcoming Courtyard Marriott in Agra



