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MGS

Metal Glass Stone Architecture

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Sustainable
Architecture

Della Enclave

AQUA TOWER

Glass

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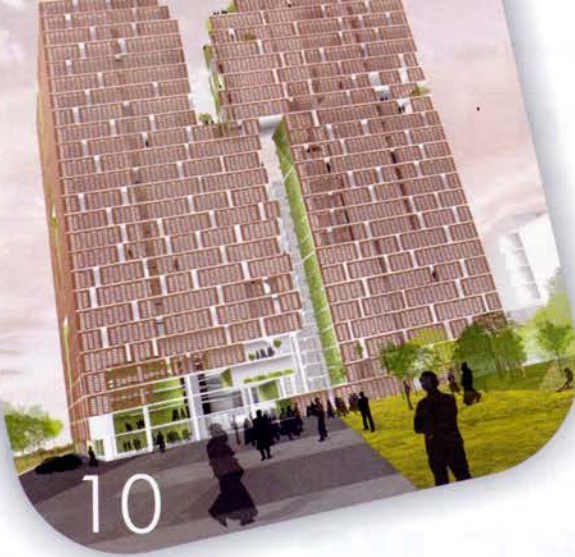
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Della Technica

High on Innovation, Creativity and Sustainability



Renowned maverick architect Jimmy Mistry has proved that it is not necessary to take a degree from an elite design school to set new benchmarks in design but it is experience that is more important and also the biggest strength to grow. A mechanical engineer by qualification he shakes the roots of conventional architectural wisdom and carves a niche for himself. His passion for work extends beyond the ordinary, which can be seen in his all projects.

He started his career by doing contracting jobs and executing projects, then worked with the Italian design firm for three years as an importer. That was the turning point of his life which gave him abundance of experience and real understanding of building materials, executions, design and layout. After getting sufficient expertise, he decided to enter into the field of interior design by doing turnkey projects and then finally into the space of architecture.



Today, Jimmy Mistry is at the helm of Della Technica a trailblazing organization with a diverse presence in architecture & master planning, interior design consultancy, turnkey interior fit out, modular furniture, development, adventure, resorts and banquets. Started this architectural practice in 1996 with a handful of people and few lakh rupees, the firm today has a turnover of over ₹100 crore and over 2500 professionals network across five offices in India and serves clients as trusted advisors, combining localized expertise with global perspective. The firm gets tremendous success which is beyond its anticipation.

Till date, he has transformed several ET 100 corporate cultures into dynamic environments and crafted many value propositions into experiences from major master planning and mass housing projects to large scale architectural projects from shopping malls to TV studios to high profile residences and hospitality design.

Despite his already notable accomplishments, he is driven to constantly reinvent himself and his work. His gift is to turn the object of his commission instantly into a place of charm and pleasure. Operating at an award winning level for over a decade, the firm design philosophy is simple and prior to executing the projects, it focuses on every minute details from building solutions to the choice of colours, even lighting material is determined by the nature of the buildings. The team undertakes extensive research about the project and its users before accepting an assignment and believes that the projects on which it works, should be a landmark.

Citing on his firm Ar. Jimmy Mistry said, "at Della Technica, we possess a vibrant vision, a zest for innovation and a commitment to sustainability. Designing with a passion, purpose, sensitivity and humility, we strive to create unique, inspirational, and path breaking structures and landmarks that stand the test of time.

Our design solutions result from a collaborative process that encourages our multidisciplinary teams to create successful buildings that are visually appealing, comfortable, flexible, secure and efficient - all in a conscious attempt to initialize a silent conversation with every spectator, and at the same time bringing out a balance in form and function."

Expatiating on the same he added "without the slightest compromise on our fundamental principles, we design for our most discerning clients and developers, and try to create value-add for the end-users, keeping in mind that our spaces should enhance and uplift the lives and lifestyle of the society, and for as many people as possible. With a futuristic vision of adding global design to the cityscape through our concept-based democratic designs, we aim to deliver them across the country with a consistent high standard service, validated by our conscience on the

ecological and environmental implications. A lot of repeat business reflects the trust and value our clients place in our experienced team.

The firm has received numerous accolades and honours for its extraordinary and exceptional quality work that includes Young Design Practice award 2001 by Indian Institute of Interior Designers; 6th Annual VM&RD Merit 2009 in Retail Design for Bajaj Probiking in Transportation Category; Kingfisher Airport Lounge for Bar & Restaurant Design; Young Achiever Award, 2004 by the Indo-American Society; Best Commercial Urban Architecture Design Excellence, 2009 from Construction Source India; Outstanding Performance in Infrastructure Development, 2010 in the Territory of Daman & Diu etc.

A detailed interview with Mr. Ar Jimmy Mistry will give insight about Della Technica, its design philosophy, sustainability issues etc. Excerpts.



Passion for Work Extends Beyond the Ordinary



"I love the very concept of designing buildings; it is fascinating and extremely challenging. Moreover, I had an insatiable hunger for innovation and design and was always attracted to good things in life. We, at Della Technica design with an unsinkable passion, provoked by reference, inspiration and uniqueness and place a lot of emphasis on concept-based democratic designs; extensively researched and heavily debated; striving to enhance and uplift the lives of as many people as possible," says **Jimmy Mistry**, Chief Architect & Managing Director, Della Technica in an interview with **Maria R.**

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At the outset, let us have the brief about the evolution of your architectural firm Della Technica, its milestone achievements and expertise.

I established Della Technica architecture and design firm 16 years ago in 1996 with a vision to offer some of the best designed structures in India, be it a residential complex or an upmarket office complex. The company has made its mark among the top architectural firms in India because of its constant endeavour to create something innovative and yet highly functional buildings, while remaining committed to sustainable development at all times.

Since the beginning of its existence, Della Technica has been operating at an award winning levels operating through five offices in India. Over the years, the company has grown to have over 2500 talented and experienced professionals, working diligently to offer a wide spectrum of services in Architecture & Master Planning, Interior Design, Furniture, Real Estate, Adventure, Resorts and Banquets, high-end signature villas, large residential townships and more.

With over 75,00,000 sqft of Master Planning & Architecture spread across the country, the company has emerged as trusted advisor to some

of the blue-chip clients of the country, combining localized expertise with global perspective effortlessly. It has stamped its mark in changing the way commercial complexes are designed and built across India. Many well-known corporate offices and commercial buildings built by Della Technica have become landmark addresses and are known for their elegance and style. The company has designed some of the top corporate offices in India, which includes, Star TV, MTV, UB Group, Religare, India Infoline, Adfactors Public Relations, Emerson Design Engineering Centre, L&T Finance, Black & Veatch to name a few.

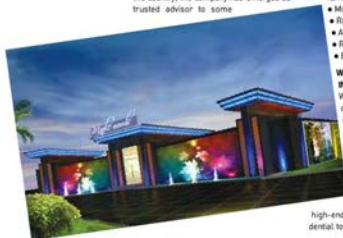
Having most of the services available in-house, it works to the company's advantage, as project execution becomes easier. The communication among different departments is streamlined well for smooth functioning of the teams. Projects are completed on time and are cost efficient. The team's ability to integrate all these services as individual profit centres, yet coming together as a unified creative force is in sync with the demands of today's fast paced work atmosphere.

Della Group, today integrates:

- Architecture & Master Planning
- Turnkey Interior Design
- Modular Furniture Manufacturing
- Real Estate Development
- Adventure
- Resorts
- Banquets

What are the services provided by the practice?

We provide master planning and designing consultancy for high-end corporate offices buildings, hotels and residences, Architecture & Interior Design project undertaken on a turnkey basis, Furniture designing and designing real estate projects, besides building Adventure Parks, Resorts and Banquets, high-end Signature Villas and large residential townships.



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Class High Rise Architecture Pvt.

What inspired you to study/practice architecture? What are the attributes needed to become a successful architect and interior designer?

I am not an Architect by qualification, I love my mechanical engineering. I love the very concept of designing buildings; it is fascinating and extremely challenging. Moreover, I had an insatiable hunger for innovation and design and was always attracted to good things in life. So, I combined my qualification of mechanical engineering to this passion of designing in architecture. Seeing a concept taking shape in reality is one of the most satisfying aspects of this job.

What are the main determinants in the design process for you? Also elaborate on the design philosophy of your firm?

Design with an unshakable passion, provoked by reference, inspiration and uniqueness. We place a lot of emphasis on concept-based democratic designs; extensively researched and heavily debated; striving to enhance and uplift the lives of as many people as possible.

Our designs should create awe or an element of surprise by silent story-telling,

thus engaging the occupant or viewer in a conversation, developing scenarios that will lift people out of everyday and into an imaginative and creative mental world.

Being both an architect and an interior designer, do you think that either the fields are relatively independent or are they interconnected?

The two are most definitely interconnected. The moment you start making the architectural blue print of a building, you start imagining the interiors, the layout, the colour-schemes, the furniture, upholstery, and the little pieces of artifacts, paintings and other detailing. It is like one thing leading to another and until you have finished putting the last bit of idea in place, you are not satisfied. It is of little wonder that most architects also become interior designers and the entire project becomes your baby from start to finish. It is a complete creative process.

Architecture is seldom seen without the prefix sustainable; what does sustainable architecture mean to you and are you following the same in all your projects?

Sustainability is not just a marketing gimmick, but a hallmark of good architecture.

If you have seen some of the old forts and buildings, they have all been built on the principles of sustainability and that is the reason why they are universally held as great works of architecture—following the principle of sustainability by building an outer area or verandah and courtyards to cut down heat gain inside the buildings, letting air circulate through large windows and cross ventilation, building double walls to insulate against excess heat or cold, studying the sun-path before deciding upon the incorporations of doors and windows and other such features.

Today, the same principles are being incorporated in modern buildings through modern technology and current innovations in architecture, designing and use of building materials, besides bringing innovation in lighting equipment, paints and other aspects of building.

We are committed to maintain our leadership in architecture and design and we follow the principle of sustainability in all our projects.

Going for green means investment of more initial cost; do you think in India clients are giving you the flexibility to spend extra amount on the project?



The investment is not exorbitant. With material now available easily in Indian markets, the cost increase only by 1-3 per cent and most blue-chip corporate offices are conscious of green and sustainable principles of working. Their awareness levels have increased and they participate in the process of green designing and follow the principles of saving energy consciously. In most cases, they volunteer for green designing.

Please tell us something about the project Della Enclave in Lonavala, and its USP. As its phase 1 is already completed and sold; by when you should expect to complete the phase 2 of the project and what is its current status?

Well, Della Enclave's second homes have an edge, in the sense its high-end luxury villas, besides being beautifully designed with careful attention to details in Mediterranean style of architecture, come with ready infrastructure of an Adventure Park to designed to engage visitors in 86 thrilling activities and a Five-star Resort which comes with a spa, a swimming pool, a banquet hall and four super-specialty restaurants from where dinners and lunches can be ordered 24x7.

So the residents have an advantage of not worrying about running a kitchen when on a holiday. They have variety to choose from the available variety of cuisines from any of the restaurants, and their time is well-spent as they can let their hair loose at the adventure park which offers more than 80 activities to keep them engaged in case they have an appetite for adventure.

In fact, at Della Enclave, we have pioneered a business model which is interesting and self-sustaining. We made the resort first and developed the villas later. The overheads of the resort get distributed among the villa owners as they are members of the resort and enjoy its facilities by paying small amount which are used for maintenance of spas, swimming pool and other facilities.



Della Enclave-A destination that Redefines Luxury!

Project Watch



roundings. The unique benefit that owners of villas at Della Enclave can avail is the availability of developed infrastructure.

The complex boasts amenities like a modern and fully equipped gymnasium, spa, salon, swimming pool, beautiful landscaped lawn, to name a few. The villas and complex are both built according to the instructions of Vaastu Shastra, infusing positive energy in ones homes and lives.

The project boasts of facilities like broadband, Wi-Fi Internet, House-keeping, visitors car parking, 24/7 security with CCTV, 24/7 Hydro Pneumatic water supply and uninterrupted electricity with DG Backup are provided in addition to all other facilities as that of a 5 Star resort. Besides, business centre and lounge, ambulance at site and doctor on call is also available. The complex also comprises banquets, golf range, 4 restaurants and bars. The project is an eco-friendly and supports rainwater harvesting, installation of STP, low voltage cabling, saves electricity and ecological paints and materials and ample landscaping.



Project Watch



So let Della Enclave enchant one with its charming architecture, world class services and amenities, and breathtaking surroundings; an oasis of luxury and scenic beauty. The Della Enclave complex also consists of Della Adventure - Asia's largest Adventure Park and Resort.

After successful completion of first phase consisting of 24 villas, Della Technica has launched second phase of Della Enclave, Signature Villas which will consist of 22 villas develop on 5000 sqft of plot with 3500 sqft carpet area. The concept of second homes is now more than just affordable houses in the outskirts of the city. Second homes are now a reason to relax, and spend time with family.

Announcing the second phase of Della Enclave Mr. Jimmy Mistry, Chairman and Managing Director of Della Technica, said, "We are glad to note that today's Indian customer have a developed taste for fine living and are looking for out of the world concepts in architecture and designing. They are increasingly asking for stylish holiday homes to own, which is definitely encouraging. Della Enclave villas within the project area boasts of India's largest adventure park, a 5 star-resort with swimming pool and spa



facility and a banquet hall. The concept has been developed after a good deal of research and insight into the emerging demands of Indian home buyers."

After investing ₹250 crore in the Lonavala project, the company also plans to set up villa projects in five cities in next three years with an investment of around ₹1,500 crore. "After receiving an encouraging response to our villa project in Lonavala in Pune, we are now planning to set up five more in major cities like Bangalore, National Capital Region (NCR), Kolkata, Indore and Ahmedabad in next three years," said Mr. Mistry.

The Mumbai-headquartered firm, which has launched a villa project along with an adventure park and resort in Lonavala, will fund these projects with a mix of debt and equity. "While 30% of the fund will be through equity, rest 70% will be raised through debt," he said.

Referring to listing plans, he said the company is not in a hurry to list as it will wait till a certain scale is attained in the revenue front in the near future.

Project Watch



Project Watch



Catering to the trend of hi-end living and the demand for second homes, Architectural and interior design consultancy firm Della Technica, has ventured into constructing luxurious villas for those who value spending time in the lap of serenity, peace and environmental beauty.

Nestled amidst the lush green mountains of Lonavala, Della Enclave is a destination that redefines luxury. Consisting of 46 beautiful Mediterranean and Contemporary style villas (Phase I & Phase II) spread over 24 acres of the breathtaking landscape, the project gives a global living experience, where modern luxuries and amenities are in perfect synergy with untouched natural serenity. Only 3.2 Kms from the Mumbai-Pune Expressway, these villas are ideally located to insulate one from the bustle of city life, while maintaining easy connectivity at the same time. It is a perfect getaway for those who are looking for quiet times in the lap of natural sur-



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