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Architecture is not just about solving problems, but about thinking laterally and innovating to understand all the forces working on a project and striving to achieve a delicate equilibrium.

AR. TUSHAR DESAI,  
Tushar Desai Associates



# LUXURY APARTMENTS

a powerful urban phenomenon, the luxury apartment is untouched by global market downturns or political change, proving what we knew all along, that the rich are indeed different ! ifj explores this exotic animal in the urban jungles of india and abroad

## From New York to London,

Paris and Dubai, the luxury apartment is well established globally. In India too, residents of metros, tier 1 and 2 cities are beginning to see the advantages of living in high-rise towers that offer superb views, a varied buffet of amenities, including ramped-up security, and enough personalization to compensate for not being in a standalone space.



mkp penthouse, baroda | dipen gada and associates, baroda



pedder road apartment, mumbai | ashiesh shah architecture and design, mumbai

Ar. Rajan Goregaoker and Ar. Sachin Goregaoker, Partners, GA design, Mumbai explain, "A well-balanced timeless design, the use of state-of-the-art materials and exclusive furniture, and an overall soft and plush feel makes a luxury apartment." Far from being loud and garish, such apartments are now imagined as subtle and classic spaces, where the quality of the materials used testifies to the lifestyle of its inhabitants.

Luxury exemplified in an apartment space has many facets. Keeping in mind the importance of architectural planning, such spaces are now designed incorporating key features like privacy, security, maintenance, soundproofing, parking and entertainment, so as to provide a hassle-free life to residents. Lifestyle features

such as gyms, swimming pools, spas, multiple parking slots, children's areas, gardens, private cinemas, 24-hour concierges, helipads, residents' lounges, clubhouses with business lounge areas, restaurants and party areas are now commonplace in high-end developments. Within the apartment, home automation systems allow the owners to run their entire household from their phone or tablet, incorporating security cameras, access controls, temperature controls for rooms and wine cellars, motion detectors and car lifts.

The exposure to international trends, products and designs have collectively boosted the urban architecture of the country, defining housing trends not only for the super-rich as branded

luxury, but also catering to the middle and upper middle classes as affordable luxury. Designers strive to deliver a unique experience for clients by personalizing spaces, adding comfort, installing high-end amenities, allocating open spaces, and planning intricate details to create apartments that are truly luxurious. Zubin Zainuddin and Krupa Zubin, Principal Architects, ZZ Architects, Mumbai share their ideas on the space, saying, "A luxury space is truly one that is tailor-made to your requirements, with the utmost attention to quality and longevity. It is personalized to maximize and add great value to one's current and aspirational lifestyle."

Designing such apartments come with challenges, with designers under pressure to stay

luxury residence, mumbai | ga design, mumbai





private apartment, pune | metaphors, pune

within budget, while critically analyzing the goals of clients in the context of their own design thinking. Ar. Ashiesh Shah explains, "It's hard to know where to draw the line between satisfying the client and maintaining your aesthetic sensibility."

As Indian cities develop and there is an upward shift in land value, there is a natural progression towards vertical living, with the proximity to commercial hubs making luxury apartments a pan-Indian phenomenon. Ar. Amala Sheth and Anand Bhagat, Metaphors, Pune explain, "Currently popular only in tier 1 & 2 cities, this phenomenon will slowly move

into smaller cities and towns in the near future. In fact, with the growing aspirations of youth in smaller towns, it will be the need of the hour. Luxury homes are an ever-expanding market. Internationally, too, the segment is growing. According to Peter Joehnk, Co-managing Director, JOI-DESIGN, Hamburg, Germany, "In Germany and across much of Europe in general, this is certainly the direction in which things are going. Standalone houses are often too far away from city centres, and apartments have much better security. I believe the demand for luxury apartments will continue to grow along with the desire for increasingly personalised, bespoke design."

grand paradi, mumbai | seza - seema puri & zarir mullan architects and interior designers, mumbai





nyc - 5th avenue, new york | jean-louis deniot, france

upper east side luxury apartment, new york | currimbhoy & co. ny and mumbai



vintage villa, nahar's amrit shakti, mumbai | manju yagnik, nahar group, mumbai



The real estate slowdown caused by demonetization affected the luxury housing segment to a significant degree. Property analysts say that the maximum delays have been faced by premium projects, where sales have slowed and cash flows have been tepid, leading to developers delaying completion. "It's clear that for ultra luxury projects, you have to stick to what you promise, you have to deliver on time and ensure you satisfy the consumer. I don't see too many people completing their projects on schedule. But there is significant premium for close-to-completion projects," says Vinod Rohira, Managing Director And Chief Executive Officer (commercial real estate and REIT), K Raheja Corp (Source: Mint).

Despite the setbacks in the general economic environment, it is clear that ultimately the aspirations and demands of customers will prevail, and that the desire for luxury is not going away any time soon. Zubin Zainuddin and Krupa Zubin say, "Owning a bespoke home is clearly one of the biggest luxuries that one has in our cities. The future will involve incorporating technological advancements into such spaces and allowing buyers to plan and specify their individual needs while the projects is being built." ifj