

August 2015, VOL. XV

pac buzz

Magazine of Pacifica Companies



CARNIVAL TIME THE TASTE OF CASA

Pacifica launched its premium project, Casa Lakeside, with a grand carnival

In This Issue

Architecture: The Walt Disney Concert Hall designed by Frank Gehry



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MD's Insight



New launches, more customer oriented events, lots of applause and recognition — that's what defines this quarter for us.

Shubh Shruat, as they say, is auspicious. We start this edition by sharing some amazing news. With your love and blessings, in the month of June, we won the 'The Best International Magazine for PAC BUZZ – March 2015' in the category of 'In-house Communication Excellence Awards 2015' organised by Shailaja Nair foundation. We also won the 'Developer of the Year - Residential' award for our luxurious villa project The Meadows @Gokuldhama. In addition to this, we were appreciated for our digital presence and were awarded the 'Digital Marketing Campaign of the Year' for the same project by Realty Plus Excellence Awards in the Real Estate segment. CRISL & Realty Plus also recognised our projects across cities —

Aurum, The Meadows and Madrid County, to name a few — as India's Top 100 Projects.

We officially launched Casa Lakeside — the luxurious lakeside living near Bill-Chapad Road for our esteemed clients in Vadodara. Casa Lakeside is an urbane villa project by Pacifica, an endeavour to offer luxury living at an affordable price. Investment in Casa Lakeside is bound to reap benefits since this area and its surrounding belt is growing and evolving. We also unveiled the sample house at Casa Lakeside and it was loved by our customers. We have beefed up our processes in launching Hill Crest in Hyderabad, and are nearing the completion of our sales office, which is a 10,000 sq ft wonder at the scenic site.

To carry forward our philosophy of community living, we continue to host a lot of events at our sites for our existing and prospective customers. In the last three months, we have hosted four to five events — Musical nights, Bollywood nights, a food carnival and lots more that — that attracted over 10,000+ visitors, and we were rewarded with a lot of happy faces around.

We hope you enjoy reading this edition.

Thank You ,

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Keeping up with the times is essential to maintaining a successful and reliable business model, as vendors morph from being retailers to virtual e-tailers. In the last few years, social media has replaced even the most convincing salesman in marketing a brand.

However, at Pacifica our Facebook page means a lot more than just a mere business tool — it is a loveletter written to our guests. Healthy relationships thrive by nurture and keeping in touch. In a world where time is scarce, communication with loved ones can become next to impossible. Thankfully, there is technology — our FB page allows us to bond with our amazing network of customers and homebuyers.

Log on to our FB page to check some fascinating updates on our construction projects and real-estate developments. If you are house hunting, you may find the ideal home here. Not only that, get regular updates on home décor, architecture, good housekeeping and D.I.Y just by clicking the 'Like' button on our FB page.

A good sign of a growing webpage is its followers and likes. This is just an appreciation note to you, our loyal fans and supporters to let you know that we have crossed one lakh followers and the number keeps increasing on a daily basis. Pacifica would like to heartily thank each and every one of you for making us the success story we are today.
<https://www.facebook.com/pacificacompanies> ■



 **Likes: 1,00,000**

NEW LAUNCH

The TASTE OF CASA

Pacifica unveiled its prestigious villa project, Casa Lakeside, with a grand launch and a food festival called 'A Taste of Casa'

The weekend of 7th and 8th February saw the grand launch of the prestigious Casa Lakeside project in Vadodra, followed by a carnival and a unique street food festival, *The Taste of Casa*.

A stellar marketing push that relied on sending out 7,000 physical invites, emails, whatsapp broadcasts and facebook event notifications, ensured that the turnout was tremendous and the launch a smashing success. The grand launch and showcase of a sample villa was followed by a mini-carnival that boasted booths of Killijisoyam (parrot astrology) and Tokyu Ban or Japanese carrom, Kathputli or puppet show, besides photo



NEW LAUNCH

booths with fun costumes to change into, and many more. The fun festival left the audience, particularly the tiny tots, enthralled.

The menu of *The Taste of Casa* food festival was one-of-a-kind, with vendors dishing out delicacies like Rajasthani Kulfi, Lal Mohan, Puchka, Kachchi Dabeli, Makai Ne Dodo, Stuffed Bun Paratha, Dhokla and Ringan Ni Olo Ane Bajre Ni Rotlo.

The event turned out to be a fun-filled, special gathering and was an auspicious start to the Casa Lakeside project.



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SHOWCASE

LUXURY LIVING

Casa Lakeside's exquisite villas are calm and serene designer abodes that offer easy connectivity to the city of Vadodara

The elite always have more than one address: Both, within the heart of the city and tucked away in the wilderness, a serene getaway from the maddening stress of city life.

Casa Lakeside, located near the Bil-Chapad Road, has been carefully planned with the intention of giving its residents the best of both worlds: Easy accessibility to Vadodara and a serene abode where peace is a constant state-of-mind.





SHOWCASE



Right WRITE

Lush, verdant surroundings, majestic lakeside views, world-class living amenities in the midst of breathtaking natural beauty, Casa Lakeside offers you only the best in luxury real estate. A town complex of 620 individual or twin bungalows and duplex cottages, this prestigious project combines luxurious living with recreational facilities like a meditation hall, a full-fledged gym, splash and swimming pools, sauna, kid play parks, gardens, library, club house, multi-purpose courts, home theatre and cards room so that you never experience a dull moment.

Tastefully designed by renowned architect Ruchir Sheth, the villas at Casa Lakeside are testimony to high living. Each villa is a 4BHK residence with a private terrace and balconies, and offers ample space and privacy. The villas come equipped with designer doors, anodized aluminium sliding windows, vitrified tiled floors, granite kitchen platforms, premium quality plumbing and sanitary fixtures and external textures finish, making these classy residences next to perfect.

As has always been Pacifica's style, Casa Lakeside is yet another landmark in fine living. ■

In huge MNCs across the world, one of the key areas of concern that is universally acknowledged is effective communication. While constant advancements in telephony, internet and app technology does make the employees of a large organization on the same page more than an in-house magazine. Visually appealing, inspiring, entertaining and motivating, a corporate magazine informs employees while providing them with a recreational tool that allows them to unwind even as they update themselves.

Late industrialist and philanthropist Shailaja Nair recognised the importance of effective corporate communication. Her foundation has been honouring the best in-house magazines through the ICE (In-house Communication Excellence) Awards. Initiated in 2009, ICE Awards are an accolade that most corporate publications covet.

Pacifica has always aspired to be a winner in every enterprise it ventures into. Our in-house magazine Pac Buzz has consecutively won the first runner-up award for the 'Best International Magazine' for three years now. Being second best is never good enough at Pacifica and after some creative brainstorming and product appraisals, we have been able to tweak Pac Buzz into the best possible shape.

The efforts have paid off. Pac Buzz won the 'Best International Magazine' at the ICE awards this year. The prestigious publishing award ceremony took place at The Mumbai Cricket Association, Bandra Kurla Complex, Mumbai on June 6, 2015.

While winning such a prestigious award boosts one's morale, true success lies in staying at the top, a goal towards which Pacifica will work hard. ■

After being declared runner-up for three consecutive years, Pac Buzz picks up the Best International Magazine Award at the prestigious ICE Awards





Striving for EXCELLENCE

PACIFICA BAGS HOME TWO TROPHIES AT THE REALTY PLUS EXCELLENCE AWARDS AT AHMEDABAD, WHICH ALSO HONOURS MR. ROCKY ISRANI WITH A SCROLL OF HONOUR

Awards are recognition of brilliance in one's field of work and Pacifica has consistently worked to stay at the top of the game in the real-estate and construction business.

The Realty Plus Excellence Awards is the most recent example of our endeavours to achieve excellence. The distinguished award ceremony was held at the Courtyard by Marriott in Ahmedabad on May 8, 2015, to honour annual developments in the realty business.

Pacifica turned many heads as it walked away with two prestigious awards at the esteemed gala evening. The first award was for

Developer of the Year (Residential) for Pacifica's project *The Meadows* at Gokuldharm in Ahmedabad. The award-worthy construction is a township of exclusive 4BHK villas costing over a crore each. Surrounded by orchards and meadows, the township offers cosy living amidst natural surroundings.

The Meadows turned out to be Pacifica's trump card at the function as a second award was declared in its name for 'Digital Marketing Campaign of the Year.' As has always been Pacifica's policy of creating realistic media that provides accurate imagery of the properties on sale, *The Meadows* digital promotion relied on the 'what you see is what you get' policy as one ultimately buys a home, not an attractive brochure.

Pacifica also participated in a conclave focused on transit business development in Gujarat. The objective was to discuss modes on creating infrastructure that is beneficial to reducing the commute load between workplace and residences.

Transit Oriented development (TOD), as it is defined, is characterised by mixed use of residential and commercial areas designed to maximise access to public transport. Such developments typically happen on a Public-Private Partnership (PPP) basis. This plan is effected through a good public transport system, more pedestrian facilities, walk-to-work culture and lesser need for parking. This is essential for an industrialised and urbanised state like Gujarat.

Rakesh (Rocky) Israni, Managing Director of Pacifica Companies was elected as one of the panellists on the jury for the Realty Plus Conclave. He was also awarded the Scroll of Honour for his years of dedicated service to the development of realty. The minutes discussed at the panel will be executed through forthcoming developmental plans in the state.

This was Realty Plus Excellence Award's fifth edition. Over the years, they have exponentially grown for their expertise in recognising architectural talent.■



UPDATE



AURUM (HAPPINESS TOWERS) PHASE 1 IS NOW READY FOR POSSESSION



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CELEBRATING New Acquisitions

Pacifica hosted a glittering evening with good music and great food for pre-approved SBI loan holders in Ahmedabad

Under star-filled skies, Pacifica organised a tasteful feast for buyers with pre-approved loans from SBI.

The special event, called *Daawat-e-Reflections*, was hosted at the new property Reflections, and had buyers of apartments and villas in a consortium of Pacifica properties — Reflections, Meadows, Sanguine, Marvella and North Enclave, all in Ahmedabad.

The local singing sensation, Whistling Notes, crooned some recent Hindi film hits, and added a tinge of nostalgia to the evening with some soulful romantic numbers from old Hindi movies. To keep up with the magical mood of the evening, on the menu was Mughlai cuisine — *Malai Kesar* shake was the unique refresher, *Paneer Shehzada* and *Hara Bhara* Kebab were the appetisers, *Dum Biryani* was on the main course, and the dessert included the sumptuous *Shahi Tukda* and sugarless *halwa*. The gathering had an

intimate setting yet attracted over 700 guests who were invited via SMS, email and physical invites.

If that wasn't enough, the guests were delighted with pleasant surprises, including gifts for all property purchasers. The buyers of the villas in Meadows received 100 grams gold; free on buying villa; those who bought apartments in Reflections got 50 gms of gold; the ones who invested in Sanguine were given ₹500 off per sq ft on buying a plot; in Marvella, buyers got ₹100 per sq ft off on buying a 3 or 4 BHK apartment, while buyers in North Enclave received free air conditioners for each of their bedroom: so, two ACs for a 2BHK apartment and three ACs for a 3BHK flat.

Pacifica constantly comes up with innovative new offers on property purchases to give their buyers attractive deals at affordable prices. ■



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Luxurious Villas, Ahmedabad

Reflections
by Pacifica
Luxurious Apartments, Ahmedabad

Sanguine Estates
Plotted Development, Ahmedabad

PACIFICA aurum villas
Luxurious Villas, Chennai

PACIFICA aurum
Luxurious Apartments, Chennai

Marvella
-BY PACIFICA
Premium Apartments, Ahmedabad

COURTYARD
Marriott
5 Star Hotel, Bangalore

NORTH ENCLAVE
BY PACIFICA
High-rise Apartments, Ahmedabad

La Habitat
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Low-rise Apartments, Ahmedabad

Green Acres
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High-rise Apartments, Ahmedabad

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Premium Residences, Bangalore

HILLCREST
Luxurious Apartments, Hyderabad

casa lakeside
Luxurious Villas, Vadodara

Madrid county
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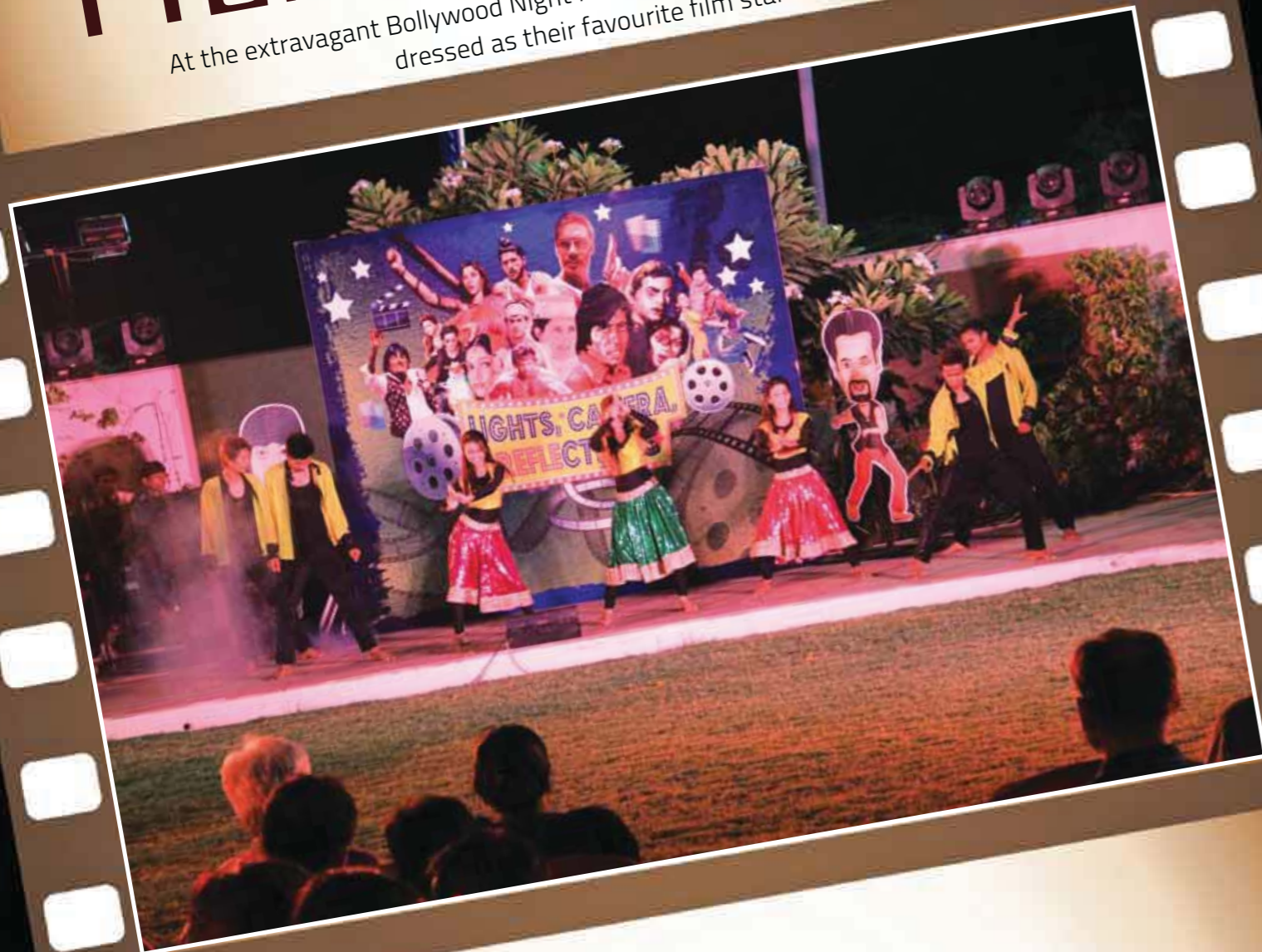


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FILMY FIESTA

At the extravagant Bollywood Night hosted at Reflections, everyone came dressed as their favourite film star



Great ideas and unique themes are the reason why everyone awaits a Pacifica sales event with such anticipation. Employees entertained ICICI'S High Network Individuals (HNI) at the Bollywood Night organised on May 17 at Reflections in Ahmedabad; the theme: dress up as your favourite film star!

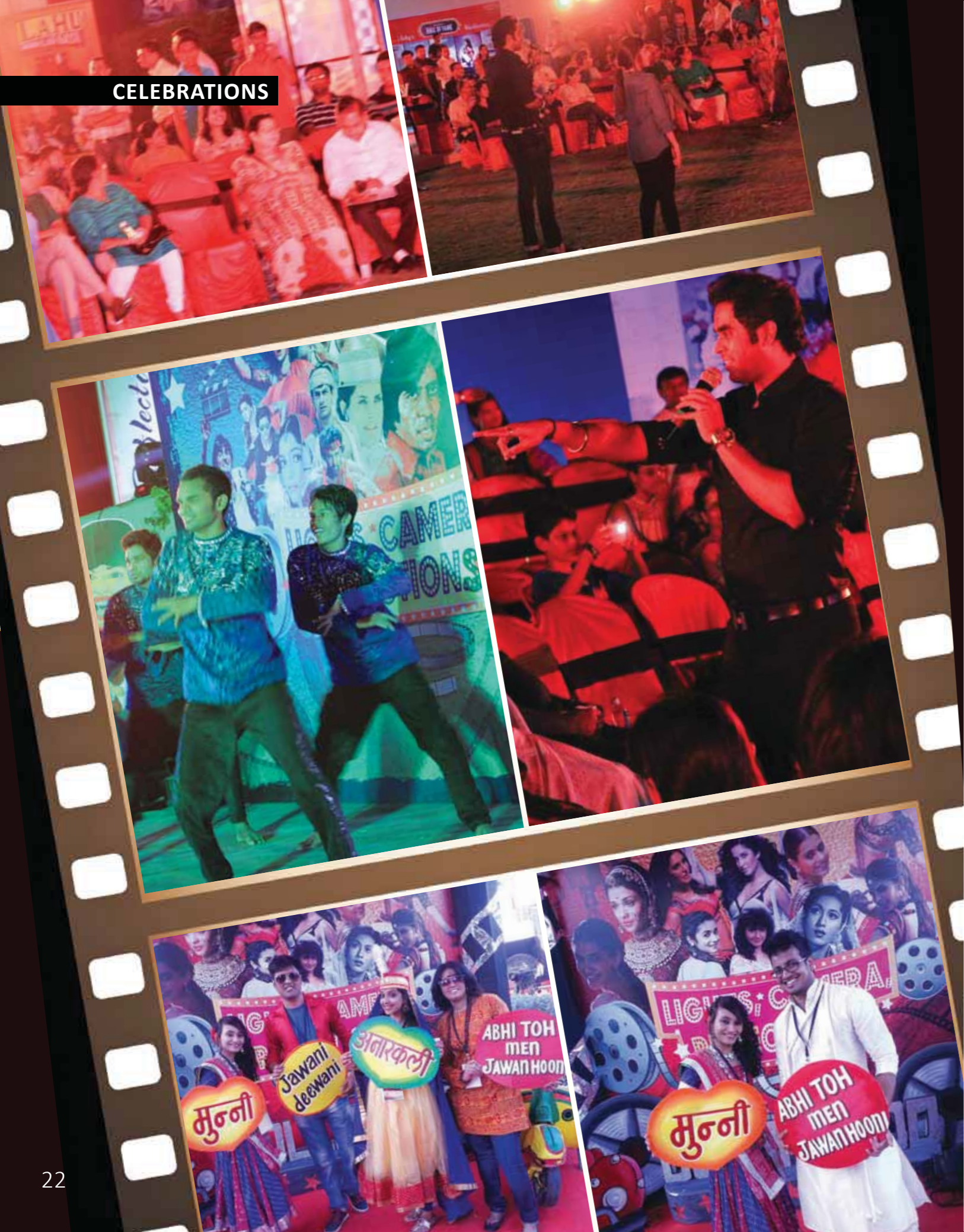


Employees sportingly came dressed as Anarkali, Devdas, Shri 420 and other Bollywood doppelgangers. To make the aspiring artists feel at home, even the site was designed to look like an old movie set. The DJ belted out some favourite hits while stage dancers enthralled the audience with some well choreographed numbers. Hosting this event was radio 98.3 FM's RJ Kunal of Mirchi Murga fame who entertained the crowd with his pranks and wisecracks. Nights like these must be cherished, and a selfie booth was organised to capture the *faux* star-studded moments.

Even the dinner had a *filmi* twist with dishes like Paneer bang bang, Chennai express salad, Sabz sholay, Gulabi gang ke kale jamun and other funny foods on the menu. The fun Bollywood Night evening had everyone in splits by the end of it. ■

OLYMPIA

CELEBRATIONS



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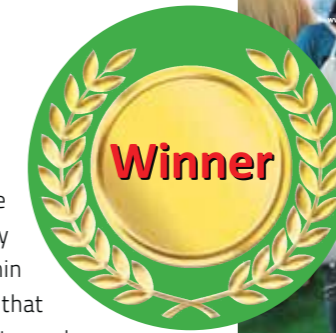
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GOOD TIMES ROLL ONCE FOOD COMES INTO THE PICTURE



In the daily grind of corporate struggle, one gets restricted to mainly interacting with colleagues from within one's department. Pacifica understands that employee satisfaction is a key component towards creating a healthy work environment and regularly organises team building exercises and competitive events for its valuable staff.

On 25 April, 2015, the human resource department at Pacifica organised a 'No Fire Cooking' competition. Twelve teams with 10 members each, cherry picked from the corporate office, ensured that the teammates came from different departments to allow people to make new friends. As the name suggests, the competition was a culinary quest for great dishes that could be concocted without the use of fire.



Standardised rules were formulated to challenge the teams and get their creative juices flowing. A budget of ₹500 was allocated to each team for the purchase of ingredients, and it was allowed maximum microwave heating time of three minutes if required during the entire one hour course time of the competition. Each team was also required to present a beverage, a snack and a dessert. Teams were prohibited from using phone or internet during the competition.



Two esteemed chefs from Courtyard by Marriott were invited to judge the event. Each dish was judged on the basis of presentation, aroma, flavour, execution, creativity, use of accompaniments, etc. On offer: A sumptuous brunch by the pool at the Eastin hotel for the winning team, a free meal at the House of MG for the first runner ups, and US Pizza Vouchers for the second runner ups.

Declaring a winner in a competition where every entrée was sumptuous was a tough call, but team 8 Chefs took the first prize with their Fizz Mocktail (ice tea soda garnished with sliced fruit and cinnamon,) papaya bhel and chocolate bread. Team Shakers and Bakers came a close second with their kiwi cocktail caprioska, pita bread tahini with veggies and chocolate fondue. The final prize was given to Team SWAT for their strawberry sizzler, paneer papadam and firangi tantra. ■





DISPLAY



UPDATE



Known for our ethical realty practices and uncompromising honesty, Pacifica takes pride in participating in FAIRPRO2015

As any home buyer will tell you, shopping for a property can be a lengthy and cumbersome process.

Gathering paperwork, allocating finances, choosing between properties and finding a loan provider can be time consuming. Moreover, there is the fear of being exploited by developers who overcharge. The buyer may also end up choosing a mortgage plan that has extremely high rates of interest or may get swindled by middlemen in the booking process.

FAIRPRO was initiated by a few top property developers in Chennai with the intention of streamlining the process of

buying a home by introducing fair practices in the realty sector through an attractive and hassle-free annual property fair. Due to its commitment towards offering guaranteed lower prices, fair deals and genuine discounts, this event attracts the best real estate-developers and multitudes of prospective home buyers.

Now in its eighth edition, Pacifica feels proud to be a part of this honest and ethical realty fair because of its uncompromising honesty and strong ethics.

FAIRPRO2015, which took place at the Chennai Trade Centre, had over 250 top property developers showcasing their projects. Potential buyers were also

invited to the Home Loan Mela at Vijaya Mahal in T. Nagar between February 13 and 15, 2015 to avail pre-approved home loans. People were provided clear knowledge of their loan eligibility limit and the many choices on offer.

At the event, Pacifica's kiosk showcased its exclusive project Aurum, which is the gold standard for elite lifestyle. Aurum has been designed keeping in mind the well-heeled and world-wise traveller who wishes to live in a township designed for the global citizen. Ranging from 2-and-4BHKs, Aurum has a modern feel, inspired by the best architectural concepts from across the world. ■

Your FIRST HOME

NORTH ENCLAVE OFFERS YOU THE PERFECT SPACE AS YOUR FIRST HOME

North Enclave in Khoraj, Ahmedabad will be Pacifica's futuristic new-age offering and will combine chic design with convenience and luxury, all amidst a property that embraces open spaces.

Strategically located in between SG Highway and SP Spring Road, and close to the Gandhinagar Airport, connectivity becomes effortless in such a prime location. The sacred Vaishnodevi temple adds an air of auspiciousness to the neighbourhood. In close proximity are Nirma University, SGVP and GEMS Genesis International School, which offer excellent educational opportunities to the young. Famous educational institutions, healthcare facilities, financial institutions and shopping arcades are located within a radius of five to ten kilometres of the project.

Aimed at providing 70 per cent open landscaped spaces through the creative use of glass and carefully manicured

lush greenery, North Enclave offers you the perfect space as your first home.' Choose from either a 2-or-3BHK home and enjoy community amenities like access to the club house, outdoor swimming pool, gymnasium, community hall, indoor gaming zone, pool table, ping-pong, senior citizen sit-outs, children's play area, property management services and a children's library.

North Enclave offers state-of-the-art homes with cutting-edge architecture and innovative design.

North Enclave, Next to Vaishnodevi Temple, Nr. Nirma University, Khoraj, Ahmedabad. ■



Urban UTOPIA

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Pacifica unveils its next premium apartment venture, Hillcrest, in Hyderabad's upcoming financial district — Gachibowli.

An integrated township consisting of six phases with 18 floors each, Hillcrest offers you a panoramic view from each high-rise apartment. With 3,300 units built on sprawling 38 acres, this venture promises to be a self-sufficient township with high-end amenities and virtually every facility imaginable at just a stone's throw away.

Designed by world reputed architects, Burt-Hill Stantec and executed in Hyderabad by Akshya consultants, Pacifica Hillcrest is in the middle of a real-estate haven developed by Tishman Speyer, who are known for their signature waverock buildings. With sizable homes ranging from 2 to 4BHKs, these apartments range from 1,282 sq. ft. to a spacious 2,644 sq. ft. Considering the magnitude of this prestigious project, the property comes with electronic surveillance and a heightened security system.

Streamlined parking is another salient feature — there is stilt parking and two parking cellars with a spot allocated to every 2BHK and two spots for every 3/4BHK. The property has multiple recreational facilities like a fitness centre, gymnasium, spa, salon, swimming pool, yoga studio, badminton and squash courts, ballrooms, banquet and multi-purpose halls, guest rooms, restaurants, boardrooms, library, mini-theater, discotheque and the clubhouse.

Located in the heart of a business hub, Hillcrest is in the vicinity of an IT suburb and top companies like Microsoft, Wipro, TCS, Infosys, Capgemini, Polaris, Accenture, NVIDIA, etc. have offices nearby; international banking institutions like Bank of America, Brigade Corporation, ICICI bank and Franklin Templeton Investments, too, have opened branches here. Twenty educational institutions like Phoenix Greens International School, Delhi Public School, Kendriya Vidyalaya, Oakridge International School, etc. and 10 reputed hospitals have facilities here.

Hillcrest Phase I, consisting of 684 units, has commenced bookings and will be ready for possession in December 2016.■

Pristine TOWNHOUSES

AVA KAY OFFERS THE BEST OF PANAMA BEACH — GREAT LIVING STANDARDS AT AFFORDABLE RENTS



Ava Kay, the premium Pacifica project offers pristine, whitewashed townhouses in the idyllic Panama City of Florida, which is well known for crisp summers and mild winters.

The project comprises of townhomes consisting of 64 immaculate 3-bedroom and 2-bath condominiums, complete with a private storage shed. An Ava Kay home comes equipped with washer/dryer connections, fully equipped kitchens with microwaves and dishwashers, and has basic cable, sewer, pest control and trash pick-up included in the rent. A quiet, well-maintained property with on-site maintenance and security, the thoughtfully designed floor-plan gives you ample legroom with 1,294 rentable sq.ft. space, large walk-in closets, and private patios and balconies.

Community facilities include, but are not limited to, a children's play area, large picnic area with barbecue grills, and serene woods. In the vicinity is the Tyndall Air Force Base, which houses a resident population of 3,000 people. The Marina Civic Centre that hosts the area's premier events and concerts, the Panama City mall that features major national brands and the serene Bear Creek Feline Centre are all accessible from Ava Kay. To meet medical requirements, Bay Medical Center and the Gulf Coast Regional Medical Center are both in the vicinity. The Embry-Riddle Aeronautical University (also called the 'Harvard of the Sky,') Gulf Coast State College and The Florida State University are some of the colleges located at a close distance.

Clearly Ava Kay offers the best of Panama Beach living — great living at budget rents.■

Twin WINS

PACIFICA ADDS TWO OF STOCKTON CITY'S BEST HOTELS, RESIDENCE INN AND COURTYARD BY MARRIOTT, TO ITS PRESTIGIOUS PORTFOLIO

In California, Brookside is considered to be the most desirable neighbourhood by the residents of Stockton City. Peppered with well-manicured lawns and beautiful homes, Brookside is an unabashedly elite community. Surrounded by the Nelson Community Park, several championship golf courses and country clubs — everything around makes you feel like you are in a resort. Under its ambitious plan to acquire some of the best US properties and hotels, Pacifica recently took over the 104-room Residence Inn and the adjacent 89-room Courtyard by Marriott to add two new jewels to its already bedazzling crown.

The Residence Inn's tagline, 'It's not a room. It's a residence' has always been popular with guests who prefer a homely atmosphere rather than the impersonal hospitality of a regular hotel. Boasting country-home style exteriors, cosy interiors with indoor plants and warm, vibrant, art scattered over what looks exactly like a chic, trendy apartment with a fully-equipped kitchenette, Residence Inn attracts guests who plan longer stays due to its homestay environment.

Courtyard by Marriott needs no introduction; it is an award-winning hospitality brand the world over. Indulgent rooms built around a courtyard in every property you visit characterises its design. The hotel offers amenities like spas, conference halls and media rooms, bars and lounges, and other world-class facilities.



Both the individual hotels are considered top-notch by the people of Stockton. The Stockton Courtyard was awarded the prestigious, 'The Courtyard by Marriott Hotel of the Year,' in 2011 for its outstanding brilliance among all the North-American Marriott properties, and the 'Gold Circle for Marriott' award for winning the highest guest satisfaction reviews the next year. TripAdvisor has awarded the property with the 2014 Certificate of Excellence and has listed it among the top five hotels in the city of Stockton. Similarly, the Stockton Residence Inn took away the '2013 Silver Circle' award by Marriott for its good guest ratings and won the 'TripAdvisor 2014 Certificate of Excellence'.

On the basis of their consistent excellence, Pacifica views both properties as prudent and lucrative investments. ■

Perpetual SPRING

Emeritus at Spring Valley is a caring and sensitive facility to rehabilitate senior citizens afflicted with dementia and memory loss

Emeritus at Spring Valley is a beautiful community serving memory care and dementia afflicted people in the southwestern portion of Las Vegas. A town square design greets residents at the entrance and there are two rectangular shaped wings of building that mirror each other; each wing houses 36 residents. There is a quaint country kitchen, a bright sun room and two secure courtyards.

The address is an excellent location right off Interstate 215 in a residential area, just a few miles west of Las Vegas Boulevard and a few minutes from Spring Valley Hospital and Southern Hills Hospital. Amenities in the neighbourhood include shopping, restaurants, golf courses, museums, art galleries, and several other attractions like the Las Vegas Strip and Downtown Las Vegas. Population demographics are strong and indicate a deep supply of future residents; within five miles of the community there are approximately 43,117 residents aged 75 or older, which is approximately 14 per cent of the population.

There are two distinct living areas in the community, which are studded with facilities like fireplaces, central courtyards, large screen television room, special life stations for men and women, and a library. The living area offers both private rooms and friendship suites. The town centre is designed in a manner similar to an old time city street with a sweet shop, beauty salon, school house, front porch and

a cobblestone paved bistro area that even has a street light. This design allows residents to experience changing sensory input throughout the day.

General services, amenities and conveniences for in-house residents include assistance with bathing and dressing, three meals and snack program specifically designed for Alzheimer's and dementia, a secured environment, personalised activities plans and scheduled transportation.

Customised conveniences include restaurant style meals, private dining room for special occasions, guest meals available upon request, personalised meal plans and snacks, an on-site beauty salon, washer/dryer on every floor, controlled access, religious services, spacious common areas including living room and library, a recreational room, storage, computer access, gardening, life-engaged programs, supervised outings, health monitoring and medication management.

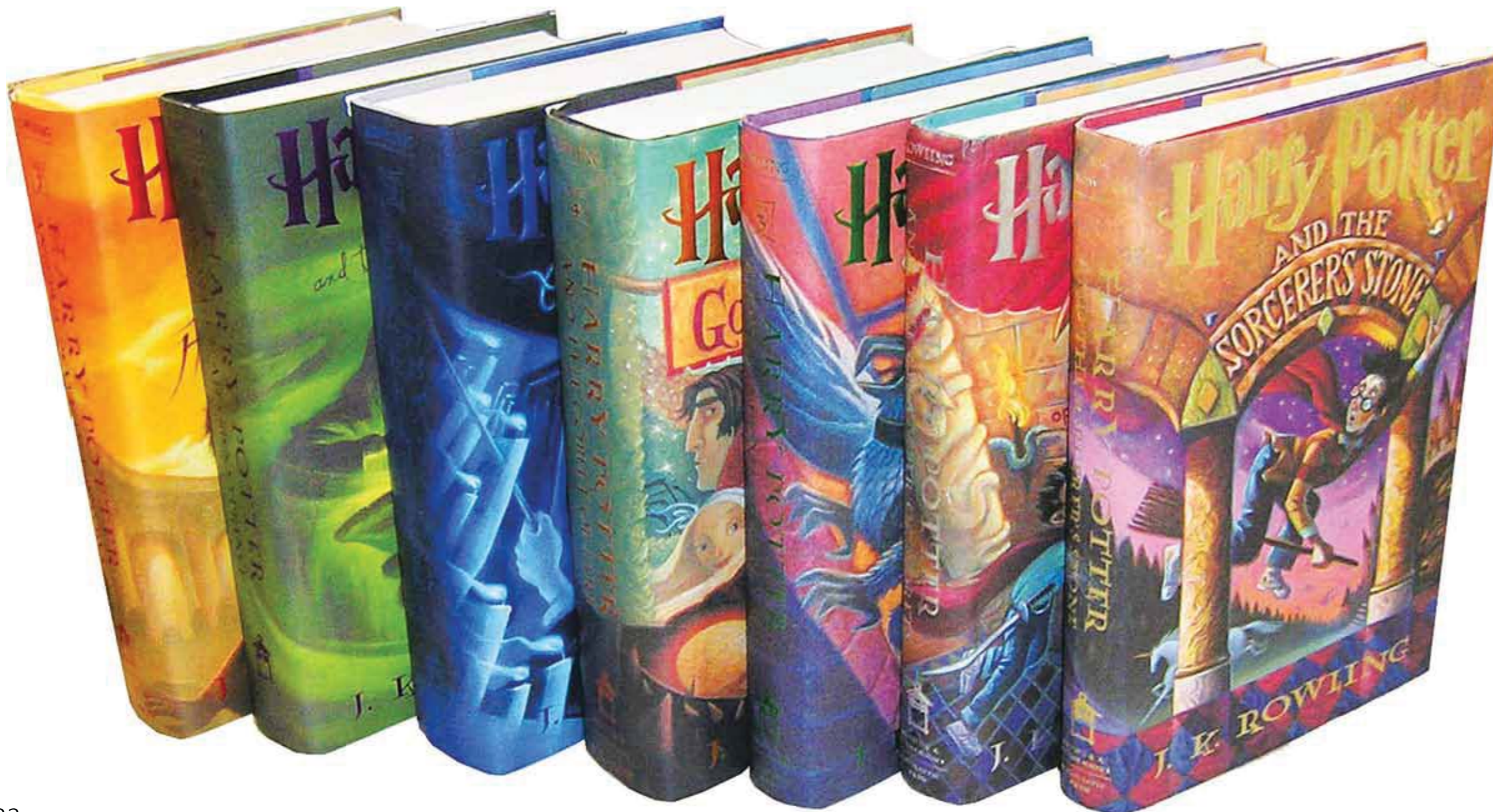
Residents have a choice of a small or a large studio space, 24-hour emergency response systems, private bathrooms equipped for seniors, all utilities except a phone, wall-to-wall carpeting or Pergo flooring, convenient built-in book shelves, a private jacuzzi tub and a shower per neighbourhood.

Pacifica equates retirement with relaxation and properties like Emeritus at Spring Valley provide just that. ■



Like a ROWLING STONE

Unlike her most popular character, Harry Potter, bestselling children's author J. K. Rowling hasn't had the luxury of banishing away her troubles by waving a magic wand. Yet, she is amongst the world's top-selling authors and has found success across several genres



On July 31 this year, Joanne Rowling, better known as J.K. Rowling, the creator of the fantasy fiction book series Harry Potter, turns 50. At this golden age Rowling couldn't possibly ask for more — celebrity and the admiration of children and adults world over, an estimated fortune of £560 million and an award-winning book series that spiralled into a business empire of movie spin-offs and Harry Potter inspired merchandise. In 2007, *Time* magazine nominated Rowling as runner-up in its 'Person of the Year' listing, and *Forbes* called her the 48th most powerful celebrity in the world. The next year, she was voted as the 12th richest woman in the United Kingdom by the English edition of *The Sunday Times*.

LOSS

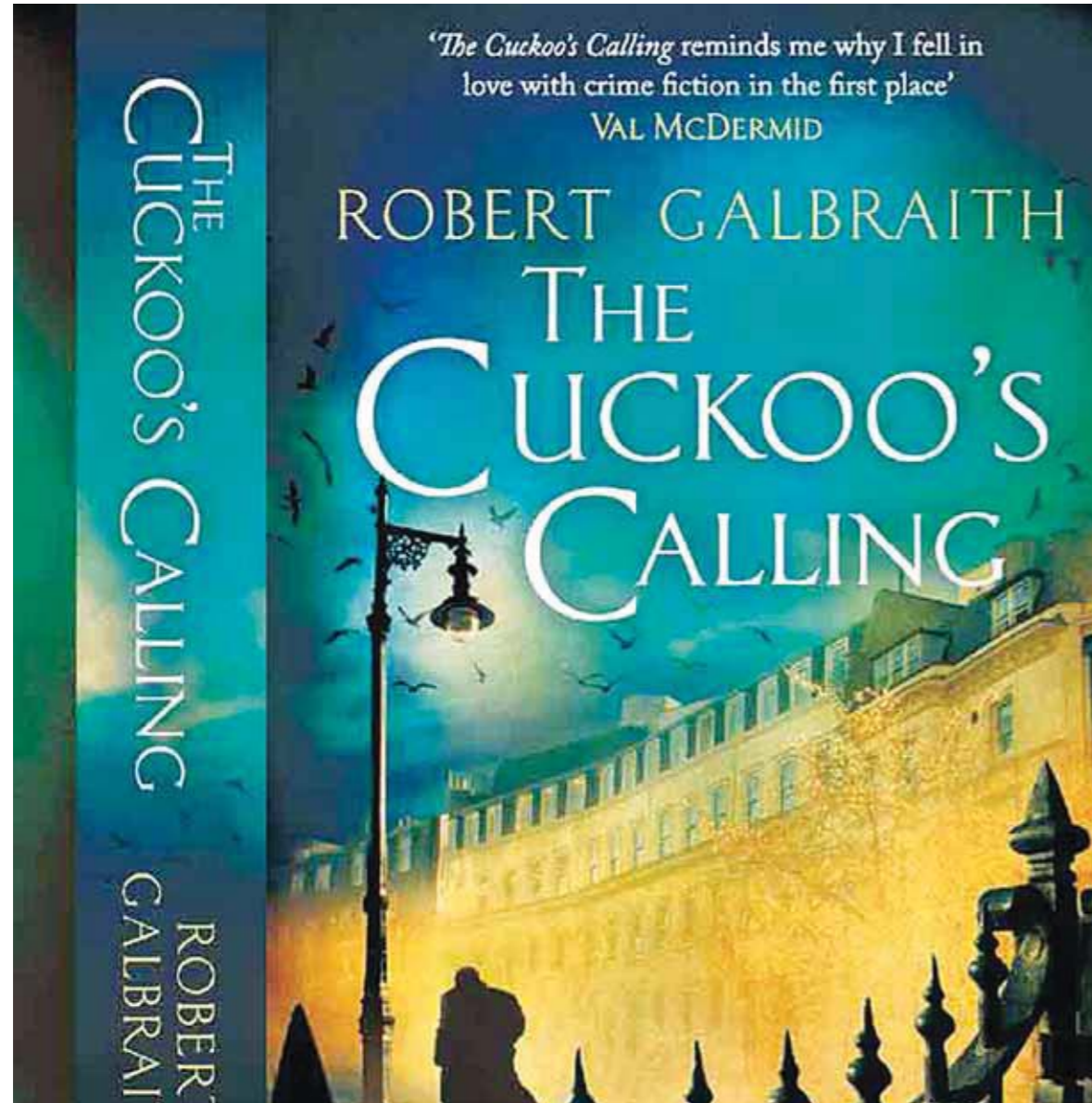
Success can be misleading. While spectators can only see the perks and laurels that accompany it, they overlook the sweat and blood its acquisition requires and the multiple failures that precede it. As impossible as it may seem, Rowling wrote the manuscripts of what would be published as *Harry Potter and the Sorcerer's Stone* while she was grieving the loss of recently departed mother, separated from her husband and raising her daughter as a single parent, jobless and broke while living on state benefits. All of these financial and emotional stresses piled together, left the aspiring author in a state of clinical depression and she even contemplated suicide.

SEXISM

After being rejected by 12 publishing houses, hope finally came in the form of Bloomsbury in 1995. The chairman of the publishing house agreed to publish the book reluctantly, after allowing his then eight-year old daughter to read the first chapter. Upon finishing, she impatiently demanded to read the rest. Even then, Rowling's editor set clauses: The writer would adopt a male pseudonym as young boys would not read a female author. That is how the name middle initial from the name of Rowling's grandmother Kathleen, was adopted to create the name J.K. Rowling.

SUCCESS

The first book was an instant success and earned the author a *Nestle Smarties Book Prize* and the *British Book Award* for Children's Book of the Year. The series moved from strength-to-strength with seven books that were adapted into equally famous movies by *Time Warner*. With the series, which dealt with magic and wizardry, Rowling managed to reignite an



interest in reading in a generation of children who had traded novels for televisions and computers.

ENCORE

At the height of the books popularity, Rowling made what some call a foolish decision by abruptly wrapping up the series in its seventh and final installation, *Harry Potter and the Deathly Hallows* to write a book for a more adult audience called *The Casual Vacancy*. The book received mixed reviews and some even stated that it wouldn't sell had it not been for the name J K Rowling.

In 2013, the world was pleasantly surprised that the author of the successful crime fiction novel *The Cuckoo's Calling* was

none other than Rowling who was writing under yet another *plume de nom*, Robert Galbraith. Rowling did not want the readers of her latest book to be influenced by her popularity as J K Rowling. The book won almost universal acclaim. In the wings is yet another children's book aimed at an audience slightly younger than the audience of Harry Potter.

HOPE

A business empire, a few charitable causes and many best-selling books may be the best anecdote to forget the poverty and hardship she long left behind but as Rowling rightly stated in a recent interview, "Rock bottom became a solid foundation on which I rebuilt my life." ■

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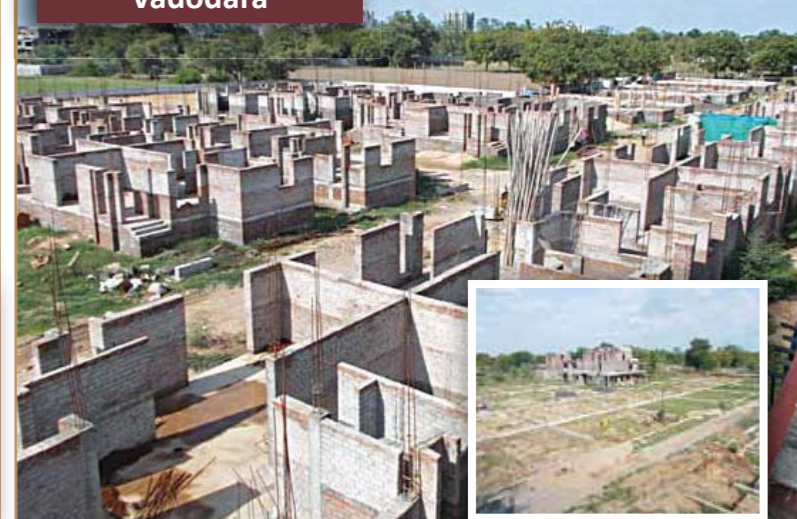
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PROGRESS REPORT

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**Aurum Villas,
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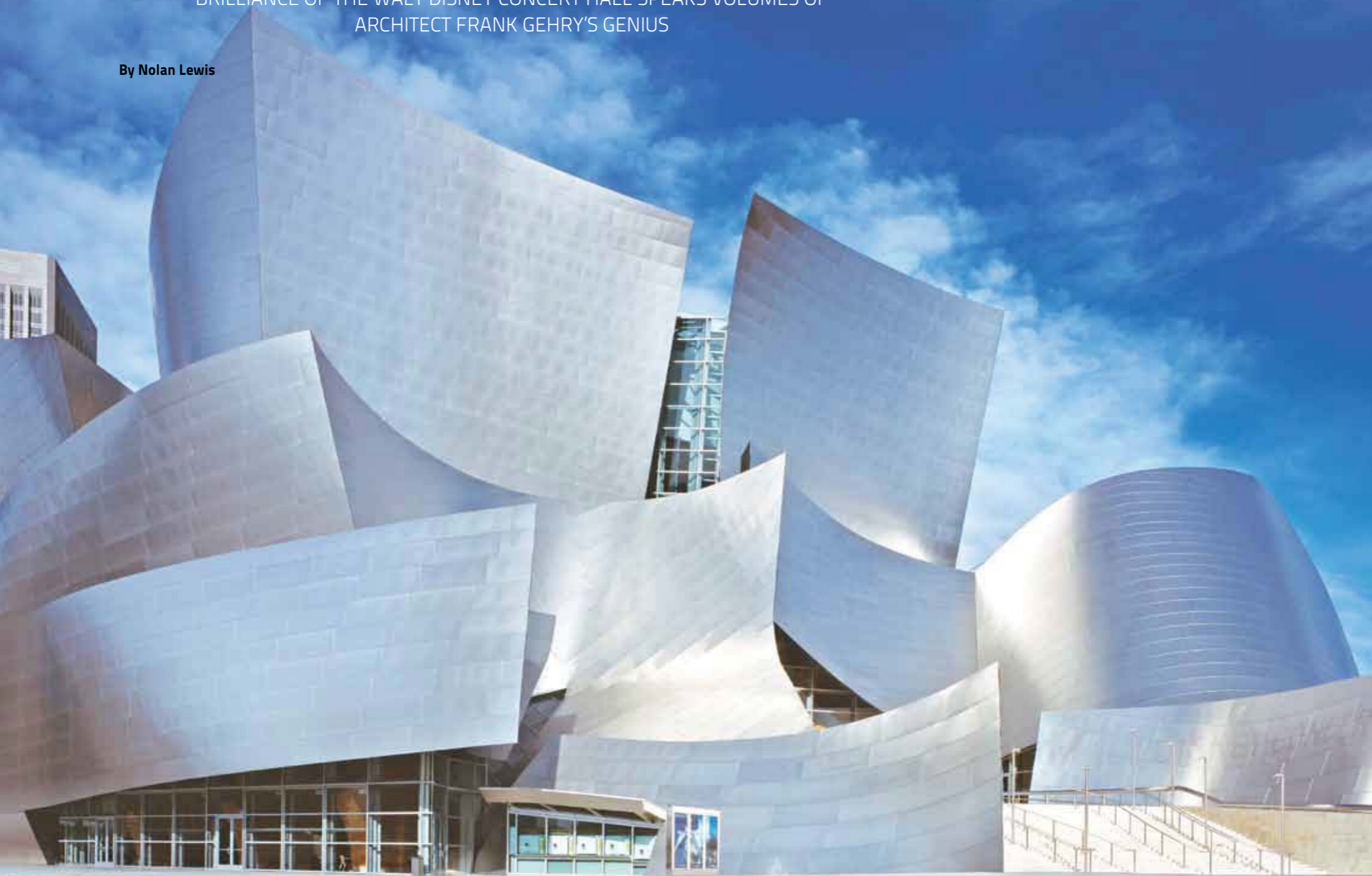
**San Lucas @Madrid
County, Vadodara**



The SCIENCE OF SOUND

DESIGNING AN AUDITORIUM IS EVERY ARCHITECT'S NIGHTMARE. THE ACOUSTICAL BRILLIANCE OF THE WALT DISNEY CONCERT HALL SPEAKS VOLUMES OF ARCHITECT FRANK GEHRY'S GENIUS

By Nolan Lewis



Monuments are more than structures or elaborately designed shelters. Centuries ago, Mughal emperor Shah Jahan built the Taj Mahal, one of the finest pieces of medieval architecture as an ode to his love for his beloved queen, Mumtaz. In a more modern-day setting, Lillian Disney decided to honour the memories of her marriage to the renowned pioneer of animated motion pictures, Walt Disney, in a similar fashion.

Unlike the movies, Hollywood marriages rarely end with a 'happily ever after.' The Disneys, though, had a long and inspiring 41-year marriage, until Walt's death in 1966.

Architecture is, by far, the most effective testimony to monumental love. While some write poems and offer red roses in its name, building something gigantic in a public domain as a memorial instantly immortalises the person it is dedicated to. They are remembered in the thoughts of whoever enters the building, their soul lives on, towering silently as an architectural marvel.

Even then, in Lillian's case it wasn't easy. What do you dedicate to a man who had everything; movie studios and amusement parks were already built in his name.

The answer was music. After all, every Disney production is a musical. Its creator merely switched from theatrical performances to musicals produced via screen animation. An opera hall in Los Angeles encapsulated Disney's essence perfectly.

Opened in 2003, the Walt Disney Concert Hall looks like ship sails filled with wind from a passing summer breeze. Not surprising though, considering its architect Frank Gehry has a penchant for design that resembles ships, as is evident in many of his other

works like The Fondation Louis Vuitton in Paris. The exteriors are shining stainless steel; metallic bling is another Gehry trademark, bright enough to dazzle but toned down to a matte finish that won't hurt the eyes.

It is the interiors that remind you that this building is actually an auditorium not a theme park with the stage, panels and seating made of Douglas Fir tree, also known as Oregon Pine. The interiors exude a warmth and intimacy that an opera hall should possess. Soft, multi-coloured mood lighting illuminates the stage that changes according to the setting required. The stage itself looks like a bunch of reeds stacked together that resemble musical pipes.

Designing an auditorium is every good architect's litmus test. While retaining structural integrity is mandatory, there is also the added responsibility of creating impeccable acoustics and harmonising the two, which requires a fine balance that can be quite difficult to achieve. To create the perfect pitch the services of acoustician Yasuhisa Toyota, whose repertoire boasts of over 50 other auditoriums across the world were hired. Today the Walt Disney Concert hall has redefined sound technology with its cutting-edge acoustic equipment that is constantly upgraded to keep up with the times.

The silence within the auditorium when an audience listens in rapt attention, mesmerised and enthralled by the orchestra, resonates with the sound of success that Gehry has managed to achieve with his groundbreaking design. The sound resonates in the enthusiastic applause of a happy listener after a musician is able to strum on the strings of his or her soul.

Lillian Disney is no more, but her love for her husband reflects in the grandeur of the Walt Disney Concert Hall. ■



Beyond BATHROOMS

YOUR SHOWER AREA IS WHAT YOU ARE MOST LIKELY TO IGNORE. HERE'S WHY YOU SHOULD NOT

From a quick three-minute scrub under the shower while brushing your teeth before you dash off to work, to taking a leisurely soak at the end of a hard day's work, the bathroom is where you start and end your day. The modern-day bathroom has evolved from a tiny cubicle into a luxuriant spa, where you can indulge yourself and wash away accumulated aches and worries. Today's bathrooms can be as sensuous as a boudoir, as intimate as a bedroom, as social as a living room, even as lusciously green as a garden.

Is your bathroom smaller than your cupboard? Why settle for the impersonal claustrophobia of traditional water-closet when bathing should really be a relaxing ritual. The best way to unwind at the end of a day is to soak in a tub filled with warm water, and some scented aroma oils. Designer bathrooms offer a getaway kind of experience, especially if you turn it into a home retreat by adding whirlpools, spa gadgets and decorative fixtures.

The important thing to remember: Fix your budget, the style or theme you want, and then go looking for accessories, instead of the other way around.

The Fixtures

While choosing the tiles, do not get stuck with the clichéd old ceramic version. There are so many materials available, like the handmade ceramic tiles, which could be the cheapest option. Then there are tiles in natural stone, bisazza and glass mosaic tiles, which give the bathroom a certain luminescence. If you want a very formal looking bathroom, you could also opt for Italian marble for the walls.

Similarly, there are a plethora of materials for basins. You could choose from stone, glass, marble, handmade ceramic basins, to imported ones made out of acrylic. You get tubs with a vanity top that is embedded with glass mosaic chips, accented by transparent glass inserts. A glass bowl with a chrome pedestal looks chic, while a traditional South Indian metal basin bowl set in a brass ring looks ethnic. Even the fixtures can be customised according to your preference. Choose from copper, steel or silver.

The shower panels, too, have gone chic. You have shower panels which spoil you with an overhead shower, hand shower and adjustable body showers that come pre-assembled



for quick installation. There are showers that provide you with rain, massage and mist combination, for a sensual bathing experience.

The Design

Bathroom design trends range from the bold and colourful, to the simple and elegant. You can create almost any kind of look — Japanese Zen, country style, Edwardian or Santa Fe by choosing the right fixtures, furniture, tiles and flooring.

Personalise the space. Put up a painting, an artefact,

a poem, experiment with different kinds of tiles, mix and match, pick up porcelain or stainless steel soap dispensers and other bathroom paraphernalia. A bathroom ensemble should typically include a waste can, boutique tissue holder, tumbler, toothbrush holder, soap dish, soap dispenser and jar for incidental items. These could be in interesting materials and designs.

The bathroom is the likeliest space in your home that a guest will visit, besides the living room, and must be designed as a reflection of the owner's sense of aesthetics. ■



Intuitive ILLUMINATION

Smart lights that will help convert your apartment into a high-tech haven

Much like our communication tools, our homes, too, are morphing into futuristic smart homes that are likely to be highly automated. Among the home technology that has made its way into India, security and lighting occupy center-stage. In the near future, home lighting is likely to move beyond glaring fluorescent tubelights or ordinary bulbs.

Contemporary homes demand that apart from providing luminescence, lights should also accentuate spaces and enhance our mood. Even a perfect decor can be ruined by bad lighting and yet, it is one of the most overlooked aspects while designing a home. These wonderful innovations will make you look at things in a new light.

Mood Lighting Consoles

With a mood lighting console you can dim and brighten lights in certain areas by just a flick of a button. Want to create a romantic ambience for a dinner with your wife. Use the console to create brighter light near the dining table, dimmer light close to the sofa, and concentrated or spot light on a table. Companies like Lutron, Clipsal and Anchor create some interesting consoles.



ENRG Rainbow Smart LED 9W

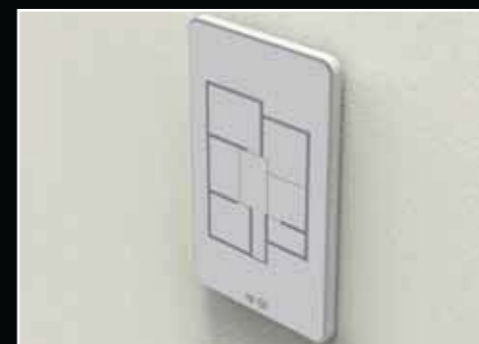
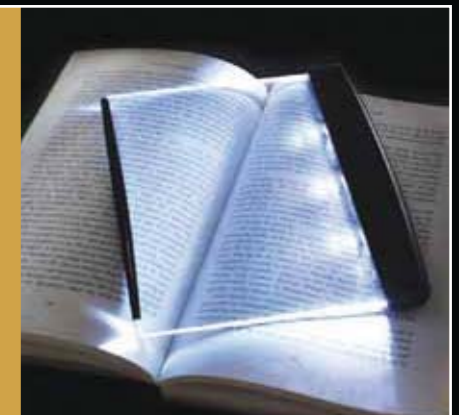
Switchboards are so passé: After a long day at work the last thing one wants to do is leave the comfort of the couch to turn on the lights. The ENRG Rainbow Smart LED 9W comes equipped with a router system that allows you to change light settings via either a remote or a mobile app. Why stick to dual tones of yellow and white when there can be so much to choose from — ENERG offers you 256 colour options to enhance the mood and ambience of your home. Irrespective of whether you need bright illumination for your study or flashing coloured lights for a late evening party, ENRG Rainbow Smart LED 9W has lights to suit every mood.

₹3,580; enrg.in

Kawachi LED Night Panel Book Reading Light

What happens when you're an owl who loves reading into the long hours of the night but your partner is a lark who finds the glaring rays of the bedside night lamp annoying? Simple. You get the Kawachi LED Night Panel Book Reading Light that resembles an illuminated magnifying glass; its soft light is bright enough to enable you to read a book without hurting your eyes. This portable light gives you 50 hours of illumination powered on three AAA batteries. An easy solution when you want to burn the midnight oil on a long haul flight or share rooms without disrupting your partner's sleep.

₹249; pepperfry.com



Taewon Hwang Floor Plan Light Switch

Though still in its conceptual phases, this remarkable innovation will mark the demise of the traditional switchboard. Have you ever had trouble recalling what switch corresponds to which light because there are too many buttons on the switchboard? The Taewon Hwang switchboard eliminates any room for error because each switchboard is customised according to the home it is built for, on the basis of its floor plan. A touch screen panel, illumination is just a feather touch away

Quace Solar Garden LED Light Box Wall Light

While solar lighting requires higher initial investments than their electrical counterparts, they have a fairly long shelf life, help to slash your power bills considerably and are zero-maintenance. Solar energy provides a fuel-efficient alternative as a power resource. While the illumination may not be as strong as traditional lighting systems, they make decent garden and outdoor lights. The Quace Solar Garden LED Light Box Wall Light has a classic look that can spruce up your verandah and fences.

₹736; pepperfry.com



HUMOUR

The boss of a company complained about people not respecting him enough during a staff meeting. In a bid to get the message across clearly, the next day he put up a sign on his door that said, 'I am the boss'. One of the employees, apparently not appreciative of the change, stuck a post-it on the sign: 'Your wife wants her sign back.'

Public announcement before commencement of a corporate event:
"We kindly ask if you can please put all cell phones and children on vibrate."

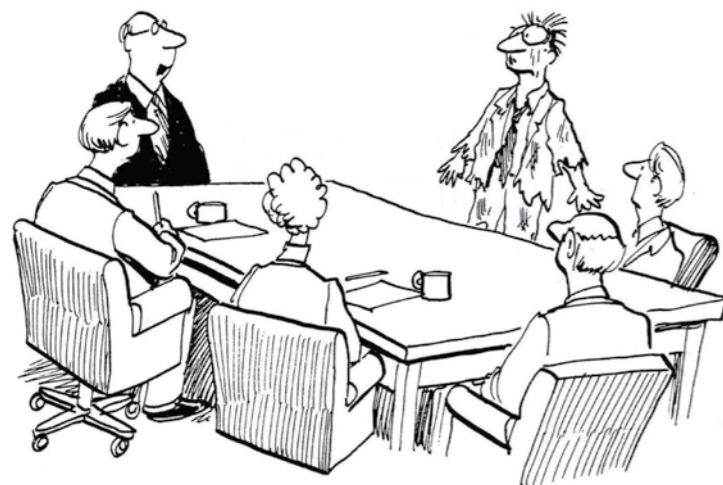
WORK V/S PRISON

In a prison, you spend most of your time in an 8 x 10 cell. At work, you spend most of your time in a 6 x 8 cubicle.

In prison, the reward for good behaviour is time off. At work, the reward for good behaviour is more work

AS THEY GET OLD . . .

- *Old accountants never die, they just lose their balance.
- *Old architects never die, they just lose their structures.
- *Old bankers never die, they just lose interest. .
- *Old deans never die, they just lose their faculties.
- *Old doctors never die, they just lose their patience.
- *Old farmers never die, they just go to seed.
- *Old journalists never die, they just get de-pressed.
- *Old lawyers never die, they just lose their appeal.
- *Old musicians never die, they just get played out.
- *Old pilots never die, they just go to a higher plane.
- *Old policemen never die, they just cop out.
- *Old sailors never die, they just get a little dingy.
- *Walt Disney didn't die. He's in suspended animation.



"Are you sure you tried hard enough to be on time?"



"If I could see the future, I'd feel so much better about my pension plan."



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"I take it this department has had conflicts."

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