

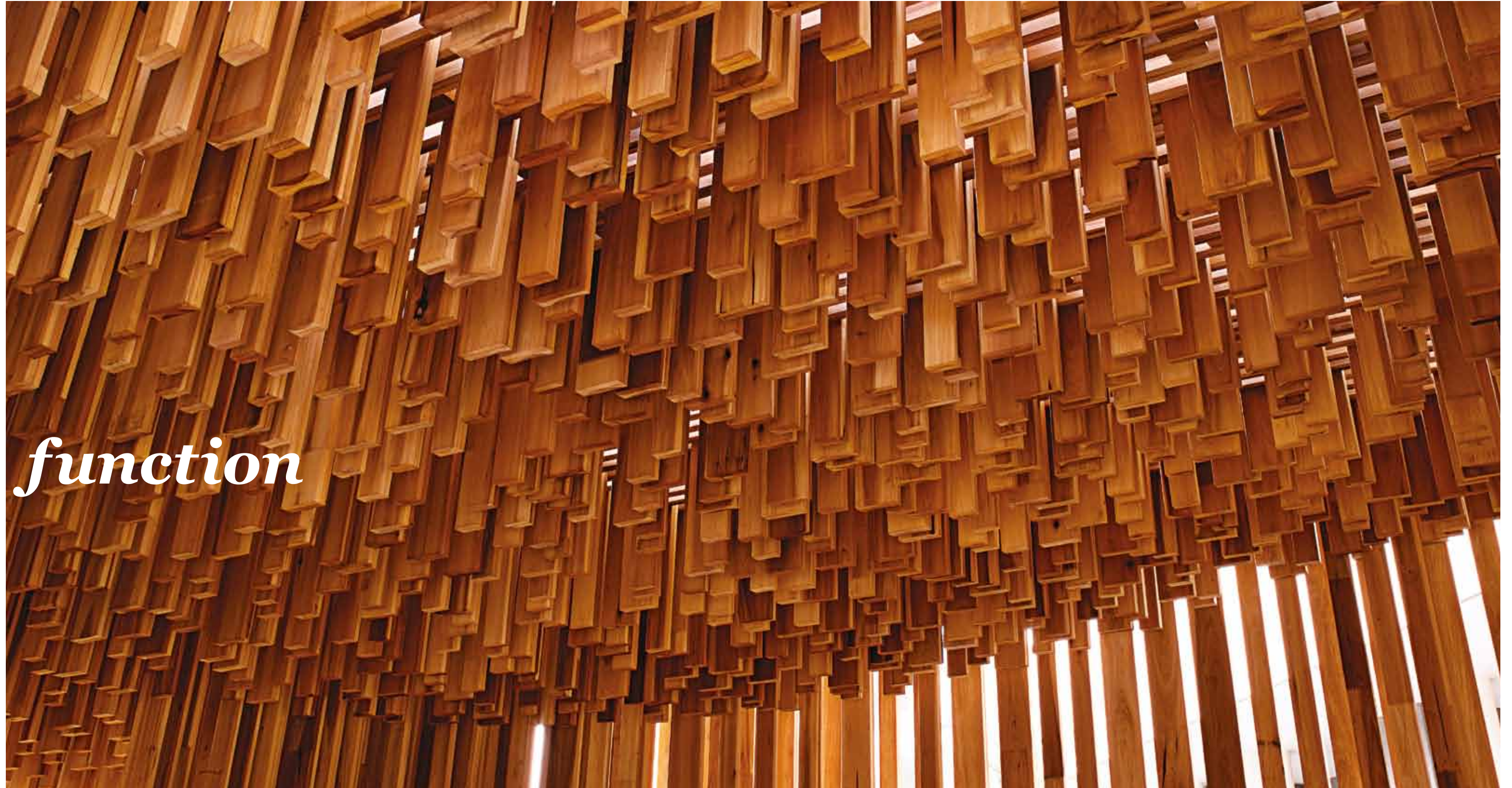


WHERE ART
MEETS BUSINESS



WHERE
art
MEETS *business*

WHERE
form
MEETS *function*





WHERE
structure
MEETS *fluidity*

WHERE
location
MEETS *connectivity*

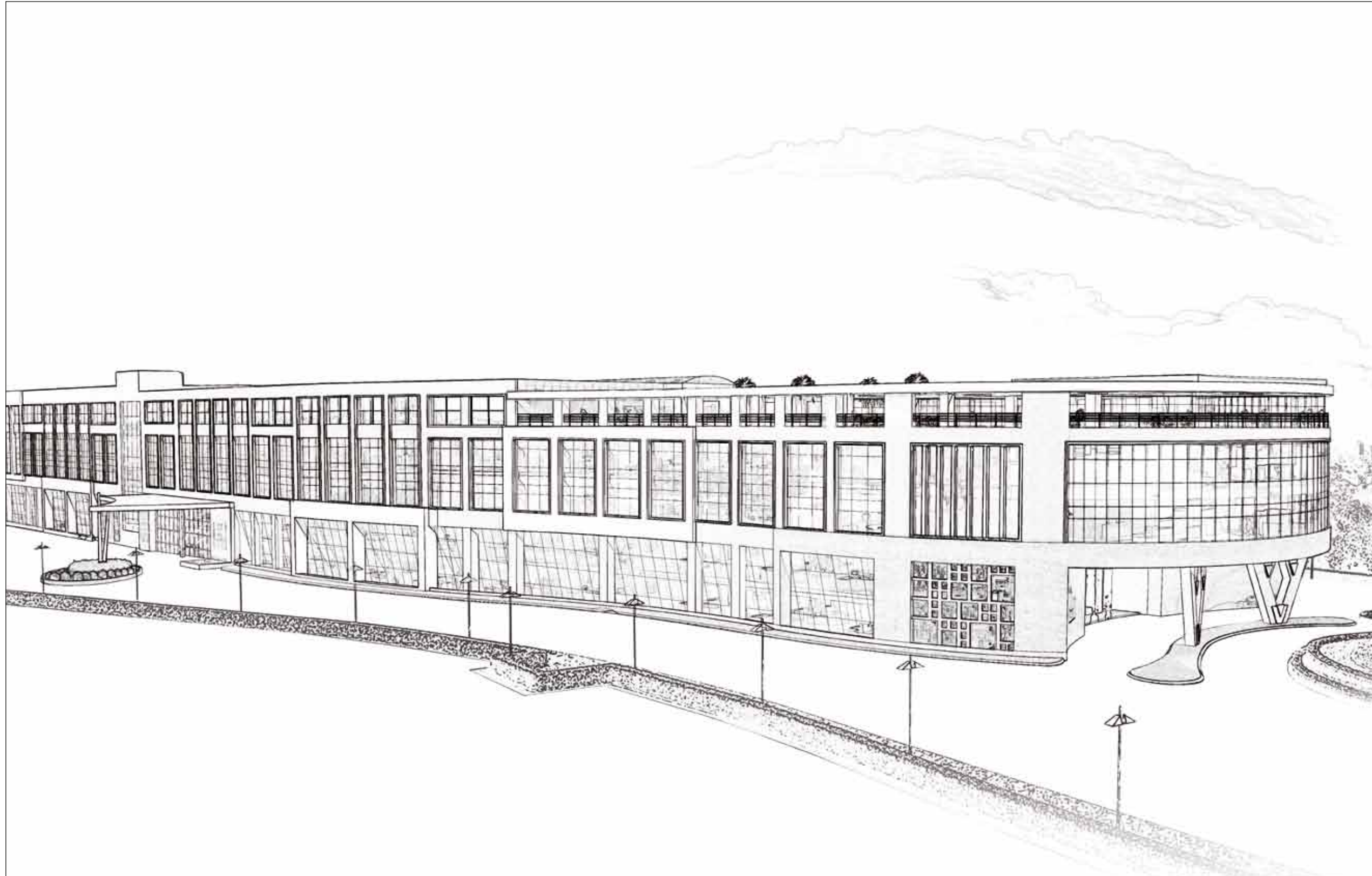




WHERE
appreciation
MEETS *recreation*



WHERE ART
MEETS BUSINESS



“Our design proposal for the Art Guild House is a state-of-the-art office space planned over six floors and two basement parking levels, in the center of an emerging economic hub, Phoenix Marketcity Kurla, Mumbai. The challenge was to create an iconic structure on a very linear site within civil aviation height restrictions. The prominent curved façade on the west with surrounding open spaces doubles up with an entrance canopy on “Y” columns and establishes a strong connection with the existing mall buildings in terms of architectural language, yet maintaining its own identity. The 200 meter long footprint is an interesting array of spaces linked by atriums with skylights, and integrated with the green building concepts. The offices at the lower ground floor level have landscaped light well courts, a unique feature. The interiors with Italian marble flooring and fixed furniture, beautiful art installations, finishing materials and illumination bring a sophistication which is yet to be seen in the business world.”

- Architect, Studio Phoenix.

Total number of units

181

Total carpet area (square feet)

465,959

Total chargeable area (square feet)

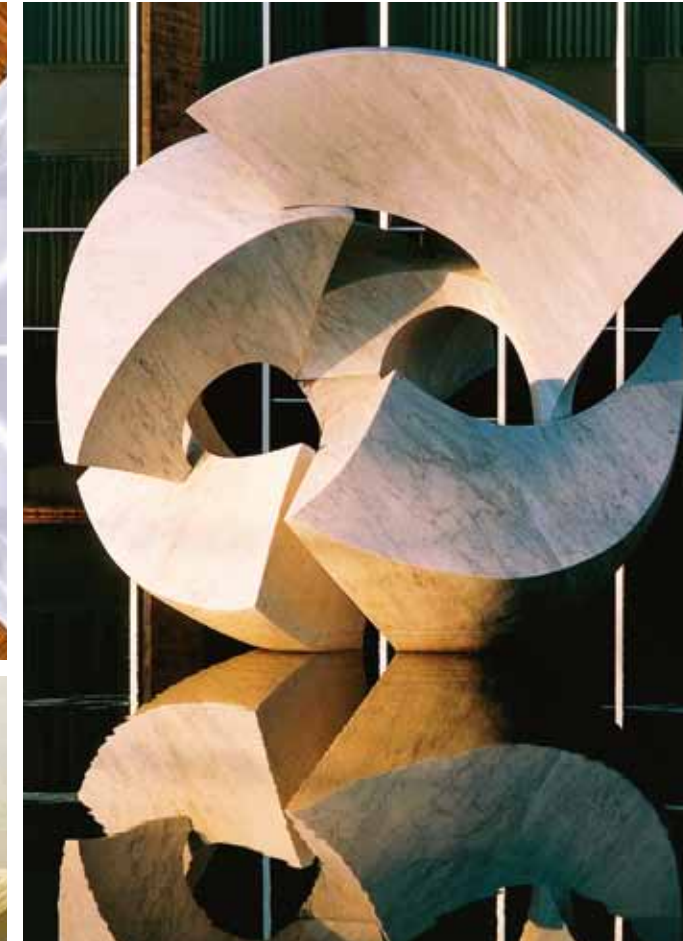
773,856



WHERE
high art
MEETS *high*
performance



WHERE INSPIRED
SPACES MAKE FOR
INSPIRED BUSINESSES



WHERE THE PURSUIT
OF BUSINESS IS AN
UNCOMPROMISING ART



The Art of Business with
Connectivity
Opportunity
Inspiration
Flexibility
Capital Appreciation
Leisure
Sustainability



THE
ART
OF
BUSINESS

*desires
connectivity*



5 MEGA INFRASTRUCTURE PROJECTS-
ALL CONVERGING AT KURLA.



1 Santacruz Chembur Link Road (SCLR)

Reducing travel time from eastern suburbs to Kurla, from 1 hour down to 15 minutes.



2 Metro Phase 1

Reducing travel time from western suburbs (Versova) to Kurla, from 50 minutes down to 25 minutes.



3 Mono Rail

Reducing travel time from Jacob Circle to Kurla, from 1 hour down to 25 minutes.



4 Eastern Freeway

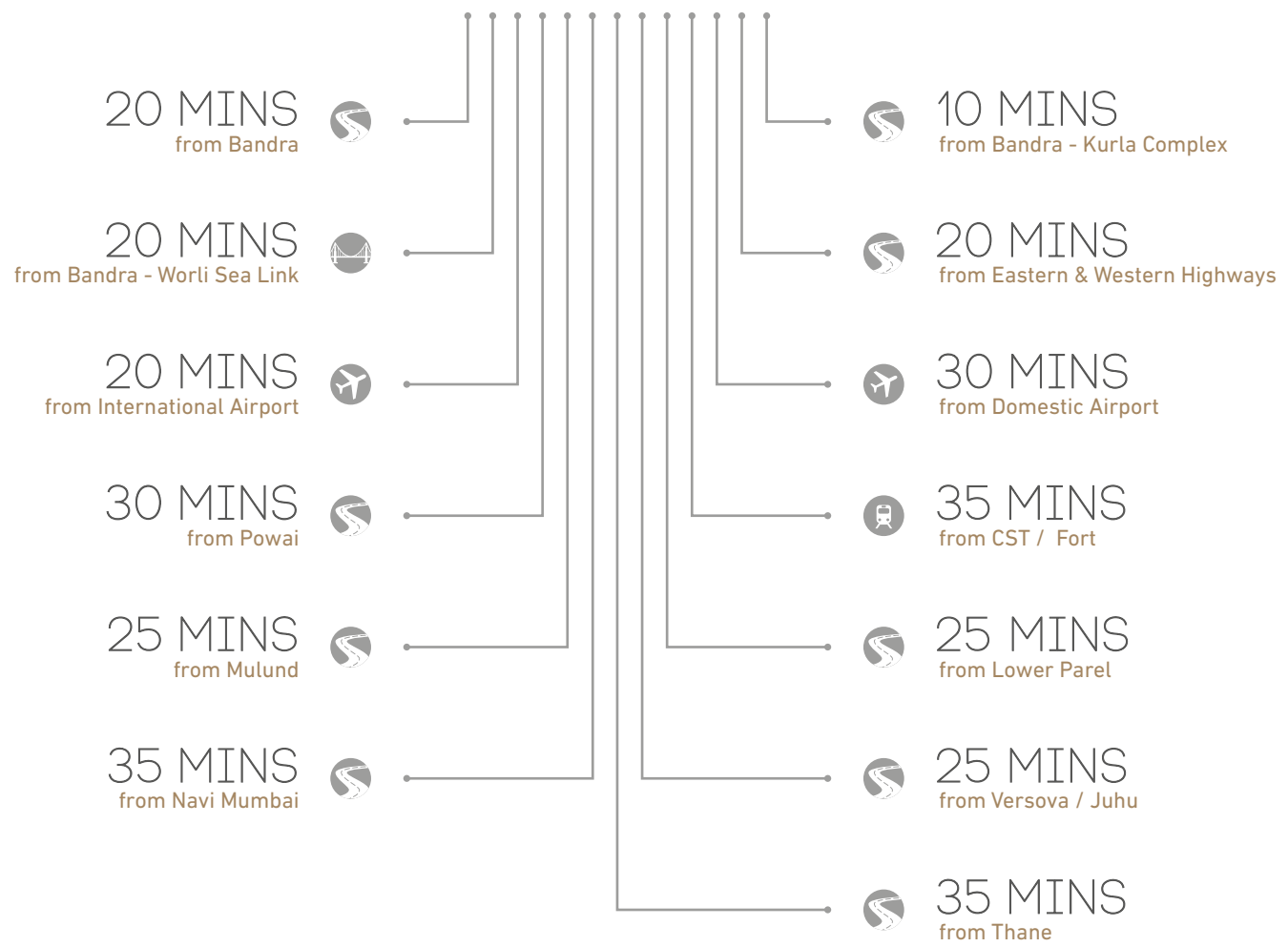
Reducing travel time from CST (via SCLR) to Kurla, from 1.5 hours down to 30 minutes.



5 Widening LBS Road

Reducing travel time from BKC to Kurla, from 20 minutes down to 5 minutes, and from Powai to Kurla, from 45 minutes to 20 minutes.

Strategically located at the center of an emerging infrastructure development, the Art Guild House puts your business way ahead of the game. The 5 mega infrastructure projects - all converging at Kurla, go a long way in reducing the travel time from eastern and western suburbs, Navi Mumbai and South Mumbai. Minutes away from the next financial hotspot - BKC and other CBDs, Art Guild House makes sure you will always be in the right place at the right time. Thanks to its excellent connectivity by all means of transport, it also offers easy accessibility from anywhere in Mumbai and brings everything your business needs, closer.



KEEP EVERYTHING
YOUR BUSINESS
NEEDS WITHIN REACH.

- LEGEND
- 30 mins from Domestic Airport
 - 20 mins from International Airport
 - 20 mins from Bandra Worli Sea Link
 - 20 mins from Eastern and Western Highways





THE
ART
OF
BUSINESS

*signifies
privileges of
opportunity*

Located in Kurla, the Art Guild House is poised to benefit from the prominent infrastructure development taking place in and around Kurla. In company of the most premium retail, entertainment and food brands, Art Guild House offers many privileges that come with it - a unique proposition in the commercial retail sector.



Situated in city's largest mixed use development, spanning across 4.1 million square feet - Phoenix Marketcity, the Art Guild House is par excellence in terms of future growth.

PHOENIX MARKETCITY

India's largest mall with 2.1 million square feet and 50,000 visitors a day

THE CENTRIUM

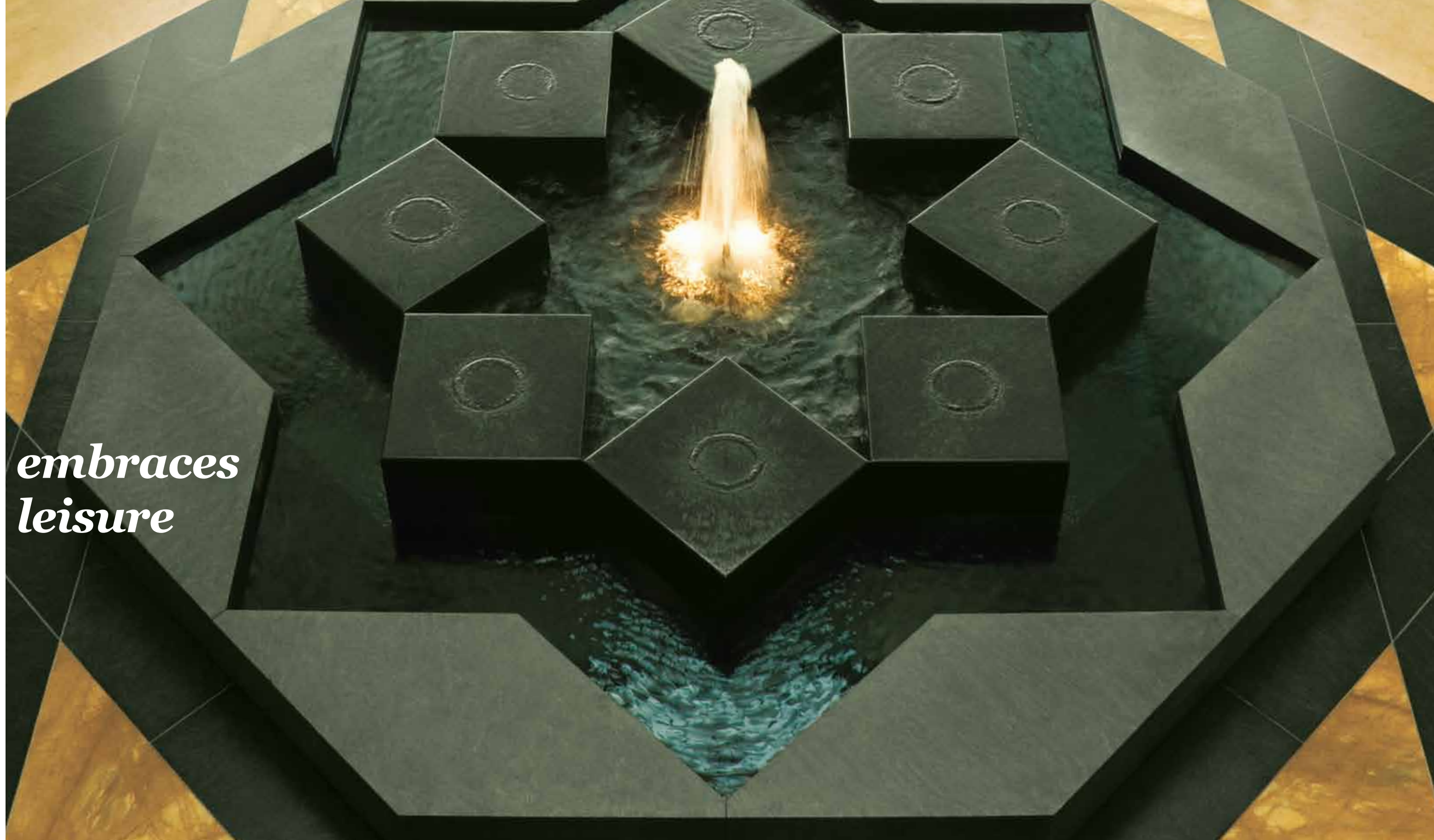
A commercial building (already operational) spread across 2,80,000 square feet with 5 floors of world class offices.

PHOENIX PARAGON PLAZA

A new concept in high-street retail with Commercial office spaces.

THE
ART
OF
BUSINESS

*embraces
leisure*



SURROUNDED BY UMPTEEN CHOICES FOR ENTERTAINMENT, SHOPPING AND EVERYTHING ELSE, THE ART GUILD HOUSE IS WHERE YOU MIX BUSINESS WITH PLEASURE.



Grab a quick working lunch with the team before the big presentation, or perhaps celebrate cracking that big deal. Or just let your hair down and indulge in some retail therapy.

Just stroll over to the building next door- Phoenix Marketcity which offers more restaurants, bars, retail outlets and entertainment options to choose from than you could have possibly wished for.



20+
departmental stores

650
international and domestic brands



8
multiplex screens, including a gold class screen



55+
eateries and entertainment venues

Sixteen lane bowling, Snow World and other entertainment venues

THE
ART
OF
BUSINESS

*evokes
inspiration*



STRUCTURAL ART



Step into the lobby and in an instance you will be transported to a world not far from museums and art galleries. Iconic forms of art that visually enhance space, create a realm of imagination in the lobby. These reflect the business aspirations and create a sense of corporate identity, setting a positive yet elegant ambience and tone. The use of light and interactivity is carefully chosen to complement the art and to make a power statement.

DYNAMIC ART WALK



The Art Guild House would curate diverse art exhibitions showcasing various art forms. There would be emphasis on presentation of artistic creativity, building a thought provoking experience and inviting dialogues on culture, aesthetics and tradition of visual arts.

PERMANENT ART INSTALLATIONS



Art Guild House will house inspirational permanent art installations. These installations would showcase work of Indian Contemporary Artists. Appealingly installed, these objets d'art transform the space into an evocative masterpiece and give a different perspective every time it's being looked at.

ARTISTS TALK



“We are thrilled to be given an opportunity to create a site-specific installation for Art Guild House by The Phoenix Mills Ltd. There are many similarities between the anxieties and pleasures associated with both art and business. Through our interactive project, we hope to engage both the people working in the building as well as the visitors who would be enriched by this artistic experience within new parameters.”

- Sumer Tagra and Jiten Thukral, Visual Artists



“As business and commerce develop in India, so too should its contemporary culture. Artists and galleries always welcome an opportunity to engage with new audiences in new environments, outside our predetermined contexts. Art Guild House, by the Phoenix Mills Ltd. holds great potential for an exciting future and for overlapping of various, often unrelated, spheres of activity and thinking.”

- Aparajita Jain and Peter Nagy, Directors - Nature Morte



“The Phoenix Mills Ltd. may be one of the few business houses in the country today that has understood the importance of contemporary art to enliven the ambience of a work space. Their fresh approach of fusing architecture with art has added a breath of fresh air to Mumbai's art scene which otherwise remains restricted to South Mumbai's galleries. This demonstrates to us that today's Urban-Art-Museum is not a separate building, it can also be an urban network of commissioned art pieces installed in select office buildings, to bring in some aesthetics and soul to our city.”

- Narendra Yadav, Visual Artist



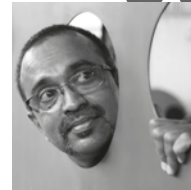
“It is my absolute privilege to associate with the Art Guild House, by the Phoenix Mills Ltd. I am quite committed to the concept of showcasing art outside the realm of conventional exhibition spaces and pleased that Art Guild House is venturing into this area. As the art consultant for the project, I am excited that this will give an opportunity to people from all stratas of the society to sensitise themselves to art and culture.”

- Usha Gawde, Director - Usha Gawde Advisory



“I am happy to work with this new venture by the Art Guild House, which creates interfaces with new audiences and where art and architecture gets juxtaposed in new ways.”

- Shilpa Gupta, Visual Artist



“Art, in this country unfortunately, has access to a very niche audience. The lack of museum/institutional culture could be one of the reasons that we are not able to form a larger audience. Somehow, the majority community feel they know nothing about art! I feel this art programme initiated by the Art Guild House, is a fantastic step towards this area, which may educate and give exposure to art to the society in general. It is a great concept to stumble upon art as one enters a commercial building. I hope that this exposure will sow a seed to appreciate good quality art. I am happy to collaborate with this venture.

- Sunil Gawde, Visual Artist



“This remarkably novel initiative by Art Guild House of The Phoenix Mills Ltd. conglomerate promises to be a space for meaningful conversation around art and culture in the strategic suburb of Kurla, nestled between the LTT Railways and CSI Airport, a site wired into multiple layers. It might not be the heart of Bombay; maybe it's more like the liver, but i am sure that this erstwhile cottonopolis can play the same role for the assimilation of art in the city, and find representation for the plurality of dialogue with the support it stands to receive.

- Justin Ponmany, Visual Artist



LANDSCAPED OVERTONES AND GARDEN SCULPTURES AT THE ENTRANCES AND ON THE PERIPHERY OF THE BUILDING, INSPIRE YOU THE MOMENT YOU ENTER THE GATES



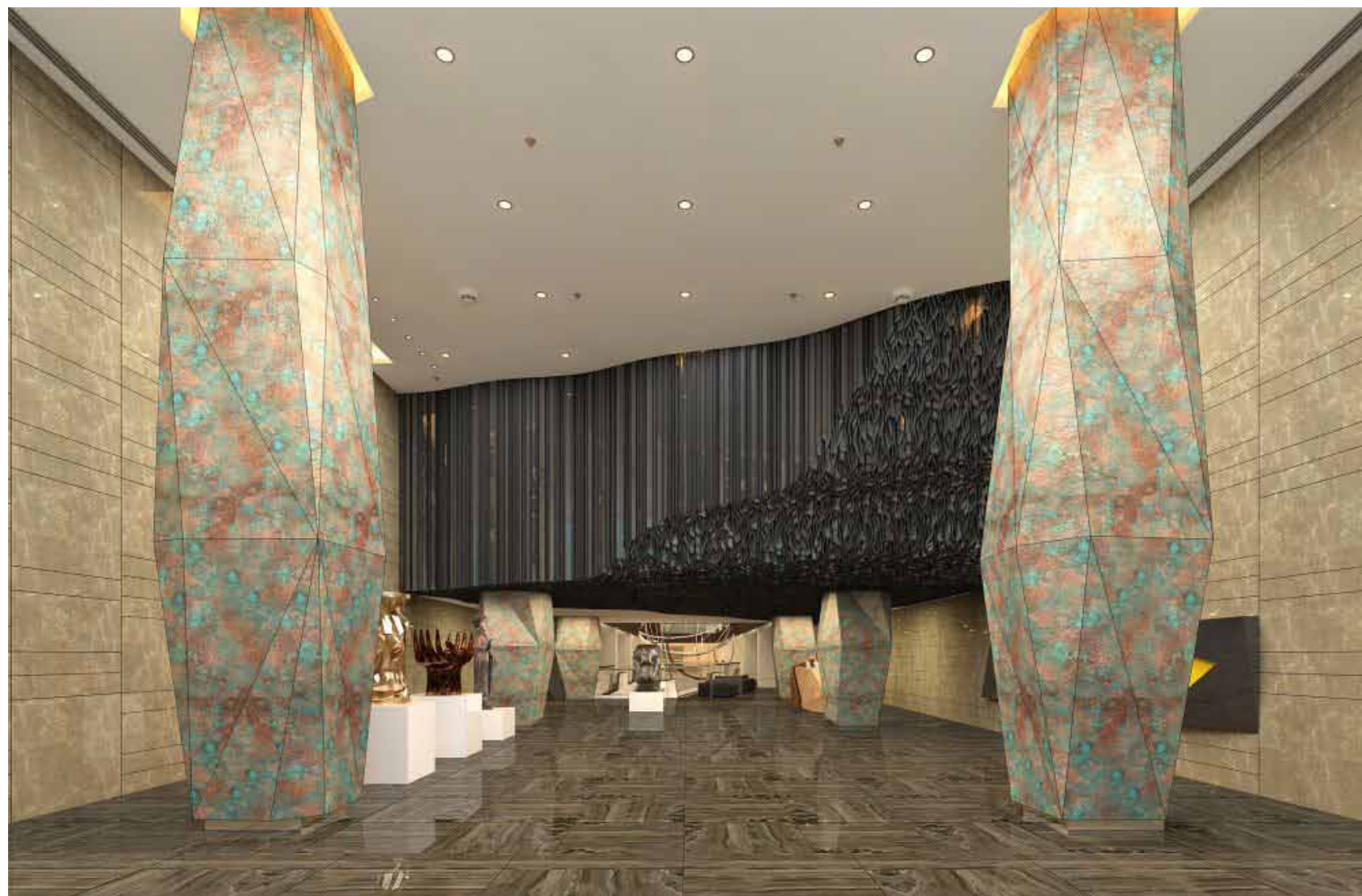
TERRACE AND LOBBY CAFÉS ARE A PERFECT SETTING FOR A BRAIN STORMING SESSION OR A CASUAL BUSINESS MEETING



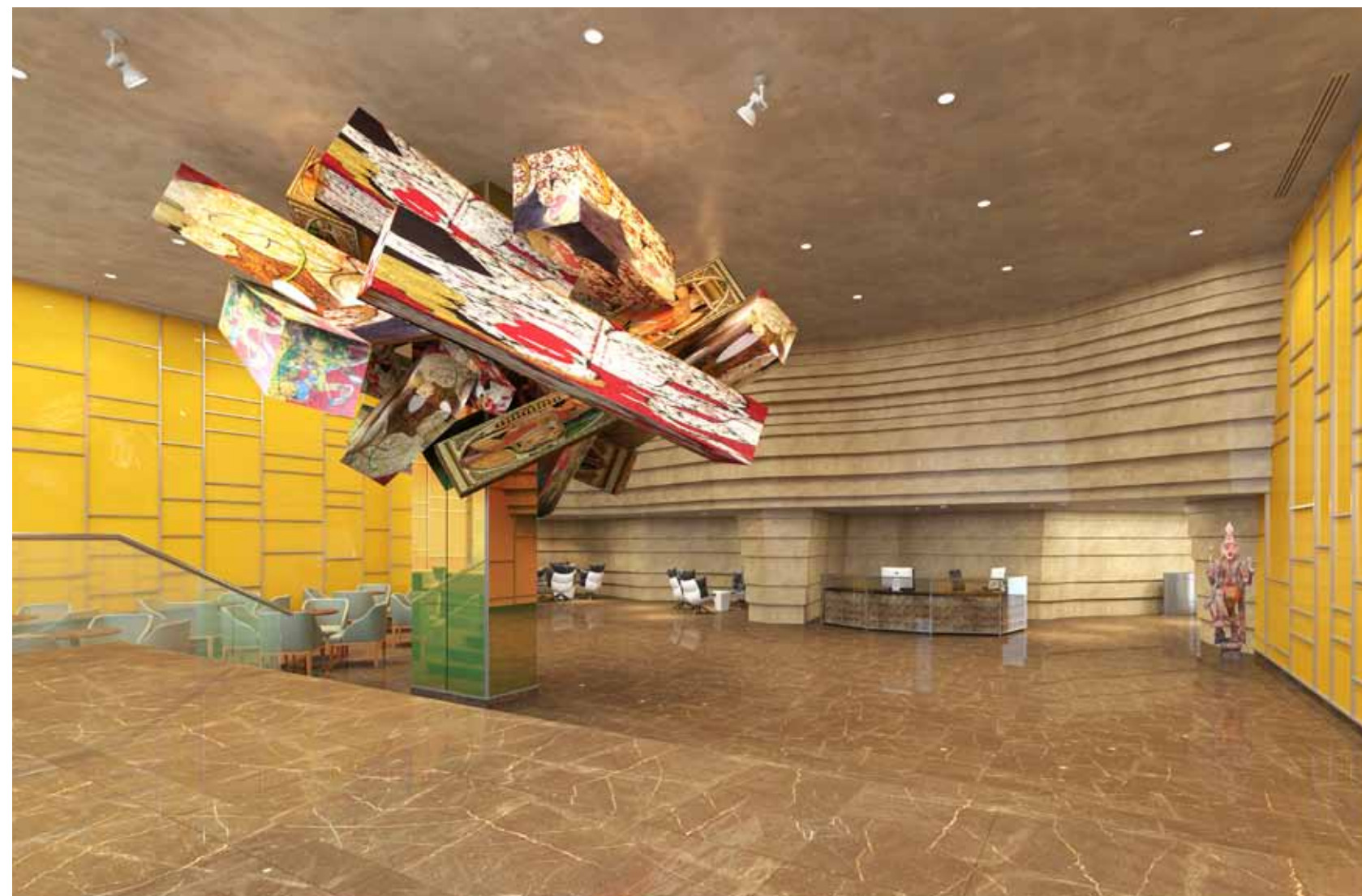
2 GRAND ATRIUMS AWASH WITH
DAYLIGHT THAT STIMULATE THE SENSES



OFFICE SPACES AND CORRIDORS FITTED WITH
INSPIRING ART INCREASES PRODUCTIVITY



2 DOUBLE HEIGHT ENTRANCE LOBBIES ARE A
MAGNIFICENT BACKDROP FOR ART AND SCULPTURE

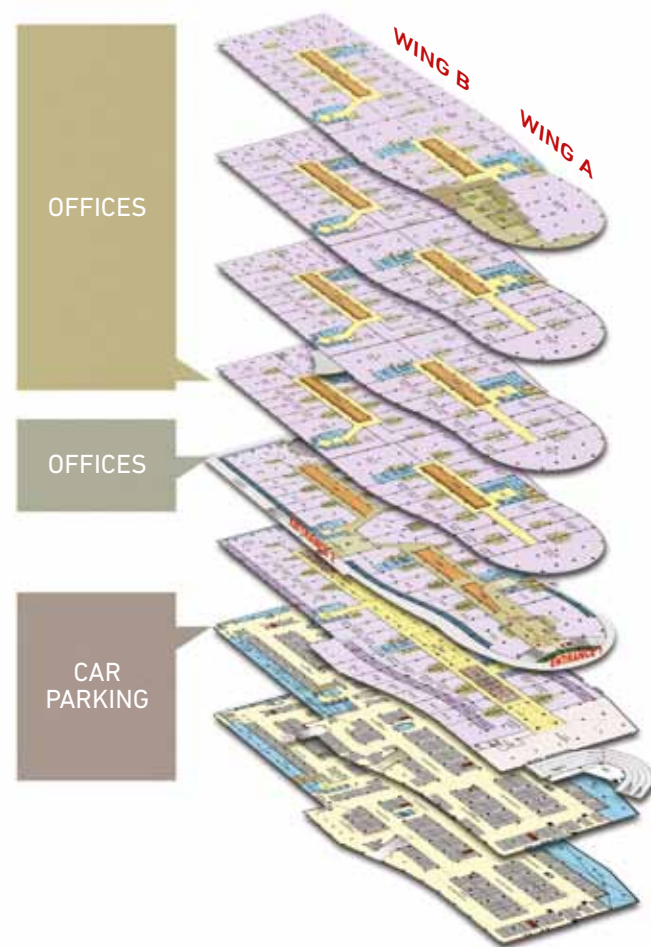


ART INSPIRED LOBBIES PROVIDE FOR A
WELCOME BREAK IN YOUR PACKED SCHEDULE



THE
ART
OF
BUSINESS

*integrates
flexibility,
scalability
& enhanced
amenities*



SCALABILITY

Choose from

6 LEVELS

of office spaces ranging from

900 square feet onwards





Big business ambitions need
ample space to accommodate them.
Entire floor plates upto

1.5 lakh square feet

MASTER PLAN





PARKING

Time is money and quick, easy parking just means better business. At Art Guild House, we have two levels of basement parking to ensure that you can concentrate on what really matters - your work.



2 Levels
of basement parking

LIFESTYLE CONVENIENCES



- Individual double-height entrance lobbies for each wing
- 2 points of access to the property
- Italian marble flooring
- 'Light Wells', designed to channel extra daylight to individual offices on the Lower Ground level
- Flexible offices sizes starting from 900 square feet onwards, with provisions of toilets and pantry
- High performance façade systems
- Aspiring LEED certification
- 2 levels of ample car parking, with mechanical parking system
- Special bicycle parking
- Offices with all-round views
- Wi-Fi enabled building
- 2 grand atriums with vaulted sky-light
- Leisure space with cafés on the 4th floor terrace and Lobby
- Lounge cafes in the atriums
- Landscaped areas at the entrances and on the east side of the building
- Fresh air systems as per ASHRAE standards
- Dedicated smoking areas outside the building structure
- A fully equipped gymnasium on the lower ground floor
- Landscaped compound wall on South & East side

BUILDING FEATURES



- 6 levels of offices with toilet blocks within each office
- Established disaster management program
- High-end security
- Controlled access
- 6 high-end elevator management system with auto rescue devices and minimal waiting time
- Separate freight elevators
- Surveillance in car park and common areas
- Multiple evacuation points
- High-end fire detection and fighting systems
- Specially planned ducts for ventilation and HVAC systems
- Advanced integrated building management system
- 3 phase power supply through supper feeders ensuring 100% redundancy
- DG back-up for common area and emergency services
- RO plant and treated water supply
- Rain water harvesting
- Sewage treatment plant
- Recycling and segregation of waste



THE
ART
OF
BUSINESS

*nurtures
sustainability*



Art Guild House is a green building aspiring LEED Certification, a zero water discharge site, with energy efficient lighting fixtures and uses building materials with a high recycled content.

- Aspiring LEED certification
- Rebate on electricity tariff by maintaining power-factor at unity
- 25% of reduction in power consumption
- 30% of reduction in potable water consumption
- Membrane fins on the south façade reduce direct sunlight
- Proposed Vegetated green roof provides insulation and lowers HVAC demand
- Sewage treatment plant (for the recycling of water used in rest rooms)
- Water efficient fixtures use up to 50% less water
- Innovative reuse of surface water for landscaping and chillers
- Energy efficient lighting fixtures reduce power consumption
- High performance double glazed units reduce HVAC Load
- Building materials with high recycled content



LIGHT WELLS

Thoughtfully designed light wells reduce the necessity of electric lighting in the lower ground areas, thus reducing the usage of electricity.

These light wells also add an extra feeling of space and openness to these areas.

THE
ART
OF
BUSINESS

*envisages
capital
appreciation*





DEVELOPMENT READY FOR THE FUTURE

Thanks to its strategic location, inspiring artful environs, premium amenities and recreational as well as retail outdoors next door, the Art Guild House makes your money work for you.

- Attractive proposition to Bandra-Kurla Complex
- Major infrastructure projects converging at Kurla
- Part of the largest retail and commercial development in Mumbai
- Within 35 minutes from anywhere in Mumbai
- Premium commercial development aspiring LEED certification

RETAIL



High Street Phoenix, Mumbai



Palladium, Mumbai



Phoenix Marketcity, Mumbai



Phoenix Marketcity, Bangalore



Phoenix Marketcity, Pune



Phoenix Marketcity, Chennai



Phoenix United, Lucknow



Phoenix United, Bareilly

HOSPITALITY



Design Hotel, Chennai



Courtyard Marriott, Agra



The St Regis, Mumbai

RESIDENTIAL



Kessaku, Bangalore



Fountainhead, Pune



One Bangalore West, Bangalore



The Crest, Chennai



Oberhaus, Bangalore

COMMERCIAL



Art Guild House, Mumbai



Phoenix Paragon Plaza, Mumbai



The Centrum, Mumbai



Phoenix House, Mumbai



East Court, Pune

PHOENIX LEGACY

The 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 the 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 Fountainhead in Pune, One Bangalore West, Oberhaus & Kessaku in Bangalore and The Crest in Chennai.

Today, The Phoenix Mills has established a presence in 7 cities with over 100 acres in total land assets and over Rs. 50 billion in building assets. The Phoenix Mills operates:

- 8 malls in 6 cities
- 5 residential projects in 3 cities (Phoenix Towers not included)
- 6 commercial centres in 2 cities
- St. Regis, a five-star hotel in Mumbai
- Courtyard by Marriott, Agra
- Design Hotel, Chennai

The Art Guild House property is mortgaged in favour of IndusInd bank.



