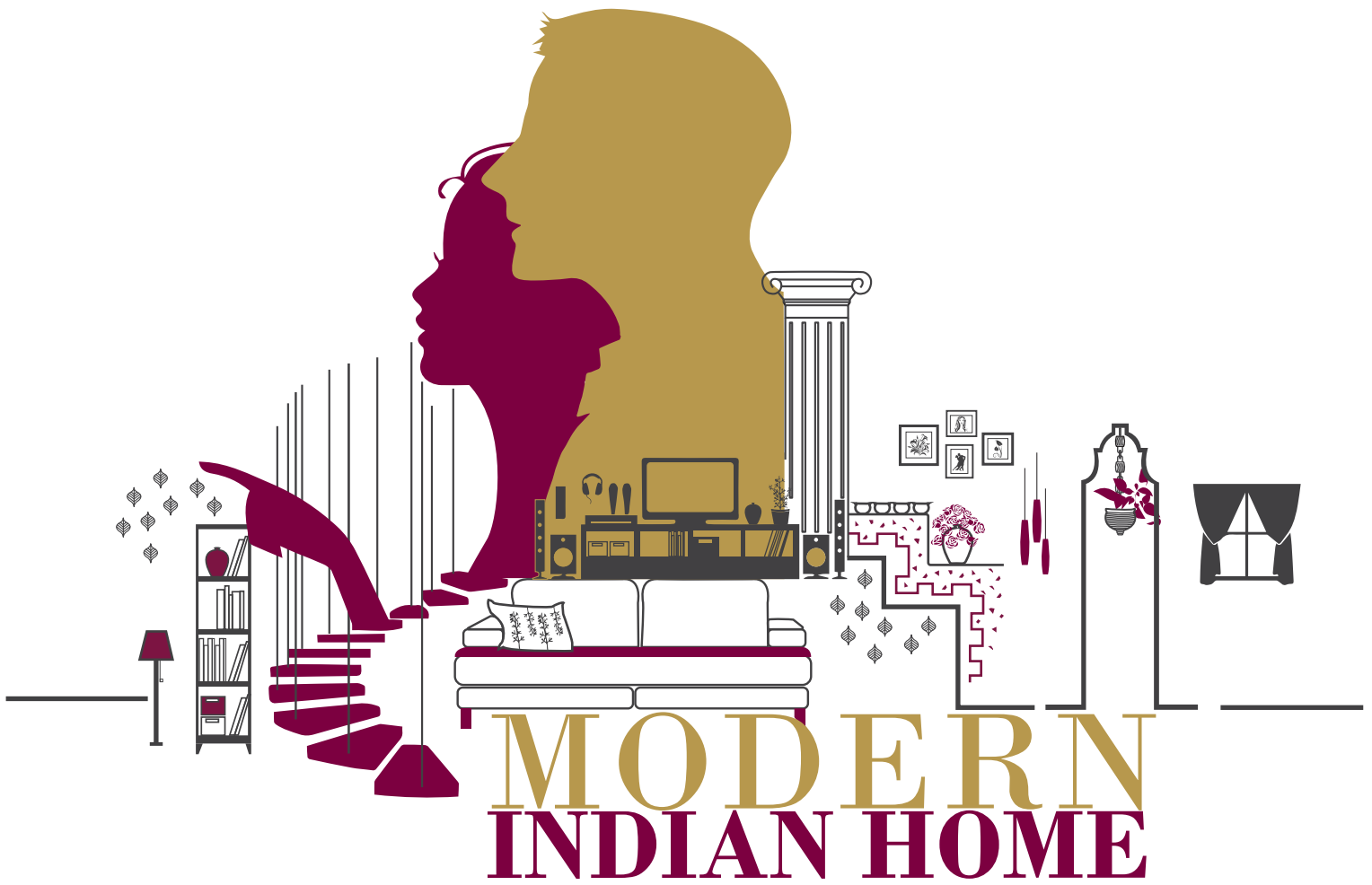




HOUSE OF HIRANANDANI

# HERALD

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MODERN  
INDIAN HOME

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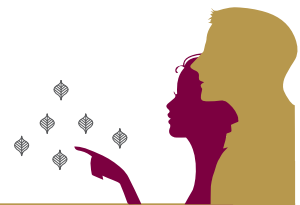
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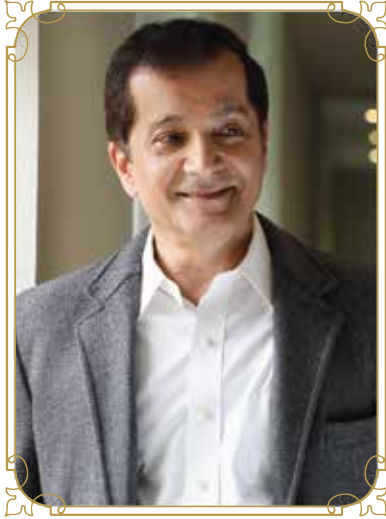
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## EDITOR'S NOTE



**D**ear Friends,

Summer is here, and so is another 'hot edition' of Herald – our first quarterly newsletter of this financial year.

Even as we continue to create more quality-driven houses, we take a peek within to acknowledge and celebrate the myriad aesthetic perspectives and emotions that eventually get associated with the homes we build for you. We marvel at the fact that though we build various structures, they are then custom-designed and transformed into creations of distinct individuality.

As we celebrate the personal touch - the way homes today are draped in opulent hues and decorated with fabrics and fixtures to truly create zones of luxurious comfort. It is an interesting potpourri of tradition, contemporary trends and modern technology. It has significantly blurred the line between the "need-to-have" and "good-to-have", as global trends have impacted every aspect of home decor and design.

Today homes are lifestyle statements that reflect distinct individual tastes and sense of style. As a result, the modern home buyer is looking for a complete lifestyle experience that is replete with well planned green environs, clubhouses and other such features. In this issue we have also furnished a few insights into the concept of clubhouse design and landscape architecture. Rather than just building homes, we are delighted to have helped channel modern lifestyles in our self sustained ecosystem. Our integrated communities provide a wholesome lifestyle experience for global citizens and a destination for some of the best luxury homes in India.

The high performance standards set by us will certainly make you proud to be associated with the House of Hiranandani

Warm Regards,

**Surendra Hiranandani**

Founder & Managing Director,  
House Of Hiranandani

# HOME - A TREASURE CHEST OF LIVING



*The current generation is different. They step out into the world with greater ambition, higher purchasing power and loan approvals in their pockets. Before they turn thirty, they are already thinking of buying their first home. They are not just acquiring homes; they are acquiring new lifestyles. Developers have taken cognizance and are paying keen attention to every single need.*

## EMOTIONALLY YOURS ▶

There are multiple instances in our life when emotions get the better of us. The day we acquire that coveted qualification or the day we get married or the day our child enters the world are all exciting and emotionally taxing milestones. But surely, can we ever forget the day when we got that longed for key to our new home and the pride that surged in our heart when we saw our name outside the door?

Home has countless emotions attached to it - the dream-come-true feeling, the ultimate proof of our

achievement and a sense of self-actualization. HOH, for decades, has been a witness to these countless emotions of our customers, as they moved into their new home; children rushing in to check their new bedrooms with shouts of laughter, tears of joy in the parent's eyes to see their son and daughter-in-law stepping into a newly purchased home, the rituals and ceremonies of the first puja, techno-savvy buddies examining every aspect of the house and women friends appreciating the size of the kitchen or admiring the decor. The satisfaction of a well-made investment on the homebuyer's face is a continual reminder of this *emotional connect* with home and, subsequently, the family.

A few decades ago, buying a home only meant keeping the family in a secure place. It implied settling down and homes were lifetime decisions just the way jobs were. Buying a home meant years of saving and planning for it, and a man was often well into midlife before he could afford one. The current generation is different. They step out into the world with greater ambition, higher purchasing power and loan approvals in their pockets. Before they turn thirty, they are already thinking of buying their first home. They are not just acquiring homes; they are acquiring new lifestyles. Developers have taken cognizance of this change and are paying keen attention to every single need.

Is there a home where an idol, an alcove, a lamp or a candle does not create an aura of spirituality within the four walls? Our homes eventually become *sacred spaces* and fill our life with meaning. There is always a specific space allotted for the deities in the household, a space much coveted by a mother or grandmother who lights a quiet lamp there to pray to the Supreme One for prosperity of the entire household. As we move through our kitchen, dining room, bathrooms and closets, conducting our everyday activities, the home becomes a playground of our lives. When we climb the ladder of success, we aspire for a better lifestyle and a bigger home. Homes are created today to showcase this success and offer opportunities to continually enhance lifestyles.

Gone are the days when homes meant nothing more than a simple, comfort zone. Today, modern homes are a medium to express our status and tastes; they splash a statement about us and are an extension of our personality. The 'address' is a natural sequence after the first few words of exchange in a personal introduction. Buying a residential property is not just about creating a living space; it is about beginning a new life. It is about gathering new influences from the environment and a new way of rethinking our lifestyle. We at HOH have our pulse on this need. We create homes that cater to every minute aspiration, adhere to modern needs and build the ideal environment for luxurious, high-class living.

The mini-cities that HOH has fashioned, whether in Bangalore or Chennai, reflect the idea of luxurious living spaces that are resilient, authentic and inclusive. It promises a socially cohesive experience that promotes opportunities for creativity and innovation and breaks new ground for holistic living.



## HOME PHILOSOPHY OF DIVERSE CULTURES



**C**ulture, terrain, climate and lifestyles have, over the centuries, impacted the kind of homes people created. Earlier the designs were low-cost and the technology was simple. Indigenous methods were used in different parts of the world to adapt households effectively to the kind of life the inhabitants of the house led. For example, the mud-bricked houses and thatched roofs of Africa were not without their challenges, particularly in terms of longevity and sustainability, but they all served a very functional purpose.

**H**omes are so different in every part of the world; it is sometimes hard to believe that they all serve the same purpose of living. In some cases, the home is purely functional and designed for harmony instead of any ostentatious purpose. Houses in Japan, equipped to handle their hot and humid summers and cold winters, are an apt example. Rooms in which people sit, such as the living room, are covered with mats called tatami made from woven rush grass. Living rooms in Asia reflect their vast heritage, expressed through symbols like elephants in Thailand that reside well beside wooden pillars or use of bamboo in China that reflects starkly against their rich materials and colours. Chinese décor means miniature

pagodas, dragons and use of colours like gold and black. Indian homes too are a lot about colour and bright living. Though the Dutch use equally vibrant colours, their houses have white trimmings.

**I**n Indonesia, the construction of the house symbolizes the division of three regions - the upper world, the seat of deities and ancestors. Often, Southeast Asian houses have a symbol of the forked horn on the roof, representative of the buffalo. It is considered to be the link between this world and Heaven.

**E**nglish homes saw early influences by France and Italy with their Baroque styles, followed by Georgian and the highly elaborate Rococo style of France. African homes were about masks and indigenous sculptures, and walls liberally painted with tribal art. Hanging woven baskets and placing drums are other elements of African homes. Even today, textures and fabrics created by African artisans find expression in modern homes.

**T**oday we see that these traditional philosophies have inspired modern interiors in urban homes around the globe.



Houses from the different parts of the world

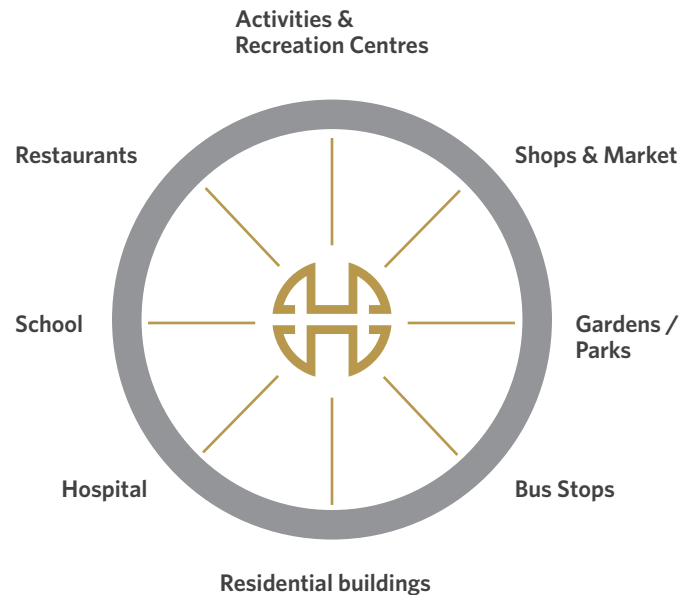
## YESTERDAY'S LUXURY, TODAY'S NECESSITY ▶

Over the last decade, India - one of the world's largest democracies - has grown leaps and bounds to create a flourishing middle-class. The youth are now living a lifestyle in homes that their parents perhaps never even dreamed of. A well-planned, professionally designed space is within their reach and that is reflecting in growing trends in Interior Designing.

As population explodes and cities burst at the seams, there is a constant search to create newer spaces of living to make one's day-to-day existence a seamless process. Earlier, a good location meant only the heart of the metropolis, where prohibitive costs made a home impossible and drove new homebuyers to the distant suburbs. It meant inconvenience since essential amenities were sometimes not in the immediate vicinity. Living in these far-flung areas posed challenges in travelling to work or getting access to good-quality schools. All that has changed, as today's living spaces have been designed beside new industrial clusters, business parks and zones of economic activity, promoting the notion of *Walk to Work* through well-laid roads and shaded avenues. The new homebuyer is eager to be a part of this experience. Now, living in an oasis of convenience far away from pollution and chaos has become an ardent desire for most. HOH has ably captured this desire to create new, strategic hubs of living that provide for every such need. "We pioneered the concept of creating integrated life spaces where thoughtful amenities complement luxurious homes."

Our homebuyers are looking for places to relax in after a hard day at work and beat lifestyle stressors with an organic way of living. They need better schools for their children and healthier, greener environments of existence in the mechanized, concrete cities of today. Children need spaces to interact and play, and the independent, educated homemakers look for a social milieu that is entertaining, healthy and holistic. So, for instance, our 120-acre *City by the Sea* in Chennai is complete with a state-of-the-art clubhouse, educational institution and other essential amenities that cater to all the needs of the residents. It also provides unrestricted views of the Bay of Bengal from the apartments that elevates the

experience of living here. The idea of a wholesome, relaxed existence which was earlier a privilege has become a necessity today. Providing world-class facilities within these mini-cities of living helps drive their decision to settle in these sectors of convenience that have become the blueprint for future home developers.



## HOMES FOR HOLISTIC LIVING ▶

A famous English designer once said - *If you want a golden rule, this is it: have nothing in your houses that you do not know to be useful or believe to be beautiful.* Keeping in line with this simple philosophy, unnecessary decoration is being rejected. Instead, new designs are being adopted that can clearly express the functionality and emphasize the materials and quality of construction. Today, aesthetics are represented as a manifestation of a spiritual worldview, a balance with nature and respect for communities. Architecture and urban design and planning focus on the concepts of green building, livable cities and environmental sustainability.

Designs are getting more intuitive. Creations are not just based on the way they appear aesthetically, but also on how they make us feel or affect our energies. Enduring designs in a home are not just those that assume aesthetic



roles. Home denotes comfort; it calls for designs that can afford comfort and warmth. Alongside comfort, the designs should be effortless to use, be long-lasting with a serviceable life, and come with minimal environmental footprint.

**W**e have developed houses over the years by combining traditional forms with modern technology to improve our convenience. However, we have been looking anew at the traditional methods of building houses, in recent times which are easy on the environment and have higher durability. Our collective consciousness has turned overwhelmingly green, and we hope to live in a more ecologically sound way. That means introducing natural materials and substances into our home, designing it with energy-saving principles in mind and looking more closely at sustainable sources. With the latest ideas, sources and inspirations crowding the market, it is now possible to reinvent the 'Natural Home' as trendy, yet simple and very desirable. Creating a natural home is not only about making informed choices, but also about stamping our own personality stylishly and effortlessly onto our environment.

**G**reener designs consume less raw material and energy, and involve minimal manufacturing. They extract less, uproot lesser and generate less disposal wastes. Their approach is one of fewer parts, thereby limiting the need for continual maintenance and repair. Non-toxic textiles

and materials that are biodegradable and recyclable are all being increasingly used in homes today.

**D**esigns have stepped out of the four walls of our home. When we open the window of our bedroom, it is greenery and tranquility we seek, with views that touch our souls and lift our spirits. We want to entertain friends in places that afford relaxation and are soul-stirring. Stepping out of the building foyer, we look forward to that well-laid jogging track or the bench in a landscaped garden, beckoning to us from beneath the trees. Even picking up groceries is a mini-outing for the family that can be conducted in the air-conditioned comfort of supermarkets provided within these precincts. These are all part of the holistic elements of the modern home-design that completes the living experience.

**T**oday, holistic living also means integrated homes convenience integrated with comfort and technology. These are the days where smoke alarms are WiFi- enabled and interact with us through a smartphone app. The iPhone, the iPad and similar gadgets have become tools that help us to control the rest of our lives, homes included. Luxury dwellings have long boasted of automation technologies for several decades, but today, thanks to intelligent apps, it is at our fingertips and becoming an inherent feature of our homes. These devices are environment - friendly too, consume less energy and contribute further to the holistic way of life

*The best designs in the world are based on purpose and function. When a design solves a functional problem as simply and elegantly as possible, the resulting form is holistic, honest and timeless - principles that HOH homes adhere to.*





# GLOBAL INFLUENCES ON HOME DESIGNING

## EVOLVING NEEDS



Our needs have constantly evolved with time. The world has shrunk and global is the new local. Local cultures are inspired by global happenings. The well-travelled buyer with higher disposable income is looking at global trends and incorporating it in the house. Economic reforms exposed India to the open market and created new avenues in the field of interior design. Earlier interiors were more utilitarian and functionality was the primary motive. Interior designs meant stone or mosaic flooring, painted walls and colonial furniture that were handed down for generations. Local crafts and arts adorned the walls.

Now, the global influence can be seen everywhere as cultures merge and impact one another. Earlier, while English style of furniture seeped into the colonies they established, the colonies in turn came under the colonial influences of their rulers. As the British established colonies in Asian regions, Asian simplicity found ways to entangle with the European richness. Chairs made of walnut wood, beech, oak with dark veneers experienced the Asian influence of cane. Victorian took on the Asian trend of black, straight and simple.

## RICH OR MINIMALISTIC -THE ARTISTIC DEBATE



Today there is a definite shift from the Zen philosophy that ruled design trends a few years ago when decoration was minimal and living spaces were largely functional. Functional meant designs pared down to be bare with the only objective of essential comfort. A typical example of Asian austerity is the Japanese house that had nothing but a low table, cushions, a straw mat on the floor and a tea chest to receive guests.

Dividing screens that partitioned large rooms and walls of traditional Japanese houses were made of woven bamboo, plastered with earth on both sides.



Indian houses, like elsewhere, were influenced by the climate and topography. Earlier houses were made of wattle-and-timber, stone, mud or brick. Houses in very cold places had thick walls and were half-buried in the ground. Interior design was the privilege of the rich as material and craftsmen came at a price. The average Indian used what nature provided and created wonders with them resulting in resourceful and energy-efficient interiors. In some parts of the country the women-folk decorated the interior walls with mud, painted murals and mirror work, displaying surprising artistry with geometric and figurative patterns and motifs. Yet others used elaborate woodcarvings to depict floral, human and animal figures. Kitchens were a place to showcase all the cooking and serving vessels. An assortment of pots and pans, jars and vessels made of brass, copper, clay, glass or metal, formed an important part of the décor. Traditionally, houses had little furniture.



## TRADITIONAL VS. CONTEMPORARY ▶

*Minimalism symbolized by Spartan furniture, muted tones or plain, unembellished interiors are out. Houses have since evolved to express the new socio-cultural, political, economic and spiritual ideas of people. Today everyone is showcasing his or her new status in society. Opulence and luxury are the key trends in design today. Even in a minimalist living room, a unique and simple centrepiece is essential for the added splendour.*

**B**eginning with the Tudor and Jacobean style houses, the early Europeans saw how rooms should be defined within a house. The Tudor and Jacobean period was followed by the Baroque period, which saw acanthus leaves and bulging fruits used for decoration. Subsequently, the Early Georgian, Colonial, Victorian, Edwardian, Art Nouveau and then the Modern movement have played important roles in the design industry. These influences led to houses that were meticulously planned. The Modern movement sought to eliminate the extra detail and focus on simplicity with the use of prefabricated material like plywood, glass and other materials.

**T**he classical styles and European richness of earlier times have returned with a contemporary modern overtone. Darker hues and English colour tones such as khaki and indigo as well as shades in grays, beiges and blacks are juxtaposed with natural materials such as sandblasted stones and dark woods like walnut and teak to create the modern interior.

The emphasis is on detailing and accessories play a very important role in completing the look. Richness comes from dark woods that are used for furniture and chandeliers that hang from the ceilings in focal positions to emphasize the lavish décor. Chandeliers, artwork and inlay works are in vogue. Bold patterns with baroque influences are the newest rage and are reflected in the printed wallpapers, upholstery, chandeliers, mouldings and mirrors.

**W**ooden floorings are often used to create a sense of warmth in the house. Colours are bright today; reds in accessories and blues in furnishings accentuate space. Expansive furnishings in bold patterned textiles and upholsteries add to the richness to our houses.



**E**arlier designs were strictly traditional, and a lot of building material was sourced from nature – material like stones and wood available within the surrounding ecosystem. Over the years, house designs have, unsurprisingly, moved from the traditional to the contemporary. Sticking to the straight and narrow is no longer a need. Old and new, classic and contemporary all go hand in hand if handled with flair and style. In contemporary interiors, materials speak for themselves. Smooth planes of plaster, expanses of polished wood, stone and tile complement the clean lines of modern design.

**C**ontemporary design blends traditional designs with a newfound understanding of human behaviour and modern technology. Designs have evolved and transformed in several ways. Vivid use of colours and bold patterns has brought in a new wave of modernism. We express ourselves through colours and design driven by the primary objectives of aesthetics and pleasure. Austere, traditional colours have been given imaginative twists using new images and cutting-edge techniques.

### Use of Art in Contemporary Interior Design

**A**lthough there is a vast range of traditional designs available, a more recent development is the growth in contemporary art as part of the interior design. Art has found its way largely into textiles with paintings and designs from popular artists exploiting the unique quality of the weave. The art is often abstract and employs bold colours with a range of hues and tones to match the ambience of a room. Because any design can be successfully incorporated into a tapestry, contemporary artists are looking at wall tapestries as an alternative medium to framed canvases and prints.

**A**bstract works of art that use bold, striking colours are being used as modern designs in textiles. Thus, fabric is becoming an essential part of the design to create a depth that may not be provided by traditional methods like canvas. Similarly, use of contemporary tapestry designs provide greater flexibility, giving designers better choice for wall décor. Technology allows an individual touch, wherein printed images can be transferred digitally to many different surfaces and materials, including fabric, tile and laminate. Digitally printed fabric results in customized

linen, cushions and curtains. Thus, eclectic choices available in textile art have made it a crucial element of contemporary interior design.

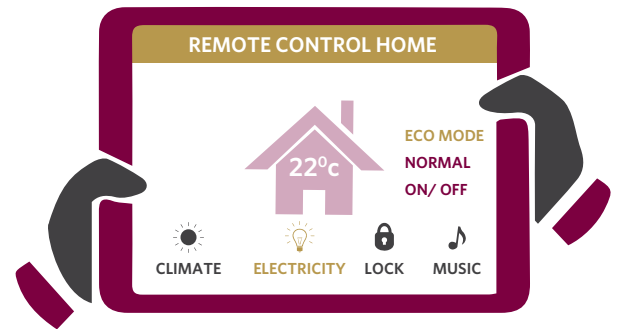
## TECHNOLOGY-DRIVEN HOMES ▶

Modernization has impacted every sphere of our life. Design styles are transforming to keep pace with evolving technology. Our homes are getting techno-savvy too. Locks are operated through cards or smart phones using Bluetooth phone-recognition technology to grant keyless access to homeowners. Opening doors, monitoring room temperature, checking power usage, turning on lights or the television can be done remotely. Homes can even be rigged to gauge if someone has entered the home to be there for a while or just running in because they forgot something. Gadgets at home come equipped with WiFi connectivity and software helps us to control them remotely from anywhere in the world.

Living room products are integrated with technology to decipher if the lights need to be dimmed or the drapes have to be lowered if the television is switched on during the day. Luxury homes are egging on further innovations as we get more tech-conscious and are willing to trust and depend on such technologies. HOH homes use FTTH

'Fiber to the home technology' to provide facilities like a broadband internet connection with enough bandwidth for voice and data, IPTV and DTH TV, Video/IP telephony and 24/7 surveillance through Video IP.

Digital backslashes above kitchen countertops in place of the traditional tiling, allows smart walls that can pull up security camera feeds, display pictures or the kids' artwork, or be used to search the Internet for recipes, all at our fingertips. Tech-savvy homebuyers now ensure the air conditioning is running when they walk through the door on a hot summer day, just at a flick through an I-Phone. Technology is the new luxury, the new language of convenience that has entered our lives and, literally, put us on the cloud!



# EVOLVING TRENDS IN INTERIOR DECOR



**T**here are far deeper intentions and meaning to interior decor than what meets the eye. Innovations and nurturing new concepts will be the foundation of further improved designs. In many ways, fashion and interior trends have been always closely connected. Fashion designers are seen moving seamlessly from clothes to interiors, bringing in elements of fashion from the catwalk onto the four walls of a house. They are trying to make home interiors attractive and contemporary, making homes that one can smile about and feel happy to be in.

**M**odern interiors are smooth and straightforward, and focus on maximizing capacity. It is about creating meaningful living spaces by maximizing the minimum. Optimal utilization of the given areas is essential for a more spacious and open feel to the home. It is neat and orderly, with a sense of balance and measurement. Modern interiors involve professional expertise very actively.

## STYLE AND MATERIAL

**W**hen it comes to furniture, the past is fast catching up as designs from the 1960s and 1970s are becoming increasingly desirable. Vintage furniture is invaluable and has immense resale value. Mixing the modern with vintage gives the interiors a grounded look and is one way of having the best of both worlds. It brings increasing depth to the decoration.



**Use of colour** - At a very basic level, style is lent to homes by imaginative use of color, light and fabric. Bright or singing rich or brooding, colors inspire. They give an instant life to surroundings and create a strong impact on mind. Playful and confident, colors in one's home have become an important and extremely individual mode of expression, bringing in a sense of depth and richness to homes.

Earlier, modernist interiors meant pale and white. The wood was dull and the walls a shy shade of cream. It is no longer the case. Modern designers grasped immaculate color — dark, white and neutrals with energetic essential

shades. Shades create brilliant visual scenery. Looking at the shade card available with any commercial paint manufacturer is enough indicator of the huge breadth of choice. Now homes are a splash of blues and greens and red, in every shade and hue imaginable. Even the soft colors are moving into new hues. Different shades mingle within a single room rather than all walls being in a single primary color. They are not restricted to walls; they manifest throughout the interior of the house in various ways - cushions, upholstery, artifacts and fixtures. To conclude, colors are a lot about creating an atmosphere and helping rooms look lively, spacious and cozy.



**Use of light** - Light is a feel-good-factor in its own right. It creates mood and atmosphere. Today, one of the light sources suitable for use in homes includes LEDs (light-emitting diodes) and fluorescent tubes that have an extended lifespan and are very energy efficient.

Successful lighting schemes rely principally on colored sources, so that what one finally sees is light diffused over surfaces. Concealing the source of light and directing it to surrounding surfaces gives an ambient glow. Instead of simple, boring overhead lighting or a basic



lamp, new spectacle is created with interesting spotlights, ceiling track lighting and decorative lamps. Colors gain added intensity when light is shone through them. Making lighting contemporary means discreet, functional fittings that are carefully positioned to turn walls and ceilings into glowing panes of light. Lights not only lend to the warmth but also introduce a mood of festivity and celebration.

**C**handeliers, once the traditional adornment of the wealthy, have been interpreted well in the hands of modern designers. With tiers of glass or crystal beads and drops that fracture the light, modern chandeliers create a glittering ensemble that can dazzle the eye. Modern chandeliers are also being woven from fiber optics. Structural designs marry form with light to create lit objects or furniture.



**Use of fabric** - The need for textiles, combined with our desire to embellish the world around us, has given rise to a huge range of fabric-based art, everything from basic colored cloth to complex woven textiles. People have used textiles for all range of purposes - from blankets for warmth to elaborate woven fabrics for furnishing. They have been at the very center of human life.

**T**extures create diverse feelings and there is as much variety in fabric - crisp linen, Egyptian cotton, satin or embroidered silk - that has been an important vehicle for adding ample pattern and color. Sheers or semi transparent fabrics tilt the color of the light - pinks, reds and oranges warm up the light while blues and greens create a cooler effect. Twentieth-century fabric design is graphic, stylized representations of natural forms.

**C**urtain, drapery or panels of fabric in contemporary designs provide great scope for introducing the uplifting elements of colour and pattern. Using lightweight or semi transparent materials for drapes, filters light in evocative ways. Full, gathered or hung in flat panels, fabric adds a softening element to the interior. Drape of the fabric introduces a sense of movement.

Cushions denote comfort and today they make strong statements when propped against a plain sofa. Draped in fabrics, sometimes vintage, the designs could be floral, or combine different prints and patterns. There is continuous experiment as colors go bold and designs get more decorative. Patterned bed linen with coordinated sets of duvet covers and pillowcases today come in a wide range of contemporary designs from sweet floral to polka dots and graphic geometrics to bright tropical prints.

## PATTERNS OF MODERN DESIGN ▶

We are naturally attracted to patterns - designs that are repeated either in an orderly fashion or are jazzy and abstract. Yet, there is always some method to the madness. Earlier, symmetrical designs were mostly used on wallpapers while naturalistic or 'branching' designs were more suitable for fabric as it hung in folds. But designs in the 21st century are seen to be deviating from the trend to make bold, new statements of style. Abstract and graphic shades and illustrative and pictorial motifs in monochromatic print have found their way into design. Graphic patterns in textured and metallic finishes add depth. Printed patterns get their dynamism from repetition, irrespective of the pattern being free flowing or intricate.

The power of black and white patterning lies in its simplicity. Monochromatic designs suggest sophistication and allow plenty of breathing space. Mixing patterns successfully takes a bit of confidence and a good eye for color. Flowing designs have a gentle rhythm that is conducive to relaxation. Symmetrical or geometrical designs are more formal and orderly.



**Patterns on the Wall** - Oscar Wilde once famously quoted, "Either that wallpaper goes, or I do". In the late twentieth century, interiors were stripped bare of paper only to make a dramatic return later. From quirky design to those with flair and sophistication, paper has become another classy way of delivering patterns to walls. For instance, if floral is used in the right way it denotes sophistication and glamour.

Use of designs on the walls lends the much-needed pictorial effect with motifs ranging from the subtle to the big and bold. Using wallpapers or prints on a single wall displays the pattern like a painting and gives the room a strong visual identity. Patterned rooms create a sense of enclosure and intimacy. Paint textures that are clouded, mottled or textural too bring in the wallpaper effect by use of tools that create systematic patterns on the walls with color.

Typical types of wall coverings are made out of paper, natural fibres, cork or fabric. Natural fibres include grass, sisal, jute, rattan and hessian. Fabric too gives unique depth to walls. They can be grand and refined, yet warm and intimate too.



**Art on the floor** - Floor designs can be a powerful unifying force in the entire interior design. Carpets and rugs deliver color and pattern, while brilliant saturated color is brought in with rubber, vinyl or by painting wooden boards with glossy floor paint. Classic oriental rugs can be found to fit almost any decorating scheme and contemporary patterned or color-blocked rugs add color and character to the floor and the room.

**F**loor coverings are usually permanent installations. A hardwood floor looks sleek and smooth, while wall to wall carpet adds softness and unifies large spaces. Carpets and rugs on the other hand are a much more flexible way of providing floor-level interest. Rugs work as good spatial

unifiers. Spotty or stripy, bright-coloured rugs can be fantastically welcoming and are a vibrant thread connecting areas together.

## ECLECTIC MIX-N-MATCH

**U**se of highly polished wood, glistening mirrors, luxurious and sensual fabrics, sparkling crystal chandeliers, brass window and door hardware, are all elements of formal designs. Formal interiors use dark and rich-looking wood - mahogany, walnut, and oak, as well as exotic hardwoods are used for their fine grain and elegant look. There is a lot of mixture with eclectic elements to give a look that cannot be clearly defined. So in a kitchen though the main unit could be from a common mass-market retailer, the chairs could be designed from teak with an antique finish while the floor is one of hardwood. Mixing such ingredients offers interesting contrasts that bring alive designs and create exclusive, personalized interiors.

**T**he way our lives don't really stand still, our homes don't either. Like us, even our homes are continuously revised and undergo significant changes over a period of time.



Change is what fills our surrounding with vitality and makes it a true source of pleasure. Finally, best designs are geared for best performance. In other words, elegance boils down to the grounded philosophies of purpose and function.



# IMPORTANCE OF LANDSCAPE ARCHITECTURE & CLUBHOUSES



**A**rchitectural landscapes and clubhouses have taken an additional importance because they are not just well provided amenities; they are about interaction between people and place, between nature and human senses. It creates a sense of belongingness to the community with its distinct natural and cultural identity.

**T**he modern homebuyer is keen to live amongst well planned green environs, attractive pathways that is comforting to the senses. At the same time, state of the art clubhouses that have gymnasiums, swimming pools amongst other facilities are important for maintaining a healthy lifestyle.

**A**t HOH, we understand this need and have provided such amenities across our integrated communities so that our residents can enjoy a luxurious living experience.

## LANDSCAPES - A NATURAL EXPRESSION



**W**hen we step out of our dear-to-our-heart home, where would we like to be? And what would we like to see when we open the windows or sit in the verandah with a friend over a cup of coffee? If the choice is between concrete walls and flower gardens with swinging trellises, then it is an obvious latter.

**T**o complement the classical architecture of our buildings, our landscape architecture is contemporary. It is far more involved than just deciding which plants to purchase and where to plant them. It's a holistic approach which involves elements that when designed well, draws a resident to spend as much time outside as they do within the walls of their comfortable homes. A cursory glance at any HOH properties , be it Bangalore or Chennai, amply proves this point.

**W**e hire professionals of international repute like CPG Meridian from Singapore for our Chennai and Bangalore communities to create world-class exteriors. It is a process that implies considerable planning and consultation -

*the climate of the region, the topography, existing ecosystems, history, culture and the social context* are all taken into account. Further considerations include the area covered, the kind of plants depending on the weather patterns of the region and how different shade and flowering trees or shrubbery can work together and so on. Shapes of plants could range from upright, oval or columnar to spreading, broad spreading or weeping. Mixing different kinds of plants avoids monotony.

**A**nother element of landscape architecture is the street scape that includes paving, street furnishings, lighting, parking and pedestrian spaces with appropriate canopy, and roundabouts. Signage is essential to navigate these large spaces with accompanying maps and directories. It is not sufficient to just add interesting elements to the landscape, but meaningful landscape architecture involves installation of it in a way that can enhance our enjoyment of it. It is about transforming the place outside to become an attractive addition to our homes.



*HOH is cognizant of the vibrant lifestyles our patrons seek. Along with comfort and security, it is our mission to provide meaningful facilities that enhance aesthetic enjoyment, support health and well being by encouraging outdoor pursuits, foster community living and lend tranquility to their day. Today, people are willing to pay a premium for additional amenities if they see value in it.*

to talk, write, read, debate and discuss. Work too has spilled out of office spaces. Clubs are a smarter, innovative response to the way that work can extend its boundaries and be conducted over informal coffee meetings or over a pool table. Clubhouses allow for news to be exchanged and business to be carried on, in a milieu that is as much functional as it is aesthetic. They are designed to be responsive, sensitive to these needs and offer multiple services in parallel.

**A**t HOH, elements of recreation thus dot and contribute to a landscape that has become an extension of 'home', and provide a lifestyle of relaxation and beauty that add on immensely to the entire experience.

## CLUBS - MEANINGFUL SOCIAL BONDING

**T**he corporate executives of today love the *walk to work* concept; they balance work with some fruitful activity that can contribute to their overall well being. Fitness is the ideal pursuit that not only meets this purpose but also allows a greater bonding with peers and neighbors over a game of cricket, volleyball, badminton or squash. The HOH cities of living - whether in Bangalore or Chennai - have a well appointed clubhouse, recreational grounds, badminton, squash and tennis courts and fully equipped gymnasiums.

**C**lubs are about creating a feeling of energy, movement and motivation. Gorgeous interiors are no longer restricted to houses; it spills onto extensions like clubhouses too. At HOH, clubhouses add to the grand and upscale feeling that our homes provide, making it a kind of home away from home. Designed with gracious style and character, our clubhouses create private islands of retreat to greet and meet amidst impeccable service. We use experts here; like *Zarir Mullan*, who designed our Chennai clubhouse which boasts of a state-of-the art gymnasium, badminton court, jogging tracks and infinity-edge pools to splash off the stress of the day.

**C**lubhouses of today, from a cultural standpoint, carry forward the legacy of the earlier coffeehouses that were centers of social interaction - places to chew on a pencil or pick on a mind as similar-thinking folks congregated

## IN CONCLUSION - A GREENER SUSTENANCE

**A**s our lives get more mechanized every day, we cannot overlook the feel-good vibes that nature offers us. We can never live down that feeling of exhilaration, walking barefoot on grass wet with fresh dew or smelling a blooming rose. Plants are a part of our greener approach to life.

**L**eaves absorb dust and pollutants, shaded areas cut temperature as much as ten degrees, trees absorb copious amounts of carbon dioxide and, supposedly, one tree releases enough oxygen each day that can supply a family of four. Ultimately, a good landscaping design gives the feeling that we are amongst nature. It is an attempt to make our living more holistic thereby giving us the maximum benefit.

**A**t HOH, we believe landscapes and clubhouses can be as productive as we make them. Sustainable, productive landscapes don't just happen. When we plan use of unique plants, grow edibles, provide cooling shade and sculpt to route rainwater through them rather than just running them off— we are being sustainable consciously.



## VILLAS & COTTAGES

The new mini-cities that dot the urban landscapes have become zones of convenience for its inhabitants. Upscale executives with larger disposable incomes are looking at going beyond the routine of life and home by indulging in themselves. A fast-paced life demands leisure, a place to get away from congested cities for a whiff of fresh air and sit by while watching children splash in the pool. The most premium way of relaxation is a spacious, independent house amidst integrated functional communities and splendid views. It is also an assured step towards spending more time with the family.

There is a cultural shift as believed in more savings. However, today people are looking at investing in a second home. They believe, it is important to enjoy today, rather than saving for an uncertain tomorrow.

As jobs and responsibilities grow, success and money keep pace. There is no better way to express this sense of achievement than through a bigger and luxurious home; the best gift to the family. HOH makes possible such gifts in the form of villas and cottages - subtle, classy statements of style - that can also be a vacation home, a personal

retreat, or a home away from home. Villas and bungalows are a natural progression from apartments for people with better purchasing power. The concept of second home is in the segment of affordable luxury. Investing in a second home allows a grand statement of style that celebrates wealth and status. For those with the means it is unmatched opulence amidst nature, well packaged with recreational facilities.

Each villa and cottage at HOH can be customized to reflect individual tastes. They are surrounded by well planned green spaces with picturesque surroundings that make way for a refreshing and energetic lifestyle.



## VILLAS - AN ELEGANT STATEMENT ▶

**D**erived from the word “bangala”, today’s bungalows or villas borrow the concept from what was first built by the British. Their bungalows were one-storied rest houses for travellers, designed with eaves overhanging and sheltering large porches and verandahs. HOH villas with their sweeping sloping roofs and sprawling verandas are a reminder of that comfort, though with much stronger and cleaner lines.

**V**illas were always the ideal answer to India’s hot, sunny climate. Traditional bungalow designs used to be simple with little decoration. Materials used were mostly stones and wood available in nearby ecosystems. Modern residential architecture is more geometric, using technology and materials to create unique and innovative designs. There is an increasing use of glass, concrete, vinyl and wood to indicate the concept of progressive architecture.

**V**illas were originally ancient Roman upper-class country houses, where extended wings of rooms opened onto a portico, which when stretched further enclosed a courtyard. Alternately, these independent villas had an aisled central hall like a basilica. Set on stone footings, villas were essentially timber-framed constructions. Architecturally, modern concepts reflect the traditional heritage living, coupled with design influences that are current and appeal to the taste of the modern generation. HoH villas spell opulence and grandeur with their magnificent design. Extensive use of glass for natural light, unobtrusive front entrances, sweeping sloping roofs, sprawling verandah and abundant windows establish that precious connection with exciting outdoor spaces. Our villas make that all important difference for superior living and sit proud as hallmarks of achievement in our urban culture.

## COTTAGES - ABUNDANT LIVING ▶

**M**odern cottages are all about delivering space and design, and maintaining that cozy appeal without comprising on the living space. Interior layouts along with picturesque surrounding that makes the cottage experience unique that

makes the cottage experience unique. Cottages typically come with steep overhanging roofs, with brick, stone and natural materials used for varying textures.

**C**ottages were typically small houses that came with a ground floor and a first, lower storey of bedrooms that fit within the roof space. The typical English cottage for instance, sometimes made of pseudo-thatch, had uneven roofs and a prominent brick or stone chimney, usually at the front near the door. With low, arched doors and small, irregularly shaped rooms and sloping walls of the upper floor, the cottage design was asymmetrical.

**P**icket fences, casual walkaways and front-porch railings all add on to soften the look of a cottage, with screened in porches that are a part of the signature details of a cottage-style home. They allow a variety of views and add to the possibility of relaxation and peace that these homes can offer. From old-fashioned, quaint and traditional, cottages become considerably different when treated with modern construction.

**T**he traditional cottage - whether it is the French, English or American country cottage - had its own distinct decorating styles. Floral wallpaper used to be synonymous with the country-cottage look starting with small-scale prints on bedroom walls to go with the roses growing over the door. Country themes, weathered wood, antique or old fabrics sit well in a country-style home. Landscapes, botanical prints, and floral still-life pictures fit into the traditional, rustic approach.

**O**ur cottages at Devanahalli in Bangalore are designed with the classic country look with private gardens in the front and the sides of each cottage. The country touch recalls the earlier classic splendor and spacious interiors welcome entire large Indian families. Set amidst private gardens, it is luxury well cradled in the lap of beautifully designed landscapes. Our villas and cottages have truly become personalized statements of family values and harmonious living.



# PROJECT PROGRESS

CHENNAI | EGATTUR



1. Entrance View
2. Sinovia
3. Oceanic
4. Amalfi
5. Bayview
6. Edina
7. Tiana & Amalfi

# BENGALURU | DEVANAHALLI



Chancery



Cottage Phase I



Crossgate



Cottages Phase II



Cypress



Cottage Phase III



## BENGALURU | BANNERGHATTA



- 1. Lake Verandahs
- 2. Club Meadows
- 3. Hill Crest

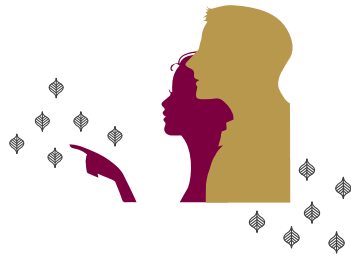
## BENGALURU | HEBBAL



Glen Classic Excavation



Glengate



HOUSE OF HIRANANDANI

# HERALD

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