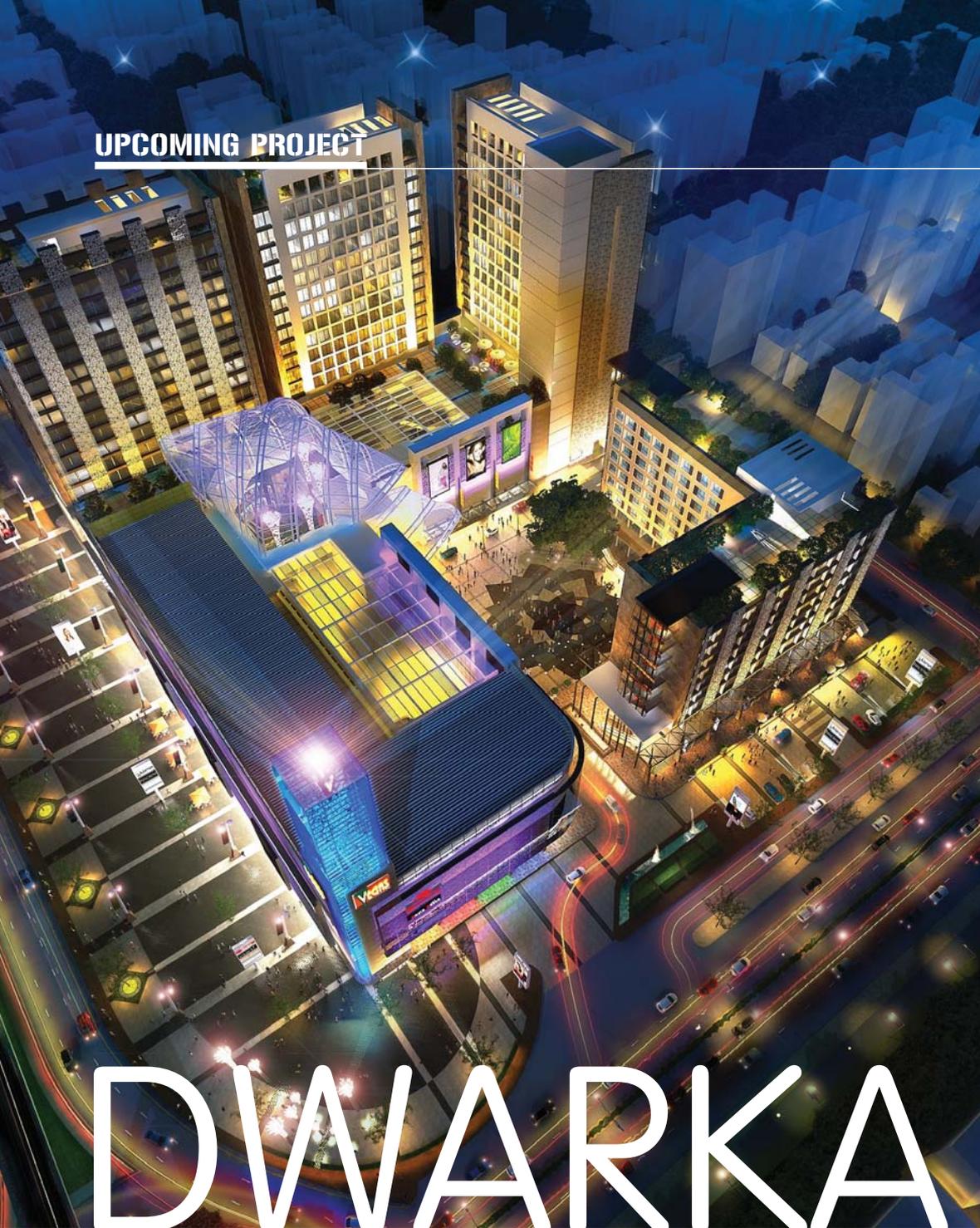


UPCOMING PROJECT



DWARKA TO GET ITS FIRST MALL

Vegas is an integrated mixed-use property coming up in Dwarka, Delhi, which is scheduled to open by the year 2017. An initiative of the Pratham Group, Vegas is touted to be an architectural marvel!

BY SHUBHRA SAINI



Pratham Group is formed by three established, experienced and highly reputed groups – Unity Group, HL Group and RP Group. Vegas Mall, designed by renowned architects Bentel Associates International, Johannesburg, SA, is spread over 28,000+ sq.m comprising of 20 lakh plus square feet of prime development. It is designed to reflect the features of the lotus flower. The mall will host an array of international retail brands, the first megaplex of Delhi, business hotels, corporate suites and lavish offices. Vegas will also offer a thematic multi-cuisine food court and the largest hypermarket offering unlimited choices, comfort and convenience that will change the lifestyle of the city.

VEGAS MALL SPACE

Vegas will bring the first holistic mall to the area of Dwarka in Delhi. The total built-up area of the retail space in the mixed-use property is 5.5 lakh sq.ft.

The mall will host the biggest PVR complex in Delhi-NCR, having 10 screens that will offer five different screen options. The multiplex will sprawl over an area of 80,000 sq.ft.

Apart from hosting one of the biggest multiplexes in the country, the mall will also have one department store, one hypermarket and two fashion anchors in the mall. Vegas will also offer one of the biggest food courts in India, having a seating capacity of 800–900 people.

The supposed size of the fashion anchors is around 10,000 sq.ft., while the department store will be around 36,000 sq.ft. and the hypermarket approximately 35,000 sq.ft.

The mall will have a four-level multi-parking facility, which will accommodate 2,400 cars at a time.

Vegas will also have an FEC zone in its mall premises and apart from the food court, it will also house 16–17 standalone restaurants. The mall will also have around 125 vanilla retailers.

CATCHMENT AND LOCATION

Dwarka is an up-market and one of the most sought-after residential areas located in south-west Delhi district of the National Capital Territory of Delhi, India. It is a short distance away from Gurgaon, which is a major hub for large corporations in the country, and about 10 km away from Indira Gandhi International Airport. Dwarka is now being developed under the Urban Expansion Projects of the Delhi Development Authority and thus enjoys a premium status. It boasts of being the largest residential suburb in Asia, with a total of 1,718 residential enclaves proposed, and a net population of 1,100,000. In this area, DDA has implemented the unique concept of mixed land use ensuring convenience to the occupants of Dwarka, who get the facility of shopping, dining and purchasing grocery all in close proximity.



façade elements ensuring to enhance the commercial value of the signages. The neutral concrete drapes embedded with punched window on the hotel and office block with minimum introduction of lattice screen gels perfectly with the intricate geometry of the mall block and unifies the whole development while giving a distinct identity to each block.

The architectural styling adopted for the mall's main entrance, which further blends with the magnificent centre roof of the central atrium, not only imparts an imposing entrance to the shopping centre, but also makes the structure quite prominent in the immediate urban fabric. The central roof is designed as a contemporary adaptation of a blooming lotus. The general roofing system is a blend of glass, metal and fabric ensuring daylight intake yet considering heat cut-off, thereby significantly reducing the negative impact of the development on occupants and environment. The high-street block with its eclectic style provides street shopping experience to the shoppers. Architectural styling of all the blocks is in sync with each other and enhances the quality of the central piazza. The facades respond well to the basic climatic conditions, respect the sun path and will hasten operating efficiencies too.

The main mall being L-shaped, it is planned with the central atrium further leading towards anchors at the end of each arm. This ensures good visibility to all the shops from mall passages and is well-connected by elevators and escalators to upper levels, which accommodate the multi-cuisine food court, restaurants, multiplex and family entertainment centre. The five-star hotel as well as the business hotel, with their dedicated arrival points and multi-volume entrance lobby, would offer a lavish experience to premium customers. The five-start hotel is also equipped with banquet halls, meeting rooms, gymnasium and spa making it a self-sustained development. The 150-keys service apartment is a unique module with the right blend of office and living space. The entire space planning has been devised as per market need.

AWARDS AND RECOGNITION

Vegas has been honoured with the prestigious International Property Awards 2015 for Asia Pacific in the mixed-use category. International Property Awards are held annually to celebrate the highest levels of achievement by companies operating in all sectors of the property and real estate industry in the region. ●●

VEGAS HAS BEEN HONOURED WITH THE PRESTIGIOUS INTERNATIONAL PROPERTY AWARDS 2015 FOR ASIA PACIFIC IN THE MIXED-USE CATEGORY. THE MALL WILL HOST THE BIGGEST PVR COMPLEX IN DELHI-NCR REGION.

DESIGN ELEMENT OF THE MALL

To enhance the value of the region, this property also accommodates 500 key hotel, serviced apartments and office units. These will not only serve the needs of residents and tourists to the city, but also complement each other. Dwarka is well connected by Metro rail with the city centre and other major parts of the city, having 8 Metro stations. This mixed-use development lies abutting to the Metro corridor. The location of the mall will serve as a rewarding one to the whole development and would ensure expansion of catchment area as well.

Bentle Associates, the design partner for Vegas, shared their experience in the following words: "The brief is to use the maximum potential of the site considering the business need of the city and location of site while adhering to the DDA guidelines. This was achieved by accommodating large, organised, air-conditioned shopping centres, high-street retail centres, five-star hotel with banquet facilities, 170-keys business hotel, serviced apartments and office units. The shopping centre comprises national and international fashion and food brands, hypermarket, a 10-screen multiplex and a large-scale family entertainment centre. This whole

development is being perceived in two blocks with a large piazza at the centre, which would be the energy hub of the project's vibrant outdoor activities related to promotions and play. The site is surrounded by 3-sides drive-in roads and pedestrian plaza at the Metro side and hence ensures private and controlled access to each of these uses. The huge parking required by this mixed-use development along with their service needs is accommodated in 4-level basements. The soft texture of the soil has eased the process of achieving the excavation as well."

Considering the imposing location of the property, the façade has been designed with LED-lit iconic feature at the corner, which is blended well with lattice screen set in gloss background in the front facades of the shopping centre. This screen reflects the geometrical patterns symbolising the lotus, the supreme of the flowers representing creation and enlightenment. This geometry flows as basis for various design elements in both the façade and the building interiors. All these features are enhanced with a play of colourful light and texture. All sides' visibility of the buildings allows abundant signage opportunity. This has been captured in the design with right location and blended with other