



## DECK

Silver Bonze stools by Philippe Starck (inset) for XO stand guard in the wraparound deck, which features imported solid wood flooring.

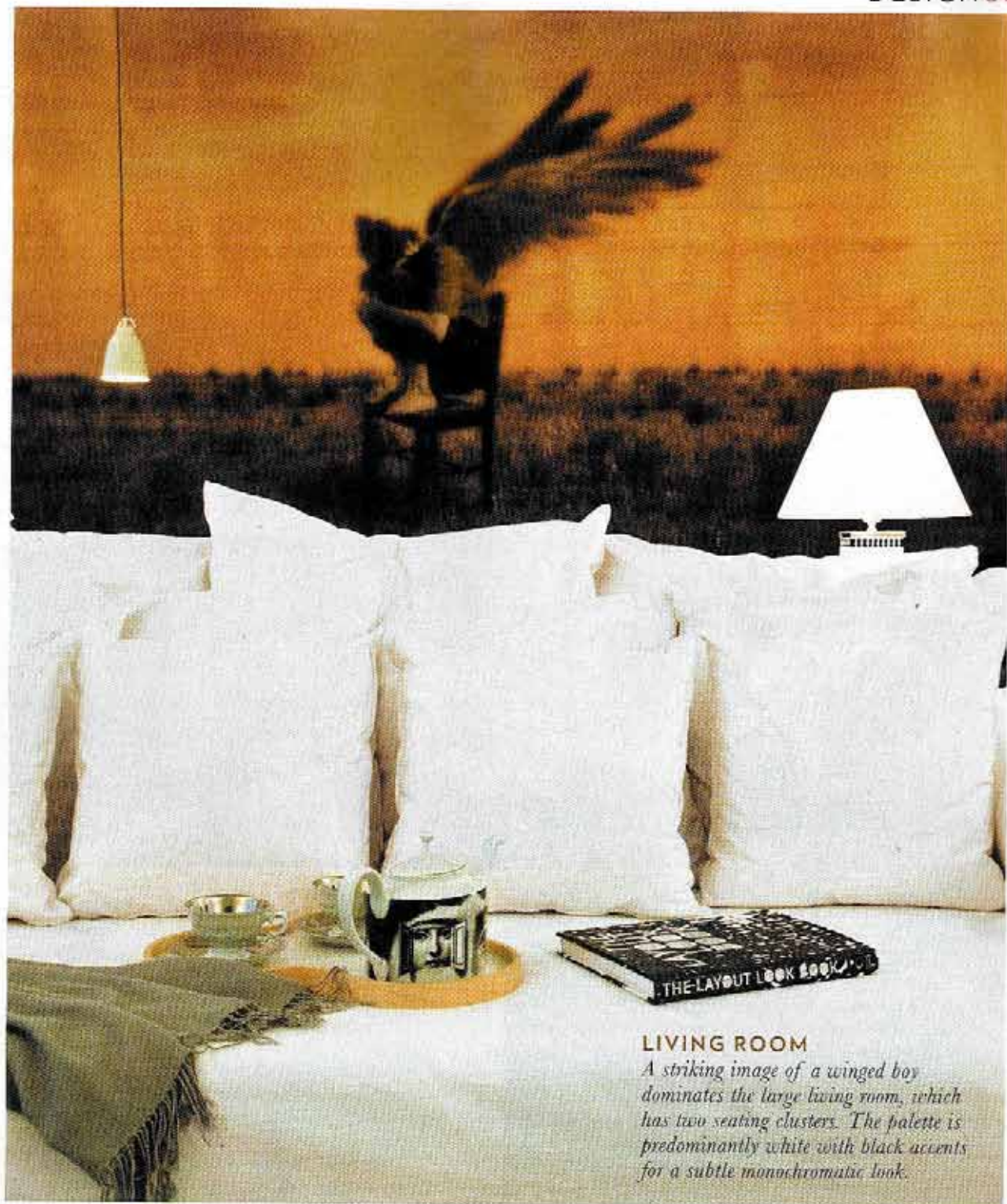


# Yoo hoo! pune

*A home designed and styled for you by the world's leading designers, with you in mind – that's what London-based design firm Yoo's projects are all about. And now you can get a taste of it at yoopune, an offering by Yoo in partnership with Pune-based real estate leader, Panchshil Realty. We give you a preview of the luxury homes project, which is set to be launched this December.*

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### LIVING ROOM

*A striking image of a winged boy dominates the large living room, which has two seating clusters. The palette is predominantly white with black accents for a subtle monochromatic look.*

**T**ry this. A home designed, furnished and styled by Philippe Starck, right here in India... just for you. What would have been brushed off as wishful thinking earlier is now a tangible concept that's taking concrete shape in Pune, much to the delight of design aesthetes across the country.

We're talking, of course, about the yoopune residential project that is turning the luxury homes market on its head. Not without reason, for the prospects involved are indeed

dizzying. Think interior layout, fittings, lights and furniture designed by Starck, designer products handpicked by Starck, finishes and colour palette selected by Starck... 5,000 sq ft (and above) of uncompromised quality and luxury orchestrated by the design maestro. At the macro level, you're looking at 228 apartments, 6 towers, a world class spa, a cigar lounge, a cafe, all set in 17 acres of prime property that includes 5 acres of lush, natural rainforest.

The first of its kind in India, and the 30th Yoo project in



the world, yoopune is a collaboration between London-based design company Yoo (co-founded by property developer John Hitchcox and designer Philippe Starck in 2000) and Panchshil Realty, a leader in Pune's real estate market.

Yoo projects have received acclaim worldwide as meticulously orchestrated designs that bear the trademark touch of such celebrated designers as Philippe Starck, Marcel Wanders, Jade Jagger and Kelly Hoppen. And with a presence spanning 27 countries, Yoo couldn't have come to India at a more opportune time. 'People in India now have a lot of money to dispose of, are well-travelled, more aware of design and want something unique,' says Sagar Chordia, director of Panchshil Realty, who first saw a Yoo project in Tel Aviv two and a half years ago, and was so blown away by the concept that he called up the head office in London that very night to pursue a partnership. The official launch is slated for 11 December 2010 and a fully furnished sample apartment at the site offers a foretaste of what's to come four years hence, when the project sees completion in 2014.

The initial response has been quite encouraging, with 25 apartments already sold. The penthouses will be auctioned off at a later stage. 'It's a good deal for buyers because at this value, they cannot dream of hiring Philippe Starck to do their home, but we're getting him to do it for them.'





## DINING & KITCHEN

**FACING PAGE TOP** Floor-to-ceiling sheer white curtains is common through the apartment. Unexpected details, such as the Muzeo sticker on the ceiling, inject an element of fun into the luxe setting of the dining-cum-kitchen. The Human Chair by Tucker Robbins adds an interesting touch. There's a separate wet kitchen at the back for the household staff.

## HALL

**FACING PAGE BOTTOM** Assorted turbans introduced by Starck bring in a subtle reference to the bright colours of India.

## MASTER BEDROOM

**THIS PAGE** The white theme extends to the bedrooms which feature white beds. In the master bedroom, a four-poster bed take centrestage along with a Piero Fornasetti chair. The choice of products is not fixed, and buyers will have a range of wallpaper and furniture to choose from.

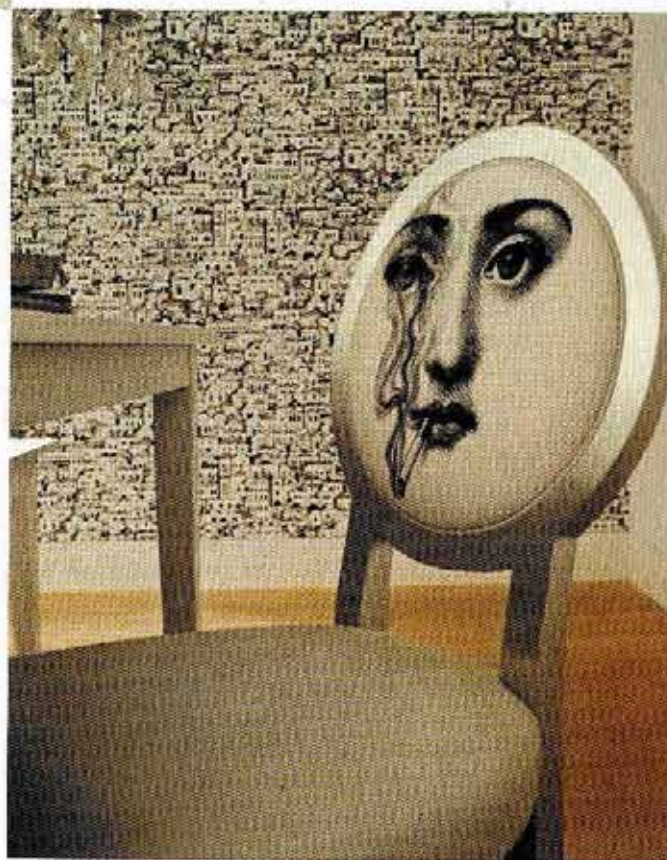
## THE DESIGN PROCESS

Yoo projects across the world are different, but there is a general theme around circulation, the use of space and an open plan environment. Partnering developers are asked to adhere to a whole set of design guidelines – from the layout, materials and fittings to colour combination, height of the ceiling and even door handles.

But it's not a complete one-way street. Extensive cultural research is done, with inputs from local partners, to understand the preferences and idiosyncrasies of any community or country.

In the case of India, questions revolved around everything from family structures (whether joint or nuclear), number of servants, colour preferences to vaastu principles (all yoopune homes have an east-west entry).

As a result, what's unique to this India project are two separate kitchens (dry kitchen for the owner and wet one for the staff) and a bath attached to every bedroom. Even a playful wall installation of assorted turbans in bright turmeric and red, introduced by Starck, strikes a resonant chord. As Sagar points out, 'All these details are important. Because it's such a large project, you can't afford to be wrong about cultural nuances and popular preferences.'





### GUEST BEDROOM

**LEFT & BELOW** The guest room features a white upholstered bed against a woodland-inspired wallpaper from Timorous Beasties. In addition to Starck's own designs, the apartments will feature designer pieces handpicked by Starck, such as the Asiatides gold ceramic stool and a black porter's chair from Boffi.

### PALETTES & FINISHES

Starck has developed a number of palettes for Yoo to assist buyers in identifying their individual style. What's being offered at yoopune are Nature and Classic – the former is characterised by a light and fresh look with the use of pale wood, natural linen, green and white; the latter has a sophisticated and timeless look with dark wood, soft leather, cool marble, and neutrals.

All Nature and Classic apartments will feature Arabescato marble flooring, Poggenpohl kitchens, and Starck series bathroom fittings from Duravit and Hansgrohe. The prescribed selection ensures uniformity of look and quality across the homes.

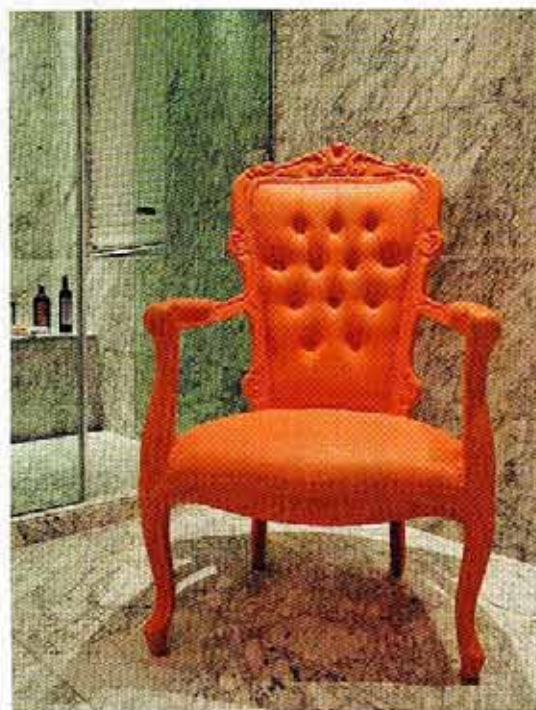
But what if the buyer wants something different? Variation is possible with a wide choice of designer furniture and lighting. Finishing choices are also offered in wallpaper, curtains, and wooden flooring in the bedroom. It is also possible to combine elements from Nature and Classic. However, major changes can only be made with approval from the Starck design team.

### AMENITIES & MAINTENANCE

yoopune is set to redefine the way India looks at living. The world famous Six Senses Spa (which will be set beneath the natural rainforest) will manage the whole facility including the pool, gym, cafe, cigar lounge, travel desk, laundromat, and housekeeping of the apartments. 'It will be like a hotel condo – I think that's where the future is headed,' says Sagar.

While award-winning landscape architect, Bill Bensley, has been roped in to do the landscaping, an Israeli company is working on a sophisticated security system.





#### FACT FILE

- **Location:** Koregaon Park Annexe, 9km from airport
- **Size of site:** 17 acres including 5 acres of natural rainforest
- **Total development area:** 1.2 million sq ft
- **No. of apartments:** 228 apartments in 6 towers of 19 floors each
- **Size of apartments:** 5,000-6,000 sq ft
- **Size of penthouses:** 10,000 sq ft

#### CHILDREN'S BEDROOM

ABOVE *The Frames* wallpaper by Graham and Brown, which has been accessorised with picture cards, is just apt for the children's bedroom. Quirky elements such as the silver wall-mounted hands from Moco Moco (top right on facing page) are an example of unexpected detailing.



#### BATHROOMS

ABOVE & TOP All bathrooms will feature Starck series tubs and basins from Duravit and taps from Hansgrohe. Other standard product offerings include Arabescato marble flooring. Bright furniture pieces inject colour and fun.