





"Zen" is a school of Mahayana Buddhism that originated in China during the 6th century. From China, Zen spread south to Vietnam, to Korea and east to Japan.

The word "Zen" is the Japanese pronunciation of the Chinese character "chan," which is in turn the Chinese translation from the Indian Sanskrit term "dhyana," which means meditation. All beings by nature are Buddhas, as ice by nature is water. Apart from water there is no ice; apart from beings, no Buddhas.

The essence of Zen Buddhism is that all human beings are Buddha, and that all they have to do is to discover that truth for themselves. Zen sends us looking inside us for enlightenment. There's no need to search outside ourselves for the answers; we can find the answers in the same place that we found the questions.





Because you are more an attitude than a belief. You are Zen. You are the peace that comes from being one with an entity other than yourself. Presenting Artha Zen - Plots & Bespoke Villas. Inspired by salient features of Japanese architecture, Artha Zen represents an amalgamation of the simplicity of the Zen philosophy with the automation and design features of Japan.

Imagine a living space that is a reflection of the inner peace that defines you. A sanctuary that will help you be aware of your oneness with the world and everything in it. Imagine living in the present and experiencing reality fully. Look forward to being free of the distractions and illusory conflicts of the material world. Feel yourself blend seamlessly into a space that becomes an extension of the Buddha inside you. Feel yourself being in the flow of the universe.

Welcome to Artha Zen. Where Zen means experiencing fully the present, and delighting in the basic miracle of life itself.

## Zen Garden

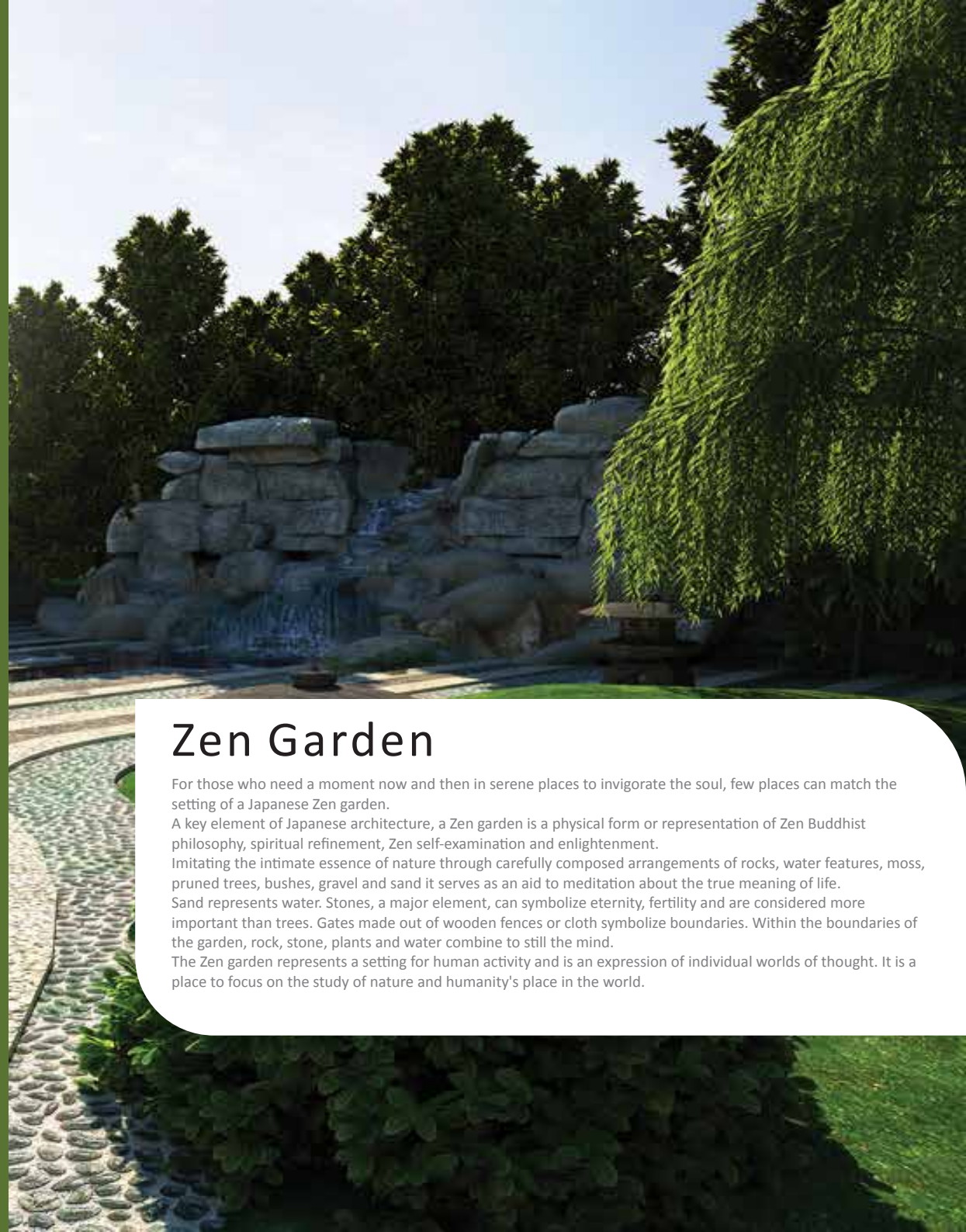
For those who need a moment now and then in serene places to invigorate the soul, few places can match the setting of a Japanese Zen garden.

A key element of Japanese architecture, a Zen garden is a physical form or representation of Zen Buddhist philosophy, spiritual refinement, Zen self-examination and enlightenment.

Imitating the intimate essence of nature through carefully composed arrangements of rocks, water features, moss, pruned trees, bushes, gravel and sand it serves as an aid to meditation about the true meaning of life.

Sand represents water. Stones, a major element, can symbolize eternity, fertility and are considered more important than trees. Gates made out of wooden fences or cloth symbolize boundaries. Within the boundaries of the garden, rock, stone, plants and water combine to still the mind.

The Zen garden represents a setting for human activity and is an expression of individual worlds of thought. It is a place to focus on the study of nature and humanity's place in the world.





Not dependent on the written word,  
Transmission apart from the scriptures;  
Directly pointing at one's heart,  
Seeing one's nature, becoming Buddha.

With Zen, Artha sets out to create a space which is synonymous with your inner reflection. A space which can serve as sanctuary to the larger you, the you which does not hesitate to get in touch with your higher self.

Situated near the Nice corridor at Begur, Artha Zen is a gated community of 72 premium villas & villa plots. Built over an area of 4.5 acres it brings high quality living spaces for the highly discerning. Plot sizes range from 1,200 sq ft to 2,400 sq ft and on offer are fully customisable villas. Left only to your imagination and our expertise. Equally generous are the choice of built-up areas at 2,700 sq ft to 4,832 sq ft, respectively.

Come explore a world of luxury and comfort that defines you. Witness a space which is more than just brick and mortar. Come discover a space that feels like home.







# Welcome

The pace of today's life has created the need for having the latest technology at one's finger tips. Your place of residence should be no exception. Using cutting edge Japanese technology as the benchmark, Artha has gone a step ahead and created a marvel of simplicity backed with subtle innovations.

While the architectural design remains inspired by Zen, underlying each element is a thoughtfully placed technological attribute. Thus, visible throughout the location you will find some of the best aspects of Japanese culture, while planted unobtrusively throughout the structure are gadgets that enhance your experiencing life in its simplicity.



# Lifestyle

Creating magical moments with your loved ones, a place to unwind and relax, your personal recharge bay, the bedroom is one place where you want to forget about the stress of today's life.

Indulge your senses in a luxurious retreat, time after time, when you retire to your bedroom. Flip through the varied lighting sources to create different moods from bright and energetic to soothing or romantic.

Use of nature inspired colors such as moss greens, fresh water blues and sand inspired tans make mind and body relax and revert to the calm of nature.

Discover a personal space where there are no worries, and the world comes to a standstill, pamper yourself until you are ready to join it again.



# Indulgence

Taking you a step further in achieving that higher spiritual plane are hot stone baths. Very popular in Japan the baths offer immense benefits in terms of weight loss, beauty, and detoxification. The temperature, lower than that of a typical sauna, makes it safe for women, children, the elderly, and others who want to avoid subjecting their bodies to extreme temperatures.

While the surroundings inspire calm, every structure is silently at work at conserving energy due to the energy conservation design sensibility.

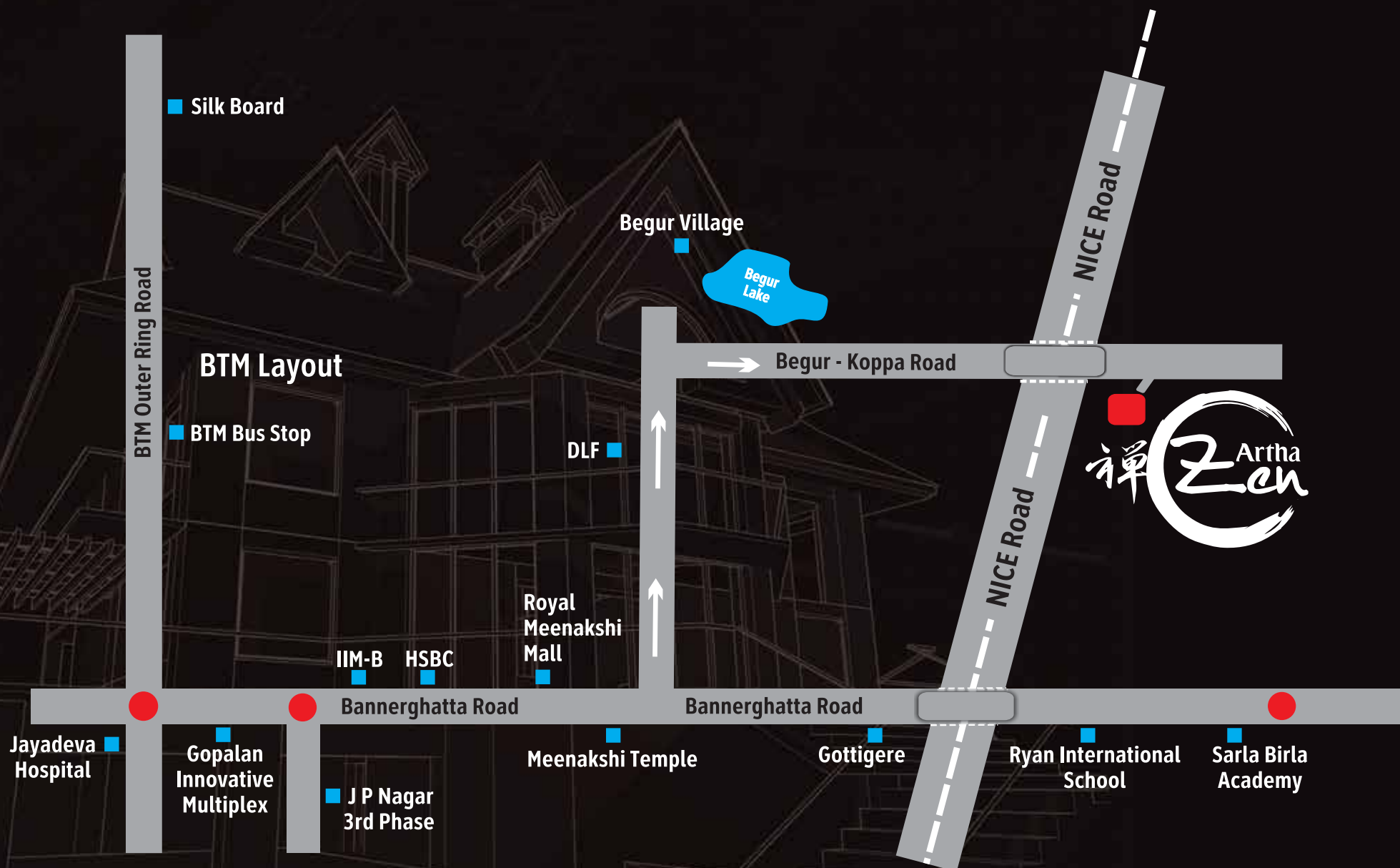






## Location Map

(not to scale)



# Nice Road

## ENVIABLE LOCATION

Known as the Silicon Valley of the East, Bangalore needs no introduction as India's premier IT destination. Developing fast to be amongst top world class cities, Bangalore is home to an ever- increasing community of city dwellers and corporate.

As available resources struggle to keep pace with the burgeoning demand in every aspect of life, the city has begun to feel the pressure at its seams. Upward spiralling prices have led to higher cost of living and both current and future residents of the city are on the lookout for a living space which lets them enjoy the best of the city without getting them sucked in the hustle-bustle of daily life.

Artha Zen, located at Bannerghatta Extension adjacent to the Nice corridor, is enviously placed to alleviate the problems that have come to plague residents jostling for space within the busy confines of the city. Connected to the city with a 6 lane expressway, Artha Zen offers unrestricted movement at any time of the day.





The children will be home in no time when school finishes as important educational institutions are all within a comfortable 10 km radius.

Sanabil School	2 Km
Christ Academy	4 Km
St. Mary's English School	4 Km
Ryan International School	4 Km
St. Francis School	5 Km
Sarla Birla International School	7 Km
Treamis World School	8 Km
B G S International Residential School	9 Km

Help is close at hand should the need ever arise with clear and easy access to all major hospitals.

Sri Krishna Hospital	3 Km
Wockhardt Hospital	5 Km
Agarwal National Hospital	6 Km
T.R. Hospital	6 Km
K.V.G Hospital	8 Km
Sri Venkateshwara Dental Hospital	8 Km
Supra South City Hospital	9 Km
Apollo Hospital	10 Km
Narayana Hrudayalaya	15 Km

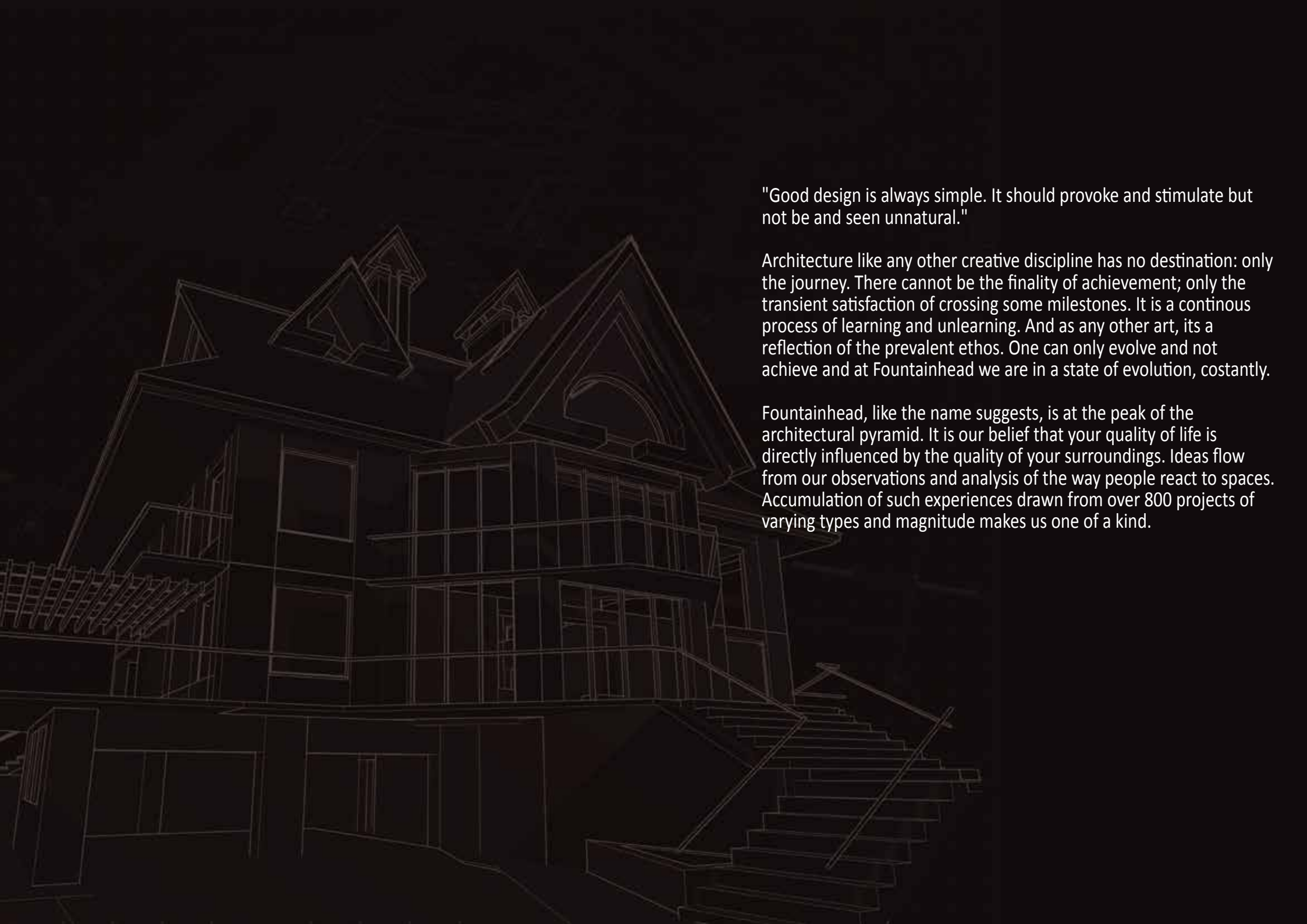
And lastly, because your work defines you by being the expression for your creative potential and passions, Artha Zen offers uninhibited access to major business districts.

Honywell	6 Km
Wipro	7 Km
Hewlett - Packard	8 Km
Infosys	9 Km
HCL Technology	9 Km
Mahindra Satyam	11 Km
Accenture	11 Km
IBM	11 Km
Oracle	11 Km
Bommasandra Industrial Area	13 Km

Located strategically off Bannerghatta road, Artha Zen offers easy access to amenities which reinforce your comfort, style and convenience.

Royal Meenakshi Mall	5 Km
Vega City Mall	8 Km
Gopalan Innovative Mall	9 Km
Total Mall	10 Km
Shoppers Stop	11 Km
Forum Mall	11 Km
Big Bazaar	11 Km





"Good design is always simple. It should provoke and stimulate but not be and seen unnatural."

Architecture like any other creative discipline has no destination: only the journey. There cannot be the finality of achievement; only the transient satisfaction of crossing some milestones. It is a continuous process of learning and unlearning. And as any other art, it's a reflection of the prevalent ethos. One can only evolve and not achieve and at Fountainhead we are in a state of evolution, constantly.

Fountainhead, like the name suggests, is at the peak of the architectural pyramid. It is our belief that your quality of life is directly influenced by the quality of your surroundings. Ideas flow from our observations and analysis of the way people react to spaces. Accumulation of such experiences drawn from over 800 projects of varying types and magnitude makes us one of a kind.





Building Homes. Building Wealth.

Artha is one of the fastest growing real estate companies in India and synonymous with building homes and thereby creating wealth for its customers. Artha has quickly changed the face of the realty market in South India and has become a household name in Bangalore and Chennai. As a member of CREDAI Bangalore, Artha has entrenched itself deeply as a company that provides innovative concepts and value for money homes across locations and price segments. Artha has won many accolades and has been conferred the Power Brand status by the prestigious Brand Finance Institute, UK.

"You, yourself, as much as anybody in the entire universe,  
deserve your love and affection"  
- Buddha

Conceptualised & Marketed By:



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