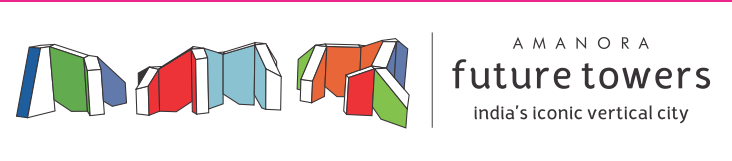




Live in India's  
most iconic address.



Project Managed by **Northcroft**

City Corporation Limited  
[An ISO 9001:2008 Company]  
917/19 A, City Chambers, Fergusson College Road, Pune 411 004.  
Tel : 91-20-2565 4555

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Amanora Park Town, Amanora – Magarpatta Road, Pune – 411 028  
Tel : 91-20-3041 0000. E-mail : info@amanora.com

www.seagulladvertising.com

A City Corporation Project



liberate  
yourself

Living will now give way to futuristic living.

And how?

Futuristic living is not just a statement but a concept you'll experience when you become a Future Towers Citizen.

Where every facility and amenity will make you experience a newer, fresher life.

A life full of energy; a life throbbing with activity; a life where time would be re-defined.

So, whether you want to pump iron at 2 am, go for a midnight swim or sip coffee all night long, you'll get to do it all. And a lot, lot more in fact.

With courtyards of joy, scoops of delight and many other lifestyle avenues, everything around you will be alive.

And kicking.





Evolution of the idea.

Circa 2010

City Corporation, as a part of their massive 400-acre integrated township, Amanora, in Pune (India) sought to create an Apartment City, nothing that India has ever seen before.

A totally new concept in new-age living with all possible amenities and avenues included.

A leap of imagination in design, yet functional.

An architectural marvel in every aspect.

An iconic masterpiece in the country's landscape.

And to make it happen, a very elaborate and meticulous brief was worked upon and shared with three of the world's finest urban design architects spanning three continents.

After several rounds of presentations and deliberations, one name emerged as the clear favourite.

MVRDV. And quite unanimously so.



**MVRDV – Rotterdam.  
Architects of the future.**

MVRDV is a globally operating design firm dedicated to innovative architecture and urban design founded in Rotterdam in 1993. MVRDV works on projects ranging in scale from small objects to urban plans with a progressive ideal for the future.

They pursue a fascination for radical methodical research: on density and on public realms. Through investigation and use of the complex amounts of data, spaces are shaped methodically.

At an early stage of the design process, MVRDV involves as many users and advisors as viable. Reactions to the first designs are processed quickly, creating a high degree of support for the design and encouraging the sort of new insights that can lead to specific innovative solutions. MVRDV works all over the world and therefore are used to collaborating with local architects, construction groups and specialists.

Their wide knowledge and experience in working with collective contracts, insurances and planning documents creates a base for collective approaches. They have permanent relationships with engineering firms to activate the exchange of up-to-date knowledge.

Their work has been published and exhibited worldwide and has received many international awards. The monographic publications FARMAX (1998) and KM3 (2005) illustrate the work of the Rotterdam based office.

Mirador , Sanchinarro (near Madrid)



Gemini Residences, Frosilo



Gemini Residences, Frosilo



Parkrand Building, Amsterdam



**Principal Architect**

**Jacob Van Rijs**

Jacob van Rijs, one of the co-founding directors of MVRDV graduated from the Technical University of Delft with a degree in Architecture and Urbanism (with honours) in 1990.

Jacob van Rijs regularly lectures and teaches at schools and institutions all over the world. Some of them being Architecture Academy (Rotterdam), AA (London), Cooper Union (New York), Rice University (Texas), TN Probe (Tokyo) and Universities of Madrid and Barcelona.

The design for the Netherlands Pavilion at the Hannover World Expo 2000, the innovative business park Flight Forum in Eindhoven, the Mirador building in Madrid and the Silodam building in Amsterdam are some of the iconic projects of MVRDV.





# Born out of a hexagon

## Design Concept

The design is based on a hexagonal grid.

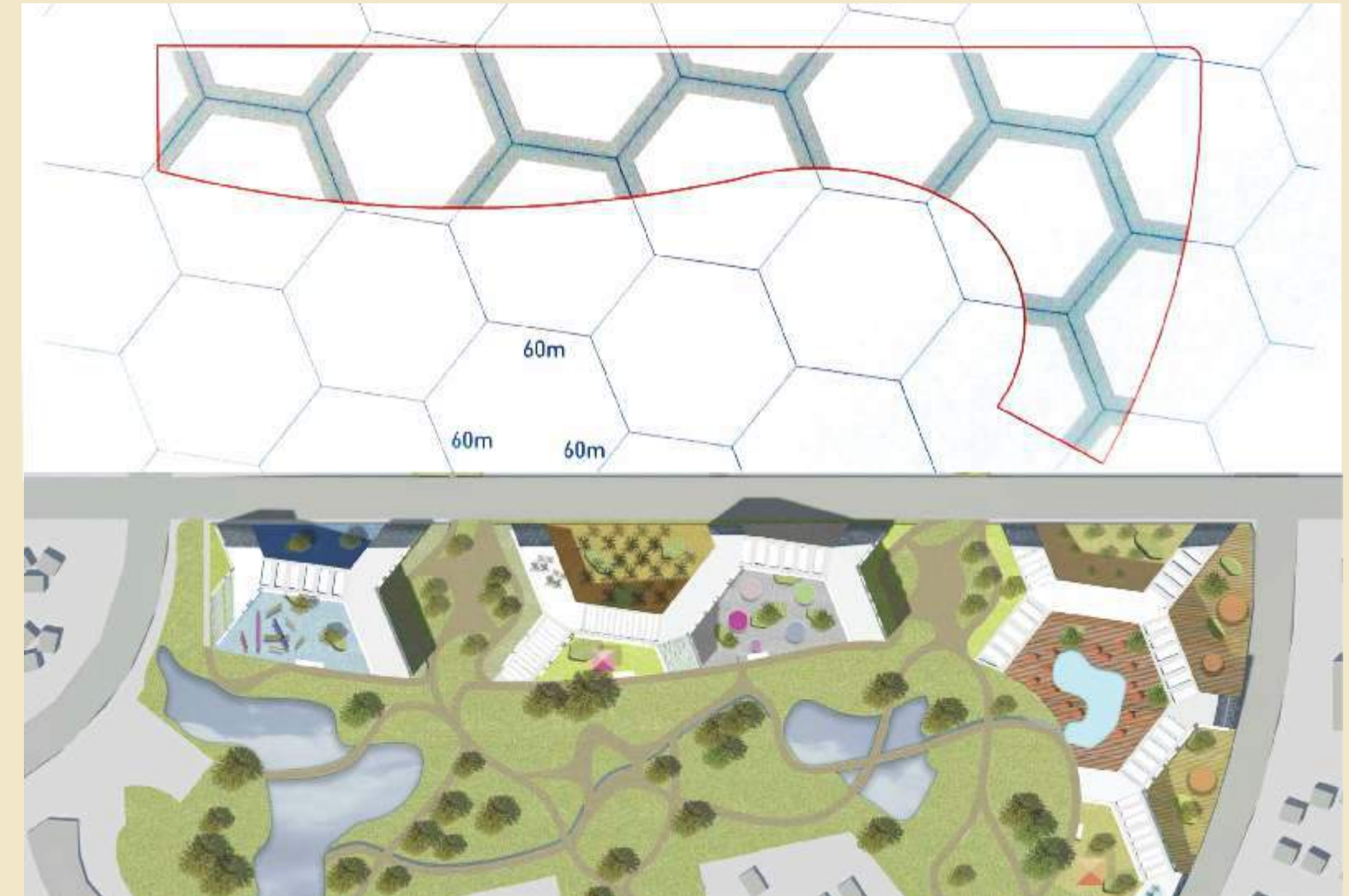
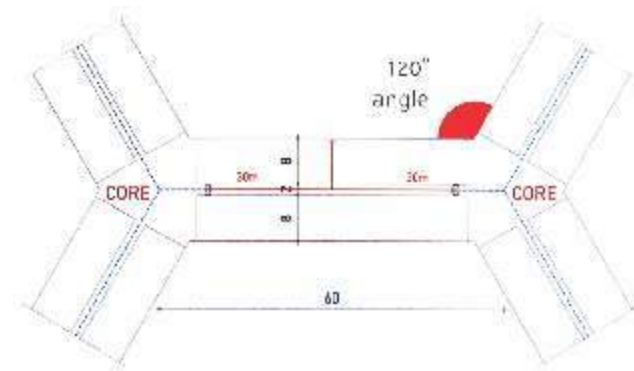
The 120-degree angle optimises abundant inflow of natural light and ensures a great view.

It is positioned on the site in a way that when cut along the site's boundaries it would give birth to three distinct building fragments.

These correspond to the three phases of the project.

Courtyards have always been an integral aspect of Indian architecture.

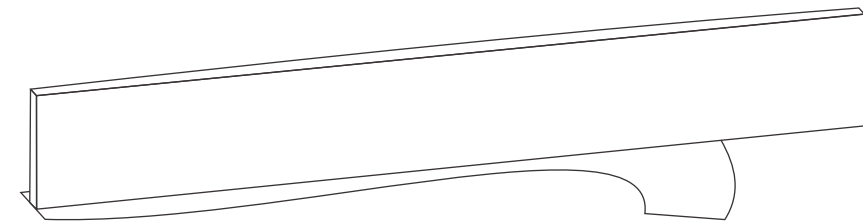
Taking this Indian concept of 'aangan' forward, there would be 6 courtyards, housing different convenience zones.



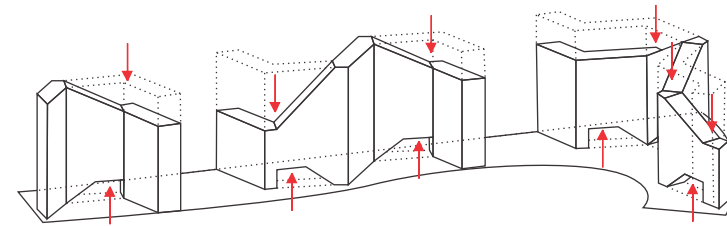
ARCHITECT'S FIRST CUT

This was the Architect's first design impression. From here, the design was taken to the next level where it evolved multi-fold to suit Indian sensibilities.

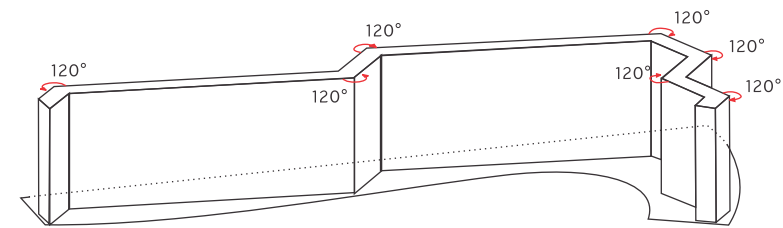
Giving birth to an icon.  
Step by step.



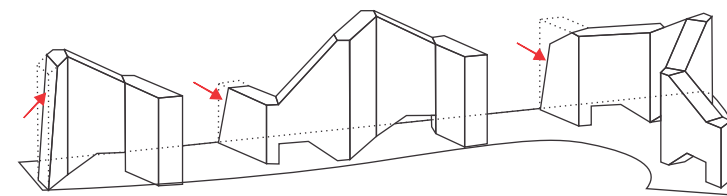
SLAB WITH PROGRAM (18m WIDTH, 100m HIGH)



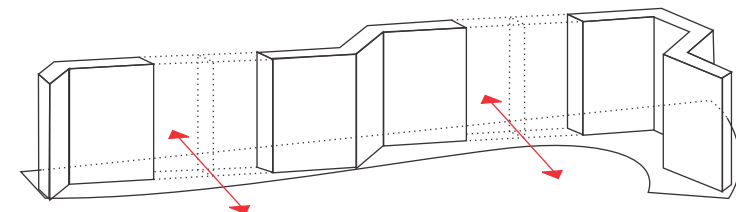
PUSH TO CREATE HEIGHT VARIATIONS AND OPENINGS ON THE GROUND FLOOR



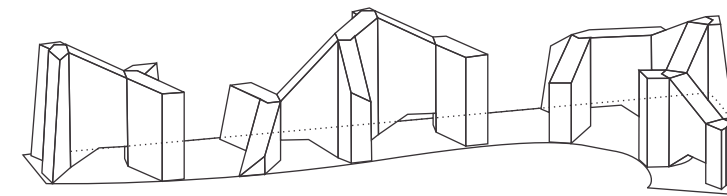
FOLD TO FIT ON SITE



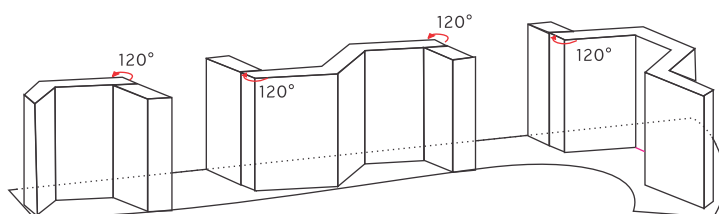
PUSH FOR SETBACKS



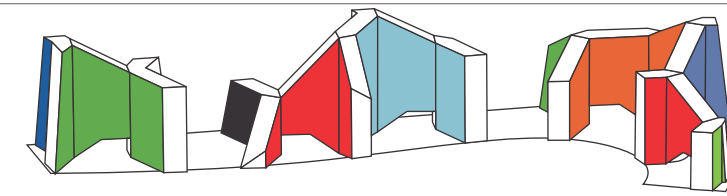
BREAK FOR GREEN CONNECTIONS



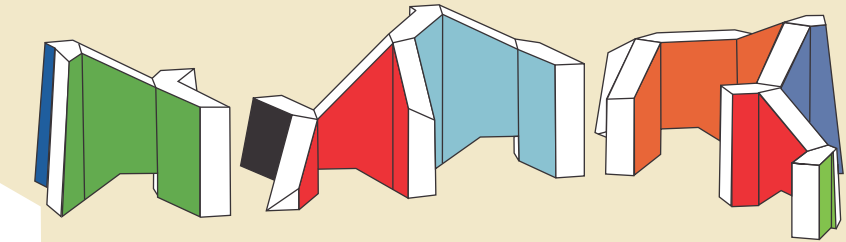
ADD THE SUBTRACTED MASS TO CREATE COURTYARDS



SLAB WITH GREEN GATES



IDENTITY FOR EACH COURTYARD



The iconic design is a structure resembling a landscape formation, with peaks and valleys, canyons and bays, grottos and caves.

Besides a unique silhouette, the volume has richness of spatial conditions, perfectly fit to accommodate the 'vertical city'.

A vertical city that earned itself a name called Future Towers.

And deservedly so.



Two-layered Plinth.

## Convenience incorporated.

Each building is raised on a two-level plinth enabling both parking and logistics to co-exist.

On the park side and along the green pedestrian connections, the plinth is lined up with a strip of commercial facilities.

The perforated deck of the plinth facilitates light in the parking and large trees on the deck. Amenities specific to each courtyard are located here. A driver's lounge is located near the drop-off on the plinth level.



ARCHITECT'S FIRST CUT

This was the Architect's first design impression. From here, the design was taken to the next level where it evolved multi-fold to suit Indian sensibilities.

Despite its spectacular appearance, the ensemble has a rational layout. One, that breathes easy.

In each node of the grid there is a core containing vertical circulation and ventilation shafts. The core connects to three slabs.

To facilitate free flow of natural light, breeze and enhance movement of people, there are modern triangular arches. These act as passage ways linking the central green to the pipeline road.

Speaking of the apartments, there are several variations according to the view and size. Every apartment is planned and designed in a way that it would remain sun-lit and airy.

The presence of a balcony in every apartment would be a first-ever unique feature in a vertical city project of such magnitude and scale.

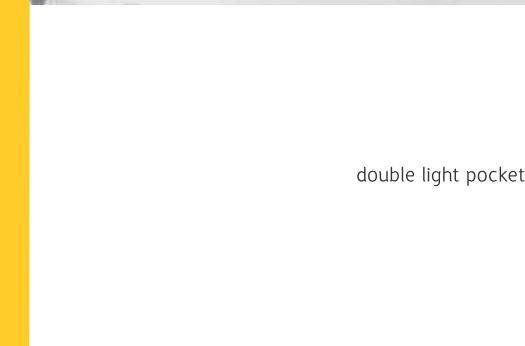
In a nutshell, the entire layout will allow for a very flexible apartment city, making Future Towers a fine example of iconic architecture with amazing thoughtfulness.

A layout that breathes.

At **macro** and **micro** levels.



podium view



double light pocket



scoop / refuge area





The future welcomes you.





Step into Amanora Future Towers.  
Futuristic. Green. Holistic.  
A design born out of a hexagonal grid.  
A city that runs for nearly a kilometre.  
Where form meets function.  
Where maverick thinking marries rational reasoning.  
Where exclusivity and community feeling co-exist.  
Amanora Future Towers.  
A true evolution in architecture.  
A much-needed revolution in new-age living.  
An ecosystem pulsating with energy. 24 x 7.  
A multi-cultural habitat for a rich social life.  
A minipolis of unbridled joy.  
An address for those who insist that life must go on.

India's first ever iconic vertical city is here.

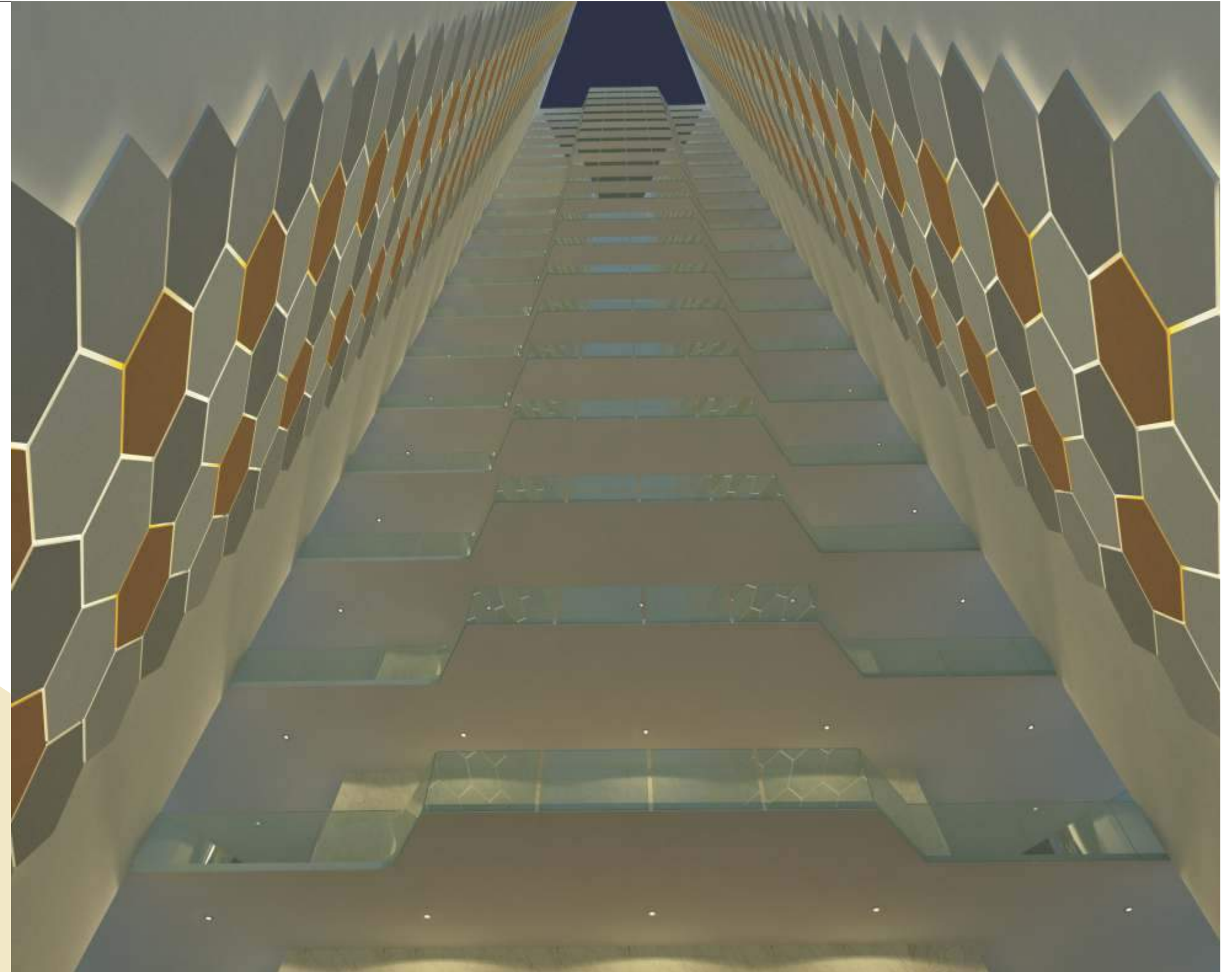






Experience a 100-metre vertical rush

Future Towers is India's first residential project with the tallest atrium. The 100-metre tall Atrium lobby, built around the idea of an open central court will enhance the feeling of space and light and iconize the Towers. The Atrium lobby will house plush and comfortable waiting lounges for guests, a grand reception area for queries and basic amenities like washrooms etc.





Every Future Towers Apartment would be either facing a 26-acre lush central green or overlooking a vast open expanse, ensuring that the views are truly spectacular.

The only thing your residence will not have room for, is compromise.

Luxury  
**revisited**



Lifestyle  
**refashioned**



## Scoops of delight

One of the most radical features of Future Towers is the presence of Scoops.

Wide, open spaces designed at varying altitude points that cut through the Towers.

Where each Scoop hosts an amenity area like a coffee shop, an amphitheatre, a play area, a senior citizens' zone and so on. These Scoops will be a hub for like-minded people to come together and indulge in life.



Verve -  
The youth scoop





Nirvana -  
The yoga scoop



A2Z -  
The kids' scoop





Tweenie -  
The kids' scoop



Kulture -  
The amphitheatre scoop





FreshBean -  
The coffee scoop



Aristo -  
The lifestyle sports scoop





Nostalgia -  
The senior citizens scoop



Gossip -  
The ladies scoop



## Courtyards of joy

The numerous Courtyards at Future Towers are designed to address the issue of social sustainability and interaction.

The Courtyard layout would create a sense of neighbourhood, with amenities and conveniences spread like confetti over various levels to encourage interaction and stage a rich social life.



Central courtyard





Learn & Play courtyard



Retail Courtyard





Sculpture Courtyard



Pool Courtyard



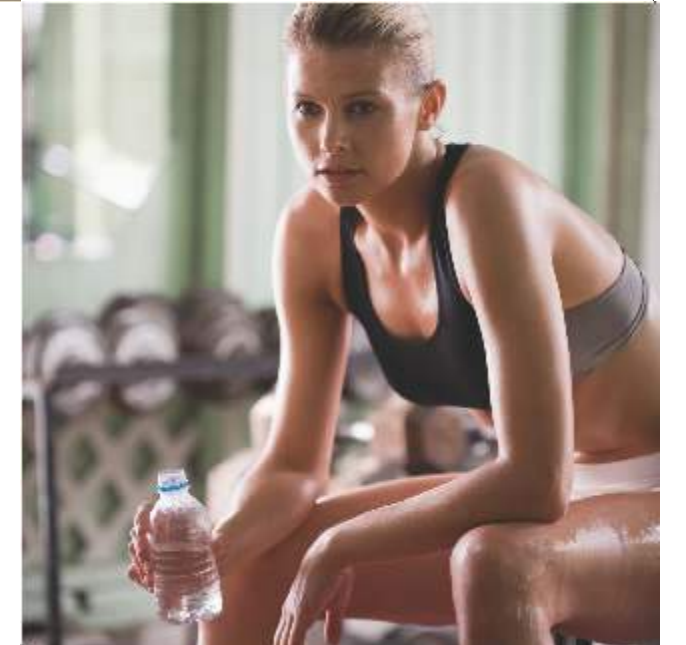
## Designed for your child's future

The Pre-school at Future Towers is designed to provide holistic education to children. The classrooms will move beyond the four walls and include the playground as well, thereby ensuring that learning is not just about opening books, but about opening minds.



## Sculpt your look

The ultra-modern Gymnasium will have world-class fitness equipment and trainers to keep your body in top shape. So, hit the treadmill anytime of the day. Or night. Pump iron at 2 am. Take a sauna bath at night. Tone your muscles and calm your mind at the Gym.





Never feel lonely at the top.  
Make friends with the moon.  
Start a conversation with the stars. Revel  
in august company at MindSpace.

# MindSpace

Sky lounge of the future



Sky lounge





## Feed your mind

Step into MindSpace, the Sky Lounge at Future Towers.  
Browse through classics. Leaf through bestsellers. Turn a new page in evolved living.







Site Plan

Phase 1





### Rainwater Collection

Rainwater will be collected and stored in the lakes to be later re-used for irrigation of greenscapes or flushing toilets.

### Sustainability Ideas

The vertical city has various environment-friendly design concepts.

Along with natural ventilation and daylight penetration, various other environmental-friendly design concepts are implemented.

Vertical gardens act as green chimneys in every core.

There is rainwater collection on all the roofs, besides natural energy generation.

Each of the nine wings is split in two sides by a corridor. Ventilation shafts run through the floors, opening into corridors, enabling air and daylight distribution through the shafts.

Refuge areas, sky gardens and voids would allow for more air and maximise daylight.



### Solar Trees

Future Towers has a solar-tree plantation, spread across the project. The branches of these solar trees will have solar lamps, each one comprising of several solar cells; rechargeable batteries and electronic systems.

With respect to lighting, every solar lighting fixture will have a highly complex, scientifically designed solar collector panel, to light up the outdoors without any use of electricity. Since they do not require transformers or wirings, they will be extensively used for driveways, gardens and remote locations.

Apartments of the future.  
35 different types to choose from.

Apartment Size	Available	Types Area (in sq.ft.)
1 & 1.5	4	608 to 910 sq.ft
2 & 2.5	10	966 to 1410 sq.ft
3, Duplex & 3.5	16	1218 to 1993 sq.ft
4 & Duplex	5	1976 to 2372 sq.ft

Besides these, there are also 31 types of terrace apartments in 3,4, 5 BHK and duplex versions.





Entrance lobby



Master Bedroom



Dining Room





Living Room



Master Bedroom





Living Room



Living Room



Master Bedroom



Exterior Night View







Amanora Club



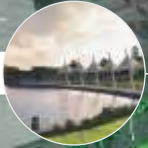
Hospital



12 k.m. long internal roads



Amanora Lake



Amanora Gateway Towers 1



Amanora Town Centre



Temple of Environment



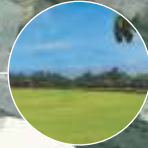
Amanora Future Towers



Amanora school II



Central Green



Sweet Water Villas



Aspire Towers



Amanora school I





A township in the true sense of the word, Amanora Park Town is India's most futuristic one, offering a lifestyle at par with the best in the world, and beyond. Spread across 400 acres of utopia with 14 million sq. ft. of structured development intermingled with 70 acres of open spaces, clean dedicated water supply, self distributed power supply and world-class digital infrastructure, Amanora Park Town is a real township that functions like one. Seamlessly integrating modern values with traditional community living, Amanora Park Town is your haven of comfort, security and reliability. A futuristic address for a lifestyle beyond today's times.

## Township of the Future

Floor Plans of the Future