



ART



Inspired by

Art Life

Crafted for





Life
imitates *art*
far more than
art imitates
life.

- Oscar Wilde



A WALK THROUGH ART

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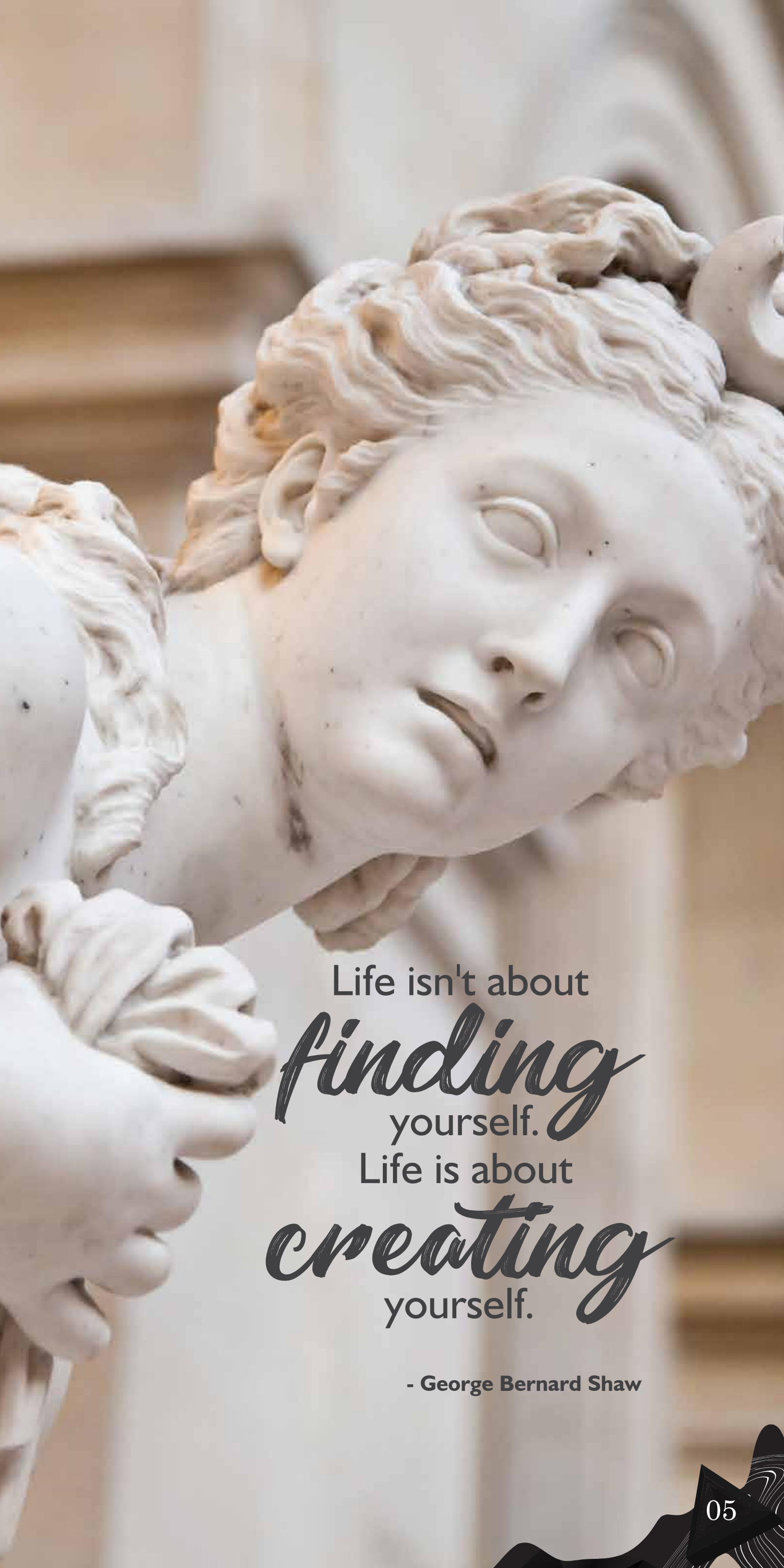
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Life is a painting and you are the artist

Imagine being surrounded by colours that fill your heart and the space around you with positivity. Seeing an artistic possibility in the most mundane jobs. A life that embraces myriad forms of creation and unveils the art of expression. A haven where you are inspired by everything you see, where you are free to paint your desires and dreams.



Life isn't about
finding
yourself.
Life is about
creating
yourself.

- George Bernard Shaw

India's first art-inspired residences

Welcome to +Art. A one-of-a-kind real estate project, that merges your everyday with art. Artists and architects have come together to create this masterpiece in the heart of Lower Parel. Here, art is not just a painting on a wall; it's the way of life. Defined by detail, every space, every corner is crafted for those seeking uniqueness. Make this extraordinary life, yours.





Architecture
is a *visual art,*
and the *buildings*
speak for themselves.

- Julia Morgan

A perfect blend of art and architecture

The 41 storey towering structure is a fine example of antique and modern architecture. We have merged the aesthetics and intricacies of a building with art, to offer a lifestyle unlike any other. With a five storey garden, a contemporary facade, the outside is just a glimpse of the rare experiences waiting inside.

The 1 & 2 BHK residences are designed to lend beauty to the life you desire. At +Art you can own a home and then some art.



Artist's Impression



Prabhadevi

Wadia International Centre

Indiabulls Finance Centre

PRABHADEVI

PAREL

Hard Rock Cafe

One Indiabulls Centre

King Edward Memorial Hospital

SP Jain School of Global Management

Times Tower

Farzi Cafe

Cafe Zoe

Todi Mill Social

Peninsula Corporate Park

ITC Grand Central

Ganpatrao Kadam Marg

Tulsi Pipe Road

N.M. Joshi Marg

Eastern Express Highway

ART

LOWER PAREL

High Street Phoenix & Palladium Mall

Marathon Futurex

CURREY ROAD

Four Seasons Hotel

The St. Regis Hotel

Proposed Monorail Station

ICE College of Hotel Management

Senapati Flyover

Worli

CHINCHPOKLI

MAHALAXMI

Jacob Circle

BYCULLA

N

Map not to scale

A prime location and a creative lifestyle

You might never want to leave this wonderland you call home. But when you do, only the best will be waiting for you.

This world is but a canvas to our imagination

Every day you'll witness spectacular urban landscapes right outside your window. From the southern and western vantage points, you can see the city come to life at night. While the northern and eastern view is that of lush greenery.



Vision is the
art of seeing
what is *invisible*
to others.

- Jonathan Swift



Artist's Impression



GRAND ENTRANCE

Start your everyday with art

It's enchanting from the moment you step in. The entrance lobby in itself is the centrepiece of +Art. The grandiose of the lobby is witnessed by carefully curated installations, flooring and wall decors. Contemporary art combined with artisanal elements, transform your most routine walk through the development into a visit to an art gallery.

You are the designer of your home and dreams

Decorating your home will have a new meaning to it. The colours, forms and textures you select will now come from a deeper understanding. Your home will have a signature style – *your style*, as you effortlessly incorporate the nuances you see around. It will be a perfect balance between warm and sleek, with an elegant finish.





Artist's Impression



Artist's Impression

Simplicity
is nature's first step,
and the last of *art*.

- Philip James Bailey





Artist's Impression



 **FOREST GARDEN**

Art is life and life is art

Nature is the purest form of life and art. It inspired us to create a masterpiece and every nature lover's dream. A five storey forest garden, with trees as tall as 20ft. You can travel for hours to get away from the city or just take an elevator to level IX.



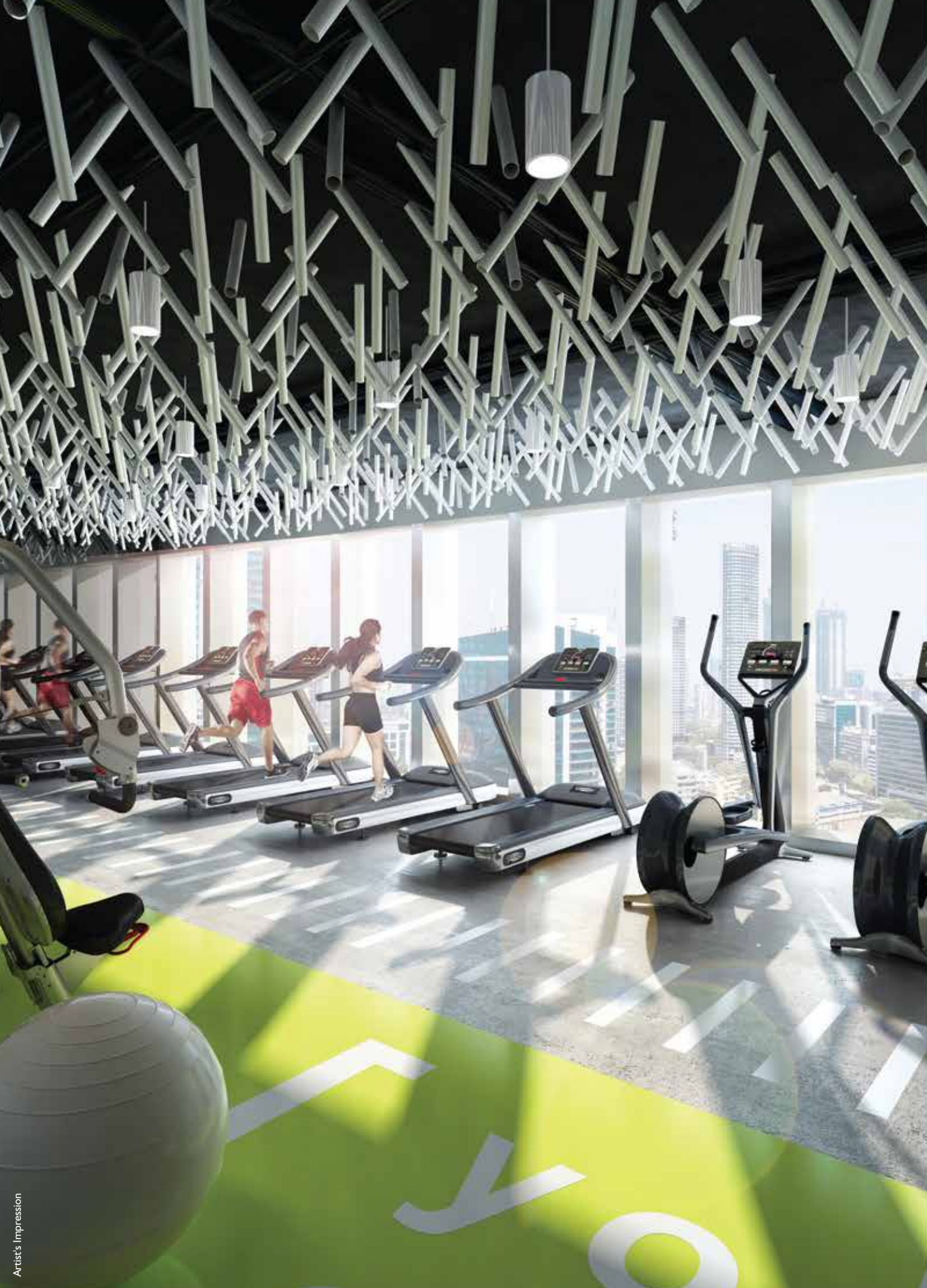
Artist's Impression



 **OBSERVATORY DECK**

Admire the sunset and the cityscape

The observatory deck offers a soothing and relaxed setting. Here, you can spend your evenings admiring the sunset and nights gazing at the starlit sky.



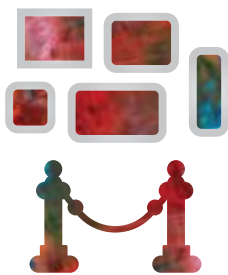
Artist's Impression



 **FITNESS CENTRE**

Each body is a work of art

While creating an artistic living experience, we made sure to include the essential. The way art frees your mind to unleash its creativity, the double-height fitness centre motivates you to stay fit and healthy.



ART GALLERY

Everything you imagine is real

What can be more relaxing than a walk through your very own art gallery? You can spend hours in the quintuple-height gallery. Get engrossed in stories painted by the resident artist. Open to sky on one side and filled with marvellous creations on the other, the +Art Gallery certainly turns imagination into a reality.



Artist's Impression



 **ROCK CLIMBING**

Creativity takes courage

We are probably India's only residential project to have incorporated a fully functioning rock climbing wall. Because art is all about experimenting and we have added some adventure into the mix.



The +Art Concierge

The +Art Concierge is a voluntary initiative by a panel of artists and curators. As they conduct workshops and events, you will be introduced to a 360 degree experience of admiring, understanding and buying art. Meet up with like-minded people, as you explore the techniques and mysteries hidden in a canvas. You have an opportunity to learn, engage and indulge in art. Who knows, tomorrow you might be the only one to own a rare piece of a renowned artist.



 **ART CONCIERGE**

A woman with dark hair tied back is shown in profile, focused on painting. She is wearing a green button-down shirt and blue jeans. She is using a palette knife to apply paint to a canvas. The background is a blurred studio setting with a large blue abstract painting on the wall. A large, textured red brushstroke graphic is overlaid on the left side of the image, containing the title and text.

The Residency Program

+Art, further gives you access to artists, one of who might just be the next Van Gogh. Through our Residency Program we will select young artists based on their talent. They can live in the studio apartment and unleash their creativity. Their creations will then be exhibited at the +Art Gallery that will open doors to endless possibilities for any aspiring artist.



ABOUT TREC

With a legacy of over three decades, we are a collaboration of three ambitious groups. United in 2014, TREC has a portfolio of 5mn sq. ft. Built on a foundation of a fascinating history, a vibrant culture and a billion plus aspirations, we are Experience and Expertise combined. We don't just create edifices that withstand time; instead, we weave stories into our developments. Every TREC creation narrates a heart-warming story and that is the driving force behind the highest level of professionalism we observe. Our values are what define us, our empathetic approach is the cornerstone of our success and, we take pride in it. Guiding the ambitious and professional team are three renowned and highly respected stalwarts of Indian real estate, who have observed integrity, honesty and transparency in all interactions.

OUR OTHER DEVELOPMENTS ARE JUST AS UNIQUE



DADAR

Garden 6 is a well-thought addition to 5 Gardens. It celebrates the century-old Parsi culture and is a welcome respite from the perennial grey tones of the city. Located in Dadar Parsi Colony, everything is crafted with a single philosophy – create a lifestyle that honours nature, people and culture. The 4 BHK residences per floor are designed to offer a life of exclusivity.

MahaRERA No. P51900003194
Available on <https://maharera.mahaonline.gov.in>



VASAI

The Terraced Art Deco Homes in the lush suburb of Vasai West offer 1 and 2 BHK residences that let you take life at your own pace. Inspired by the Art Deco style, Casa Terraza has an artistic slant to it, without losing its appeal and practicality. Away from the city's mind-numbing buzz, your home is surrounded by greenery and all the facilities you desire.

MahaRERA No. P99000011668
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AMBIVALI

In the quiet locales of Ambivali, La Promenade will be your pride and joy, with its world-class amenities, well-planned interiors and open spaces. The 1 and 2 BHK homes are a perfect setting to build a future for your family. Here, you can admire the scenic beauty and embrace a life that would seem like an endless vacation.

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OUR OTHER DEVELOPMENTS ARE JUST AS UNIQUE



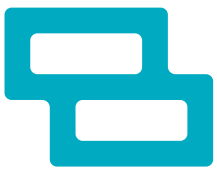
BHANDUP

In the bustling micro-market of Bhandup, we will soon launch our iconic and well-planned residential project that promises easy connectivity and a truly urban lifestyle.



BORIVALI

The elegant and comfortable residences at Borivali, welcome you to a qualitative life, alongside picturesque cityscapes.



CHEMBUR

Our upcoming development in Chembur offers residences laced with a view of the Golf Course. Your new home will be a combination of convenience and excellent connectivity.



DUNCAN ROAD

Nestled in South Mumbai, Duncan Road will witness the largest retail-cum-residential development. The residences also come with a stunning view of an exclusive garden space, complete with a community living experience.



MATUNGA

Aangan, India's first-ever co-created real estate project is an ode to women. Located on the cusp of Mahim and Matunga, these carefully crafted 2 & 3 BHK residences and thoughtful amenities are nothing short of perfection.

MahaRERA No. P51900015218
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A PROJECT BY

TREC

THE REAL ESTATE COMPANY

Site Address: +ART, GIP Store Lane, Off N.M. Joshi Marg, Near Marathon Futurex, Lower Parel (E), Mumbai - 400 013.

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The promoter of the project is Chintamani Construction Company. The project has been registered via MahaRERA registration number: P51900003331 and is available on the website <https://maharera.mahaonline.gov.in> under registered projects.

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