

CANSAKE

STUDY

Kessaku



傑作
KESSAKU
1 DR. RAJKUMAR ROAD



was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

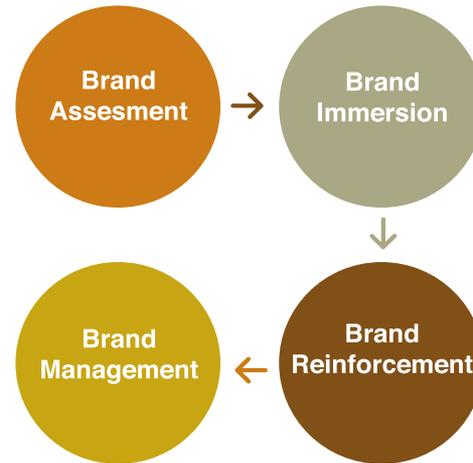
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

ABOUT vgc



DESIGN ECOLOGY



DESIGN PROCESS

Turning the idea of luxury on its head

Phoenix Kessaku

Uber Luxury Residential Project in Bangalore

Client Brief

Create a differentiated positioning for the uber-luxury residential offering in Bangalore.

Design Strategy

The Consumer Insight

They are people who value luxury not for its emotional rather than material value; an attitude beyond a demographic. They know the best and recognise it.



The Arrived

Acknowledge



The Aspirer

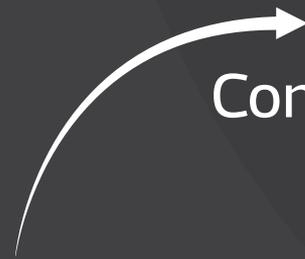
Upgrade

The Challenge

Connect with an evolved audience, in a category that leads with never-before promises of luxury, fighting for a raison d'être.

The Switch

Cookie-Cutter Luxury



Thoughtful,
Consummate Luxury

The Proposition

Luxury. Perfected

The Reason To Believe

Exclusive

one sky – villa per floor | two clubs – roof top & ground level | premium setting – 1 Dr. Rajkumar Road



Thoughtful

cross ventilated expansive living spaces opening on to large decks | detailed kitchen suites | dual master – suites | dual vanity suites | bespoke home automation.

with impeccable credentials



PHOENIX

A visceral positioning that
conveys consummate luxury.

Not what you say,
but how you say it.

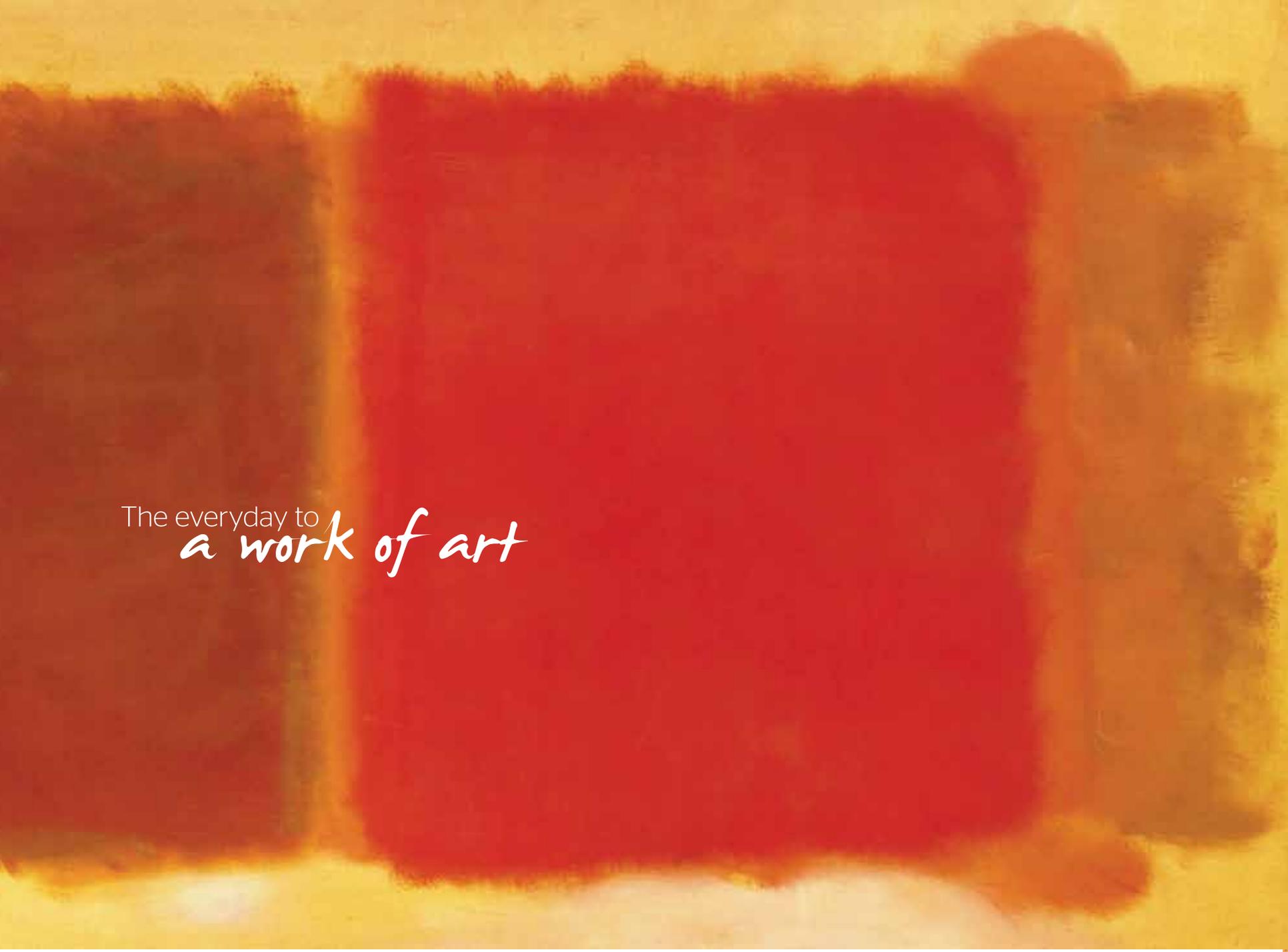
And thoughtful consummate
luxury is about.

Elevating the ordinary to

the exemplary

The background is an abstract composition of thick, textured brushstrokes. A large, dark blue area occupies the left and center, while a vibrant red area occupies the right. A vertical strip of bright orange and yellow is visible on the far left edge. The overall effect is one of dynamic, expressive movement.

The simple to
the sublime

The background is an abstract composition of warm, textured colors. A large, vibrant red square is the central focus, surrounded by soft, blended washes of orange, yellow, and brown. The overall effect is that of a hand-painted or watercolor-style artwork.

The everyday to
a work of art



傑作

KESSAKU
1 DR. RAJKUMAR ROAD

The Fine Art of Living.

Perfected.

The Fine Art of discovering the genius of two master suites.



Every aspect at Kessaku has been crafted to artful perfection, including the privilege of two expansive master suites with the luxury of attached his & hers walk-in vanities.



名作
KESSAKU
1 DR. RAJKUMAR ROAD
The Fine Art of Living. Perfected.

The Fine Art of taking in the view while soaking in your luxurious bubble bath.



Every aspect at Kessaku has been crafted to artful perfection, including the privilege of sprawling residences that spill out onto large wooden decks and sweeping views of the city.



名作
KESSAKU
1 DR. RAJKUMAR ROAD
The Fine Art of Living. Perfected.

The Fine Art of appreciating over 6000 sq. ft. of space, when playing peek-a-boo with your kids.



Every aspect at Kessaku has been crafted to artful perfection, including the privilege of sprawling sky residences that will become the canvas to a limitless childhood.



名作
KESSAKU
1 DR. RAJKUMAR ROAD
The Fine Art of Living, Perfected

The Fine Art of steering a riveting conversation while managing the hors d'oeuvres.



Every aspect at Kessaku has been crafted to artful perfection, including the thoughtfully designed kitchen suite with wet & dry areas, an attached larder and a quaint herb garden.



名作
KESSAKU
1 DR. RAJKUMAR ROAD
The Fine Art of Living. Perfected.

The Fine Art of discovering seamless entertainment as you like it.



Every aspect at Kessaku has been crafted to artful perfection, including the unparalleled seamless home entertainment experience enabled by the state-of-the art home automation. So you can begin a movie in one room and finish it in another.



名作
KESSAKU
1 DR. RAJKUMAR ROAD
The Fine Art of Living. Perfected.

The Fine Art of taking in the spectacular cityscape on your morning run, 315 ft high.



Every aspect at Kessaku has been crafted to artful perfection, including the circuitous rooftop jogging track on a 315 ft height.



名作
KESSAKU
1 DR. RAJKUMAR ROAD

The Fine Art of Living. Perfected.

The Fine Art of discovering an idyllic place for a languorous Sunday.



Every aspect at Kessaku has been crafted to artful perfection, including the privilege of Midori the Garden Clubhouse at the ground level. Leisure here finds many expressions whether it is a game of squash or a tee-off at the simulated golf zone or a lavish brunch by the pool.



名作
KESSAKU
101 RAJKUMAR ROAD
The Fine Art of Living Perfected

The Fine Art of discovering an idyllic place for a languorous Sunday.



風
KAZE
The Sky Club

Every aspect at Kessaku has been crafted to artful perfection, including the privilege of Midori the Garden Clubhouse at the ground level. Leisure here finds many expressions whether it is a game of squash or a tee-off at the simulated golf zone or a lavish brunch by the pool.



名作
KESSAKU
1 DR. RAJKUMAR ROAD
The Fine Art of Living Perfected

The name lead through
from the positioning.

The idea of simplicity in complexity, 'shibui' in Japanese aesthetics allows subtle and complex details, textures to exist in a balance of beauty and purpose. This balance of simplicity and complexity ensures that new meanings emerge and enrich the aesthetic value continuously.

Kessaku, meaning masterpiece in Japanese is an exemplification of this thought, with an artful setting of diverse elements both formal and functional.

The metaphor to convey the positioning



Mark Rothko

Clarity in Abstraction. Rothko is generally identified as an Abstract Expressionist. He was inclined to the simple expression of the complex thought.

His signature “multi-forms” are composed of bright, vibrant deep colors. His work captures complexity and simplicity in an expression of subliminal perfection akin to the idea of Kessaku.

And the sub-branding built further on the idea of subliminal perfection.



傑作
KESSAKU

The Kessaku precinct offers five exclusive towers Sora, Niwa, Mizu, Faia and Zefa, inspired by the five natural elements in Japanese. It also offers the unique privilege of two premium clubhouses, Midori and Kaze.

空
SORA

庭
NIWA

ファイア
FAIA

ゼファー
ZEFA

水
MIZU

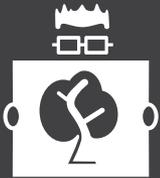
緑
MIDORI
The Garden Clu

風
KAZE
The Sky Club

And we activated the right associations.



CALLISON – Design Consultants



DESIGN CELL – Landscape Architects



Studio Wrap – Interior Design Consultants



AWA – Lighting Design Consultants

Art, Craft & Style collaborations for the Kessaku experience.



MANOVIRAJ KHOSLA
FOR



KESSAKU
THE FINE ART OF LIVING

Manoviraj Khosla captures the artful intent of Kessaku.

Manoviraj Khosla for Kessaku



Host uniform

A layered invitation to experience
life at Kessaku.



The Rothko Painting Invite. A Framed Rothko as a keep-sake layered with the invite.

An invitation to experience the
artful-exquisite life at Kessaku.



The Chair Invite. A miniature model of a chair that is part of the Kessaku Concept Suite.

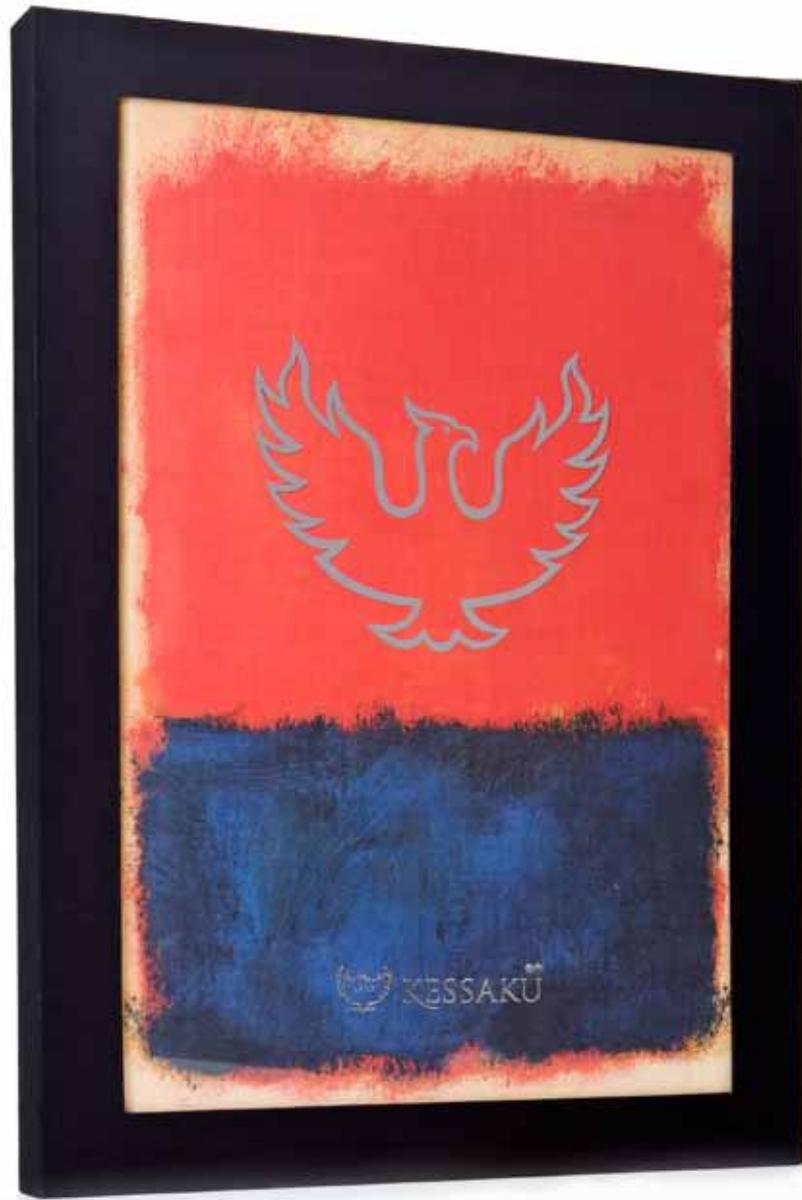


Experience center reception

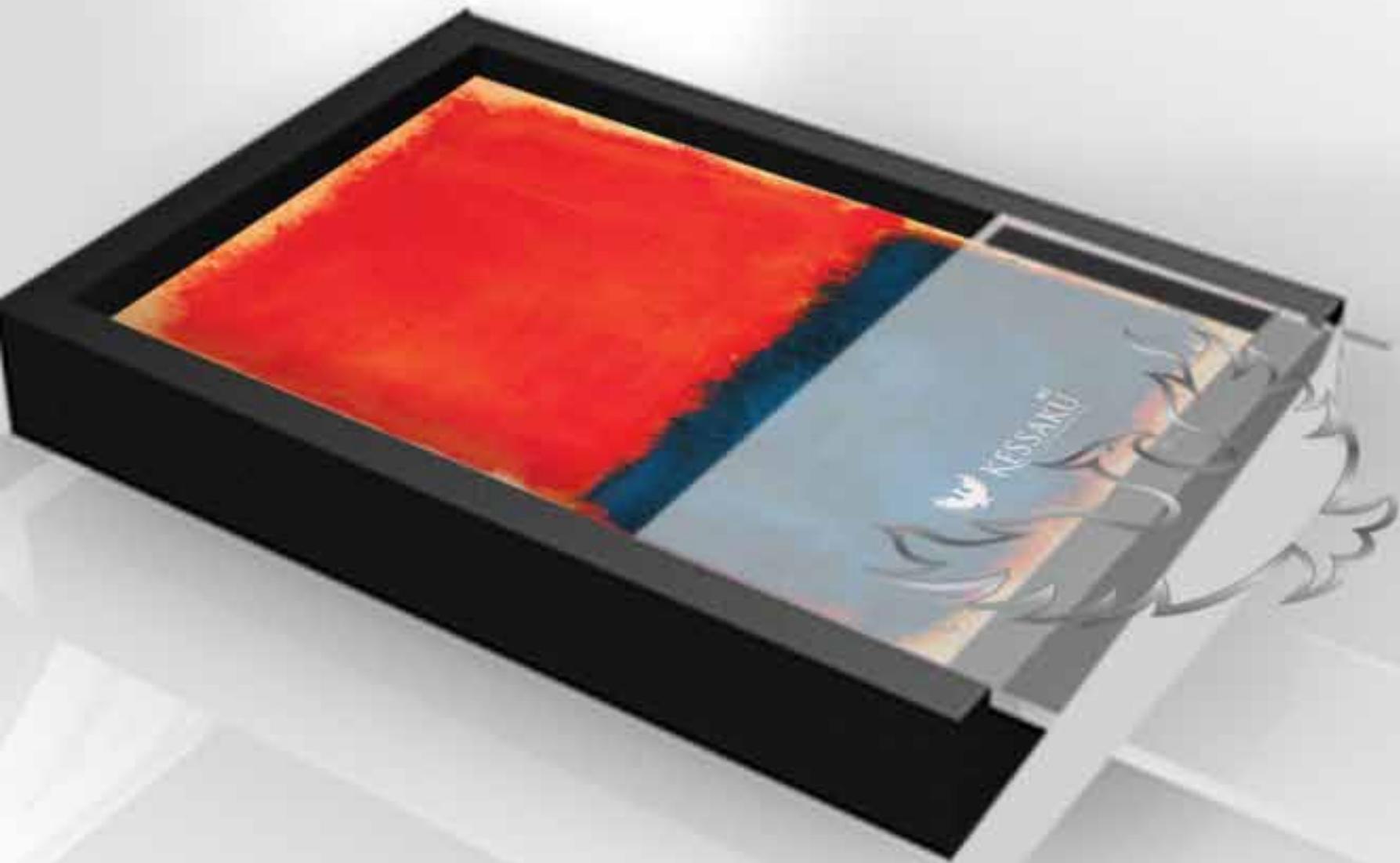


Hors d'ouvres menu

At the end of the walk-about, guests are presented with the Kessaku brochure that encapsulates the idea of The Fine Art of Living. Perfected.









The Fine Art of
Making an Entrance.
Perfected.



Find inspiration from above and balance will fit

At a time when many are looking for ways to live more sustainably, KAZE offers a new way of living. It's a place where you can enjoy the best of both worlds: a modern, high-rise lifestyle with a touch of nature. The building is designed to be a green oasis in the heart of the city, with lush gardens and green spaces on every floor. It's a place where you can find inspiration from above and balance will fit.

- High-rise living
- Price from \$250,000
- Green spaces
- Best views and services
- Amenities and conveniences

- 24-hour security
- Concierge service
- Gymnasium
- Swimming pool
- Pet-friendly

KAZE
The Sky Club



Walk into a perfect state of
beauty and balance

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DRINK WITH A VIEW AT 750

...the view is the main attraction. The restaurant is located on the top floor of the hotel, offering a panoramic view of the city. The menu is extensive, featuring a variety of dishes that complement the setting. The atmosphere is elegant and sophisticated, making it a perfect choice for a special occasion. The service is attentive and professional, ensuring a memorable dining experience. The restaurant is a must-visit for anyone looking to enjoy a fine meal with a view.





Where the world begins around you

World Travel Centre

Shopping

F and B

Restaurants
Bars
Cafes
Hotels
Spas
Nightclubs
Golf Courses
Casinos

Hotels

Hotels
Resorts
Vacation Homes
Bed and Breakfasts
Guest Houses
Hostels
Cottages
Apartments

Wellness

Spas
Yoga
Meditation
Massage
Pilates
Golf Courses
Casinos

Health Care

Hospitals
Clinics
Dentists
Pharmacies
Opticians
Podiatrists
Physiotherapists
Chiropractors
Nurses
Doctors
Mental Health Services
Specialist Services
Diagnostic Services
Research and Development
Medical Devices
Pharmaceuticals
Biotechnology
Health Insurance
Medical Tourism
Telemedicine
Digital Health
Wearable Devices
Artificial Intelligence
Big Data
Cloud Computing
Blockchain
Cybersecurity
Regulatory Compliance
Quality Improvement
Patient Engagement
Healthcare Reform
Global Health
Public Health
Epidemiology
Infectious Disease
Maternal and Child Health
Non-Communicable Diseases
Injury and Violence Prevention
Health Equity
Healthcare Access
Healthcare Costs
Healthcare Financing
Healthcare Delivery
Healthcare Quality
Healthcare Innovation
Healthcare Research
Healthcare Education
Healthcare Workforce
Healthcare Policy
Healthcare Law
Healthcare Ethics
Healthcare Governance
Healthcare Leadership
Healthcare Communication
Healthcare Marketing
Healthcare Branding
Healthcare Reputation
Healthcare Risk Management
Healthcare Crisis Management
Healthcare Incident Response
Healthcare Data Management
Healthcare Information Systems
Healthcare Interoperability
Healthcare Standards
Healthcare Accreditation
Healthcare Certification
Healthcare Regulation
Healthcare Compliance
Healthcare Transparency
Healthcare Accountability
Healthcare Integrity
Healthcare Trust
Healthcare Confidence
Healthcare Satisfaction
Healthcare Loyalty
Healthcare Retention
Healthcare Growth
Healthcare Innovation
Healthcare Disruption
Healthcare Transformation
Healthcare Evolution
Healthcare Revolution
Healthcare Future
Healthcare Vision
Healthcare Mission
Healthcare Values
Healthcare Culture
Healthcare Climate
Healthcare Community
Healthcare Ecosystem
Healthcare Network
Healthcare Partnership
Healthcare Collaboration
Healthcare Cooperation
Healthcare Competition
Healthcare Competition
Healthcare Competition

Activities

Adventure
Cruises
Golf
Hiking
Skiing
Snowboarding
Water Sports
Wildlife
Cultural
Historical
Religious
Educational
Business
Conferences
Meetings
Events
Festivals
Concerts
Theater
Museums
Galleries
Shopping
Dining
Nightlife
Spa
Wellness
Relaxation
Recreation
Entertainment
Education
Professional Development
Networking
Career Advancement
Personal Growth
Self-Care
Mental Health
Physical Health
Emotional Health
Spiritual Health
Holistic Health
Integrative Health
Complementary Health
Alternative Health
Traditional Health
Modern Health
Future Health
Global Health
Local Health
Community Health
Individual Health
Family Health
Workplace Health
School Health
University Health
Research Health
Innovation Health
Leadership Health
Management Health
Finance Health
Marketing Health
Sales Health
Customer Health
Employee Health
Supplier Health
Partner Health
Investor Health
Government Health
Regulatory Health
Legal Health
Ethical Health
Social Health
Environmental Health
Economic Health
Political Health
Cultural Health
Historical Health
Religious Health
Educational Health
Professional Health
Personal Health
Family Health
Community Health
Global Health

VACATION HOMES



Infinity edge pool

Small, illegible text located below the main title, likely providing details about the pool or the project.



Brochures for the individual towers



Brochures for the individual towers



Chocolate Box



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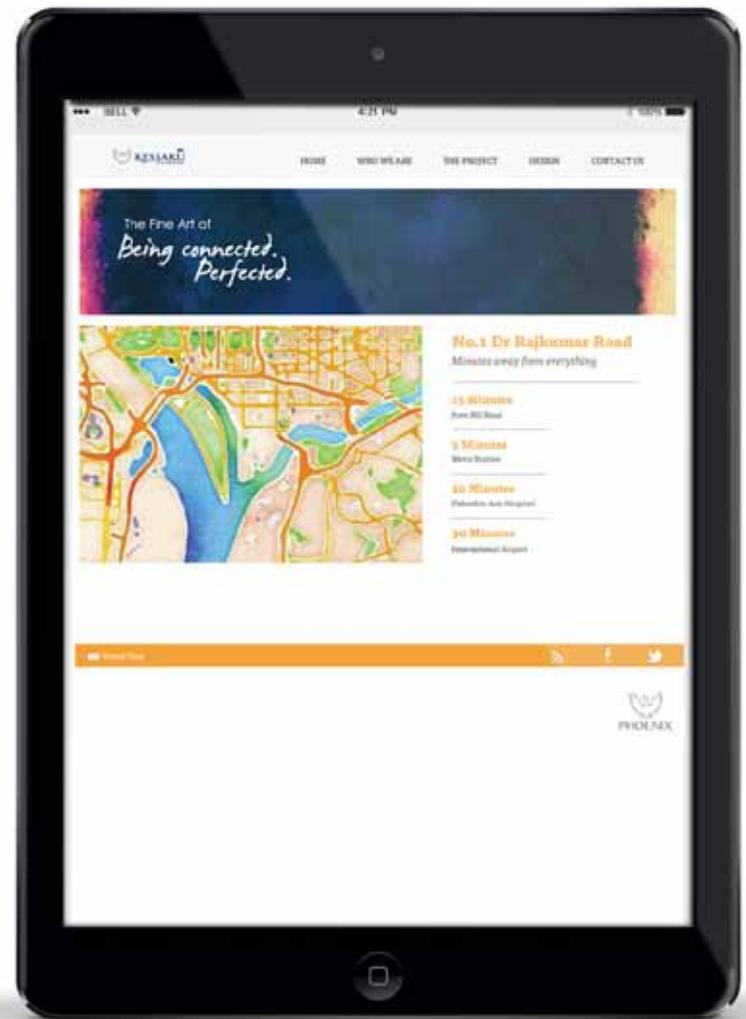
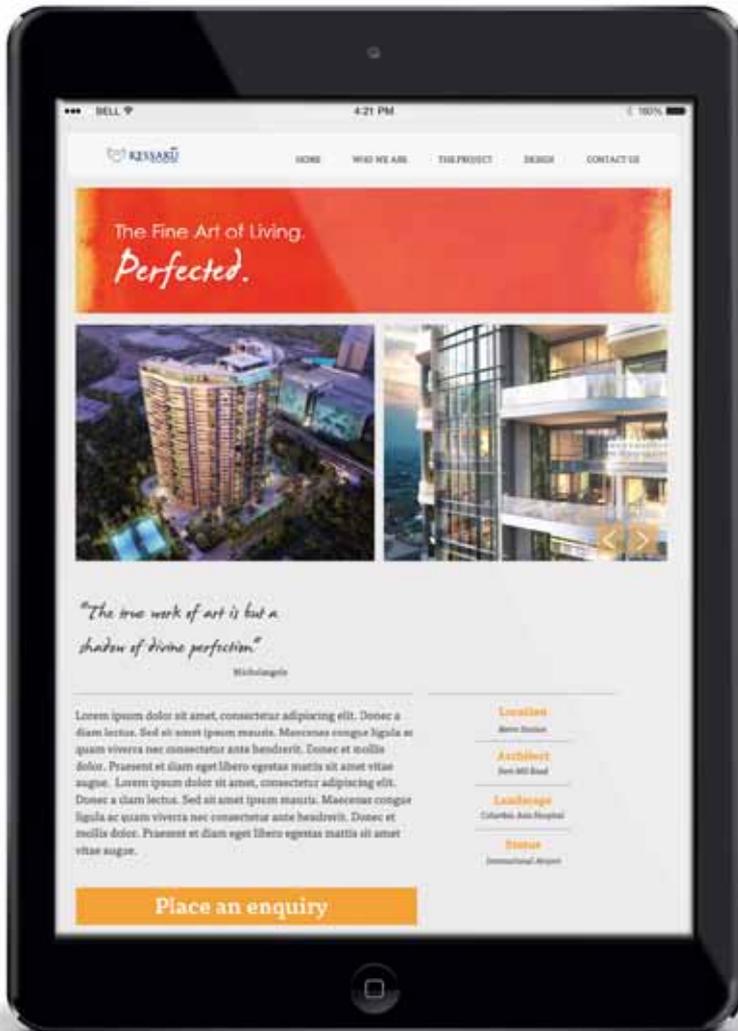
傑作
KESSAKU
1 DR. RAJKUMAR ROAD

The Fine Art of Living.
Perfected.

Bag



Stationery



The Kessaku web-experience

The Fine Art of Living.

Perfected.

A summarily integrated experience
encapsulating the idea of
The Fine Art of Living. Perfected.

The Results

With the compelling artful, Kessaku experience

we sold over
60%
in a pre-launch in a span of
45 days



took the price up by
20%
since pre launch.

We achieved all targets with focused experiential marketing to our target audience.

Client Speak

"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

Kumar Mangalam Birla, Chairman
ADITYA BIRLA GROUP

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

Anurag Batra, CEO
EXCHANGE4MEDIA

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

Deepak Nath, Category Head
SABMILLER INDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

Neha Hiranandani, Director
HOUSE OF HIRANANDANI

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

Derek Hugh Jones, Director Marketing
SABMILLER INDIA

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

Pranab Barua, CEO
MADURA FASHION & LIFESTYLE

SOME OF THE CLIENTS POWERED BY VGC SINCE 1997



GRAZIA

HELLO!





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